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Thousands Attend QuickBooks Connect

Intuit's Event Attracted Global Accounting Professionals, Small Businesses and Developers to Take Their Business to the Next Level

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Last week Intuit welcomed more than 4,000 accounting professionals, small businesses, entrepreneurs and developers to San Jose, CA to garner deeper insights through breakout sessions and connect with each other at the inaugural QuickBooks Connect. Based on the success of this year, Intuit announced that it will host another event in the fall of 2015.

"This is the first time that we've brought the entire QuickBooks ecosystem – entrepreneurs, small businesses, accountants and developers – under one roof to connect and grow by learning from each another and a dynamic line-up of speakers," said Brad Smith, [Intuit Inc.'s](#) (Nasdaq:INTU) president and chief executive officer. "QuickBooks Connect was a game-changer for the industry because it showcased how this interdependent ecosystem is united by a common goal, a common dream, and a common determination to achieve small business success."

A First-of-its-Kind Event

QuickBooks Connect featured a powerful lineup that included Martha Stewart, founder and Chief Creative Officer of Martha Stewart Living Omnimedia; Marc Andreessen, cofounder and partner of Silicon Valley venture capital firm Andreessen Horowitz; Earvin "Magic" Johnson, chairman and CEO of Magic Johnson Enterprises and NBA legend; Arianna Huffington, chair, president and editor-in-chief of the Huffington Post; and Bill and Giuliana Rancic, entrepreneurs and reality-television celebrities, shared personal stories and provided real advice to help attendees. The talks are now available on demand at www.qbconnectlive.com.

In addition to the main stage activity, the entire conference was an engaging, immersive experience with special activities for every audience:

- **Small businesses and entrepreneurs** received one-on-one speed mentoring conducted by Lean Startup Productions with top experts in their field.
- **Accounting professionals** were able to get QuickBooks Online Advanced ProAdvisor certification exam preparation for the first time ever, and weeks before anyone else.
- Hundreds of **developers** spent over 36-hours straight competing in a Hackathon for \$100,000 in prizes. [Method:CRM](#) took home the \$55,000 grand prize for its Method:Donor app, while \$15k runner prizes went to Payments Cloud by [Cloud Conversion](#), Safety Net by [Jobber](#), and [Service Titan](#).

Notable News from the Show

Intuit also introduced over 100 new product enhancements at QuickBooks Connect. These

fell under three big themes:

- **Making accounting seem invisible for [small businesses](#)** because the time-intensive work of keeping the books organized happens automatically every time an invoice is sent, a customer makes a payment or an employee gets paid.
- **Launching a new [developer](#) experience and app store so developers** can create next generation business management solutions with best-in-class developer tools and access a global market of cloud-based small businesses.
- **Revolutionizing the way [accounting professionals](#) work with their small business clients** so that the books are always up-to-date and the accountant-small business relationship can focus on offering business advice and insights.

Mark Calendars for 2015

Intuit confirmed that it would host another event in Fall 2015. More information about the exact date and location will be released in the coming months. To get an overview of the 2014 event, watch <http://youtu.be/pbjygojOHX0>. To view the keynote presentations, visit www.qbconnectlive.com or www.QuickBooksConnect.com.

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 \$4.5 billion in its fiscal year 2014. 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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