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Intuit Supercharges GenOS for Delivery of Done-for-You Agentic AI Experiences to ~100 Million Consumers, Businesses

GenOS accelerates powerful agent development by combining rich data and AI platform capabilities with proprietary domain-specific LLMs and commercial LLMs

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU), the global financial technology platform that makes Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp, has supercharged its proprietary Generative AI Operating System(GenOS) with major enhancements to drive development velocity at scale across the company's platform. This will accelerate Intuit's ability to deliver done-for-you agentic AI experiences for its connected products and services—with a seamless path to trusted live human experts—to solve its customers' most important financial problems and drive durable growth.

Intuit's investments in a robust GenOS over the past three years have enabled the company to fuel innovation with unparalleled speed for its approximately 100 million consumer and small and mid-market business customers—not only keeping pace with rapid technological industry advances but setting the pace—by melding the best of artificial intelligence and human intelligence on its platform.

For example, agentic AI built with GenOS is doing the hard work on behalf of business owners by automatically processing accounts receivable and accounts payable with QuickBooks Online. AI agents have also been deployed to automate conversion of U.S. and state tax code updates into TurboTax for tax year 2025. The latest tax laws for individual and business filers will then be reviewed by Intuit developers and human experts (tax and bookkeeping) in preparation for the upcoming tax season in 2026.

Major enhancements to GenOS are powering end-to-end AI agent development, enabling thousands of Intuit technologists to responsibly design, build, and deploy game-changing agentic AI experiences using the company's proprietary foundational large language models and industry-leading commercial large language models (LLMs).

"With this major agentic AI release of our proprietary GenOS, we're supercharging the power of data, AI, and human intelligence on our platform to fuel consumer and business success through transformative done-for-you experiences," said Alex Balazs, Executive Vice President and Chief Technology Officer at Intuit. "Over the past six months, our foundational platform assets and robust operating system have given us a tremendous advantage at this agentic AI moment—for Intuit developers and customers alike."

Among the enhancements to GenOS is a comprehensive Agent Starter Kit with starter code, out-of-the box integrations for agent orchestration, memory, LLMs, tools, and a reference implementation to streamline development of powerful agents by combining advanced LLMs with Intuit's rich data, AI, and domain platform capabilities. This includes:

- A revolutionary capability to optimize and translate prompts across LLMs, which allows developers to create the best prompts to drive customer benefits.
- New planning, reasoning, and execution services, which enable agents to solve complex tax, personal finance, accounting, and marketing problems on behalf of customers. Soon, these benefits will come to life for Intuit small and mid-market business customers with the introduction of AI agents to simplify the day-to-day tasks of running and growing a business.
- A new set of capabilities to integrate with AI-powered forecasting and recommendation systems, which will give state-of-the-art prediction capabilities to agents to serve millions of consumers and businesses with agentic AI experiences.

Soon, Intuit will be rolling out AI agents built with GenOS, including customer, payments, finance, project management, and accounting agents to help make it easier and faster to run small and mid-market businesses. Designed to solve challenges before they arise, the AI agents will provide predictive insights, take smart action on customers' behalf, and seamlessly connect them to AI-enabled human experts, with the customer always in control.

"Intuit is at the forefront of the agentic AI era, integrating GenOS with AWS native services to accelerate delivery of customer benefits," said Swami Sivasubramanian, Vice President of Agentic AI at AWS. "At AWS, we believe agentic AI will change how organizations operate and collaborate across industries. Together, we are committed to delivering tangible business value through enhanced workplace productivity and continued innovation."

During Intuit's weeklong Global Engineering Days hack-a-thon this spring, more than 900 Intuit technologists downloaded the GenOS Agent Starter Kit to jumpstart agentic AI development, and more than 100 teams showcased agentic AI projects in demos at the end of the week. Within 5 weeks of introducing the kit to Intuit developers, they built hundreds of AI agents for potential use across dozens of customer use cases.

Driving Agentic AI Development Velocity with Enhancements to GenOS Components

- **GenOS Workbench** - A dedicated development environment for end-to-end application development that's been enhanced for agentic AI, including:
    - **GenStudio** - A sandbox for developers to experiment with LLMs via access to an extensible catalog of proprietary foundational Intuit LLMs and commercial LLMs. With this release of GenOS, Intuit has added Amazon Nova via AWS Bedrock. In a rapidly evolving market, Intuit can quickly add new and updated LLMs to GenStudio in just days.
    - **Agent Starter Kit** - A ready-to-use set of tools that helps developers quickly build AI agents. It includes key components, such as AI and data features, ways to test and improve the agents, and tools to optimize how the agents communicate. It also uses standard AI for tasks that make predictions and recommendations, instead of relying solely on advanced LLMs.
    - **Evaluation Service** - An automated tool for evaluating LLM and AI applications using a wide range of metrics to help product teams experiment, develop, optimize, deploy, and assess user experiences. With this release of GenOS, product teams also have access to manual tools for evaluating agent performance (quality, latency, cost). These evaluation services are integrated into existing workflows so developers with any level of proficiency can build delightful customer experiences.

    - **Prompt Optimization and Translation** - An automated service to maximize performance of the overall system, taking into account all aspects of the prompt, including the system prompt, tool descriptions and intermediate representations used by tools; and to adapt prompts via prompt translation to work across different models or environments.
- **GenRuntime** - An intelligent layer that combines LLMs with the right data, along with knowledge, and domain capabilities to ground off-the-shelf LLMs. GenRuntime includes new capabilities to enable agents via autonomous planning, reasoning, and execution to tackle complex business workflows. An advanced capability of GenRuntime is an intelligent data cognition layer that is able to take complex data requests from LLMs and automatically map them to underlying data. GenRuntime also includes built-in functionality to automatically tap into underlying AI capabilities—such as forecasting and recommendation systems—to supplement LLMs.
- **GenSRF (security, risk and fraud)** - Intuit continues to enhance GenRuntime to guide responsible development of AI with GenSRF, including built-in guardrails against threats like prompt injection and data leakage, while enhancing content safety. Intuit technologists are working to expand GenSRF to include agentic workflows and create new controls to address the specific risks associated with AI agents.
- **GenUX** - A user experience (UX) framework with 150+ UX components, widgets, and patterns that designers and front-end developers can use to build consistent and intuitive agentic AI experiences. The UX library is continuously updated with new elements for agentic AI experiences, including up-to-date paradigms for conversations, command bar-based mechanisms, etc. GenUX includes built-in LLM connections, end-user feedback mechanisms, and flexible rendering for seamless experiences across desktop and mobile devices.

Harnessing the power of AI and data on Intuit's platform

Intuit's robust data and AI capabilities are foundational to the company's success as an industry leader in the financial technology sector for consumers and businesses. Its end-to-end approach maximizes customer value with a single, unified data architecture. The company has 580,000 customer and financial attributes per small business, as well as 60,000 tax and financial attributes per consumer, and generates 60 billion machine learning predictions per day. With this robust data set, Intuit is delivering personalized AI-driven experiences to approximately 100 million customers, with speed at scale.

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. The company adheres to responsible AI principles that guide how it 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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