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**Intuit® Solution Provider
Member Guide**
August 2009

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Your Business,
Our Solutions



Intuit is committed to providing our Solution Providers with customized business management solutions, programs and processes that meet their unique business needs and enhance their ability to solve diverse and complex customer requirements.

Program Benefits

Welcome to the Intuit Solution Provider (ISP) Program. The following ISP Program Benefits described in this section outline the entitlements granted to ISPs in good standing.

Intuit Channel Manager

ISPs are assigned a designated Intuit Channel Manager to work with on business planning, marketing strategies, local training, and other business development activities. Your Channel Manager is your primary point of contact for all your ISP Program-related needs.

Technical Support

As an Intuit Solution Provider, your business will often include the deployment and implementation of products, in some cases involving complex environments.

We recognize that these deployments occasionally create challenges, and receiving timely customer

support to resolve issues is crucial. Direct-dial support to a designated ISP support line is available to assist you during these critical times. Beyond on-site deployment support, we also offer call back, email, and Web-based support options for ISPs.

Business Plan

The Intuit Solution Provider channel team has developed a set of planning tools to assist you in defining clear business goals and metrics to track throughout the year.

Intuit Solution Provider University

Knowledge is power, and we've made the process for gaining knowledge easy and flexible through the online Intuit Solution Provider University. Within the SPU you

and your employees have unlimited access to a wide range of content and options to build your knowledge base with the tools and certifications best suited to your business objectives.

Margin & Revenue Share Compensation

Intuit Solution Providers have access to a wide range of solutions to refer and sell along with your services. In order to compensate you for your selling efforts, a variety of compensation schedules exist, these vary depending on where you purchase and whether you are purchasing and reselling products, selling an Intuit hosted service, or referring a partner to an Intuit Service sale. Contact your Intuit Distributor for more details on product pricing, discounts, and revenue share opportunities.

Lead Protection Program

Intuit respects the relationship between an ISP and your current or prospective customers and has provided a set of methods for you to let us know the customers you are working with. We work hard to direct these customers back to their ISP should they contact our direct sales team; however there are times when the customer still chooses to make their product purchase direct from Intuit. If this should occur, Intuit will reimburse the ISP 15% of the list price value of the order. A qualified registered opportunity, including a completed opportunity in the ISP lead referral system along with a customer proposal or quote, must be registered prior to the date of customer order to qualify for lead protection payment.

Intuit Solution Provider Directory Listing

Intuit customers frequently look for local assistance in purchasing, installing, and servicing their Intuit solutions, and Intuit wants to make sure these customers can find the local help they need. As an Intuit Solution Provider your main location along with qualifying locations will be listed in a directory designed to help customers find a local expert.

Marketing Tools

You have managed to create and build a successful business through hard work and your own unique sales and marketing efforts. But, growing and expanding that business through marketing can often be a

challenge. We've taken some of the guess work out of marketing with a set of robust ISP marketing tools.

- Marketing toolkits provide the 'how to' along with the actual design files and templates for easy execution in key marketing disciplines. The library currently contains a Demand Generation toolkit and a Seminar toolkit, with new toolkits in development.
- Marketing on Demand is an online resource that allows a non-marketing professional to customize, print, and mail professional looking direct mail campaigns, brochures, and even direct emails.
- The Intuit logo company store is an easy way to purchase small or large quantity of shirts, pens,

mugs, or a variety of Intuit logo'd items. Check out the special ISP-only section of the site where you can find items branded with the ISP logo and even purchase a personalized ISP plaque to show off your ISP status to visiting customers.

ISP Branding and Identity

You've worked hard to earn and maintain your ISP status, and we want to make sure your customers recognize your ISP status. To help you promote your hard earned status we have developed the ISP brand identity including a main program logo along with versions that can be used to highlight your specific areas of solution expertise. These logos along with brand guidelines can be found on the ISP Resource Center for download and use.





Communication Programs

The ISP program offers a wealth of information, features, and benefits for you to take advantage of; however this can also mean an overload of information as you're trying to run a thriving business of your own. The ISP communications program offers a customizable set of communications tools ranging from information webcasts to email newsletters, and a library of resources on the ISP Resource Center. Your Intuit Distributor and Intuit Channel Manager can work with you to identify and subscribe to the specific vehicles best suited to your information needs.

