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Nov. 19, 2013

## intuit Apps.com

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Nov. 19, 2013 – Intuit Inc. is making it easier for third-party developers to build new apps for [QuickBooks Online](#) and simpler for customers to find and use them.

As part of its drive to become the operating system for small business success, the

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said Dan Wernikoff, senior vice president and general manager of Intuit's Small Business Financial Solutions. "By enhancing Apps.com, we've made it easier for small businesses to discover the best apps that help them customize QuickBooks and manage their businesses."

### **QuickBooks Online API: Global and Now Free**

The updated QuickBooks Online API eliminates connection fees for developers and simplifies third-party collaboration on Intuit's platform. The API offers developers the opportunity to build applications that integrate across U.S. and global markets and provides access to Intuit's customer base of nearly 500,000 QuickBooks Online subscribers, which boasts more than 1.3 million users.

"With the new API, not only is integration with QuickBooks [Online] simple, but the design, architecture and performance is also the best we've seen from Intuit," said Sam Pillar, chief executive officer of Jobber, a cloud software company for field service businesses. "The fast and seamless onboarding experience, along with exposure to new customers through Apps.com, has been very valuable for us."

### **Apps.com: A Next-Generation Small Business Experience**

Apps.com makes it easier for customers to find the right apps for their business with new features that include a new curated experience and user-generated content. All apps on Apps.com pass in-house testing process to ensure the site offers only the high quality apps that QuickBooks Online can seamlessly integrate with for a frictionless business management experience. Apps.com can be accessed from within QuickBooks Online and as a stand-alone website. Integration between QuickBooks Online and third-party applications as an included feature of a QuickBooks Online subscription

The updated QuickBooks Online API and the new Intuit Apps.com are now available.

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