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small businesses. Demandforce makes tools that SMBs use for client communication, such as email, mobile and social interaction functions.

Isaac M. O'Bannon • Apr. 27, 2012

The Intuit logo is displayed in a bold, blue, sans-serif font. The word "intuit" is in lowercase, with a registered trademark symbol (®) at the end.The Demandforce logo is displayed in a bold, sans-serif font. "Demand" is in a light gray color, and "force" is in blue. A registered trademark symbol (®) is at the end of "force". Below the logo, the tagline "Growth. On Demand." is written in a smaller, blue, sans-serif font.

**Intuit** has announced plans to acquire **Demandforce**, which makes SaaS customer relationship management (CRM) tools that help small businesses engage, attract and retain customers. Demandforce's SaaS application is used by thousands of small businesses to automate marketing and customer communications, build and maintain an online reputation and raise their profile with local consumers. The

agreement is valued at \$423.5 million, although it was not disclosed if that is in cash,

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“Demandforce has a passion for customers, high Net Promoter Scores and strong customer retention,” said Kiran Patel, executive vice president and general manager of Intuit’s Small Business Group. “I’m thrilled to be adding a new business to Intuit’s small business group, especially one with such a strong leadership team, customer-centric mindset and high energy culture. All of this makes Demandforce is a natural fit with Intuit.”

After the acquisition is finalized, expected in May, Demandforce will continue to be led by Rick Berry, Demandforce president and founder, along with the same leadership team that built the company. The team will continue their commitment to delivering overwhelming value to customers.

“We’re so proud of our contributions to small businesses growth,” Berry said. “Joining forces with Intuit will help us to achieve our goal of reaching more small businesses while continuing to provide our customers with more innovation, more connection, and more success.”

Small Business • Technology

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