

September 18, 2012



QuickBooks Online Goes Global

No Matter Where They Call Home - Small Businesses Can Work Smarter and Grow

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- From Austria to Zimbabwe, small businesses globally for the first time can easily create localized invoices, pay bills and track expenses with the availability of [QuickBooks Online](#), from [Intuit Inc.](#) (NASDAQ: INTU), the makers of QuickBooks and provider of connected services trusted by more than 60 million customers.

"The entrepreneurial spirit is alive and well around the world, and a critical part of the global workforce and gross domestic product," said Alex Lintner, president of Intuit's Global Business division. "With QuickBooks Online becoming available globally, we can now help the 29 million small businesses in the U.S., as well as the more than 500 million small businesses worldwide effectively manage their operations and achieve financial success."

QuickBooks Online financial software offers an affordable and powerful cloud solution that is optimized for around-the-world use. Currently, more than 360,000 small businesses are using QuickBooks Online. Since its beta rollout in July 2012, small businesses in 130 countries have started using the product.

Intuit's commitment to harnessing the power of many is part of the company's evolving [connected services strategy](#), which was outlined today by Intuit CEO Brad Smith at the company's annual Investor Day.

Customized for Local Impact

Participation-driven innovation is at the heart of the QuickBooks Online platform, which is built to be flexible so customers can make it fit the needs of their businesses and their country. This allows nationals worldwide the opportunity to optimize QuickBooks Online with their home country's currency, date and number format as well as accounting scheme. Additionally, QuickBooks Online can handle sales taxes for any country and includes a translation tool so customers can use the solution in their home language, making QuickBooks Online truly specific to each country's culture and way of doing business.

"The QuickBooks Online platform allows for customer configuration, user-defined tax rates and country-specific interactions that make a small business in the Philippines, for example, feel like QuickBooks Online has been developed explicitly for their country," said Dan Wernikoff, senior vice president and general manager of Intuit's Financial Management Solutions division. "Highly customizable content makes QuickBooks Online local everywhere, helping the world's small businesses and accountants quickly get set up and running their business anywhere in the world."

Product Features

Focused on the common needs of small businesses around the world, QuickBooks Online gives an intimate portrait of the business all in one place so small businesses can focus on

their passion of helping customers and growing their business. Through QuickBooks Online, small businesses can:

- Help save time on common finance tasks, such as invoice creation, managing sales tax and organizing sales receipts.
- Get set up to be paid faster with tools to help centralize income forms (estimates, invoices, sales receipts, etc), summarize totals for due or past due transaction items as well as tips to help take immediate action.
- Easily track customers, orders, income and expenses so a small business can always see where it stands.
- Gather all tax relevant information in one place to avoid tax time headaches.
- Leverage the power of the cloud via a mobile device to stay on top of finances while on the road.
- Get in-depth business insights with reporting tools that analyze their business and industry trends to help them move their business forward.

“I very much depend on intuitive and easy-to-use software to help keep my costs low. Often, I find that cost and ease-of-use are correlated, and I typically have to sacrifice one for the other,” said Fong Min Hun, owner of Craft Writing Consultants of Selangor, Malaysia. “Not so with QuickBooks Online, which has proved itself to be an affordable and intuitive product. The fact that everything is available via the Cloud also helps me coordinate with my accountant and other business partners without having to worry about minor details such as the availability of software and file servers.”

Learn more and sign up for QuickBooks Online at global.intuit.com. The QuickBooks Online suite offers three different versions based on a small business' needs: QuickBooks Simple Start, QuickBooks Essentials and QuickBooks Plus. Costs start as low as \$15 per month.

Resources:

- [QuickBooks Online Global Video](#)
- [QuickBooks Online Infographic](#)
- [QuickBooks Online Global on Facebook](#)
- [QuickBooks Global on Twitter](#)
- [QuickBooks Global Blog](#)
- [QuickBooks Online Press Kit](#)
- [QuickBooks on Twitter](#)
- [QuickBooks on Facebook](#)
- [Intuit Press Room](#)
- [Intuit on Twitter](#)
- [Intuit on Facebook](#)

- [Intuit Community](#)
- [Intuit Small Business Blog](#)
- QuickBooks Online's Heather Kirkby, ["The Cloud: Big Benefits for Small Businesses"](#) [VIDEO]
- QuickBooks Online's Heather Kirkby, ["From Skeptical to Successful"](#) [VIDEO]

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®](#), [Quicken®](#) and [TurboTax®](#), simplify small business management and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services provides enhanced online banking solutions and unique insights to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$4.15 billion in its fiscal year 2012. 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.

Intuit, the Intuit logo and QuickBooks, among others, are registered trademarks and/or registered service marks of Intuit Inc. in the United States and other countries.

Intuit Inc.

Michael Porcaro 415-652-8326

Michael_porcaro@intuit.com

or

Access Communications

Whitney MacDonald, 415-844-6294

wmacdonald@accesspr.com

Source: Intuit Inc.