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Do-It-Yourself App Creators: ‘Show Me Some Love’

Intuit QuickBase Study Reveals Motivations and Industry Trends Among DIY App Creators in the Enterprise

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- “Show me some love.” That’s the plea from a growing number of information workers who independently develop in-house Web applications for their employers.

A recent [survey](#) from [QuickBase](#), a unit of [Intuit Inc.](#) (Nasdaq:INTU), found that nearly one in five information workers at mid-size to large enterprises have built or customized a Web application or software for work purposes on their own. These DIYers are passionate and motivated to help their teams, and the majority feels their employers should recognize their contributions. Nearly six in 10 – a total of 58 percent– believe their employers should recognize their efforts in the form of financial compensation. However, among DIYers whose companies explicitly do not support their independent efforts, the percentage increases to 71 percent.

Recognition need not be monetary. “A little recognition can go a long way,” said Allison Mnookin, vice president and general manager of Intuit QuickBase. “Supporting and recognizing DIY efforts – no matter how you do it – pays off.

“You’re motivating and rewarding employees who go above and beyond their job descriptions, make their teams more efficient, and solve problems for their companies. Endorsing and celebrating internal innovation can fuel its rapid spread throughout the organization.”

Other forms of recognition respondents found rewarding include publicizing their solutions internally (33 percent) and getting promoted (25 percent).

DIYers Are Pervasive in Select Industries

Computer and IT services firms have the highest percentage of DIY information workers, the survey found, with 62 percent of respondents reporting they have built or customized apps for work. Conversely, these firms are not necessarily empowering their workers to create their own solutions – either by providing the required tools or authorizing employees to find and use their own. In fact, 43 percent of the DIYer population at computer and IT service firms said they are not empowered by their organizations.

Professional services companies reported the second-highest amount of DIYers at 53 percent. And their employees are more likely to feel free to act on their own. A total of 61 percent of the DIYer population said they were empowered by their companies to innovate on their own, the highest among all industries. Professionals in consultancy roles are constantly driven to solve client problems and this data indicates they likely nurture that

innovative mentality amongst their employees.

The financial services and insurance industries, where tight IT controls and deep-seated work processes are commonplace, have the highest percentage of non-empowered DIYers. At the same time, however, 43.5 percent still create their own solutions.

Industry	Total % of DIYers	% Empowered	% Non-empowered
Computer & IT Services	62.3	57.1	42.9
Professional Services	53.0	61.1	38.9
Manufacturing	51.4	50.0	50.0
Financial Services & Insurance	43.5	41.1	58.9

“DIYers create lasting value companies should love. Endorsement from management propels the success of DIY solutions even further,” Mnookin added.

In fact, 85 percent of apps created by empowered DIYers are still being used within their organization or team, while non-empowered workers see sustained adoption rates of 77 percent for their solutions.

About the Survey

Intuit and Global Strategy Group surveyed more than 900 information workers at companies with more than 100 employees in October 2011, investigating whether they felt empowered to solve customer and work process problems on their own. The survey also asked whether employees were sanctioned by corporate IT departments to use technologies of their choice to do so. To find more resources on the topic, please visit the [Workplace Innovation](#) section of the QuickBase blog. The study was inspired by Forrester Research’s June 2010 report, [“The HERO Index: Finding Empowered Employees.”](#)

Additional Resources

- [Infographic](#)
- [The QuickBase blog](#)
- [Intuit QuickBase on Twitter](#)
- [Intuit QuickBase Press Room](#)

About QuickBase

Used by more than half of the Fortune 100, Intuit QuickBase is a proven and trusted [online database software](#) designed with the business user in mind to help them improve personal productivity, communication and collaboration. Business users can select from hundreds of ready-to-use database applications such as [online project management](#) and [sales management software](#) or customize an application to match the exact workflow and unique needs of their team.

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®](#), [Quicken®](#) and [TurboTax®](#), simplify small business management and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of \$3.9 billion in its fiscal year 2011. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

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