



AFTER WORKING PREVIOUSLY with toxicologists in Paris, Rebecca McLeod had an increased awareness of all the chemicals inflicted on her own skin. When she became pregnant with her first child, Rebecca resolved to find products that would be kinder to babies. The problem was she couldn't find any. To meet what seemed to be a growing demand for natural skin products, she set up Made4Baby. But as the business grew, it became more and more difficult to keep on top of the day-to-day management, particularly 'doing the books'.

The solution Rebecca found was Xero, an online accounting system which not only made running the business easier, but even better. Rebecca could access everything she needed through a simple internet connection.

LEAVING THE MESS BEHIND

Small business owners are usually passionate about their product or service, but doing the books can be a nightmare. With Xero the complexity of keeping data up-to-date has been removed for Rebecca.

'I don't have to manage any software upgrades or maintenance - there's just a flat monthly fee for the software, so I know what it's going to cost me throughout the year. Above all, though, I know that all of my data is safe and secure - so I don't need to worry about backing up.'

SO MUCH MORE TIME

Time is now on Rebecca's side. With Xero a number of functions such as invoicing, reporting, bank transactions and statements are consolidated which saves her business an enormous amount of time. Rather than manually keying in amounts and balances into Excel, Rebecca can use the time to grow the business, and be with her family.

SO MUCH EASIER

Xero has simplified Rebecca's business tasks. Using Excel to manage different price points, contact and ordering information for different distributors left too much room for error. With Xero, once the distributor pricing is established, invoices, credit notes, orders and statements are integrated and easily managed. The outcome is clean, professional and automatically captured reporting.

'I am by no means an accountant and, like many small business owners, I groan at the thought of numbers, tax returns and financial inputs, however, I think with the intuitive way that Xero appears to be set up, it simply flows and makes sense.'

ON THE MOVE, BUT CONNECTED TO THE BUSINESS

Mobile broadband allows Rebecca to be connected with her business, but also ensures greater work-life balance.

'You can never get away from the business completely, so I usually have to do some invoicing, bank reconciliations and send statements when we're away on holiday. The benefit of having mobile broadband is that I can access Xero wherever I am as long as I have mobile broadband network coverage. The family doesn't have to miss out on any holidays - that's a huge benefit.'

Mobile broadband helps in other ways too. Although a national distributor largely manages the retail stores for Made4Baby in New Zealand, Rebecca still likes to manage the online orders. This is because some products need to be safely stored in a mobile storage cooler.

'... it doesn't mean that the family has to miss out on any holiday - that's the huge benefit of mobile broadband.'

'On holidays recently, if we received an alert that an online order was in, we'd stop in the nearest convenient place, go online remotely to get the customer's details, get the products out of the mobile storage cooler, pack them nicely and send them on a courier from the closest post office. Turnaround time was less than 24 hours.'

GLOBAL REACH NO PROBLEM FOR SMALL BUSINESS

With Made4Baby available across a number of baby and health shops, Rebecca is currently working with distributors to launch the brand in other countries. Xero provides consolidation across multiple businesses and even across multiple countries, preventing many of the headaches so many small businesses experience when they enter international markets. //



Solutions supporting Made4Baby's business:

- **Xero from T-Suite®** is a simple, yet powerful online accounting system designed for small business. With Xero, you can have an up-to-the-minute view of your financial position from wherever you have an internet connection.

Call 1800 TSUITE (1800 878 483) and quote 'Mag'

- **Mobile Broadband** - win business, with blazing fast access to business-critical information ... on the move.

To find out how your business can enjoy the same benefits as Rebecca, contact Telstra Business on 1800 337 504