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First Annual Intuit QuickBase EMPOWER 2015 Conference Spotlights “Citizen Developers” Using Technology to Solve Their Own Business Challenges

Inaugural Event Will Convene Hundreds of QuickBase Users to Share Strategies, Best Practices for Teams to Become More Efficient, Agile and Productive

Company Also Launches QuickBase Sync for Connecting Islands of Information in the Cloud

CHICAGO--(BUSINESS WIRE)-- **EMPOWER 2015** – [Intuit QuickBase](#), the collaborative platform-as-a-service that allows business people to create their own custom applications without writing code, announced the opening of its first annual user conference, EMPOWER 2015, which began Tuesday, May 26th and extends through Thursday, May 28th at the Hyatt Regency here in Chicago. [EMPOWER 2015](#) was created to offer Intuit QuickBase customers an annual forum to share their experiences, challenges and ideas for best practices around driving digital transformation within their organizations.

At EMPOWER 2015, Intuit QuickBase customers and partners from around the world will be on hand to attend more than 30 educational sessions and workshops featuring QuickBase users and industry experts, including Henry F. De Sio, former COO at Obama for America, and John Rymer, VP and principal analyst at Forrester Research. Attendees will also learn about how QuickBase is helping accelerate employee and team innovation resulting in the dramatically improved ability to solve core day-to-day “get work done” business challenges.

“The rise of the citizen developer has forced a shift in thinking about the traditional divisions between line of business and IT,” said Allison Mnookin, vice president and general manager, Intuit QuickBase. “The lines are blurred beyond recognition, so Intuit QuickBase’s focus is on empowering those closest to the problem to take an active role in solving it with technology. This digital transformation is giving rise to new possibilities for reinventing and optimizing business processes so teams can become more efficient, agile and productive.”

Announcing Debut of Intuit QuickBase Sync

Integration has become a strategic priority for driving innovation via an open approach to solving business challenges by sharing data and expertise across communities. Also at EMPOWER 2015, Intuit QuickBase is announcing the launch of [QuickBase Sync](#), a powerful new low-code data integration capability built into the QuickBase platform. QuickBase Sync enables technical and non-technical users alike to connect QuickBase with their application ecosystem in just a few clicks and start syncing data automatically. No more data scattered across application islands.

With QuickBase Sync, businesses will have their most current data in one place, their

QuickBase app, so they can create holistic reports, gain actionable insights and make better business decisions. QuickBase Sync currently supports integrations to popular cloud applications including QuickBooks Online, Salesforce, NetSuite, Zendesk, Zuora, Intacct and Bill.com. The capability is live and fully supported in production for Intuit QuickBase customers now.

“QuickBase Sync makes gathering and managing information a breeze,” says Paul Lanterman of OMS Photography, an Early Access Sync customer. “Sync has changed the way we see our business by tying together expenses stored in QuickBooks Online and project data managed in QuickBase. We now have the 'Holy Grail' of accurate, automatic reporting of profit and loss percentages on every project.”

Intuit QuickBase strives to empower its users to become citizen developers so they can build, customize and connect apps to their unique requirements, while also helping to reduce the growing application backlog of IT managers. QuickBase offers robust flexibility at a cost its users can afford as they learn and prototype against newer business processes and workflows during early growth years. In turn, IT managers benefit from the security and governance capabilities needed to maintain control and lower risk. By jointly developing and delivering new business applications, enterprises deliver on the promise of quality customer service, stronger operational efficiencies, more accurate financial reporting and better HR governance policies and procedures.

About Intuit QuickBase:

Designed with the business user in mind, Intuit's QuickBase is the fastest, easiest and most flexible way to help teams work together. QuickBase provides one platform from which workgroups can easily create applications to automate business processes and improve communication and collaboration online. QuickBase applications solve critical business problems and help improve productivity and efficiency because they are tailored by the user to match the exact workflow and unique needs of their team - something complex point solutions or generic spreadsheets simply can't match. QuickBase is a proven team collaboration platform that's perfect for business users - regardless of size, location or industry - while delivering the visibility and control IT executives need to manage enterprise-wide deployments in large companies.

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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