

March 29, 2017



# Intuit Showcases How Technology Innovation Powers Prosperity for Consumers, Small Businesses

**26 Experiments and Products Reveal Benefits for Today, Tomorrow and the Future**

## Highlights:

- Applying data from many to help one: Machine learning and artificial intelligence is helping U.S. and Canada consumers file their taxes, and self-employed professionals sort personal versus business expenses
- Hands-on displays reveal how augmented and virtual reality, and voice activation and chatbots could, in the future, help consumers and small businesses make smarter, faster financial decisions
- Mint debuts new experience on the Apple Watch

NEW YORK--(BUSINESS WIRE)-- Combining a look at the innovation behind the products of today and how it is innovating with emerging technologies for the future, Intuit Inc. (Nasdaq: INTU) revealed the power of its ecosystem in a showcase of 26 product innovations and technology experiments.

Each of the products and experiments demonstrated the company's commitment to powering prosperity around the world.

On display at the company's gallery walk in New York, Intuit featured everything from the use of artificial intelligence to wearables, reflecting the company's focus on design and technology. Intuit also showed how it's using data science and machine learning to deliver real customer benefits today. In addition, it offered a glimpse at how virtual and augmented reality, as well as voice and chatbot technologies, could shape the future. The efforts support Intuit's strategy to help put more money in people's pockets, eliminate work and give them complete confidence to manage their finances.

"Intuit has grown and thrived for more than three decades by consistently reimagining and reinventing ourselves," said Brad Smith, Intuit chairman and chief executive officer. "We're continuing to embrace new technologies and approaches to deliver breakthrough benefits as one ecosystem that empower our customers to prosper in new and exciting ways."

In addition to experiments, Intuit displayed current and new products, and the technology behind them, including:

## For Small Business and Self-Employed

Intuit announced a new collaboration with G Suite by Google Cloud that delivers

personalized experiences for QuickBooks Online users. The result: less time spent on back-office work, greater confidence in the data and more detailed insights.

This reflects the company's commitment to fuel small business success through the power of the QuickBooks ecosystem – and its platform partners – to help reduce the 50 percent failure rate that small businesses and self-employed workers face in the first five years.

### **For Consumers**

To meet the needs of the rapidly growing freelance workforce, Intuit created a unique offering that combines the power of QuickBooks Self-Employed and TurboTax. The new offering, TurboTax Self-Employed, makes it easier to separate personal and business expenses, and to meet tax obligations.

Mint is going wearable, and revealed a new version of its app that lets people track their finances on their Apple Watch. It also offered a sneak peek at its enhanced bill pay tools and credit score analysis, which can help eliminate late fees for the one in four Americans who miss a bill payment every year.

### **For Accountants**

QuickBooks Online Accountant revealed its upcoming Practice Management features that give accountants the power to seamlessly track and coordinate all the work associated with their clients and their firm to help ensure nothing falls through the cracks.

Intuit's QuickBooks Online Accountant and ProConnect products and services help accountants and tax professionals save time, grow and make a difference in their clients' lives from daily business management to the filing of taxes every year.

### **Technology Behind-the-Scenes: Data and Artificial Intelligence**

Many machine learning and artificial intelligence features are currently embedded in QuickBooks and TurboTax products.

More than 30 of these features already assist customers, providing both real-time experience within the products and in customer care experiences, with more in the development pipeline.

### **About Intuit**

[Intuit Inc.](#) is committed to powering prosperity around the world for consumers, small businesses and the self-employed through its ecosystem of innovative financial management solutions.

Its flagship products and services include [QuickBooks®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [tax preparation and filing](#). [QuickBooks Self-Employed](#) provides freelancers and independent contractors with an easy and affordable way to manage their finances and save money at tax time, while [Mint](#) delivers financial tools and insights to help people make smart choices about their money.

Intuit's [ProConnect](#) brand portfolio includes [ProConnect Tax Online](#), [ProSeries®](#)

and [Lacerte](#)®, the company's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit serves 42 million customers in North America, Europe, Australia and Brazil, with revenue of \$4.7 billion in its fiscal year 2016. The company has approximately 7,900 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#), [Australia](#) and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

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Source: Intuit Inc.