Intuit Systems & Resources

We realize there are times when business questions require a quick answer; therefore, your regional Intuit

Distributor and Intuit Channel Manager are backed by several key on demand resources available to support your day-to-day questions. The ISP Master QuickBase and ISP Resource Center are your main links into your online information including the following key features:

- Complete list of your business information on file including all of your company contacts
- Lead registration and lead tracking
- Links to sales & marketing tools and information
- Link to Intuit Marketing on Demand for self service marketing execution

Internal Use Products

The best endorsement of a product is your internal use, and we've made it easy and affordable for you to use

a wide range of Intuit Small Business solutions. Following is a list of the products for internal not-for-resale available to active ISPs in good standing.

- QuickBooks Premier: Accountant Edition
- QuickBooks Merchant Services (one-year subscription)
- QuickBooks Enhanced Payroll for Accountants (one-year subscription)
- QuickBooks Point of Sale Multi-Store (2 Copies with 2 Seats Each)
- Intuit QuickBooks Cash Register Plus

Visit the ISP Resource center for the most current list of products available.

Intuit Value Added Distribution Partner

Your Intuit Value Added Distributor provides Intuit software and services to help your business run effectively and profitably. These select distributors must meet specific criteria set out by Intuit, including certified, trained Intuit technicians and support specialists. Your Value Added Distribution partner hosts a variety of programs for you to gain access to the Intuit product, pricing, and Solution Provider program information. In addition, your Intuit Value Added Distributor offers a wide selection of Hardware that is tested and certified by Intuit for compatibility and reliability.

Program Requirements

You've worked hard to earn the elite status of Intuit Solution Provider in good standing. To maintain this status and the benefits that come with it, you'll need to fulfill a few important certifications and performance metrics throughout the fiscal year, and adhere to some program guidelines. Here's a summary of the major requirements. You can find more details on select requirements as referenced within by visiting the Intuit Solution Provider Resource Center.

Membership Fee

Intuit Solution Providers are required to pay a one-time enrollment fee of \$1500 for the first location and \$500 for qualified additional locations where qualified is defined as physical office address with at least one certified employee. The annual renewal fee of \$1000 per ISP will be billed in January 2010 for renewing members.

Revenue Requirement

Intuit Solution Providers are required to meet a minimum annual revenue requirement of \$15,000 per Intuit fiscal year based on qualified Intuit software sales and referral revenue.

Business Plan

Creating a business plan and supporting goals are required as part of your strategic partnership. We've developed the Intuit Solution Provider business planning template to make the planning and documentation process as simple and constructive as possible.

Certification

The sale and support of complex business and financial solutions requires a solid skill set that enables you to work as a true consultant to your customers and ensure the best architected solution for their needs. Intuit Solution Providers are required to maintain one (1) certified individuals on staff. Should your certified employee leave your organization, a sixty-day grace period will be allowed to return to certification compliance.

Current solution categories:

- Retail Solutions

Certification may be achieved either through successful completion of the certification by an existing employee or by hiring a currently certified individual. For a complete list of certification requirements visit the ISP Resource center.





Online Advertising Guideline

The Intuit Solution Provider channel is designed to represent a high value shopping and purchasing experience for customers where assisted solution design and selection, and local support are valued. In accordance with this, ISPs are prohibited from any price based online advertising where price, discounts, or promotions are mentioned without explicit approval from the Intuit Solution Provider team. ISPs are encouraged to utilize online services to promote their value added services and offerings as part of a comprehensive Intuit Solution offering. In addition, list prices may be published along with any Intuit approved promotional copy which can be found on the ISP Resource center.

Program Status Audits & Evaluations

The Intuit Solution Provider Program is designed to provide structure and recognition based on skills and performance. Solution Provider program membership will be evaluated from time to time to maintain program integrity. The ISP management team will conduct quarterly audits of performance against current program requirements. Should an ISP fall behind in a requirement, it may be notified of failure to comply and put on probation with a specific set of performance objectives for the following quarter. If the ISP succeeds in meeting the established objectives, there will be no change in current program status. Should the ISP fail to meet the probation objectives, then it may have a certification status removed or experience a loss of some or all program benefits.