



Grow with the Xero App Store

Become a Xero app partner to join our ecosystem of over two million small business owners and their advisors around the world. Together we will shape the future of small business software.



Requirements

To become an app partner, you must:

- ✓ adhere to the Xero App Store terms
- ✓ be listed on the Xero App Store
- ✓ meet technical and security standards as required



Additionally, these are the criteria to become a premium tier app partner.

Demonstrating consistent subscription growth through the Xero App Store, until reaching \$10k MRR

Xero App Store reviews: Minimum 50 reviews 4 star average

Connected to [Xero App Launcher](#)

		Features	Connected	Premium
Grow your reach Create awareness in our community and grow your customer base with us, faster	In-product marketing and distribution	Xero App Store listing and functionality	●	●
		Eligible for Xero App Store core collections	●	●
		Eligible for enhanced promotional opportunities in the Xero App Store; optimised landing pages and additional collections	●	●
		Eligible for enhanced visibility on Xero App Store and in-product discovery tools and app recommendations		●
		Eligible to be included in Xero App Store merchandising		●
	Content & customer comms	Eligible to submit customer stories for use across Xero events, blogs and promotional channels (at Xero's discretion)	●	●
		Approval to use the Xero brand in co-branded activity	●	●
		Premium badge for partner use		●
		Eligible to submit a guest blog, written and authored by the partner, publishing on the Xero blog (published at Xero's discretion)		●
		Eligible for co-funded paid marketing opportunities		●
		Eligible for inclusion in campaigns		●
		Content marketing + education: eligible for inclusion in relevant webinars, guides, etc.		●
	Xero event collaboration & sponsorships	Eligible for partner-specific joint PR opportunities		●
		Invited to participate in Xero events, roadshows, online series and live events	●	●
	Xero sales teams	Invited to participate/exhibit at Xerocon	●	●
		Eligible to present to Xero sales teams		●
	Regional additions	Eligible for inclusion in sales and enablement and advisory		●
		Eligible for inclusion in additional regional marketing opportunities (where relevant)		●
Account management	Access to Developer API Support team	●	●	
	Assigned partner manager		●	
	Quarterly business reviews (QBRs)		●	
Get informed Access support, resources and unique insights to get ahead	App partner referral dashboard	●	●	
	Access to 'on demand' resources	●	●	
	Access to Xero App Store analytics		●	
Build seamless experiences Leverage Xero's tools to build the best integration experience for your customers	Technical access & support	Xero App Store plan, pricing and subscription tools	●	●
	Rapid Sync: Lifts the minute and day rate limits for the first 30 minutes of a new connection from Xero App Store	●	●	
	Bulk Connections: Allows a Xero user to connect multiple organisations to an app in a single authorisation flow	●	●	
	Increased Connection Limit: You will be able to connect more than 25 tenants to your app	●	●	

Steps to become an app partner



1. Build your app

[Sign up for a free account](#) to build on the Xero platform. Take a look at our [getting started guide](#) and [SDK docs](#) to get your integration up and running smoothly.



2. Get certified

Find at least three customers who love your app, you'll need these to get certified. See our [certification checkpoints](#) and [integration best practices](#) for more details.



3. Publish your app

Work with us to showcase your app on the Xero App Store to reach millions of customers and 100,000+ accountants and bookkeepers.



4. Grow with Xero

Unlock exclusive features when your app has been approved on Xero App Store including tools and resources to accelerate your growth.

No action is required to determine your app partner tier, this will be evaluated on an ongoing basis and automatically adjusted.

Ready to join the Xero App Store?

Talk to your developer evangelist to find out more or if you've built your app and are ready to get started, log in to developer.xero.com and head to My Apps to begin the setup process.

Have more questions?

Contact us at api@xero.com