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Xero + Xendoo Partnership

# How Xendoo created an online accounting services platform for e-commerce merchants with Xero



From the get-go, Xendoo recognized that many e-commerce merchants, some with complex businesses that sell on multiple marketplaces, lacked personalized, online bookkeeping and tax services – while also lacking fast, accurate financials. The functionality of Xendoo’s solution relied on finding a high-value, intuitive cloud-based accounting platform. The search was on.

In the 2020s, online retail skyrocketed. In fact, eMarketer reports that U.S. e-commerce sales rose by a phenomenal [32.4% in 2020](#) and [another 17.9% in 2021](#). Lil Roberts, founder and CEO of Xendoo, knew e-commerce merchants needed to focus on customer experiences, inventory management, and other facets of a successful online business – but here was the issue: these merchants rarely had time for accounting, let alone analyzing financial data to grow their businesses.

## The challenge Accounting in the digital age

Pure-play e-commerce retailers have operations and leadership located in different regions, and can therefore engage customers across the country. It’s one of the advantages of establishing digital

storefronts, rather than traditional physical locations that offer limited geographic reach. Herein lies the problem, however. This aspect of the e-commerce business model can make finding a “local” partner that provides bookkeeping, tax and accounting services virtually impossible.

In 2017, Xendoo saw the opportunity to disrupt the accounting space with a cloud-based solution enabling businesses to build relationships with accountants online – regardless of where team members happen to be working.

[Xendoo's e-commerce services](#) match businesses with a dedicated bookkeeper and tax services, while providing detailed financial reporting in each online marketplace, where they sell their products and their businesses as a whole.

Xendoo's solution for online merchants depended on finding the right accounting software to integrate with its own online accounting services platform. Researching popular accounting software revealed aging technology and no open APIs for easy integration. The Xendoo team needed a cloud-based Software as a Service (SaaS) solution that would conveniently integrate with their platform.

## The solution

Xendoo found Xero, an accounting solution born in the cloud – as opposed to older technology that's adapted for online access. Xero also checked other boxes, convincing Lil Roberts and her team that Xero was indeed, the right choice for the Xendoo platform. "It has tremendous integrations," said Lil. For example, Xero effortlessly integrates with



## Who is Lil Roberts?

Lil Roberts is the Founder and CEO of [Xendoo](#), an online bookkeeping and accounting solution for small business owners. Through technology and Xendoo's dedicated team, the company helps businesses get speedy access to their financials through predictable pricing, seamless technology, and expert support.

e-commerce platforms, such as Shopify, payment platforms, customer relationship management (CRM), and marketing solutions.

"We decided to invest so that our platform integrates deeply with Xero," she says.

## The transition

As online merchants who used paper-based processes or spreadsheets move to online accounting, Xendoo onboards them to Xero. However, Xendoo also transitions clients who have used other accounting software, such as QuickBooks Online, after showing them the advantages.

“It's beautiful software,” Lil says. “We find it more intuitive than other software, and people can learn to use it quickly.”

Lil adds that one of the features that makes Xero so easy to use is how they replace confusing accounting terms with plain language. This means E-commerce merchants can quickly find what they're looking for – like, for instance, “bills you need to pay” instead of “accounts payable.” This removes the need to have accounting expertise to understand the platform and the financial data that stems from it.

Lil's vision, commitment to maintaining value and integrity, and drive for innovative strategy and aggressive execution have led her to found many companies over the years.

## The result

### Support for your team

“Xero is very responsive to its partners. If you’re moving clients from other platforms to Xero, Xero is tremendously helpful,” says Lil. “Moving to Xero will also be an easy transition for your team. Among our team members who work on multiple platforms, their vote is Xero.”

## Conclusion

### A strong foundation for digital accounting services

Whether your clients solely do business online or they’re among the thousands who strengthened their e-commerce presence during the pandemic, Xero will enable you to provide the comprehensive accounting services your clients need. This cloud-based accounting platform (with its wide range of integration options) is easy for both your team and your clients to use.

“We love Xero for e-commerce,” says Lil.



### A solution designed for adoption

Lil comments, “85% of our clients are on Xero. It’s definitely a platform everyone should consider, especially as the world digitally transforms.”

### Key takeaways for finding beneficial accounting software

- ✓ Intuitive, user-friendly
- ✓ Full slate of integration options
- ✓ Responsive, knowledgeable user and partner support
- ✓ Value-priced



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**Xero** is a cloud-based accounting software platform for small businesses with over 3 million subscribers globally. Through Xero, small business owners and their advisors have access to real-time financial data any time, anywhere and on any device. Xero offers an ecosystem of over 1,000 third-party apps and 300 plus connections to banks and other financial partners.

[www.xero.com](http://www.xero.com)