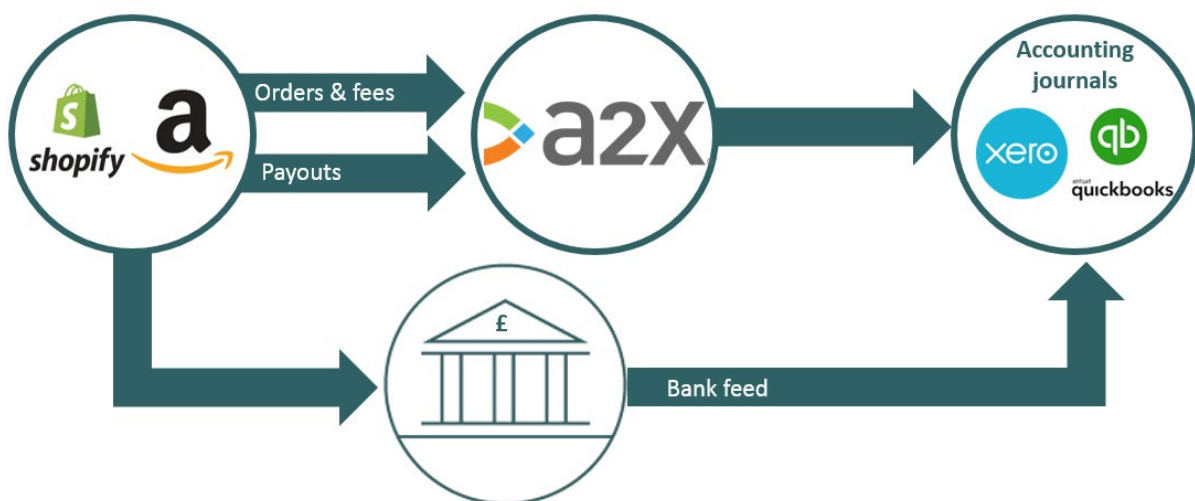


# What is A2X, and how does it work?

A2X automates ecommerce accounting into Xero and QuickBooks for Shopify and Amazon (among other sellers). It has been built with one core purpose – to correctly reconcile all transactions back to the money in your bank account.

In our opinion it's a win-win for small business owners, by automating the processing of vast volumes of data, linking it to the accounts software and speeding up the reconciliation of gross sales to net receipts.

So, how does it link?



## Benefits

- ✓ Time saving - On average, A2X users have saved 2-20 hours each month, and avoided unnecessary bookkeeping fees
- ✓ Easy reconciliation - A2X simplifies your bookkeeping entries by posting settlement summaries to QuickBooks or Xero, with all income/expenses automatically corresponding with your payouts
- ✓ Secure - All financial data is stored in Google's secure cloud platform and is encrypted so that no one can access it without permission.
- ✓ MTD compliance - Systems like A2X are essential to e-commerce traders to ensure they have 'digital links' between their software and HMRC.

# How have we helped our clients using A2X?

## The problem

A small business on Shopify was struggling to manage a vast number of small transactions through its channel.

A business was looking to group its sales into various categories in the profit and loss account.

A business had enabled its customers to pay via several methods (including Card, Klarna, Google Pay and PayPal) which made reconciling complicated.

A small business owner found that tracing transactions from Xero back to their source was a time-consuming task.

## The solution

By using the A2X software, we were able to 'batch' these items together and post them to Xero on a daily basis.

By automating the posting of sales in batches, Xero could cope with the vast number of transactions and MTD regulations were still complied with.

By using product types in A2X, we created a set of rules to group products automatically. This meant that the sales posting to Xero posted sales by product type rather than all products in aggregate.

Automating this process saved a lot of manhours that had been previously spent analysing data.

By using A2X, the different payment methods were automatically identified and the transaction value for each type was posted to the relevant bank/control accounts in Xero.

This simplified the reconciliation process.

We recommended A2X to this client to make the retrieval of information easy and provided training on best practice. By clicking on the link in Xero, the client is now able to open the Settlement in A2X and download the raw data file behind it.

This makes dealing with queries a lot simpler and gives confidence that the data is accurate and complete.