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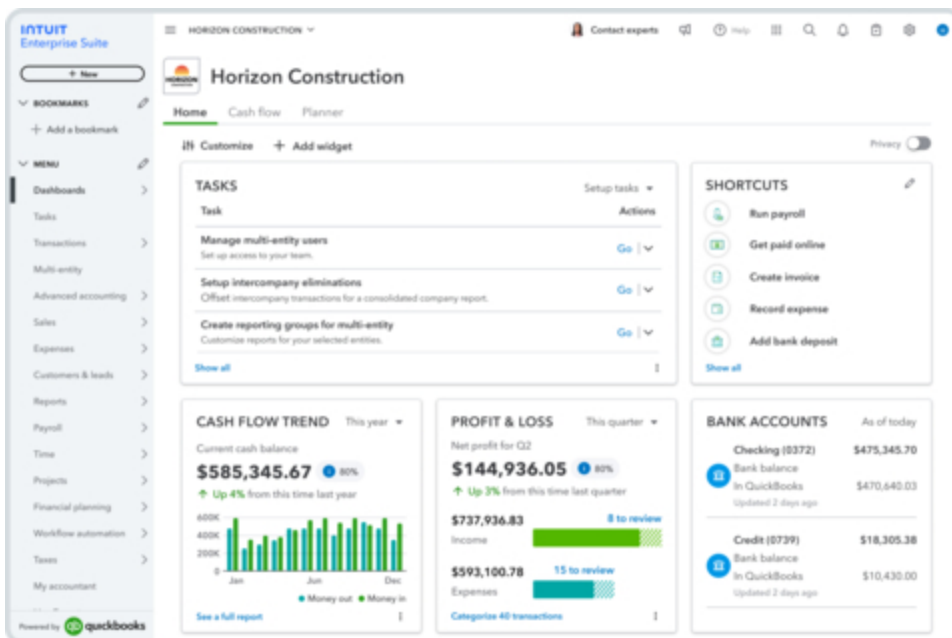


Intuit Introduces Intuit Enterprise Suite to Help Businesses Grow, Streamline Operations, and Scale

Intuit further expands mid-market offerings with an all-in-one solution that serves larger and more complex businesses and fuels their growth

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Today, [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes Intuit [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), announced a major milestone to accelerate its offerings for mid-market businesses with the introduction of [Intuit Enterprise Suite](#), a configurable suite of integrated financial products designed to seamlessly scale and enhance productivity and profitability for businesses as they grow. As the world's leading financial technology platform, Intuit is best positioned to serve the \$89 billion total addressable market of larger, mid-market businesses who have more complex business needs as they scale. Intuit Enterprise Suite is now available in the US to multi-entity, service, and project-based businesses.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240917332019/en/>



(Graphic: Business Wire)

Intuit Enterprise Suite is designed for businesses focused on growth, providing one scalable, integrated solution that decreases manual, repetitive tasks with streamlined processes, boosts productivity through powerful automation, and unlocks actionable insights for faster decision making. With the power of AI, Intuit Enterprise Suite enhances profitability

end-to-end with a full set of core capabilities all in one place, including: access to robust financial management and accounting capabilities; integrated payroll, payments, and bill pay; automated marketing; access to third-party apps, and a team of experts. It meets the

needs of existing QuickBooks customers looking for more powerful functionality and will also include industry-specific customizations for construction, non-profit, service and project-based businesses.

According to the [2024 Intuit QuickBooks Business Solutions Survey](#), growth is the number one priority for mid-market businesses, with 82% prioritizing expansion at a steady or fast pace over the next year. However, growing businesses are juggling multiple applications to manage their operations - using 10 different software programs on average - leading to overspending on unused software and time wasted on manual and repetitive tasks due to the lack of an integrated system. Among businesses prioritizing growth, the top improvements they say are needed for their current apps to support that growth are better integration capabilities and more automation to streamline processes and reduce manual work.

“As businesses grow, so does the complexity of running their business. Intuit Enterprise Suite fuels growth by helping customers run their business on one end-to-end business platform,” said Intuit CEO Sasan Goodarzi. “This mid-market solution is powered by Intuit’s data and AI platform, boosting productivity through powerful automation, and unlocking business intelligence with actionable insights.”

