

SOFTWARE COMPARISONS

FEATURE	QuickBooks Online	Xero	MYOB	Reckon One
Pricing (AU)	Competitive, frequent promos; entry plan around \$15–55/mo	Ignite ~\$35/mo, Grow ~\$75/mo, Comprehensive ~\$100/mo, Ultimate 10 ~\$130/mo	Lite ~\$34/mo, Pro/Mid-tier \$63–\$150/mo	From ~\$22/mo, modular add-ons
Ease of Use & Interface	Very intuitive, polished dashboards; strong for non-accountants	Clean but less polished; some users find workflows “click-heavy”	Interface can feel dated and less smooth	Simpler, lightweight, but less modern UI
Invoicing	Unlimited invoices on all plans	Starter plan capped (20 invoices/month), unlimited on higher tiers	Unlimited	Unlimited
Reporting & Insights	Robust, customizable, industry-specific reports; strong cash flow tools	Good reports, but advanced features only in higher plans	Solid, but less flexible customisation	Basic reporting; fewer customisation options
Inventory Management	Advanced inventory in higher plans	Strong inventory tools (esp. established in AU/NZ)	Available but less sophisticated	Very limited
Integrations / App Ecosystem	750+ integrations globally; wide automation options	1,000+ apps (very strong ecosystem)	~20 official add-ons, limited ecosystem	Very few integrations
Mobile App	Excellent — invoicing, expenses, bank rec, reporting	No phone support; email/ticket only	Functional but limited	Basic invoicing & payroll only
Customer Support	Live phone & chat support across plans	No phone support; email/ticket only	Phone & chat support (mixed reviews)	Email support, slower response
Accountant / Advisor Network	Huge global Intuit ProAdvisor network	Strong in AU/NZ, growing globally	Long-standing local accountant familiarity	Smaller, AU-focused network
Scalability	Flexible tiers; easily grows with business	Scales well for SMEs	Good for SMEs; some desktop legacy issues	Best for micro/small business only
Global Reach	Widely used worldwide	Popular in AU/NZ	Primarily AU/NZ market	Primarily Australian-focused