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Intuit Accelerates Development Velocity with Major Enhancements to Proprietary Generative AI Operating System (GenOS)

Company simplifies, streamlines end-to-end app development with new GenOS AI Workbench and GenStudio, GenRuntime, GenUX tools

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes [Intuit TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), announced major enhancements to its proprietary Generative AI Operating System ([GenOS](#)) that's accelerating development velocity at scale across the company's products and services to solve its customers' most important financial problems and drive durable growth. Intuit's GenOS now includes GenOS AI Workbench, a dedicated development environment for end-to-end application development, and enhancements to GenStudio, GenRuntime, and GenUX components.

Introduced in [June 2023](#), Intuit's GenOS empowers technologists to responsibly design, build, and deploy breakthrough generative AI (GenAI) experiences with unparalleled speed, fueling innovation for its approximately 100 million consumer and small business customers.

Since then, the company has continued to invest in GenOS to streamline end-to-end application development, with built-in governance and safety guardrails, and to enable rapid experimentation. It provides a comprehensive suite of tools with an extensible catalog of best-in-class large language models (LLMs), including commercial, proprietary, and open source base models for fine-tuning. To jumpstart app development, product teams can become productive with GenOS in a matter of minutes via self-serve onboarding tools and guided workflows.

"Intuit's proprietary GenOS is the key to unlocking new opportunities to fuel consumer and small and mid-market business success with GenAI," said Alex Balazs, Executive Vice President and Chief Technology Officer, Intuit. "Over the past year, we've increased our pace of innovation by enabling product teams to turn new ideas into live customer experiments in just days, and built out our GenOS to speed time-to-market for ideas that rise to the top. We're proud of the progress we've made and fired up about the 'done for you' future we're creating for our customers to power their prosperity."

With GenOS, Intuit technologists (software developers, product managers, data scientists, machine learning engineers, and data analysts) have experimented with hundreds of GenAI use cases, which has led to game-changing new experiences delivered into the hands of customers with [Intuit Assist](#). For example, Intuit's GenOS enabled new capabilities with easy-to-understand [explanations of tax calculations](#), backed by real-time accuracy checks, with Intuit Assist for TurboTax, boosting confidence for millions of individual tax filers this tax season.

“Intuit is at the forefront of the industry with this major release of its GenOS,” said Hamit Hamutcu, Senior Advisor at Institute for Experiential AI at Northeastern University, and Column Editor for the Harvard Data Science Review. “It is rare to see this level of scope and scale in a proprietary generative AI development environment. The company built a comprehensive set of tools and practices, far beyond a sandbox for securely experimenting with the technology. It should be a great accelerator for Intuit developers in building sophisticated fintech apps and sets an inspiring example for the industry.”

NEW GenOS AI Workbench and enhanced GenOS components

To streamline end-to-end GenAI-powered application development and enhance developer experiences, Intuit has introduced a new foundational component, GenOS AI Workbench, along with enhancements to existing components, GenStudio, GenRuntime, and GenUX.

- **GenOS AI Workbench** - A new dedicated development environment for end-to-end application development, including:
 - **LLM Leaderboard** - A tool for quickly identifying the best LLMs for specific use cases based on benchmarks tailored to Intuit domains (consumer tax, personal finance, and small and mid-market business accounting and marketing). It also offers a structured method for comparing LLMs, including model cards with brief descriptions to help technical and non-technical members of product development teams understand the context, performance, and applications for which an LLM (commercial, open source, or proprietary) may be the best match.
 - **Prompt Management** - A tool to help developers create, iterate, and deploy prompts faster throughout the GenAI development process. It provides a systematic way to store, version, retrieve, manage, and templize prompts so they can be used on demand by different applications, easing the burden on developers to build custom integrations.
 - **Evaluation Service** - An automated tool for evaluating LLM and GenAI application performance (quality, latency, cost) using a wide range of metrics to help product teams experiment, develop, optimize, deploy, and monitor user experiences holistically across the GenAI product life cycle. The service is integrated into existing workflows—and augmented with manual testing—so developers with any level of GenAI proficiency can build delightful customer experiences.
 - **Prompt Flow Traceability** - A tool that enables developers to pinpoint and address latency bottlenecks and/or gaps (completeness, accuracy) by observing the flow of information when a prompt is being decomposed into tasks to produce a response.
- **GenStudio** - A sandbox for developers to experiment with LLMs via access to an extensible catalog of best-in-class commercial, open source, and proprietary LLMs. Over the past year, Intuit has included **Anthropic Claude via AWS Bedrock, Gemini from Google Cloud, LLaMa from Meta AI, and Mistral from Mistral AI** into GenStudio to supplement its own custom-trained domain-specific LLMs and OpenAI GPT models via Microsoft Azure. In today’s rapidly evolving market, Intuit can quickly add new and updated LLMs to GenStudio in just days.
- **GenRuntime** - An intelligent layer that accesses the right data and capabilities with sophisticated components: GenOrchestrator (planner, executor, memory and knowledge retrieval), agents, and tools to ground commercial and open source LLMs in

Intuit domain-specific knowledge. Now, GenRuntime includes **new capabilities to enable agentic workflows** in the future, moving beyond basic prompting to autonomous planning, reasoning, and execution to tackle complex business workflows.

- **GenSRF (security, risk and fraud)**- Intuit has continued to **enhance GenRuntime** with additional built-in guardrails to guide responsible development with GenSRF, an **extensible and configurable framework that includes embedded safety, privacy, and security controls**.
- **GenUX** - A user experience (UX) framework with **140+ new UX components, widgets, and patterns that designers and front-end developers can use to build consistent and intuitive experiences**. The UX library is continuously updated so developers have the latest UX elements for optimal customer experiences. It includes built-in LLM connections and end-user feedback mechanisms. Flexible rendering ensures a seamless experience across both desktop and mobile devices.

How Intuit is harnessing the power of data and AI for customers

For more than a decade, Intuit's robust data and AI capabilities have been foundational to the company's success as a fintech industry leader and technology innovator. Introduced in September 2023, [Intuit Assist](#)—the company's generative AI-powered assistant—provides personalized, intelligent recommendations that help customers make smart financial decisions with less work and complete confidence.

Built with Intuit's proprietary [GenOS](#), Intuit Assist is embedded across the company's platform and products—including Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp—putting next-generation AI in the hands of consumers and small businesses.

A strong commitment to responsible AI and data stewardship

Intuit's AI-driven expert platform and products are built in keeping with the company's commitment to data privacy, security, and responsible AI governance. Intuit safeguards customer data and protects privacy using industry-leading technology and practices, and adheres to [responsible AI principles](#) that guide how the company operates and scales its AI-driven expert platform with its customers' best interests in mind. Intuit is also a member of the [U.S. Artificial Intelligence Safety Institute Consortium](#), established by the National Institute of Standards and Technology ([NIST](#)).

About Intuit

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.com](#) and find us on [social](#) for the latest information about Intuit and our products and services.

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Bruce Chan

bruce_chan@intuit.com

Source: Intuit Inc.