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Intuit Launches New App Partner Program to Drive Growth for Third-Party Developers and Enhance Customer Experiences

Introduction of tiers, benefits, and access to new APIs help developers scale and meet the needs of small and mid-market businesses on the Intuit platform

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes [Intuit TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), today announced the new Intuit App Partner Program, designed to foster innovation and provide enhanced support for its Intuit QuickBooks and Intuit Enterprise Suite app ecosystem. The new program introduces an improved developer experience, access to new APIs, and go-to-market initiatives that help developers and businesses on the Intuit platform grow.

For more than two decades, the Intuit Developer program has been instrumental in powering millions of QuickBooks customer experiences through thousands of integrated applications. With access to the [Intuit App Marketplace](#), businesses on the Intuit platform use apps to meet their unique industry-specific needs, streamline processes with deep data flows, and save time with integrated, done-for-you experiences that drive growth, all in one place.

The new Intuit App Partner Program builds on this legacy, providing an industry-leading, engaging approach that encourages deeper partnerships and collaboration with developer partners of all sizes.

"We're deeply committed to investing in our app ecosystem and empowering developers to integrate innovative and high-quality applications for our shared customers," said Joshua Hofmann, Vice President, Global Partner Ecosystems, Intuit QuickBooks. "The new Intuit App Partner Program represents a significant milestone in our commitment to foster a thriving developer community and deliver exceptional experiences for all businesses on the Intuit platform."

New tiers, benefits, and access to APIs drive growth

The new program introduces four distinct partner tiers – Builder, Silver, Gold, and Platinum – based on customer adoption and depth of the app integration with QuickBooks and Intuit Enterprise Suite. Each tier provides developers with resources, support, and access to new, impactful program benefits that help them create and enhance their integrations and grow their customer base. These new benefits, based on a developer's subscribed tier, include marketing opportunities, access to analytics to better understand usage of their app, early access to APIs, and more.

"Our new Platinum-level partnership with Intuit is more than just a badge, it's a shared commitment to helping accountants, bookkeepers, and businesses achieve bigger things,"

said Sabby Gill, CEO of Dext, when commenting on the new program. “Together, we’re putting innovative and powerful tools in the hands of the people who move business forward, freeing them to focus on what really matters.”

The launch of the new program also coincides with the availability of several new APIs that provide developers with richer functionality and deeper integration options with QuickBooks and Intuit Enterprise Suite. These new APIs, which include project management, sales tax, payroll, and more, help developers build integrations that grow with businesses as they scale, meeting the more complex needs of mid-market businesses.

Pricing and Availability

The new Intuit App Partner Program also introduces a new pricing model. It includes access to APIs at no charge and variable API fees, which are implemented as third-party apps grow their customer base on the Intuit platform. The new program also includes a flat monthly program fee based on developer tiers. The new fee structure allows Intuit to expand its investment in the overall partner program, including the ability to scale developer infrastructure and support, and provide access to better tools and richer APIs.

The new Intuit App Partner Program is available in the US starting today. To learn more about the new program, visit the Intuit Developer [website](#).

About Intuit

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.com](#) and find us on [social](#) for the latest information about Intuit and our products and services.

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