

March 6, 2007



Thousands of Businesses Abandon Complex ERP Systems for QuickBooks Enterprise Solutions

Powerful Mid-Market Application Combines Ease With Affordability; New Tools Available Make Switching Quick and Painless

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--

More than 6,000 growing businesses and mid-market companies have switched to Intuit's (Nasdaq:INTU) QuickBooks Enterprise Solutions from other more complex solutions. These customers are part of the 38,000 who have already selected Enterprise Solutions to run their businesses. The move to change systems is driven by the demand for powerful functionality combined with a level of ease and affordability that millions of customers have come to expect from Intuit. For most, this eliminates the need to spend tens-of-thousands of dollars on product licenses, implementation, training and support associated with complex enterprise resource planning (ERP) systems.

There are various reasons businesses are switching to Enterprise Solutions. Many are frustrated with the complex interfaces and high cost of conventional ERP systems. Others using DOS-based or custom-built systems are no longer receiving support and upgrades, and want to transition their business-critical data to an updated solution to take advantage of evolving technologies, meet customer and vendor needs, or guard against down-time in the event of a system crash.

"I was working 10-hour days when we were on MAS 500 and 75 percent of it was spent just fixing software related problems. It slowed us down and was a definite impediment to our growth -- that's just not acceptable from a system that cost \$100,000," said Jason Haddock, director of finance at Redmond Trading Company in Heber, Utah. "QuickBooks Enterprise Solutions was the answer to all our problems. It was a mere fraction of the price and much easier to manage. The ease of use allows our employees to focus on customer service. And because our customers are getting such good service, they are increasingly coming back to us. It's been an absolutely wonderful experience."

Make the Switch to Intuit

To make it easier for businesses to take advantage of its mid-market application, Intuit is now offering tools to make the transition quick, easy and painless for firms looking to switch from a complex, expensive system or upgrade from a small business accounting package at www.quickbooksenterprise.com/switch. The site includes information about Enterprise Solutions to help businesses prepare for a switch, such as webinars, case studies and links to QuickBooks Enterprise Solution Providers that can offer local support. The site will also provide companies with access to a dedicated team of experts who can assist in migrating

business data from a number of common mid-market applications to Enterprise Solutions.

"Mid-sized companies are often stuck between solutions that are inadequate for their needs, and those that are overly expensive and too complex," said Laurie McCabe, vice president, SMB Insights and Business Solutions at AMI-Partners. "As most businesses grow or become increasingly multifaceted, they need solutions that offer power and flexibility, but are easy to use and won't break the bank. That's where QuickBooks Enterprise Solutions pays off big time for customers."

Unique Functionality Mid-Market Businesses Need

New for 2007, Enterprise Solutions 7.0 gives users the capability to add a hundred thousand or more inventory items, customers and vendors -- an increase of more than 400 percent over previous versions and includes powerful reporting and inventory management tools. Powered by an underlying Sybase iAnywhere SQL database, companies can continue to rely on Enterprise Solutions as they grow without an impact on the product's performance. The software also gives customers the choice between five, 10, 15 and 20 concurrent users, enabling them to easily select a version that is tailored to their size and easily add more users when necessary. In addition, administrators can customize user access with more than 115 areas and activities for security purposes.

Ease That Competitive Solutions Can Only Envy

For the past 15 years, QuickBooks' award-winning user interface has taken the complexity out of accounting for small businesses and Enterprise Solutions is no exception. Plus, the software is designed to work the way mid-market businesses work, so it is not necessary to change current business processes. Many customers who have switched cited ease-of-use a key factor in their decision.

Costs Thousands Less Than Alternatives

Enterprise Solutions starts as low as \$3,000, making it the most affordable solution available for mid-market companies. In addition, the software can be installed in hours instead of months and does not require a VAR or integrator to implement and train employees. The price also includes one year of Intuit's Full Service Plan, which entitles customers to 24/7 technical support from a dedicated support engineer, product upgrades, data recovery and reporting services and interactive training tools. Other solutions may charge thousands per year for upgrades alone and charge additional fees for support. To further its commitment, Intuit also assures customer satisfaction by offering a 60-day money-back guarantee.

Part of the QuickBooks Ecosystem

Another attraction for customers is Intuit's unmatched ecosystem of more than 3 million QuickBooks users. Customers can instantly become part of a community that enables networking, best practice sharing and collaboration. Intuit also offers the largest network of third-party add-on applications of any accounting software through its Solution Marketplace.

For companies with more complex needs, Intuit offers a growing network of local, certified QuickBooks Enterprise Solution Providers, experts who can help customize, integrate and provide additional training on the software.

All customers are also invited to the annual QuickBooks Enterprise User Conference from June 12 - 14, 2007, taking place in San Diego, Calif., to learn to tap into the power of Enterprise Solutions, network with peers and collaborate with support engineers, developers and Intuit executives. More information is available at www.quickbooksenterprise.com/uc. Registration is now open.

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) software, 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 software suites for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$2.3 billion in its fiscal year 2006. The company has more than 8,100 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at www.intuit.com.

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Source: Intuit Inc.