



The QuickBooks opportunity

How to expand your business when you bundle your solution with financial management solutions

Grow, accelerate, and innovate with a market-leading financial management platform

- Expand your market opportunity across a world-class channel network
- Increase your valuation and profitability when you bundle your solution with QuickBooks
- Expand your solution capabilities and innovate faster with industry-leading applications
- Grow customer value when you leverage financial and employee data to create business insights

Growing companies with 50-100 employees are more likely to use 20+ apps to run their businesses.¹

Financial management solutions drive client retention

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



On average, businesses evaluate their systems every 7 years



The QuickBooks brand is trusted, long-standing, and credible



QuickBooks is known for being easy to work with



QuickBooks Online is sold as an end-to-end cloud solution with integrated with your application



Grow your topline revenue when you bundle with QuickBooks Online

Transformative outcomes for your business

- 93% of businesses surveyed with 10 to 100 employees say they have outgrown at least some of their digital tools or are paying for features they don't use¹
- A majority (81%) of those surveyed acknowledge there aren't many ERP solutions for medium-sized businesses, highlighting a significant, underserved market¹

