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Intuit Debuts New Products at Innovation Gallery Walk

20 Solutions Featured at Event Showcasing the Power of Company's Ecosystem

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit](#) Inc. (Nasdaq: INTU) brought the power of its ecosystem to life Wednesday, showcasing ways that the company is innovating to solve problems, new and old, for its 45 million customers.

The company showcased more than 20 products at an Innovation Gallery Walk in New York, including new solutions ranging from a way to simplify rent payments for landlords and tenants to robust new marketing tools that will help small businesses grow. The products reflected the power of Intuit's growing product ecosystem, which connects customers to its solutions and services, and to each other.

"The fundamental shifts that come with a cloud-based economy create new opportunities for innovation," said Brad Smith, Intuit president and chief executive officer. "We're unveiling an innovation pipeline that showcases how we're capitalizing on these shifts and unleashing our ecosystem of small businesses, consumers and accountants."

New Products, Features on Display

The new products included the Intuit Health Benefits Marketplace, which will help small businesses and their employees navigate the Affordable Care Act, also known as Obamacare. The service, initially available to Intuit Online Payroll users in California, enables small business employees to buy individual health insurance affordably and reliably through their employer.

The solution allows small business owners to contribute any amount of money toward their employees' health care, while letting employees choose a health plan that meets their needs and budget.

Other new products and services unveiled included:

- [Intuit Demandforce](#) – Introduces new features that connect small businesses with their customers, helping them stay ahead in an increasingly connected world. These features include Intuit Local, which connects small businesses to nearby potential customers by recommending local merchants and providing real-time online ratings and reviews.
- [Intuit SparkRent](#) – Provides an easier way for tenants and landlords to make and accept rental payments. The new, online product eliminates the need for paper checks and allows tenants to easily pay their monthly rent.
- [Trends Powered by Intuit QuickBooks Online](#) – Displays average sales growth, cash flow, income and expenses of small businesses within a specific industry or location to

allow small business owners to compare themselves to similar businesses and make informed decisions..

Intuit also demonstrated recently announced products. These included the re-imagined [Intuit QuickBooks Online](#); an open architecture that allows developers to create solutions that work with products, including Square and QuickBooks; and [TurboTax AnswerXchange](#), a first-of-its-kind social community designed to give consumers access to unbiased, personalized responses to their Obamacare questions.

About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce®](#) offers marketing and communication tools for small businesses. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. The company has approximately 8,000 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at www.intuit.com.

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