

Intuit® QuickBooks® Enterprise Solutions 11.0

Evaluation Guide

This information is designed to help you get the most out of your Enterprise Solutions evaluation:



What to Expect: A comprehensive approach to help you successfully change your business software.



Getting Started: Install your evaluation software—and see the benefits of Enterprise Solutions firsthand.



Top Reasons: Discover why Enterprise Solutions is the right choice for your growing business.



Our Customers: In their own words, our customers discuss why they chose Enterprise Solutions.

What to Expect

This section introduces “best practices” for changing your business software. By following these steps thoughtfully, you can help ensure a smooth and successful software implementation—and help avoid the frustration that may come from realizing you have overpaid for underperforming software.

8 Steps to a Positive Outcome

1. **Analyze** your situation to determine whether a change is needed.
2. **Identify** your needs from front office to operations to back office.
3. **Involve** others in the process to help achieve buy-in.
4. **Budget** in advance and stick to that budget.
5. **Research** potential software solutions.
6. **Contact** software vendors or resellers for a demonstration.
7. **Implement** software quickly with the help of local experts.
8. **Enjoy** the benefits of your new system.

1. Analyze Your Situation

How do you know when the time is right to change your business management software? The first step is to take an in-depth look at your current situation.

Complete the checklist on the next page. The more “checks” you mark, the more likely that your company is ready, if not long overdue, to make the change.

Critical Questions to Ask

Is your business growing?

- Have you added more employees?
- Do you sell more products or services than before?
- Do you have more vendors or customers to track?
- Do you have more information to keep organized?

Are your needs becoming more complex?

- Are you doing duplicate data entry?
- Do you spend too much time in Microsoft® Excel®?
- Would your business benefit from more automation?
- Do any employees or locations need remote access?
- Do you need better control over user access rights?

Need more accurate or more timely reporting?

- Could you benefit from “real-time” information about your business?
- Do you want more control over customizing reports?
- Are you looking for more industry-specific reports?

Is your present system restricting your growth?

- Are you frustrated by system crashes or error messages?
- Do you need more data capacity or scalability?
- Could you benefit from the power of a modern SQL database?
- Will your current software scale up to fit your growing needs?

Do you want more value and ease-of-use?

- Would you like to run your software on Windows Vista?
- Is your current software expensive to maintain?
- Are your employees frustrated with its complexity?
- Are you getting the support you need from your current vendor?

2. Identify Your Needs

Once you determine that a change in software is warranted, take a close look at each of the **key areas of your business**. For each area, identify the following:

- What are today's needs?
- How are current needs being met?
- How will needs change as your business grows?
- What would it take to meet these future needs?
- Which software features are “must have” vs. “nice to have”?

Key Areas of Your Business

- **Front Office:** Includes all your customer-facing activities, such as sales, customer service and support.
- **Operations:** These activities are the core of your business. Managing inventory, manufacturing, and the delivery of services all fall under Operations.
- **Back Office:** These administrative and financial activities are the backbone of your company, such as accounting, office management and payroll.

3. Involve Other People in the Process

Decide early on who will be involved in the process and include them at each step along the way. Soliciting input from all key stakeholders can help ensure buy-in when the final decision is made.

- Include people from across your entire business, such as sales, marketing, operations, IT and finance
- Seek the perspectives of people at different levels in your company—administrative and managerial staff
- Establish clear roles and appoint a “Decision Maker”
- Empower the team to evangelize the decision

4. Decide on a Budget in Advance

The cost of implementing new business software can vary significantly. To help prevent spiraling costs, establish a budget that's reasonable for your company—and *stick to it*.

When creating your budget, make sure to account for the **total cost of ownership**:

- Cost of purchasing software licenses
- Costs of deployment, including any implementation services, training and new hardware
- Costs of regular upgrades, support and ongoing system maintenance

5. Research Potential Solutions

Make a list of potential solutions to investigate, then evaluate and compare the top choices based on how well they meet your needs—and fit your budget. Make use of all the sources of information available to you:

- Talk with peers in other businesses like yours
- Get recommendations from your accountant
- Ask your employees what software they've used before
- Visit vendor Web sites for more information
- Check industry publications and reports



“We chose Enterprise Solutions because it was user friendly and it allowed people in our company other than accountants to work within the system and utilize the data.”