With Intuit Enterprise Suite, business owners can:

- **Manage finances through AI-powered insights and tools** Growing multi-entity, mid-market businesses can experience powerful and intuitive financial management capabilities with Intuit Enterprise Suite. Businesses can manage their financial and accounting processes in one place with the ability to prepare consolidated or individual financial statements and handle intercompany transactions. Intuit Enterprise Suite also uses AI to automate planning tasks, including cash flow management, budgeting, and profit and loss forecasts in seconds. It also monitors business performance with reports and real-time dashboards.
- **Track industry-tailored project performance and profitability insights:** Businesses can deliver projects that support their growth goals with a customized, industry-specific, 360-degree view of project management and financial data in one place. Intuit Enterprise Suite tracks real-time project profitability and performance with custom, multi-dimensional reports and KPIs, including those designed specifically for the construction industry. It syncs employee time data with payroll and projects and sets AI-powered KPIs with estimated targets compared to historicals. Intuit Enterprise Suite also flags when projects are off target with recommended actions to get them back on track.
- **Attract and engage customers:** Intuit Enterprise Suite includes Mailchimp’s marketing technology, helping businesses find, retain, and manage customers through email and SMS campaigns and leverage customer data from QuickBooks to find untapped revenue opportunities. Businesses can also build and generate personalized customer journeys with marketing automation and AI tools, as well as segment and manage audiences.
- **Stay compliant, pay, and manage teams with confidence** Businesses have access to robust payroll and HRIS features beyond just paying employees. Intuit Enterprise Suite includes automated new-hire onboarding processes and access to healthcare, retirement, and workers' comp benefit offerings. It simplifies the overall payroll process

with integrated time-tracking features and helps businesses stay compliant by improving accuracy with automated payroll tax calculations, deductions, and filings, and will soon detect anomalies with AI to catch errors.

- **Get paid faster and easily manage bills:** Businesses can stay on top of their cash flow and get paid four times faster* with instantly payable invoices plus accounts payable and receivable automation and reconciliation across entities. Financials are also streamlined with the ability to create estimates, accept payments on the go, set up automatic invoice reminders and approvals, and handle payment issues with dispute protection.
- **Access to specialized services and experts:** Businesses have a direct line to assigned account and customer success managers and professional service experts focused on helping them succeed. This includes access to guided setup and training and coordinated customer care and professional services to help identify and recommend a configurable solution that meets the needs of each business at every stage of growth.

Through an experienced, robust sales organization, Intuit Enterprise Suite takes a contract-based approach to pricing so customers pay based on their tailored solutions. For more information, visit <https://www.intuit.com/enterprise/>.

About Intuit

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.com](https://www.intuit.com) and find us on [social](#) for the latest information about Intuit and our products and services.

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2024 Intuit QuickBooks Business Solutions Survey Sample and methodology

Intuit QuickBooks commissioned an online survey in August 2024 of 630 owners and executives from businesses with 10-99 employees throughout the US, all aged 18+. Half of respondents (56%) own a business with 10-99 employees. Two in 5 (44%) work full-time for business with 10-99 employees as a CEO/President, CFO/Controller, COO/Operations Manager, or CTO/Technology Manager. Three in 4 (75%) respondents are Millennials aged 28-43. Nearly 3 in 4 (73%) respondents are male and 1 in 4 (27%) are female. Averages have been calculated using a weighted median. Nearly 3 in 4 (73%) respondents are white. The second largest racial group is Black (13%). Percentages have been rounded to the nearest decimal place, so values shown in data report charts and graphics may not add up to 100%. Responses were collected using Pollfish audience pools and partner networks with double opt-ins, random device engagement sampling, and post-stratification based on census data to ensure accurate targeting and results. Respondents received remuneration.

*Four times faster based on U.S. customers using QuickBooks Online invoice tracking and payment features, compared to customers not using these features, from Aug 2022 to July 2023.

The total addressable market referenced incorporates an expanded view of the mid-market opportunity as Intuit continues to serve these customers with offerings and services across its platform.

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