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# New QuickBooks Point of Sale Goes Mobile With GoPayment

## Liberates Small Retailers to Take Mobile Payments With Robust Tools to Run Brick and Mortar Stores

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- With QuickBooks Point of Sale 2013, small business retailers can now use the latest mobile technology to maximize sales both in and out of the store without sacrificing the powerful tools they need to run their business.

The newest point-of-sale product from [Intuit Inc.](#) (Nasdaq: INTU), being launched today, integrates with [GoPayment](#), the company's mobile payment processing application. Together, the products form one of the only robust mobile point-of-sale solutions specifically designed for the nation's 2.8 million small retailers. Using [QuickBooks Point of Sale 2013](#), retailers can:

- Maximize sales by accepting credit cards in the aisle or on the go at street fairs and trade shows using GoPayment on the most popular smartphones and tablets.
- Make better business decisions with detailed reporting and powerful tools to track inventory, sales, customers and employees.
- Grow their business, giving brick-and-mortar retailers a new way to better serve customers while offering micro businesses room to expand from a mobile-only retailer to a store front owner.

"With 10 years of point of sale experience, we understand the challenges small retailers face when trying to grow their business," said Chris Hylen, vice president and general manager of Intuit's Payment Solutions division. "By integrating QuickBooks Point of Sale 2013 with GoPayment, we're liberating retailers from their cash registers so they can better serve their customers and ring up more sales both in the store and on the go."

The integration of QuickBooks Point of Sale with GoPayment enables more of Intuit's small business customers – from pet shops to hair stylists – to better manage their businesses and serve the roughly 23 million customers who rely on them. This is consistent with Intuit's strategy to enable its entire base of 8 million small business customers to accept payments with GoPayment and other Intuit payment services. As one of the leading small business payment processors in the U.S, Intuit processes more than \$20 billion annually.

### Never Miss a Sale – In and Out of the Store

QuickBooks Point of Sale 2013 helps retailers never miss a sale by integrating with GoPayment. The free GoPayment app comes with a card reader that plugs into the audio jack of an iPhone, iPad and iPod Touch as well as the most popular Android devices. Users can quickly swipe a card to process payment, send an email or text receipt with a map of where the transaction took place and automatically charge the correct sales tax using

geolocation.

The sales and inventory data from GoPayment integrate seamlessly with QuickBooks Point of Sale, storing all current sales and inventory data in one spot. Users can also automatically populate inventory items within QuickBooks Point of Sale into the GoPayment app, eliminating the need to do it manually.

GoPayment also syncs sales data with best-selling QuickBooks financial software, which can be used in conjunction with QuickBooks Point of Sale to manage a retailer's finances.

### **Start Taking Payments in Minutes**

QuickBooks Point of Sale 2013 has a simplified signup process and expedited account approval, making it easier to start accepting payments within minutes. To improve productivity, this latest version also offers an enhanced navigation and user interface that make it easier to ring up sales as well as complete and drill down into other common tasks.

### **Manage and Track Your Business**

QuickBooks Point of Sale offers retailers the powerful tracking and management tools they need to effectively run their business and make smart business decisions. Retailers can:

- Track inventory and set automatic re-order points
- Manage customer's contact information and send personalized emails and gift cards
- Access business reports to get unique insight into how the business is doing
- Track employees' hours and pay commissions
- Manage and monitor business results for up to 20 stores from one location
- Ring up sales faster with a complete set of optional, integrated retail hardware, including a receipt printer, bar code scanner, credit card reader and cash drawer

### **Pricing and Availability**

QuickBooks Point of Sale 2013 software starts at \$1,099.95 with the option to buy a complete set of integrated retail hardware. The free GoPayment app and card reader work on the iPhone, iPad and iPod touch as well as the most popular Android devices. Discount rates start as low as 1.64 percent.

QuickBooks Point of Sale is available at select retail outlets, including OfficeMax, Office Depot, Best Buy, Staples, Sam's Clubs, Amazon.com, Fry's Electronics and [Costco.com](http://Costco.com). It can also be purchased directly from Intuit by visiting [pointofsale.intuit.com](http://pointofsale.intuit.com) or by calling 800-604-5941.

### **About Intuit Payment Solutions**

Over the last 10 years, Intuit has helped small businesses maximize sales and improve cash flow with a complete family of end-to-end electronic payment solutions. This includes services to process credit cards, e-checks and online payments via a variety of channels including mobile devices, Web and retail stores as well as integrated solutions such as

QuickBooks.

**Resources:**

- QuickBooks Point of Sale (<http://pointofsale.intuit.com/>)
- GoPayment (<http://gopayment.com/>)
- GoPayment Blog (<http://Blog.gopayment.com>)
- GoPayment on Twitter (<http://twitter.com/gopayment>)
- GoPayment on Facebook (<http://facebook.com/IntuitGoPayment>)

**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 as well as [payment](#) 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 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 \$3.9 billion in its fiscal year 2011. 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](http://www.intuit.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50299747&lang=en>

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