*Todd Roberts, VP
Marine Group Boat Works*

6. Contact Software Vendors for a “Test Drive”

Research can help you narrow down the field to a short-list of potential solutions. However, research can only take you so far. It’s time for a test drive.

Contact vendors and invite them to demonstrate how their solution will meet your specific needs. Consider requesting a live demonstration—and also ask for a trial copy of their software to review with your employees at your own pace.

Things to look for during your evaluation:

- Walk through the key workflows of your business.
- Have your employees try to perform daily tasks.
- Assess the look and feel of the software.
- Review the “Help” functionality and training tools.

Things to consider after your evaluation:

- How effectively does the software meet your specific needs?
- How does the cost compare to the alternatives?
- Is there a money-back guarantee?
- Is the product consistently easy to use?
- Does the vendor have a reputation for quality and support?
- Are certified advisors and consultants available locally?



Install the evaluation software included with this kit to try Enterprise Solutions for yourself.

7. Implement Software

Investing the time and money to get set up right will pay off down the road. Consider working with a local expert who can help:

- Install the software
- Configure the software to fit your specific processes
- Set up your Chart of Accounts
- Convert data from your prior system (if necessary)
- Integrate other applications
- Provide training
- Address hardware and network issues

8. Enjoy the Benefits

The right software, successfully implemented, should soon pay for itself. Benefits include:

- Real-time access to key business information
- Better organization
- Time-saving automation
- Better receivables collection
- Better controls
- More accurate tracking of profitability
- Knowing where you stand, all the time
- Happier, more productive employees
- Comfort with your decision

“QuickBooks Enterprise Solutions is a phenomenal product. It’s well thought out. The reporting is tremendous. It is scalable, so you can use it very simply, and as the need arises, there’s room to grow.”

Emile Amarotico, President/General Manager, Standing Stone Brewing Co.

Getting Started

Important Note: Before installing any software, you should always back up important data. And, if you already have another QuickBooks product installed, be sure to install this evaluation software in a different directory and make an extra copy of your QuickBooks company file for use during the evaluation period. You will not be able to open the Enterprise Solutions company file with other QuickBooks products. You will not be able to use the evaluation software or access any data entered during the trial period after 30 days unless you purchase the software.

1. Install the evaluation software

Place the enclosed CD into your computer's CD-ROM drive, click the Install Trial button and follow the Installation Wizard.

Enterprise Solutions comes in industry-specific editions to meet the unique needs of different businesses. You will be prompted to select the edition that's right for your business:

- Contractor
- Nonprofit
- Retail
- Manufacturing & Wholesale
- Professional Services

For technical information and troubleshooting tips related to this evaluation software, please visit www.qbes.com/trialfaq.

2. Try Enterprise Solutions for up to 30 days FREE¹

This evaluation software is fully functional, so you can load your own data and really put it to the test.

3. Call us toll-free at 866-272-8735 if you have questions or when you're ready to buy

Our Enterprise Solutions specialists can answer your questions and discuss your licensing requirements.

You can also unlock this product by clicking the **Buy Online** button within the evaluation software.

¹ After 30 days you may purchase Enterprise Solutions and receive a license number and a product number that unlocks the evaluation software for continued use of the licensed product.

Comparing QuickBooks Enterprise Solutions to other QuickBooks editions?

QuickBooks Enterprise Solutions has the same look and feel as QuickBooks Pro and Premier, plus advanced features designed for growing small to mid-sized businesses.

Features	Pro 2011/ Premier 2011	Enterprise Solutions 11.0
Maximum number of simultaneous users ¹	Up to 5	Up to 30
Maximum number of inventory items, customers and vendors that can be tracked	14,500	100,000+ ²
Enhanced built-in reports	✓	✓
Improved batch invoicing	✓	✓
Quickly prioritize customers with the new Customer Snapshot	✓	✓
Stay on top of your receivables with the new Collections Center	✓	✓
Quickly locate any account, report or invoice in QuickBooks Search	✓	✓
Create custom reports with ODBC-compliant applications using a new direct connection to the QuickBooks database ³		✓
Work in two company files at one time ⁴		✓
Track the quantity and value of inventory in multiple locations ⁵		✓
Restrict individual user access to specific reports, bank accounts, lists and activities		✓
Connect multiple locations and remote workers via Remote Desktop Services ⁶		✓
Combine reports from multiple company files ⁷ and create professional financial statements ⁸		✓
Unlimited technical support and access to U.S.-based product experts for one year ⁹		✓
Adjust inventory, delete list items and change sales tax rates while in Multi-User Mode		✓

See next page for disclaimers.

