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11,000 Businesses Save Thousands With Intuit's Mid-Market Solution

Businesses Choose Intuit's Offering Over Expensive Competitors; Company Offers 20 Percent Discount to Lure Even More

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- More than 11,000 businesses have switched to Intuit Inc.'s (Nasdaq:INTU) mid-market business management offering, [QuickBooks Enterprise Solutions](#), from competitive offerings. Intuit's value and ease-of-use is leading companies to pick Intuit over higher-priced alternatives.

To encourage even more companies to [free their businesses](#) by making the change, Intuit is offering a 20 percent discount on QuickBooks Enterprise Solutions for customers who switch from Sage MAS 90 or BusinessWorks Accounting before Jan. 31, 2009.

Many companies switch purely for the cost savings alone. QuickBooks Enterprise Solutions starts at just \$3,000 for five users and offers the same powerful features found in traditional ERP packages that can cost tens of thousands of dollars more in upfront and ongoing costs. These applications are typically Sage MAS 90, Microsoft Dynamics, SAP and NetSuite.

Others cite more reasons for choosing QuickBooks Enterprise Solutions. They want a product that's easier to use than their existing application and delivers better technical support.

"After 12 years and hundreds of thousands of dollars we realized that our ERP solution was both expensive and complex," said Chip Evans, president of Computerware Inc., in Vienna, Va., who switched from Sage MAS ERP. "Moving to Enterprise Solutions was an easy decision, it is simple and intuitive to use and has all the features we need. Buying the software outright cost us less than our annual agreement with our former software vendor."

Brett Wassell, owner of Film and Vinyl Design LLC in Fort Worth, Texas also saw significant savings from switching to Enterprise Solutions. "As we have downsized and made changes to the base of our company, paying MAS 90 between \$10,000 and \$20,000 per year was not practical," Wassell said. "The shipping system included in Enterprise Solutions allows us to make shipments from the convenience of our desks instead of paying an additional \$2,000 per year cost for a MAS 90 module."

In total, more than 57,000 businesses have chosen QuickBooks Enterprise Solutions. The number of businesses that have switched from competitive offerings grew by 17 percent in Intuit's first quarter, which runs from August through October, compared to the same period a year ago. Many new Value Added Resellers (VARs) are also significantly increasing their marketing and sales engagement with Intuit, leaving old vendor relationships behind. In fact, 52% of the VARs in the Intuit program today are new to selling its mid-market offerings.

"QuickBooks Enterprise Solutions occupies the sweet spot - a winning combination of value, power and Intuit's legendary ease-of-use," said Angus Thomson, vice president and general manager of Intuit's Mid-Market Group. "In this economic climate where businesses are looking for every opportunity to stretch their dollars, the spot is growing even more compelling."

Making the Switch

To help companies determine whether switching to QuickBooks Enterprise Solutions is right for them, Intuit offers a free Switching Center at <http://enterprisesuite.intuit.com/resources/switching>. The resource center offers access to vital information on transitioning from other packages, including details on data conversion services. The center also offers product demonstrations, surprising facts about QuickBooks, case studies, comparison tools and more. On the site, customers can also learn more about additional integrated applications in the [Intuit Enterprise Suite](#) that extend the software's functionality for sales management, warehouse management, field service management and business analysis.

Customers interested in switching to QuickBooks Enterprise Solutions can contact Intuit directly at 866-379-6635 or contact a local [Intuit Solution Provider](#). In addition, Intuit offers free [data conversion services](#) for a range of different offerings, including MAS 90, MAS 200, BusinessWorks and more. Alternatively, customers can also work with a Solution Provider to convert their data.

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.

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