December 14, 2010

Intuit Simplifies Tax Professionals' Workflow and Lets Them Focus on Growing Their Practice

New ProLine Practice Management helps professionals
manage their practice from one application anytime, anywhere;
Free introductory pilot available for a limited time

MOUNTAIN VIEW, Calif. & PLANO, Texas--(BUSINESS WIRE)-- Intuit today introduced ProLine(TM) Practice Management, an integrated SaaS-based application that synchronizes and centralizes data across Lacerte Tax 2010 and currently supported desktop versions of QuickBooks 2008-2011 for tracking and management of critical customer engagements and information all from one place. As a component of the Intuit ProLine Portfolio, this SaaS-based application helps accounting and tax professionals to centralize client information, streamline their workflow and save time.

Today's announcement was made from the Intuit ProLine Productivity Expo in Plano, Texas, which provided an in-depth look at the current and upcoming ProLine portfolio of products and services for accounting and tax professionals.

"We're continuing to develop new products and services to help our customers simplify their workflow and save time," said Jill Ward, senior vice president and general manager of the Intuit Accounting Professionals Division. "Tax and accounting professionals struggle with many frustrations when managing their practices. These frustrations stem from issues such as wasted time on duplicate data entry, mismanagement of client accounts due to errors in changed contact information, missed due dates on engagements, and hours of time spent analyzing different data reports just to get an accurate picture of the firm's productivity. ProLine Practice Management helps solve these sorts of headaches through integration with Lacerte Tax 2010 and currently supported desktop versions of QuickBooks 2008-2011."

"The integration and subsequent time savings has hands down been the best benefit," explained Rich Craig, Partner at 415 Group and beta product user[1]. "Prior to ProLine Practice Management, we had to enter our time and expenses, invoice our clients, and collect our A/R from a system that was separate. With ProLine Practice Management, we saved eight to 10 hours a month by eliminating the need to re-enter our time and billing information in QuickBooks."

To sign up for a free Introductory Pilot offer of ProLine Practice Management, professionals can visit www.ProLinePracticeManagement.com. This offer is available for up to 1,000 firms and is scheduled to be available until April 30, 2011. Intuit customers who use both Lacerte Tax and desktop versions of QuickBooks 2008-2011 will benefit most from ProLine Practice Management's capabilities of tracking and managing critical customer engagements and information all from one place.

What ProLine Practice Management Includes

Practice Management focuses on three main components: client contact management, time and billing and engagement tracking. The Client Dashboard reduces redundant data entry with a single client list and interface for tracking and updating all critical client information across Lacerte Tax 2010 and the supported desktop versions of QuickBooks. It also tracks and updates clients' contact, billing and engagement information. Accountants can even use a notes and phone history utility within ProLine Practice Management to record and review important communications.

The Time and Billing feature of ProLine Practice Management streamlines office workflow to enable time logging, billing approvals and invoicing for single-click posting to QuickBooks and seamless A/R tracking. It also enables accounting professionals to review and approve time and expenses in real-time as employees make entries in the built-in time and expenses log. Additionally, the Draft Invoicing feature lets professionals adjust invoices before posting.

The Engagement Dashboard shows all firm engagements in one place, with pertinent project status and due date information. It also allows accounting professionals to update engagement information from the dashboard and filter the engagement list to meet individual business needs. Given that the data is automatically synchronized with Lacerte Tax, the list of the firm's projects is comprehensive and up-to-date.

Pricing and Availability

ProLine Practice Management Pilot is scheduled to be offered for free starting December 14, 2010 thru April 30, 2011.

About Intuit Inc.

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks(R), Quicken(R) and TurboTax(R), simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries(R) and Lacerte(R) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of $3.5 billion in its fiscal year 2010. The company has approximately 7,700 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.

1. Rich Craig, partner at 415 Group and beta product user, was compensated for his participation in discussions that lead to the early prototype development of ProLine Practice Management.

Source: Intuit