Compare the cost of QuickBooks Enterprise Solutions to QuickBooks Pro and Premier:

	Pro 3 User License	Premier 3 User License	Enterprise Solutions 5 User License
Upgrade Price	\$ 599.95	\$ 899.95	\$2,400.00
Annual Support	\$ 149.99	\$ 149.99	Included
Online Backup for 12 Months ¹⁰	\$ 59.40	\$ 59.40	Included
QuickBooks Training DVD	\$ 399.95	\$ 399.95	Included
Year 1 Total Cost	\$1,209.29	\$1,509.29	\$2,400.00
Year 1 Cost Per User	\$ 403.10	\$ 503.10	\$ 480.00

Add up the savings! When you add up the Year 1 costs, along with typical services growing businesses like yours need, Enterprise Solutions actually costs less per license compared to Premier 3 User.

All included as part of your first-year Full Service Plan membership. In subsequent years, your 5 User Full Service Plan costs just \$850—which includes your upgrade to the latest software version, plus all the extra services listed here.

Pricing subject to change without notice.

- Requires purchase of additional licenses; QuickBooks Pro allows up to 3 users.
- Enterprise Solutions allows you to add up to one million names (e.g., customers, vendors, employees) and up to one million items (e.g., inventory, non-inventory and service items). Some performance degradation is possible as your lists approach these size thresholds.
- ODBC-compliant applications sold separately.
- Some functionality may be limited when running two instances. See www.qbes.com/sysreq for more information.
- Additional fees apply for the Advanced Inventory add-on subscription. Users must be on QuickBooks Enterprise Solutions 11.0 and have an active Full Service Plan.
- Additional fees may apply. Requires certain hardware, Microsoft Server operating systems, Microsoft Windows Server software licenses and Remote Desktop Services Server Client Access Licenses sold separately. For multiple remote users, a Remote Desktop Services Client Access License is required for each user.
- Requires Microsoft Excel 2002, 2003, or 2007. Company files must all be on the same version of QuickBooks Enterprise Solutions.
- Requires Microsoft Office 2003 or greater, sold separately. Does not work with Microsoft Office Student Edition or Standard Edition.
- Provided as a benefit of the Full Service Plan included for 12 months from purchase date of QuickBooks Enterprise Solutions. Enterprise Solutions support team available weekdays from 4 AM–7 PM Pacific Time. Intuit reserves the right to limit each telephone contact to one hour and to one incident. Support availability subject to occasional downtime for systems and server maintenance, company events, observed U.S. holidays and events beyond our control. Terms, conditions, pricing, service offerings and availability of the Full Service Plan are subject to change at any time without notice.
- Online Backup Service requires Internet access and an active Full Service Plan.

Call us toll-free at 866-272-8735

Our Enterprise Solutions specialists can answer your questions and discuss your licensing requirements.

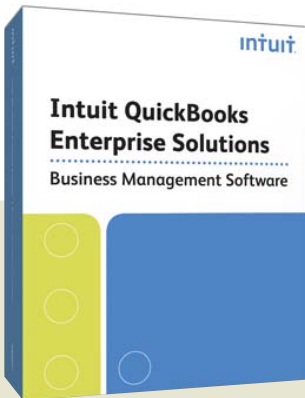
60-day money back guarantee

Purchasing QuickBooks Enterprise Solutions is worry-free, because you're covered by our 60-day money back guarantee. If you're not satisfied, call 1-800-4INTUIT (1-800-446-8848) within 60 days of purchase date to request a refund for the purchase price. Product license number required.

Get help from an experienced business consultant

We can match you with a local Intuit Solution Provider who can help you find, purchase and implement the right solution for your business.

