

The QuickBooks opportunity

How to expand your business with financial management services

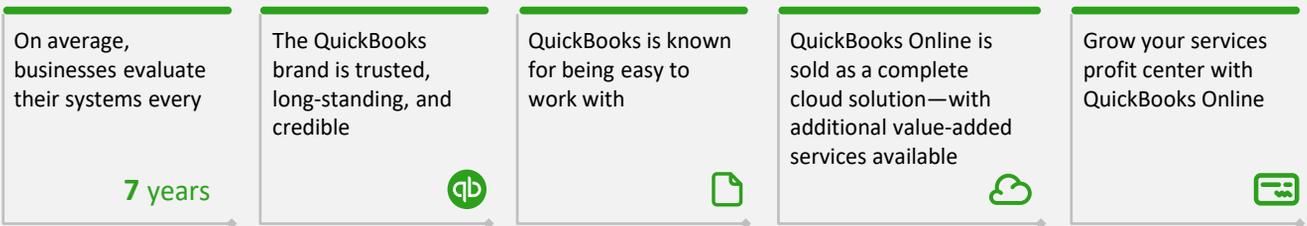
Maintain and grow your business by remaining **essential**

- Reduce risk associated with erosion of margins
- Meet rising customer expectations
- Overcome pricing pressures from low-cost competitors and overall commoditization
- Expand your to-customer value with a strategy rooted in data, technology, and services that is imperative to the customer's business and your growth

70% of back-office executives are looking for advanced automation in an ERP¹

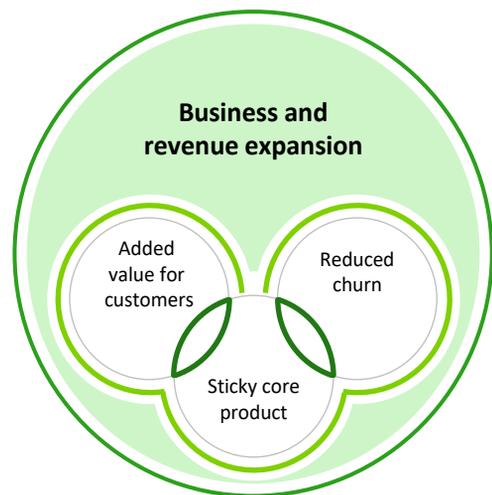
Financial management solutions **drive client retention**. QuickBooks is **super glue**.

Financial management solutions are vital to any business. Trusted by 7 million customers worldwide, QuickBooks makes financial operations seamless.



Transformative outcomes for your business

- 89% of growing mid-market companies identified accounting as the most critical ERP function²
- About 28% of organizations achieved ROI within a year, and over half (58%) did so in less than two years³
- Panorama found nearly 90% of companies select a cloud-based ERP and opt for a SaaS model



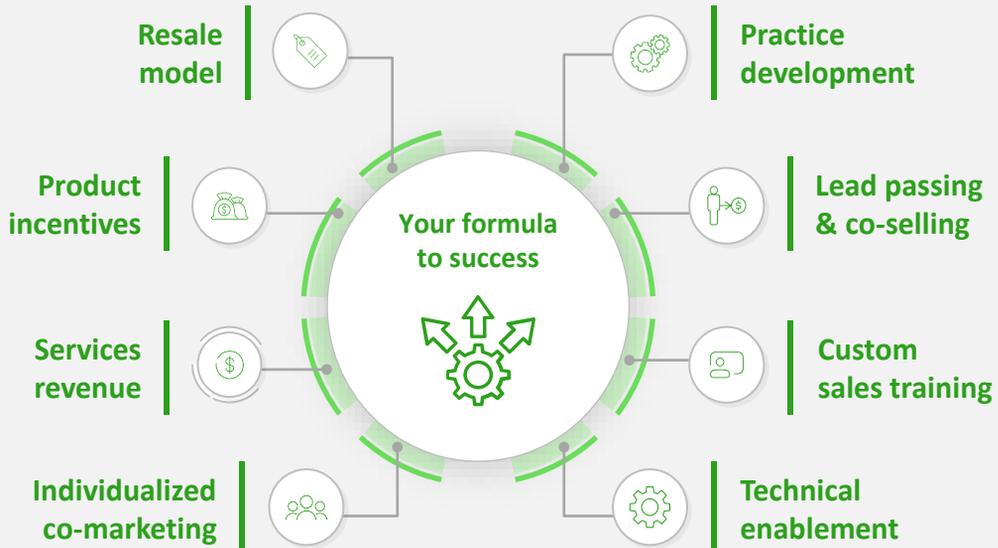
Visit: <https://quickbooks.intuit.com/qsp/>

¹ Learn_G2 2021
² Selecthub, 2020
³ Learn_G2, 2021

The QuickBooks opportunity – Roadmap to success

Explore how you can scale or complement your existing business with QuickBooks' partner program

Partners are **essential** for QuickBooks to capture the growing SMB market segment. It's a large and strategic opportunity for us, and we're meeting it by investing in you.



Why QuickBooks is your *secure path to growth*

Business generation & development

- Direct lead passing
- Marketing & web lead generation
- Corporate industry-specific co-selling
- Partner connections and network
- QuickBooks Connect events
- QSP demo days
- Co-branded trade shows
- Market development funding

Your dedicated QuickBooks team

- Knowledgeable partner development managers
- Expert product specialists
- Professional ordering support
- Qualified product support
- Dedicated executive sponsor
- Partner Portal

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“Great tool for small to mid size business, it will help your business grow” – G2 Reviewer