



Coghead Customers Experience Easy Transition to Intuit QuickBase

Businesses Cite Stability, Proven Success and Innovative Solution Providers as Key Reasons for Choosing QuickBase

MOUNTAIN VIEW, Calif., Mar 05, 2009 (BUSINESS WIRE) -- Former Coghead customers are finding a new home with [Intuit Inc.'s](#) (Nasdaq:INTU) leading online database, [QuickBase](#), and are extolling the unique benefits of the service.

Businesses that have already transferred their data to QuickBase said they based their decision on Intuit's stability and history of delivering successful software-as-a-service applications to hundreds of thousands of users. In addition, they've been pleased with assistance from [QuickBase Business Consultants](#) knowledgeable about both Coghead and QuickBase.

"After 18 months and nearly \$5,000 invested in development on Coghead, our first application never worked the way we wanted," said Trent Whatcott, chief marketing officer of CWY Holdings, LLC, a real estate holding company in Las Vegas. "It took less than eight hours to get our original application up and running on QuickBase and add a second application for CRM. Our Business Consultant also built us an incredible function that integrates QuickBase with Skype, so our processors and reps can contact our clients at the touch of a button from within each application. Overall, it's been a great experience. We're really pleased."

Businesses are successfully making the transition to QuickBase with the help of solution providers like [MCF Technologies](#), the first of several Coghead partners to join the QuickBase Business Consultant Program. MCF is helping train other consultants about migrating Coghead customers to QuickBase.

"MCF Technologies quickly suggested ways we could improve processes we had in Coghead with more efficient ones using QuickBase. We went from three applications to just one," said Brian Buck of BM Imaging Services, a developer of tourist maps in Jaco, Costa Rica. "Having a big company like Intuit behind the product is a good backup. We don't want another situation like Coghead."

Providing Seamless Continuity

QuickBase is working to provide a smooth transition to former Coghead customers migrating their data and applications.

"What a shock it must have been for customers and partners to suddenly find out that the product they relied on to run their businesses was going to disappear," said Bill Lucchini, vice president and general manager of Intuit's Platform as a Service Group. "Coghead's customers and partners are coming to us because they are aware of the QuickBase track record of success and they trust Intuit's stability. We are working with our network of QuickBase Business Consultants to ensure customers get up and running quickly with applications that have equal, if not better, functionality."

To ease the transition, Coghead customers migrating to QuickBase will receive the following if they act before April 30:

- Six months of free QuickBase service upon account activation, which includes 10 users, 10MB data space and 1 GB file attachments.
- Two hours of free one-on-one consultation with a dedicated QuickBase Business Consultant to begin rebuilding applications in QuickBase.
- Free unlimited technical support.
- Invitation to free "Welcome to QuickBase Webinar" designed specifically for Coghead users, focused on transitioning. Upcoming Webinars and details on how to join can be found at <https://quickbase.intuit.com/webinars/>.

More information about QuickBase and transitioning from Coghead can be found at <http://quickbase.intuit.com/coghead>.

About Intuit Inc.

Intuit Inc. 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(R), Quicken(R) and TurboTax(R) software, simplify small business management and payroll processing, [personal finance](#), and [tax preparation](#) and filing. ProSeries(R) and Lacerte(R) are Intuit's leading tax preparation software suites for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$3.1 billion in its fiscal year 2008. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at www.intuit.com.

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