Call us toll-free at **866-272-8735** for assistance or visit www.qbes.com/localhelp to search our database of Intuit Solution Providers.



QuickBooks Enterprise Solutions is the most advanced version of America's #1 small business financial software.

The Most Advanced Edition of QuickBooks

QuickBooks Enterprise Solutions offers the **advanced functionality** of a sophisticated accounting and financial software system with the **same ease of use as QuickBooks**. Whether you're upgrading from QuickBooks Pro or Premier or you're considering QuickBooks to replace another accounting system, Enterprise Solutions is a great choice to help you run your business more efficiently.

Seamless Transition

Moving up to Enterprise Solutions from QuickBooks Pro or Premier is as easy as any other upgrade, and it looks and feels just like the QuickBooks you already know and use today. Take advantage of our free data conversion to help you transition from another accounting system.¹

More Tools, Better Productivity

Track inventory in multiple locations,² work in two company files at the same time,³ create professional financial statements,⁴ add more custom fields to your lists, and perform more tasks in multi-user mode. Plus you can combine reports from multiple company files⁵ and create custom reports with ODBC-compliant applications using a new direct connection to the QuickBooks database.⁶

More Users, in More Locations

Allow from 5 to up to 30 users to work in QuickBooks at the same time.⁷ You can also allow users in remote locations to simultaneously work in QuickBooks using Microsoft® Remote Desktop Services.⁸

More Data Capacity

Track hundreds of thousands of customers, vendors and inventory items.⁹ That's more than six times the list capacity of any other QuickBooks product.

More Control

Restrict individual user access to specific reports, bank accounts, lists and activities for exceptional control over what your users can do and see in QuickBooks.

More Support

The Full Service Plan is included the first year, giving you exclusive access to our U.S.-based team of product experts, unlimited technical support, upgrades, online backup and data protection services at no additional cost.¹⁰

- 1 QuickBooks Enterprise Solutions customers are entitled to one free data conversion (one data conversion = one company file) under the Full Service Plan. Additional data conversions cost \$50 each.
- 2 Additional fees apply for the Advanced Inventory add-on subscription. Users must be on QuickBooks Enterprise Solutions 11.0 and have an active subscription to the Full Service Plan.
- 3 Some functionality may be limited when running two instances. See www.qbes.com/sysreq for more information.
- 4 Requires Microsoft Office 2003 or greater, sold separately. Does not work with Microsoft Office Student Edition or Standard Edition.
- 5 Requires Microsoft Excel 2002, 2003, or 2007. Company files must all be on the same version of QuickBooks Enterprise Solutions.
- 6 ODBC-compliant applications sold separately.
- 7 Requires purchase of additional licenses, sold separately. All users must be on the same version year of QuickBooks to access the same company file.
- 8 Additional fees may apply. Use of QuickBooks Enterprise Solutions with Remote Desktop Services requires certain hardware, Microsoft Server operating systems, Microsoft Windows Server software licenses and Remote Desktop Services Server Client Access Licenses, which are not included with the QuickBooks Enterprise Solutions product and must be procured separately. For multiple remote users, a Remote Desktop Services Client Access License is required for each user.
- 9 Enterprise Solutions allows you to add up to one million names (e.g. customers, vendors, employees) and up to one million items (e.g. inventory, non-inventory and service items). Some performance degradation is likely as your lists approach these size thresholds.
- 10 The Full Service Plan is good for 12 months from QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. QuickBooks support is available 24 hours a day, seven days a week; the Enterprise Solutions team (including our U.S.-based team of product experts) is available weekdays from 4 A.M. - 7 P.M. Pacific time. Support hours exclude occasional downtime due to system and server maintenance, company events, observed U.S. holidays and events beyond our control. Intuit reserves the right to limit each telephone contact to one hour and to one incident. Active Full Service Plan members receive new version upgrades released within 12 months of QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. Terms, conditions, pricing, service offerings and availability of the Full Service Plan are subject to change at any time without notice. U.S. only. See terms and conditions at www.qbes.com/terms.

