

## App directory aimed at helping local SMEs

The recent launch of the South African App Integrator Directory is set to solve the complexity of choosing apps for small business owners.

The directory has now gone live in South Africa - with six partners – Realm Digital, Radical Cloud Solutions, Nimacc, Insights, Iridium Business Solutions and Creative CFO. These are all organisations with a proven track record of successfully integrating marketplace apps into Xero businesses.

There are also currently over 700 apps in Xero's App Marketplace worldwide, 21 of which are South African born apps such as Yoco, Payfast, SME Snapshot, Syft, Aurik, Simple Pay, PaySpace and Tall Order, which aim to support the evolving role of accountants as strategic advisors to small businesses.



Colin Timmis, general country manager at Xero SA

“As small businesses become more tech-savvy, they’ll value guidance from a trusted app integrator to help identify app solutions to improve operational efficiencies, growth and cash flow”, says Colin Timmis, general country manager at Xero SA

The app integrator partners in the new directory are all specialists in their respective fields with proven expertise to guide small businesses and their advisors with the selection and implementation of apps in the marketplace.

For more, visit: <https://www.bizcommunity.com>