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Intuit, Salesforce.com Announce Strategic Alliance to Offer Customer Relationship Management to 4 Million QuickBooks Customers

Intuit to Offer Salesforce with QuickBooks Integration - Introducing More Small Businesses to CRM in a Cloud 2 World that is Open, Social and Mobile

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq:INTU) and [salesforce.com](#) (NYSE:CRM) today announced a strategic alliance that will make it easier for millions of small businesses to manage customer information alongside their financial data. This collaboration will merge leading CRM and financial management to allow small businesses using [QuickBooks](#) to more efficiently manage customer relationships so they can save time and close more deals.

A recent survey by Intuit found that more than one-half of small businesses perform CRM tasks manually or with software not designed for the job; 28 percent use pen and paper, while another 28 percent manually enter data on spreadsheets. These results signal an acute need in the market for integrated solutions.

"This alliance will create offerings that allow small businesses to better manage their customers and deals," said Dan Wernikoff, vice president and general manager of Intuit's Financial Management Solutions division. "With thousands of small businesses using QuickBooks and Salesforce, this is a great way for two industry leaders to leverage the next era of cloud computing to help small businesses grow."

"By working with Intuit, we are bringing the industry's leading customer relationship management solution to QuickBooks customers," said George Hu, executive vice president, platform and marketing, salesforce.com. "This alliance will accelerate the adoption of social, mobile and open cloud CRM solutions by small businesses."

As a part of the strategic alliance, Intuit will resell Salesforce CRM with QuickBooks integration that synchronizes customer data with QuickBooks and QuickBooks Online. This application will provide streamlined information to those in sales and management to eliminate data entry in two different systems, showing aggregated customer information alongside probability for closing a deal.

Once available, it will be a prominent application on [Intuit App Center](#), where small businesses can easily find, buy and use connected Web-based applications that run on the [Intuit Partner Platform](#). The application is expected this summer with pricing to be announced at launch.

Resources:

- Intuit Press Room
- Intuit on Twitter
- Intuit on Facebook
- Intuit Small Business Blog
- Salesforce.com Press Room
- Salesforce.com on Twitter
- Salesforce.com on Facebook
- Salesforce.com Blog

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](#)(R), [Quicken](#)(R) and [TurboTax](#)(R), simplify small business management and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries](#)(R) and [Lacerte](#)(R) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services provides enhanced online banking solutions and unique insights to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$3.5 billion in its fiscal year 2010. The company has approximately 7,700 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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About Salesforce.com

Salesforce.com is the enterprise [cloud computing](#) company that has transformed the way companies collaborate and communicate. Salesforce.com is leading the effort to bring Cloud 2, the next paradigm for computing, to the enterprise by offering its customers the social collaboration, mobility and openness that are the hallmark of this new world. The company's platform and application services include:

- Salesforce Chatter, a private social network for your enterprise
- The Sales Cloud, for sales force automation and contact management
- The Service Cloud, for customer service and support solutions
- The Jigsaw Data Cloud, for ensuring data integrity and quality
- The Force.com platform, for custom application development
- Heroku, for building social and mobile apps in Ruby
- The AppExchange, the world's leading marketplace for enterprise cloud computing applications

Salesforce.com offers the fastest path to customer success with cloud computing. As of January 31, 2011, salesforce.com manages customer information for approximately 92,300 customers including Allianz Commercial, Dell, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks.

Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Pricing and

availability are subject to change. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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Source: Intuit Inc.