Our Customers

“I was totally amazed by how easy it was to convert our data to QuickBooks Enterprise Solutions. The whole process was very smooth. And once we got started using Enterprise Solutions we quickly realized that it’s a lot better than what we were using before.” *Penny Penrose, Controller, CyberCity*

“Our inventory is very, very complicated, with over a thousand different models. QuickBooks Enterprise Solutions does a great job helping us keep everything about our 200,000 item inventory accounted for—so we never run short or have too much stock on hand.” *Jeff Cooper, President/Chief Executive Officer, Remotes Unlimited*

“I don’t think many people know how much you can do with this version of QuickBooks. What’s the point in spending \$45,000 for software that isn’t going to do any more than Enterprise Solutions can? We can now justify hiring a worker who will help the company be more profitable.” *Laura Hershfeld, Performance Cruising*

No wonder Intuit QuickBooks is the #1 financial management software brand for businesses with 20–500 employees.¹

¹ Source: AMI Partners, 2008

More than 85,000 businesses have selected Enterprise Solutions with its combination of advanced functionality, ease of use and affordability.

“We didn’t want to get accounting software just for today; **we wanted to get a complete solution for five years down the line.** Looking ahead, there are a lot of other things we can do with Enterprise Solutions.” *Ignacio Garcia-Menocal, Controller, Shula’s Steak Houses*

“Supply and demand in this business is so volatile, pricing is constantly changing. **With Enterprise Solutions, I can raise or lower prices all from one screen.** I just select the items I want, plug in what percentage change I want to make, and it’s done.”
Russ Bishop, Owner, Seltin Supply

“**The software has very comprehensive security features,** so you can actually design profiles for different users, to give them access to specific functions. That’s really powerful stuff that you would expect to cost in the tens of thousands of dollars, rather than \$3,000.” *Emile Amarotico, President/General Manager, Standing Stone Brewing Co.*

Top reasons to order Intuit QuickBooks Enterprise Solutions Right now!

- 1 **Advanced reporting capabilities** allow you to create custom reports with ODBC-compliant applications using a new direct connection to the QuickBooks database.¹
- 2 **Track inventory in multiple locations** and transfer inventory from one location to another with the new QuickBooks Enterprise Solutions Advanced Inventory.²
- 3 **Work in two company files** at one time and combine reports from multiple company files.³
- 4 **Seamless transition** from QuickBooks Pro and Premier. Moving up to Enterprise Solutions is as easy as any other upgrade, and it looks and feels just like the QuickBooks you already know.
- 5 **Get the capacity** to add hundreds of thousands of inventory items, customers and vendors as your business grows.⁴
- 6 **Room to grow** with licenses available for 5, 10, and up to 30 users. Easily add more users when you need them.⁵
- 7 **A one-year membership to the Full Service Plan** is included with your purchase, giving you full product upgrades, unlimited 24/7 technical and access to U.S.-based product experts, web-based applications, online data backup and more.⁶

Call 866-272-8735

Our Enterprise Solutions specialists can answer your questions and discuss your purchasing options.

Accountants and ProAdvisors please call 877-300-7345.

1 ODBC-compliant applications sold separately.

2 Additional fees apply for the Advanced Inventory add-on subscription. Users must be on a QuickBooks Enterprise Solutions 11.0 and have an active Full Service Plan.

3 Some functionality may be limited when running two instances. See www.qbes.com/sysreq for more information.

4 Enterprise Solutions allows you to add up to one million names (e.g., customers, vendors, employees) and up to one million items (e.g., inventory, non-inventory and service items). Some performance degradation is likely as your lists approach these size thresholds.

5 Additional fees apply to add users.

6 The Full Service Plan is good for 12 months from QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. QuickBooks support is available 24 hours a day, seven days a week; the Enterprise Solutions team (including our U.S.-based team of product experts) is available weekdays from 4 A.M.–7 P.M. Pacific time. Support hours exclude occasional downtime due to system and server maintenance, company events, observed U.S. holidays and events beyond our control. Intuit reserves the right to limit each telephone contact to one hour and to one incident. Active Full Service Plan members receive new version upgrades released within 12 months of QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. Terms, conditions, pricing, service offerings and availability of the Full Service Plan are subject to change at any time without notice. U.S. only. See terms and conditions at www.qbes.com/terms.