

How To Succeed

by Seeing the Whole Story



Explore New Midmarket Opportunities With QuickBooks

Q. What opportunities does QuickBooks see in mid-sized businesses?

A. Customers in the midmarket segment are often frustrated by financial management technology that just isn't right for them. They face broken and inefficient workflows and lack central access to information. Frequently, they are overserved and have to implement, learn — and pay for — complicated, legacy ERP software.

This is where QuickBooks Solution Providers (QSP) come in. Many of our mid-sized customers have more than 10 employees. These are emerging companies whose leaders are optimistic about their growth and who want to invest in technology that improves productivity and scales with their business. In fact, many of these organizations have relied on QuickBooks solutions, both cloud-based and local, throughout their journeys, and QSPs are their trusted advisors and consultants along the way. They help customers navigate their challenges with easily customizable, “fit-my-business” financial management solutions. Since Intuit designs flexible solutions, many of our customers never outgrow our products.

Q. Why should midmarket channel partners add QuickBooks to their offerings?

A. The midmarket spectrum is enormous. In it, we see some great opportunities to fill the gaps between accounting and technology, and between emerging and mature midmarket companies.

Channel partners already know how to sell cloud and SaaS solutions. But for mid-sized businesses, it's important to offer products that can also handle the tougher stuff, like inventory management, consolidated financial reporting and batch invoicing. Our API integrates easily with third-party solutions and implementation is straightforward. Our service bundling provides strong upselling opportunities. And our training and account management support make it as easy as possible for MSPs, CSPs, VARs and ISVs to improve their reach, attract new revenue and build their business.

Q. 2020 is a year of emerging trends. How is Intuit addressing some of them?

A. We see two important trends that drive midmarket behavior: The first is a distributed, mobile workforce. Mid-sized organizations have more remote workers than ever before and even as the business climate improves, we think this trend will continue, so midmarket companies will rely more on cloud-based business management. Another trend is a push for increased productivity — which often translates into “employees working harder.” We answer that need by simplifying complex business tasks so they can work smarter. Our product line is designed to help customers manage change in their business, from accounting to forecasting to daily management, without missing a beat.



Sheldon Cummings
Vice President, Sales,
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// Effective problem-solving takes a combination of proven products, seamless integration and customization with third parties, and strong relationships with partners. We're actively engaged in the midmarket and we invite you to join our team. //

Sign up today! Apply online at quickbooks.intuit.com/QSP or contact QuickbooksSolutionProvider@intuit.com.

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