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Intuit Rapidly Advances GenOS to Accelerate Development of Agentic AI Experiences at Scale

Company bolsters GenOS with cutting-edge Financial Intuit LLMs, seamless "expert-in-the-loop" integration with AI agents, Agent Starter Kit evaluation capabilities

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU), the global financial technology platform that makes Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp, has rapidly advanced its proprietary Generative AI Operating System (GenOS) over the past 90 days to accelerate development of done-for-you agentic AI experiences at scale across its platform and products, fueling financial success for consumers, businesses, and accountants.

Intuit's GenOS is already empowering Intuit technologists to turn ideas into groundbreaking agentic AI experiences that connect customers to a virtual team of AI agents and AI-enabled human experts to automate everyday tasks and manage complex workflows and entire processes. For example, QuickBooks Online Virtual Team of AI Agents and Intuit Enterprise Suite Agentic AI Experiences and Financial Management Capabilities, introduced in July for small and mid-market businesses, were built with GenOS.

Now, Intuit is streamlining end-to-end agent development by bolstering its suite of platform capabilities and tools within GenOS.

- **New custom-trained Financial Intuit LLMs** are fine-tuned on financial data sets and deliver personalized experiences with high accuracy and superior results for latency and cost. These state-of-the-art models currently power agentic AI capabilities in QuickBooks Online and Intuit Enterprise Suite, and many other agents are in development for future product releases. Early results with these models demonstrate 5% improved accuracy and 50% reduced latency for some accounting workflows compared to certain general-purpose off-the-shelf LLMs, and indicate promising results for reducing costs.
- **New integrated "expert-in-the-loop" capabilities in GenUX** seamlessly connect human experts to AI agents from agentic AI workflows to deliver end-to-end embedded experiences that help instill complete customer confidence, providing a path to human experts whenever needed. With robust developer tools for intelligent routing, orchestration, and smooth expert-in-the loop handoffs, developers can enable efficient collaboration between AI agents and a broad network of human tax and bookkeeping experts.
- **Enhancements to the Agent Starter Kit with GenOS Evaluation Service** include frameworks (e.g., methodologies and dashboards) for monitoring and measuring agent performance. Developers are equipped with a toolchain for continuously measuring, iterating, and ensuring delivery of delightful agentic customer experiences. Today,

thousands of Intuit developers are taking advantage of ready-to-use components in the Agent Starter Kit to build, test, and optimize AI agent experiences.

“By rapidly advancing our GenOS in record time, we’ve dramatically stepped up our pace of innovation to further unleash the power of data, AI and human intelligence on our platform to become the ‘system of intelligence’ for our customers,” said Alex Balazs, Executive Vice President and Chief Technology Officer at Intuit. “This blockbuster release of GenOS has empowered Intuit developers to put incredibly powerful, robust generative AI and agentic AI experiences into the hands of consumers and businesses that are already providing tremendous value. I’m especially proud that our investments in proprietary Financial Intuit LLMs are paying off. With some accounting workflows in production at scale on our platform, the future bodes well for our continued investments.”

In the coming months, Intuit will be introducing additional AI agents and agentic AI experiences built with GenOS for consumers, businesses, and accountants. For example, Intuit AI agents will be available in QuickBooks Onlinefor larger and growing businesses to tackle more complex tasks and boost productivity, enabling these businesses to scale with speed. Some agents, such as the Payroll Agent and Project Management Agent, have already been launched in beta.

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 business customers, not only keeping pace with rapid technological industry advances, but setting the pace with continued innovation on its platform. Since then, GenOS has enabled thousands of Intuit technologists—software developers, product managers, data scientists, machine learning engineers, data analysts, and more—to responsibly design, build, and deploy game-changing generative AI and agentic AI experiences.

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 a global financial technology platform leader for consumers and businesses. The company’s end-to-end approach maximizes customer value with a single, unified data architecture. The company has 625,000 customer and financial attributes per small business, as well as 70,000 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 its 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 Center for AI Standards and Innovation, 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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