

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

paying subscribers, cementing its market leadership as small businesses shift to the cloud.

Jun. 04, 2015



Intuit announced on Thursday that QuickBooks Online has more than 1 million paying subscribers, cementing its market leadership as small businesses shift to the cloud.

“Crossing the 1-million paid subscriber threshold is a testament to the commitment of our employees, and of our accountant and developer partners to building an

operating system that fuels small business success,” said Dan Wernikoff, senior vice

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Intuit has served small businesses and accountants with QuickBooks for more than 20 years. The company was an early innovator in cloud accounting when it first launched QuickBooks Online in 2001. Today, small business owners are turning to the cloud in record numbers. Intuit research shows that:

- U.S. small businesses currently spend an average of four hours per day running their business online. Their top three tasks: accounting, generating invoices and taking payments, and engaging their customers.
- Seventy-eight percent of small businesses will run their business online by 2020.
- QuickBooks Online growth mirrors these trends, posting eight consecutive quarters of accelerating growth, including significant expansion outside the U.S.

“By having our customers on QuickBooks Online, we are able to work with them side by side,” said Peter Cullen, founder and owner of [Core Performance](#) in Newport Beach, CA. “When we access their data and work in their file in real time, we communicate with them regularly; we are well-informed and better prepared to provide advice right away.”

Working with developers, accountants and bookkeepers, the QuickBooks team is creating an ecosystem of innovative products and services that make it easy for small businesses of all sizes – from the self-employed to the mid-size enterprise – to tackle complex business management tasks. There are three priorities to deliver for customers:

- **Everything works together:** Entrepreneurs use an average of 18 apps to run their small businesses. As an open platform, QuickBooks Online ensures that all solutions work together seamlessly, providing small business owners the vital information and insights they need, when they need them.

- **Simplify complex tasks:** QuickBooks automates the bookkeeping, so whenever an

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Accounting • Cloud Technology • Software • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved