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Demandforce Delivers Integration With Intuit QuickBooks

Automates Marketing and Communications for Small Businesses

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Take Intuit's best-selling small business financial management software. Combine it with Demandforce's leading online marketing and communication service. The result: an opportunity for 4 million QuickBooks® users to better engage with customers, drive higher retention and grow their businesses.

Just six months after Intuit Inc. (Nasdaq: INTU) acquired Demandforce, the two companies have integrated their flagship products to create a comprehensive marketing and customer communications tool that taps into the power of QuickBooks data. The new service will offer small businesses a seamless way to market their companies like never before.

"We were impressed by Demandforce's next-generation, software-as-a-service offering that provides high-value to small businesses," said Kiran Patel, executive vice president and general manager of Intuit's Small Business Group. "Integrating Demandforce with QuickBooks is a natural progression for the business and a real win for our customers."

By using the Intuit Partner Platform, Demandforce automatically pulls key customer and transaction data from QuickBooks. This access to customer information lets small businesses target and customize their outreach efforts. After transactions are completed and an invoice has been created, Demandforce automatically sends a "thank you" email to capture consumer reviews and satisfaction survey data.

"Our vision has always been to help small business thrive in an Internet economy," said Rick Berry, president of Demandforce. "Intuit Partner Platform has enabled us to quickly provide an integrated solution which is even more rewarding now that we are under one roof. This is not only beneficial for QuickBooks users, but more importantly to our current user base, as it further exposes them to more consumers in the Demandforce Network."

By connecting with QuickBooks, users can be up and running on Demandforce in one day, without having to enter any data. The powerful software has generated \$3 billion in client revenues for customers and prompted 2.4 million consumer reviews. There are also 37 million consumers connected to the Demandforce Network that helps increase a small business' exposure.

Demandforce is available for QuickBooks Pro, Premier and Online users at Intuit App Center [insert hyperlink]. To learn more about the offering or request a demo visit: www.demandforce.com. For more information about the Intuit Partner Platform go to: www.developer.intuit.com.

About Demandforce

Demandforce, Inc., a leading online marketing and communication software service from Intuit Inc. helps local businesses thrive in the Internet economy using email communications, text messaging and online services. Demandforce combines an award winning communication platform with best-in-class reputation and networking tools into one powerful web-based application that seamlessly integrates with existing workflow systems to help businesses build a strong online reputation and leverage local network marketing. Founded in 2003, Demandforce has collected more than 2 million consumer reviews, which are published across the Web, and has generated more than \$3 billion for its clients. The Demandforce Network, connects end clients to almost 40 million local consumers. For more information on how to use Demandforce, please visit www.demandforce.com.

About Intuit Inc.

[Intuit Inc.](http://www.intuit.com) is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including [QuickBooks®](http://www.intuit.com), [Quicken®](http://www.intuit.com) and [TurboTax®](http://www.intuit.com), simplify small business management and [payroll processing](http://www.intuit.com), personal finance, and tax preparation and filing. [ProSeries®](http://www.intuit.com) and [Lacerte®](http://www.intuit.com) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of \$4.15 billion in its fiscal year 2012. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50462081&lang=en>

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