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Intuit Unveils Next Generation of the Intuit Partner Platform

Intuit Anywhere Lets Developers Integrate QuickBooks Data Directly Into Small Business Web and Mobile Apps

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU) today introduced Intuit Anywhere, a new way for developers to reach millions of small business customers and build QuickBooks^(R) data integration directly into their Web and mobile applications. Made possible by the [Intuit Partner Platform](#) (IPP), Intuit Anywhere is a set of widgets and data services that make it easier than ever for developers to offer their customers a seamless, secure and personalized experience between QuickBooks and the apps they use to run their small businesses.

Intuit Anywhere is the latest option for developers to connect their apps to the Intuit Partner Platform, providing the benefits of data integration and single sign-on, requiring less coding and expanding the ecosystem to include mobile applications.

"We established the Intuit Partner Platform to give developers easy-to-use tools to access the critical data stored in QuickBooks and QuickBooks Online so they can create innovative offerings for our 4 million customers," said Alex Chriss, director of the Intuit Partner Platform. "As consumers, we've seen firsthand the more personal and relevant experiences that websites and services can provide when they integrate information from our social graphs. Intuit Anywhere is designed to help developers use a small business's own data to help them save time and work better via new mobile and online applications."

How It Works

Intuit Anywhere enables developers to easily incorporate a widget directly into their app's workflow, making it simple for customers to make a secure, authenticated connection to their [QuickBooks](#) or [QuickBooks Online](#) data using one Intuit ID. As a result, developers can create new value and timesaving features for their apps by prepopulating them with existing QuickBooks data, eliminating the need for customers to enter data twice.

Established companies and startups alike are already enhancing their apps with the Intuit Anywhere beta, including Bill.com, Concur, eBay, FreshBooks, Mavenlink and MethodCRM.com.

Once certified, Intuit Anywhere-enabled apps will be available on [Intuit App Center](#), where more than 1 million registered users are already finding, buying and using Web apps that work seamlessly with QuickBooks. Developers interested in joining the Intuit Anywhere beta can visit <http://ipp.intuit.com/anywhere>. Intuit Anywhere will be generally available this fall.

Developer Quotes

"Intuit Anywhere gives Bill.com and other developers the tools to create amazing, secure user experiences while ensuring customer data is continuously synchronized with QuickBooks Online," said Rene Lacerte, CEO of Bill.com. "Intuit Anywhere strengthens Bill.com's ability to help SMBs stay on top of their payables and receivables processes, giving SMB's access to their documents, payments and approvals in the cloud."

"Concur Breeze eliminates the pain of expense reporting, offering millions of small businesses one seamless expense reporting and administration experience - anywhere on the web or from their mobile device," said Elena Donio, executive vice president and GM for Concur. "With Intuit Anywhere integration, Concur Breeze expense data now flows seamlessly into QuickBooks, making it easy for employees on the road and an ideal solution for SMB managers and the finance and accounting professionals who advise them."

"Intuit Anywhere has made it easy for FreshBooks to integrate our online invoicing system with QuickBooks," said Mike McDerment, president, CEO and co-founder of FreshBooks. "It's the right move for Intuit, for FreshBooks, and most importantly for our customers who just want to focus on their work, not their paperwork."

"Integrating QuickBooks Online with Mavenlink is one of the most requested features from our user base and Intuit Anywhere has delivered. By working with Intuit, thousands of our SMB customers who work online with their clients will be able to spend more time collaborating, reduce administration and have an accurate reflection of their business financials," said Ray Grainger, founder and CEO of Mavenlink.

"The ease of building and marketing apps using Intuit Anywhere means we're going to see more developers integrating with QuickBooks," said Paul Jackson, president and founder of MethodCRM.com. "So, not only are QuickBooks users going to benefit from the convenience of single sign-on for their favorite apps, they'll also have more apps to choose from."

Upcoming Events

Intuit will host an [IPP CloudJam](http://ipp.intuit.com/CloudJam.html) at its Mountain View, Calif. headquarters on Aug. 9 - 10. Developers will be able to learn more about Intuit Anywhere and spend time coding alongside the Intuit Partner Platform team. The event will include breakout sessions on Intuit Data Services with QuickBooks Desktop and QuickBooks Online, the mobile SDK, open source resources and marketing. More information and registration for the free event can be found at: <http://ipp.intuit.com/CloudJam.html>.

On Aug. 11, more than 20 finalists will demonstrate their latest applications that take advantage of IPP on stage at the [Intuit Partner Platform Apps Showcase](http://intuitappsshowcase.eventbrite.com) in San Francisco. An audience of venture capitalists, influencers and small business customers will judge entries and award \$100,000 in prize money to the best applications. To register to attend the free event, visit: <http://intuitappsshowcase.eventbrite.com>. The event will be streamed live on <http://appcenter.intuit.com>.

Additional Resources

- [IPP Team Blog](#)
- [Intuit Partner Platform on Twitter](#)
- [Intuit Partner Platform Developer Centers](#)
- [The Intuit Network](#)

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, [payment](#) 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 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 \$3.5 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 <http://www.intuit.com>.

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