# Xero unveils AI superagent JAX to transform accounting workflows



At the recent Xerocon event in Brisbane, Xero announced a suite of innovations designed to reshape how accountants, bookkeepers, and small businesses manage their financial operations. At the centre of this is JAX (Just Ask Xero), an AI financial superagent built to automate routine tasks, streamline workflows, and provide actionable insights—freeing professionals to focus on strategic advice and client relationships.

Diya Jolly, Xero’s Chief Product and Technology Officer, highlighted the sector’s pressing challenges, including talent shortages, economic uncertainty, regulatory complexity, and compliance pressures. She noted that these factors often prevent accountants from dedicating time to high-value work. Xero’s AI features, she explained, are intended to reduce this burden, giving practitioners more capacity for client engagement and strategic growth.

JAX is positioned as the next stage in AI assistance for finance. Unlike traditional virtual assistants, it learns how each business operates and automates multiple workflows in the background. By coordinating several AI agents simultaneously, JAX reduces repetitive work and adapts to changing business needs, supporting quicker and smarter decision-making.

Xero also introduced the Partner Hub, a unified platform that consolidates essential practice tools into one interface. Designed as a single source of truth, the hub simplifies navigation, client management, and staff collaboration to create a more efficient working environment.

A further highlight is the new workpapers solution, developed with BGL. It automates the download of ledger data from Xero and tax data from the Australian Taxation Office, significantly reducing errors and manual entry time. This shift allows accountants to concentrate on advisory roles and financial strategy.

Enhancements to Syft Analytics were also unveiled, offering improved forecasting, advanced reporting, and multi-entity consolidations. These tools, available at no extra cost for eligible plans, aim to strengthen advisory capabilities by deepening insights into client financial health.

Looking ahead, Xero plans to introduce features such as progress payments and online statements, allowing staged payments and multi-invoice settlements. These developments are intended to improve cash flow management and simplify reconciliation processes for small businesses.

The company is also updating its homepage and navigation to provide a personalised, insight-rich experience. This redesign will offer faster access to key functions while highlighting critical areas that require attention.

While adopting new AI-driven systems may involve adjustment challenges—such as learning curves and integration with existing tools—the long-term trajectory is positive. Xero’s focus on automation and insight reflects a commitment to responsible AI innovation, helping accountants and small businesses cut administrative overheads, strengthen client relationships, and drive sustainable growth.

Created by [Amplify](https://www.hbmadvisory.com/amplify): AI-augmented, human-curated content.

## Bibliography

1. <https://smallbiztrends.com/xero-unveils-ai-superagent-jax-and-new-tools-to-empower-accountants/> - Please view link - unable to able to access data
2. <https://www.xero.com/uk/media-releases/xerocon-brisbane-xero-announces-new-features-to-drive-greater-growth-impact/> - At Xerocon Brisbane 2025, Xero unveiled the next evolution of its AI financial superagent, JAX (Just Ask Xero). This reimagined virtual assistant learns how businesses operate, automates workflows, and delivers actionable insights. Additionally, Xero introduced the Xero Partner Hub, a comprehensive platform for accountants and bookkeepers that consolidates all practice tools into one user-friendly interface, and a workpapers solution developed in collaboration with BGL, which downloads ledger data directly from Xero and tax data from the ATO, significantly reducing manual data entry time.
3. <https://www.xero.com/au/media-releases/xeros-ai-financial-superagent-jax-launches-powerful-new-features/> - Xero's AI financial superagent, JAX, has been enhanced to deliver a reimagined experience by learning how businesses operate, automating routine tasks and workflows, and providing actionable insights. JAX orchestrates multiple AI agents behind the scenes to reduce busywork and assist in smarter decision-making. This evolution is part of Xero's platform's next era, aiming to continuously learn, adapt, and act to meet the evolving needs of business owners, allowing them to focus on growth, relationships, and high-value decisions.
4. <https://www.xero.com/uk/media-releases/xerocon-brisbane-xero-announces-new-features-to-drive-greater-growth-impact/> - Xero's new features, announced at Xerocon Brisbane 2025, are designed to automate routine tasks, enabling accountants and bookkeepers to focus on strategic work. These enhancements include JAX, which automates workflows and delivers actionable insights; the Xero Partner Hub, consolidating practice tools into a unified interface; and a workpapers solution that reduces manual data entry by downloading ledger data directly from Xero and tax data from the ATO, thereby improving efficiency and accuracy.
5. <https://www.xero.com/uk/media-releases/xerocon-brisbane-xero-announces-new-features-to-drive-greater-growth-impact/> - Xero's new features, announced at Xerocon Brisbane 2025, aim to alleviate challenges faced by accountants, such as talent shortages and increasing regulatory complexity. By automating routine tasks, these enhancements allow professionals to dedicate more time to building client relationships and providing strategic advice. The features include JAX, which automates workflows and delivers actionable insights; the Xero Partner Hub, consolidating practice tools into a unified interface; and a workpapers solution that reduces manual data entry by downloading ledger data directly from Xero and tax data from the ATO.
6. <https://www.xero.com/uk/media-releases/xerocon-brisbane-xero-announces-new-features-to-drive-greater-growth-impact/> - Xero's new features, announced at Xerocon Brisbane 2025, aim to simplify operations and improve financial management for small business owners. By automating complex tasks, these enhancements reduce manual input errors and free up more time for strategic decision-making. The features include JAX, which automates workflows and delivers actionable insights; the Xero Partner Hub, consolidating practice tools into a unified interface; and a workpapers solution that reduces manual data entry by downloading ledger data directly from Xero and tax data from the ATO.
7. <https://www.xero.com/uk/media-releases/xerocon-brisbane-xero-announces-new-features-to-drive-greater-growth-impact/> - Xero's new features, announced at Xerocon Brisbane 2025, aim to automate routine tasks, enabling accountants and bookkeepers to focus on strategic work. These enhancements include JAX, which automates workflows and delivers actionable insights; the Xero Partner Hub, consolidating practice tools into a unified interface; and a workpapers solution that reduces manual data entry by downloading ledger data directly from Xero and tax data from the ATO, thereby improving efficiency and accuracy.