

# QuickBooks: Simple Start 2007 Edition Fact Sheet

QuickBooks®: Simple Start™ Edition 2007 is financial accounting software designed for small businesses that are less than two years old and have fairly simple accounting needs. It's the simplest way to track sales and expenses so business owners really know how much money they are making and are organized for tax time. Getting started takes less than 30 minutes. Familiar forms, such as checks and invoices, make it easy to manage money coming in and going out of a business. A single user-friendly home page lets users access all key business information and tasks in one place so nothing slips through the cracks. Tax-related information is automatically filed away, giving business owners complete and accurate records at tax time.

## Key Features

### The Simplest Way to Track Sales and Expenses

- **Invoice clients, pay bills, record expenses –from one screen.** The intuitive home page is set up the way business owners think about their businesses – “money coming in” and “money going out.” It lets them see and access the basic activities associated with managing cash flow from one simple screen.
- **Simply manage basic tasks.** Key functions like printing checks, tracking customer payments and creating professional-looking estimates, sales receipts and invoices are fast and simple, with familiar forms that guide users through data entry.
- **More accurate and efficient than paper and pencil, spreadsheets and word process programs.** Information is automatically filed, simply by completing everyday tasks, such as writing checks or paying bills. Unpaid invoices and out-of-pocket expenses never slip through the cracks. QuickBooks does the math, so calculations are always accurate and up-to-date.
- **Improved! Create professional-looking forms.** Business owners can project a polished, professional image by customizing important business forms such as invoices, sales receipts and estimates. It's easy to change the overall layout including the location of the customer's name, company information and logo, as well as adjust the font size and color scheme. A new Print Preview pane makes it easier to design forms by immediately showing the changes as they are made.
- **New! Search with Google Desktop™.** Business owners can quickly find customer, vendor or financial information in QuickBooks or on their computer. Once they type in a word or phrase, Google Desktop will quickly get a complete list of files that match their search, including customer or invoice information.

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### With one Click, see Where the Business Stands

- **One-click reports.** In just one click, Simple Start creates summary reports on profit and loss, sales, expenses, unpaid invoices and more. As a result, small business owners can see their true bottom line and stay on top of who owes them money.
- **Critical information all in one place.** Business owners can instantly locate vital business or customer information without searching through papers or spreadsheets.
- **Organized information for tax time.** Keeps complete and accurate records for tax purposes, eliminating the need to spend hours or days collecting and organizing expense receipts and records at tax time.

### Simple to get Started and Use

- **Up and running in less than 15 minutes.** QuickBooks: Simple Start Edition can be installed in three simple steps, letting users begin creating professional-looking invoices and tracking tax-related expenses within 15 minutes. The package includes two-minute tutorials of essential tasks.
- **Free 30 days QuickBooks: Simple Start Edition Support.** QuickBooks Simple Start is designed to be set up easily and without assistance. For those who need help, free QuickBooks professional support is included for the first 30 days after registration.
- **Guaranteed easy - or your money back.** Simple Start comes with a 60-day full money-back satisfaction guarantee. It can be returned for a full refund with a dated receipt within 60 days of purchase.

### Room to Grow

- **Part of the QuickBooks family.** As a business grows, QuickBooks makes it easy to upgrade with a full line of No. 1-rated small business financial management software. All QuickBooks products use the same platform, so business owners can easily move to different versions of QuickBooks without the hassle of data migration, changes to business workflows or new product training.
- **Compatible with other Intuit products and services.** Customers can use QuickBooks Simple Start with TurboTax software (desktop versions only) and QuickBooks Customer Manager, as well as the QuickBooks Merchant Service and QuickBooks checks, forms and supplies.

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## Finding Customers

- **New!** List a business on Google Maps™. Business owners can now easily list their business on Google Maps for free<sup>1</sup> to reach potential local customers even if they don't have a business Web site.
- **New!** Advertise a business with Google AdWords™. Users can advertise their business with Google AdWords. By selecting search terms that relate to their business and creating an advertising message, business owners can target prospective customers who are searching online for their particular services or products. It's easy to get started with \$50 in Google AdWords credits.<sup>2</sup>

## Internet-based Version Available

- **Manage a business from anywhere.** QuickBooks: Simple Start Online Edition is Web-based and allows users to work anywhere at any time via the Internet. Multiple users can access the same data remotely using a login. Information is stored on a remote server and backed up automatically on a daily basis, so that customers know their information is always safe. Ongoing support is included at no additional charge.
- **Select Desktop or Online Edition at startup.** Customers who purchase the Simple Start CD are given the choice of Desktop Edition or a full-year's subscription to Online Edition at startup.

## Pricing (MSRP)

QuickBooks: Simple Start Edition 2007	List price: \$99.95
QuickBooks: Simple Start Online Edition	List price: \$9.95 per month after first year

## Availability

QuickBooks: Simple Start Edition 2007 is currently available direct from Intuit by calling 1-888- -INTUIT, or visiting [www.quickbooks.com](http://www.quickbooks.com). It will be available in October 2006 at major retailers everywhere including: Amazon.com, Best Buy, CDW, Circuit City, CompUSA, Costco, Fry's Electronics, Office Depot, OfficeMax, SAM'S CLUB and Staples. Products can also be purchased

1 Google Terms and Conditions apply, subject to change.

2 Terms and conditions of the offer: Valid only for new Google AdWords customers with self-managed sign up. Advertisers will be charged an activation fee (currently \$5). Advertisers will be charged for advertising that exceeds the promotional credit. Advertisers will need to suspend their ads if they do not wish to receive additional charges beyond the promotional credit amount. Subject to ad approval, valid registration and acceptance of the Google AdWords Program standard terms and conditions. The promotional credit is non-transferable and may not be sold or bartered. Offer may be changed or revoked at any time for any reason by Google Inc. One promotional credit per customer. The advertising credit is only available for accounts created through the designated URL provided as part of this promotion, in accordance with the terms of this promotion. Advertised amount valid only for U.S. advertisers whose credit card (or other valid billing instrument) billing address is in the United States. Offer expires September 30, 2009.

# QuickBooks: Simple Start 2007 Edition Fact Sheet

## Upgrade capability

QuickBooks: Simple Start Edition can automatically transfer data to QuickBooks Online Edition or QuickBooks Pro and Premier Editions 2007.

## System requirements

### Recommended System Configuration

- At least 1 GHz Intel Pentium III (or equivalent) with 256 MB of RAM.

### Minimum System Requirements

- 500 MHz Intel Pentium II (or equivalent) with 128 MB of RAM.
- Windows 2000/XP.
- 800 MB of disk space for QuickBooks Installation.
- Internet Explorer 6.0 required (6.0 provided on CD. Requires an additional 70 MB).
- Microsoft .NET Framework CLR 1.1 (Provided on CD. Requires an additional 150 MB).
- At least 256 color SVGA video.
- Optimized for 1024x768. Support 800x600 with small fonts.
- All online features/services require Internet access with at least a 56 Kbps modem.
- Compatible with QuickBooks Customer Manager version 2.0 and Client Manager version 2.0.

### Upgrade Information

- Simple Start Edition 2007 is for first-time QuickBooks users or upgraders from prior versions of Simple Start. Simple Start cannot import data from prior versions of QuickBooks: Basic, Pro or Premier Editions.

### File Compatibility

- Data from Simple Start Edition 2007 can be transferred to QuickBooks: Online Edition and can be viewed and edited in QuickBooks: Pro Edition and all Premier Editions 2007.

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