



QuickBooks

QuickBooks: Accounting and Beyond

The Ultimate Resource for Small Business

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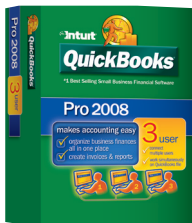
The Ultimate Resource for Small Business

For more than 15 years, Intuit's QuickBooks has been the top-rated and best-selling small business accounting software in the market. Today, millions of small businesses rely on it to successfully manage their finances so they can spend more time serving their customers. Intuit is committed to helping small businesses achieve their dreams and is constantly working hand-in-hand with small companies to find new ways to make their complex tasks simple.

But QuickBooks is more than just accounting software. Intuit offers a broad ecosystem of products and services that make it easy for budding entrepreneurs, established companies and growing businesses alike to accomplish all those complex tasks associated with starting or running a company.

Here's an easy reference guide that outlines the areas of expertise and variety of offerings from Intuit that are available to your small business readers. For more information on any of the topics below, you can e-mail the QuickBooks Rapid Response Team at QBRRT@accesspr.com anytime or call **415-904-7070** between 8:30 a.m. and 5:30 p.m. PT.

All the Essentials to Manage Small Business Finances



Nearly 4 million small businesses rely on QuickBooks small business accounting software. **QuickBooks Pro** makes accounting easy with tools to organize finances all in one place. Users can complete tasks like payroll, invoicing, bill tracking and check-writing. **QuickBooks Premier** offers industry-specific and planning tools to help take businesses to the next level. Along with saving users time on routine accounting tasks, Premier makes it simple to monitor business performance, build forecasts and manage payables and receivables.

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To learn about how local businesses are using QuickBooks to spend less time on routine tasks and more time on their business, or to request a copy of the software for review.

On-demand is *In Demand*

Business owners are increasingly running their businesses entirely online! Since 2002, Intuit has dominated the Software as a Service (SaaS) market for small businesses with **QuickBooks Online**. Today **QuickBooks Online** has given more than 110,000 business owners the freedom and flexibility to manage their finances and business data anywhere, anytime. When it comes to knowing what entrepreneurs want from the Web, Intuit has its finger on the pulse of the small business community.



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For product information, expert comment on how business owners are using the Web or compelling business owners who rely on the Web to run their business.

FREE Resources for Small Companies and Budding Entrepreneurs



Every year, 10 million Americans dream of starting their own business, half actually do it. To help budding entrepreneurs, Intuit offers its entry-level QuickBooks product, **Simple Start as a FREE download at www.simplestart.com**. It's used by more than 300,000 small business owners and helps them start on the right foot by easily managing "money in" and "money out" with no prior accounting experience. In addition, Intuit also helps new entrepreneurs get up and running successfully with **www.JumpUp.com, a free online resource and social networking site. JumpUp.com** offers new business owners best-in-class information and tried and true tips from a community of entrepreneurs and business experts on how best to start and run their company.



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For local experts, inspiring business owners and Intuit spokespeople who can provide tips to help entrepreneurs get started thrive.

Paying Employees Accurately and On Time

Payroll laws and taxes are extremely complex and a tiny error can result in debilitating fees and unhappy employees. Intuit is the leading small business payroll processor, helping more than one million businesses run their paychecks with ease. With four different solutions (www.payroll.com), Intuit offers a payroll service to fit any small business' needs – helping employees get paid on time and helping employers take the pain out of payroll.

The screenshot shows the Intuit Payroll website. At the top, there's a navigation bar with the Intuit Payroll logo, a 'Sign In' button, and links for 'Order Status' and 'Shopping Cart & Rates'. A search bar is on the right. Below the navigation, there's a main banner with a woman at a laptop and the text: 'Easy, time-saving payroll services that free you up for business!'. To the left of the banner is a 'ONE MILLION CUSTOMERS' badge. Below the banner are three main sections: 1. 'Intuit Online Payroll' with a 'NEW! An easy, convenient way to manage payroll online. Once you register, you can integrate with QuickBooks.' and a 'Learn More' button. 2. 'Payroll Services for QuickBooks' with the text 'Easy to use Payroll Services that you can add to QuickBooks Financial Software. Requires QuickBooks, sold separately.' and a 'Learn More' button. 3. 'The Business Owner's Guide to Hiring and Paying Employees' with a woman's photo and the text 'Find answers and insights into common payroll questions, including: Contractors vs. Employees | Finding a Good Employee | Dealing with the Government' and a 'Learn More' button. At the bottom, there's a footer with '© 2008 Intuit Inc. All rights reserved. Intuit, the Intuit logo, and QuickBooks, among others, are registered trademarks and/or service marks of Intuit Inc. in the United States and other countries. Other product and service names are the property of their respective owners and should be treated as such.' and a 'Wacky | Legal | Contact Us | Site Map' link.

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For tips on what employers need to know in order to make sure they stay in payroll tax compliance, steps they need to take when hiring a new employee and more.

Marketing on the Web and Selling Online

Having a presence online isn't just a nice-to-have for small businesses; it's a must have, as more and more consumers shop online. Through Intuit Web Site services (www.IntuitWebSites.com), powered by Homestead, small businesses can now easily create a Web site and offer e-commerce capabilities so they can more effectively compete with the big guys, starting at only \$4.99 per month. Plus, the QuickBooks WebListings service helps local customers find a business on local search sites, including Google Maps and Yellowpages.com, making it easier to turn Web surfers into customers.



