

Getting to know the QuickBooks Online Advanced customer



Who is QuickBooks Online Advanced built for?

Growing businesses whose operational needs have become too large or complex for existing systems

Businesses that previously have been poorly served by expensive, multi-functional systems of that don't offer customization

A typical QuickBooks Online Advanced customer:

Has 10-100 employees

Is a medium-sized business, with more revenue than your typical small business

Spends more time in QuickBooks Online than other users

Maintains more data in QuickBooks Online than other users

Has more than five users using QuickBooks Online

Over **70%** of QBO Advanced current customer base have upgraded from other QBO products.

Why do they upgrade?

- They want the extra productivity (batch actions), extra support, and reporting tools that Advanced has to offer
- They get better insights
- They find it easier to delegate work
- Automation increases their productivity

Help customers solve problems with a scalable solution

Pain points	How can QBO Advanced assist?
Manual processes are time consuming and can cause errors and inaccuracies	Allow for batch processing and automation to speed operations and improve efficiency
A rigid, out-of-the-box solution doesn't fit each business's needs	Connect with best-in-class applications to create a fully customized, integrated business platform
Disorganized invoicing and billing risks on-time payments	Organize and track invoices and bills in a central location, then schedule automated invoicing and payment
Different users need access to different information	Improve privacy controls with flexible role-based permissions, give accountant(s) the right access, and allow for seamless audits

Why add QuickBooks to your services portfolio?

- The QuickBooks brand is trusted, long-standing, and credible
- QuickBooks Online can be sold as a complete cloud solution
- Accounting solutions are sticky in organizations, getting re-evaluated on average only about every 7 years
- You don't need to know accounting to add a new line of business and create value for your customers. We can show you how!

Advanced Targeted Verticals

Vertical	Pain Points
Professional Services	Job costing accuracy, Cash flow predictability and strength, customization, flexibility for anytime/anywhere access, large amount of invoices, repetitive workflows, data security
Legal	Large amount of invoices, repetitive workflows, data security, business insights, customization. Legal sales communications guide
Construction (Secondary)	Cash flow predictability and strength, job costing to manage profitability by project, customization, flexibility for anytime/anywhere access.
Food and Beverage service providers	Managing cash, maintain consistency in food and service provided, getting insights while on the go, automate repetitive tasks and reminders, staying compliant
Non-profit	Managing cash, meticulously track how funds are used, report full financials to board of directors, automating tasks to scale up, easy-to-use interface, because many volunteers spend limited amount of time helping out.