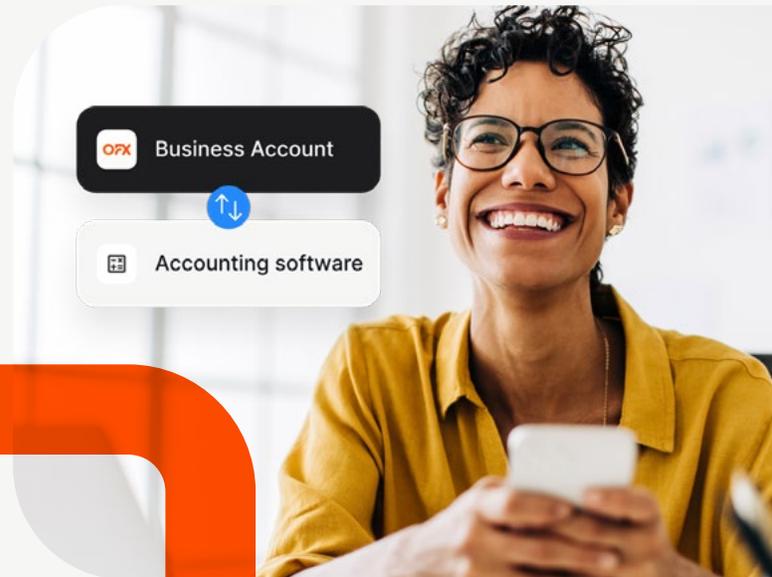


# Why syncing spend data directly to your accounting software is best practice.



## In this blog:

- What does direct data sync mean?
- Why direct data sync is a must for growing SMBs
- How direct spend data sync improves finance workflow.
- See the difference direct spend sync can make with OFX.
- Direct spend data sync: why it's the smart way.

**Growth doesn't just increase revenue. It also adds financial complexity. Every new hire, vendor, subscription, market, or currency adds another layer to your financial operations.**

As businesses scale, finance teams usually inherit higher transaction volumes, more expenses to track, and a growing mix of multi-currency payments.

For finance leaders, the pressure is high. You're expected to deliver clean, reliable numbers faster, with more complexity and often without adding headcount. There simply isn't time to "fix" accuracy at month-end.

That's why more and more finance leaders and teams are shifting their mindset from working harder to working smarter. That's where robust and useful tools like OFX can work with you.

## What does direct data sync mean?

A sync involves a structured exchange of data (e.g. vendors, amounts, accounts, and status) between systems to keep records connected without manual intervention.

A direct data sync occurs between a financial system and the general ledger to ensure a single, consistent source of financial truth. For example, financial records, such as invoices and payments, are mirrored in the general ledger so both systems reflect the same information.

## Why direct data sync is a must for growing SMBs.

Most finance errors don't come from big mistakes. They come from small, repeated handoffs from manual touchpoints such as:

- Manually entering transactions from payment platforms
- Maintaining data in spreadsheets
- Matching invoices, receipts, and general ledger codes

As transaction volume increases, even the most disciplined finance teams struggle to maintain accuracy. That's because a manual chain relies heavily on memory, interpretation, and repeated human checks, often with teams who are already time poor and working within the tight constraints.

This slows teams down, introduces human error, and requires more headcount just to keep up. The solution isn't more people. It's about smarter processes.

**Explore OFX accounting integrations for businesses and accounting firms.**

[Integrations that sync →](#)



## How direct spend data sync improves finance workflow.

Having direct data sync does more than speed things up. It changes the shape of finance workflows, moving teams from reactive maintenance to strategic oversight.

For example, when a team member purchases supplies for a project or incurs travel expenses, the transactions are automatically entered in Xero or QuickBooks Online, coded and paired with the correct receipt.

Reconciliation becomes an automated process that is done for you, so month-end turns into a smooth final review. According to a recent OFX 2025 report in Australia, automated financial tools deliver time savings and reduce tedious manual work.

- Among SMBs using automated financial management tools, **51%** identified **faster reconciliations** as the top benefit.
- **49%** named **increased accuracy** as a key outcome of automation.
- Overall, **94%** of businesses using some degree of automation reported **benefits to their operations**.

## See the difference direct spend sync can make with OFX.

Higher accuracy can be achieved through secure, API-based connections that integrate between your payments activity and your accounting system. When those connections are real-time, data moves cleanly and consistently without human intervention or delays. The result is a more connected workflow where OFX and your accounting software talk to each other.

Getting started with direct sync is straightforward, and your team can be up and running fast.

**With OFX, you get access to seamless accounting integrations like Xero and QuickBooks Online:**

- ✔ **2-way sync for reliability**

Data flows both ways, giving accounting and finance teams an up-to-date, reliable record that simplifies reconciliations.

- ✔ **Bills and payments**

Use OFX to pay bills that originate in QuickBooks Online or Xero. Gradually expand to manage the full AP process directly in OFX, including automated data capture and approval workflow. This setup gives you flexibility to evolve as your business grows.

- ✔ **Simplify FX conversions and reconciliations**

When you pay or record expenses and bills in foreign currencies, OFX automatically processes the FX conversion between your accounts in QuickBooks Online and Xero. Each transaction stays in the original currency, giving you accurate records, easier reconciliations, and a clearer view of your global cashflow.

- ✔ **Receipt and attachment syncing**

Sync receipts and attachments automatically, ensuring your documentation is always accessible from either platform.



**“It would be thousands of hours saved annually across the company. Previously, we had to chase missing receipts. Now, you just snap a photo at the time, it gets attached, and the team can easily select the account that they need to assign it to through Xero.”**

Sarah Mitchell, Group Executive Operations, Stone & Chalk

## Direct spend data sync: why it's the smart way.

For fast growing SMBs, the volume, pace, and complexity of modern spend have changed the rules. Company spending is increasingly more global as departments manage vendors and subscriptions. Direct data sync is an important tool to help modern finance teams keep pace with the needs of the business.

Relying on manual steps doesn't just cost you time. It's delayed insight, reduced confidence, and decision-making based on numbers that could be outdated.

To prevent this, build accuracy from the start of your workflow. See what you can achieve with OFX, alongside the direct spend data sync with Xero and QuickBooks Online.

- **Reduce manual work and errors** through automated syncing.
- **Gain real-time financial clarity across** transactions and currencies.
- **Streamline AP and expense management** in one connected system.
- **Scale globally with confidence** while keeping your team lean.

To view all of OFX's features, visit our [pricing plans](#).

**Seamlessly, easy and fast.  
See what direct spend sync  
looks like with OFX.**

Get started →

