

September 15, 2008



# Intuit Partner Platform Opens to Developers

## All Developers Welcome to Build Applications and Create Successful SaaS Businesses

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--

Today, Intuit Inc. (Nasdaq:INTU) opened the doors to all developers and independent software vendors interested in building online applications on the Intuit(R) Partner Platform, formerly the QuickBase Development Environment. In addition, Intuit announced it has selected Boomi and Vindicia to facilitate data synchronization and billing management for the development platform respectively, ensuring developers and end users have the highest levels of service possible.

The Intuit Partner Platform not only gives developers the opportunity to build Web-based applications, but successful SaaS businesses by taking the complexity out of managing infrastructure, hosting, user management, integration and billing. Now developers can focus on developing innovative on-demand software solutions that solve unique and important problems for the four million small and mid-market businesses across the U.S. that use QuickBooks and the 25 million employees that work in those companies.

The platform-as-a-service offering allows developers to combine the powerful open source Flex framework and Adobe(R) Flex Builder(TM) and the proven database of Intuit QuickBase to build rich Internet applications that work with QuickBooks(R) data. They can also leverage Adobe AIR(TM) to provide additional desktop-like functionality in their applications, such as pop-up notifications, local file system access, local data storage, and the ability to create a fully branded user experience.

"We have now accepted more than 1,000 developers into the program and it is exciting to hear their ideas and energy about what they want to build," said Alex Chriss, business leader for the Intuit Partner Platform. "Customers will benefit greatly from the imagination and expertise that developers use to solve problems facing their specific industries."

### Working With Software as a Service Leaders

The Boomi On Demand(R) service will allow applications built on the platform to seamlessly connect and synchronize with data on QuickBooks desktop installations with no development or system configuration required by end users.

Vindicia's CashBox(TM) will provide the online billing infrastructure that enables Intuit to engage the wide range of developers expected to build on the platform. CashBox gives Intuit the ability to implement multiple subscription pricing models for developer applications, provides various communication templates to drive end-user renewals and retention, and

offers reporting functionality across a wide variety of business metrics - a critical function in executing a successful developer program.

"Intuit's innovative Connected Services strategy underscores its leadership," said Gene Hoffman, chairman and CEO of Vindicia. "Intuit is fully leveraging platform-as-a-service capabilities to put demonstrable, impactful business tools into the hands of its developer community and end customers alike. We look forward to working together on this initiative."

## Demos at Web 2.0 Expo NY

Intuit will be showcasing the Intuit Partner Platform and other connected services at Web 2.0 Expo NY in booth #1411. In addition, several developers involved in the beta of the platform will be providing demonstrations in the Longtail Pavilion on the exhibit hall floor.

- DreamFactory Suite by DreamFactory - A project, document and data collaboration application. The Suite, working in concert with QuickBooks and QuickBase data, offers enterprise class project management, shared document folders, and a robust reporting interface for tracking customer and partner information and other key performance metrics.
- File Storage by Box.net - A service that enables users to safely and securely store, share, access and collaborate on files of any type from anywhere allowing for a broad array of functionality. OpenBox on Box.net connects data from Box.net to other Web-based applications and services, such as Zoho, Picnik and eFax, giving users the power to do more with their data.
- HR System Monitor by CountMeIn - An employee record-tracking tool that gives business owners and managers the ability to access, view and stay compliant on employee issues. Users can view everything from employee handbooks and policies to more specific items, such as reviews, reprimands, W-2s and correspondence. The application also includes a powerful rules-based scheduling tool to ensure staff levels are up to legal or internal requirements.
- TomTom GPS by Advantage Integrated Solutions/TomTom - A customer relationship management application that optimizes daily travel plans for sales and service calls, providing efficient directions for onsite visits. Available as a stand-alone or plug-in to an existing CRM application, it centralizes critical customer information and organizes prospect and customer needs. The application integrates with QuickBooks, Google Earth and TomTom GPS.

The Intuit Partner Platform is an integral component of the company's "Connected Services" strategy. The three-pronged strategy includes offering online versions of Intuit products, such as the market-leading QuickBooks Online, new services that connect to Intuit desktop products, and tools that connect users to each other.

## Availability

Developers interested in learning more or signing up to develop applications on the Intuit Partner Platform can visit <http://developer.intuit.com/quickbase/>.

## 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) software, 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 software suites for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$3.1 billion in its fiscal year 2008. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

Intuit, the Intuit logo, QuickBooks and QuickBase, among others, are registered trademarks and/or registered service marks of Intuit Inc. in the United States and other countries. Other parties' trademarks or service marks are the property of their respective owners and should be treated as such.

Source: Intuit Inc.