The screenshot shows the Intuit WebSite Services homepage. At the top, there are navigation links: "Back to Intuit Marketing Tools", "Create your own Website", and "Let Us Design Your Site". The main header includes the Intuit logo, "WebSite Services powered by Homestead", and contact information: "1-800-488-3170" and "Questions? 1-800-428-3170". A navigation bar contains links for "Home", "How It Works", "Features", "Design Gallery", "Customer Sites", "Pricing", and "Free Trial".

The main content area features a woman in a white shirt standing at a desk. To her right, the headline reads "Easily create your own website". Below this is a three-step process:

- 1 Choose a design**
Pick from 2,000 professionally designed websites.
- 2 Customize it** ([Go to our design tool](#) for help)
Customize your own logo, graphics, text, and domain name.
- 3 Show the world**
Click one button to publish your site to the web (see host fee).

A prominent yellow button says "Try It FREE!" and a blue button says "Quick Tour >>". A blue callout box on the right says "Try it FREE for 30 days! Web hosting Award-winning website software Only \$4.99/mo. after 30 days".

Below the main content are three sections:

- 2000+ Design Templates**
Complete websites with relevant pages, graphics, navigation and content.
- Easy To Use Tools**
Point, click, drag, and drop images and text. No HTML required!
- Let us design your site**
Don't have time to design it on your own? Let our experts create a customized, affordable website for you.

At the bottom, there are links for "Help Center", "Directory", "Product Blog", "Member Agreement", "Privacy", and "About Homestead". Copyright information reads: "© 2008 Homestead Technologies Inc. All Rights Reserved."

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For information on how businesses can easily harness the Web to grow their businesses.

Accept Credit or Debit? That is the Question.

It can get really expensive to accept a wide range of payment types, including credit and debit cards. That's why Intuit offers small businesses a myriad of convenient ways for their customers to pay, even through a Web store.

QuickBooks Merchant Services helps more than 200,000 businesses keep up with the latest payment trends and technology – at affordable prices – to ensure customers can pay the way they want.

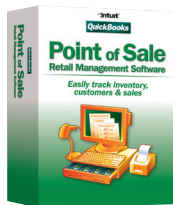
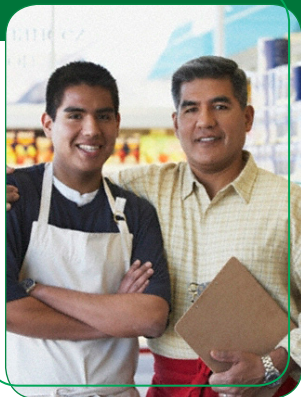


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For information on how businesses can make the best decision when considering accepting credit and debit cards or even gift cards.

Managing a Retail Business

Intuit knows there's more to customer service than having a cash register. **QuickBooks Point of Sale** software and hardware gives more than 50,000 small retailers additional control over their businesses. It includes features that help retailers provide great customer service and improve inventory management, from tracking customer purchase history to creating customized gift cards.



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If you want to speak with innovative retailers or learn more about what retailers are doing to build customer loyalty, we can help.

Finding an Accountant

Accountants are the #1 resource for small business owners looking for business and technology advice. That's why Intuit partners with more than 40,000 accountants through its **ProAdvisor Program**, which helps match up small businesses and qualified and trained accountants.



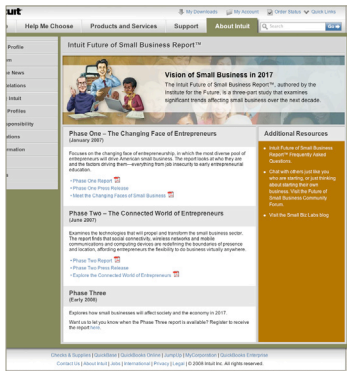
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If you're looking for a local small business expert that can provide advice that's relevant to your city.

The Future of Small Business

To better understand the small business landscape, Intuit has commissioned a three-part study, the Intuit Future of Small Business Report, to examine significant trends affecting the small business market over the next decade. Trends include the reemergence of the artisan, the growing dependency on small businesses by corporations, the limitless possibilities of web-enabled global commerce and the diversified entrepreneur.

Visit www.intuit.com/futureofsmallbusiness to download the reports.



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To speak with Intuit or the Institute for the Future, the author of the report, about these trends or ask about trends in the industry.

Small Business Trends & Status



QuickBooks regularly conducts surveys of small businesses owners on various topics and we're happy to share the results with you. Recently, Intuit released the results of the QuickBooks "Get Back to Business" Survey which revealed that small business owners are optimistic despite the current economic state of the country. Some key findings:

- 91% small business owners reported seeing opportunities for their businesses despite the stagnant economy and close to 80% expect their business to grow.
- Business owners are employing various tactics to recession-proof their businesses:
 - Focus on customer retention – 63%
 - Reducing costs – 52%
 - Increasing savings – 23%
 - Boosting marketing – 18%

Visit www.quickbooksgroup.com/getbacktobusiness to download the survey results and watch webinars hosted by industry experts.

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To speak with Intuit regarding recent surveys or discuss emerging industry trends.



www.quickbooks.com