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Taija Sparkman • Dec. 02, 2013

The **EVOLUTION** of INTUIT TAX ONLINE

An Inside Look at the First SaaS Product for Professional Tax Preparers

Intuit Tax Online can handle all types of returns—from simple to the most complex. Let's take a look at how it's evolved.

TY13

FOCUS:
Integration and workflow

Coming Soon in TY13:

- 990 Tax
- Integration with QuickBooks Online Accountant.
- Enhanced client management.
- And more to come...!

TY12

FOCUS:
Data Collection

Customers: 6,700

E-Filed Returns:

220,000+



A Year of Innovation and Beyond: **THE 2012 TAX YEAR**

- Data collection offered with client checklist.
- Twitter feed enabled for improved communication.
- Mobile application offered for Android.
- E-file functionality expanded.

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TY10 FOCUS: Business Tax Expansion

Customers: 1,700



E-Filed Returns:

26,000+



TY09 FOCUS: Initial Launch

Customers: 800



E-Filed Returns:

5,000+



Growth Spurt: THE 2010 TAX YEAR

All 1040 states added.

1065, 1120 and 1120S filing capabilities + all states added.

Data conversion capabilities added from other software providers.

Bank products added through Refund Advantage.

Leading the Way: INTRODUCTION TO THE 2009 TAX YEAR

1040 filing offered.

25 states supported.

FOR MORE INFORMATION, go to accountants.intuit.com/tax/online or call (866) 676-9674

intuit. ACCOUNTANTS

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From the Dec. 2013 issue.

For thousands of accountants and their clients, tax season just became a lot more harmonized. Users of Intuit Tax Online can expect major enhancements to the tax preparation solution for Tax Year 2013. Earlier this year, Intuit introduced a new design for all of its products. The enhancement has been nicknamed Harmony

because it creates the same look and feel among all Intuit products, creating a

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"Our customers will be pleased with the new features we have introduced in Intuit Tax Online 2013. These enhancements are part of our continued pursuit of efficiency and timeliness. We continue to strive for simplicity and making our products easy to use so that our customers and their clients can spend more time working on their business," said Jorge Olavarrieta, Group Product Manager, Intuit Tax Online.

One major feature that users will notice in ITO 2013 is the ability to integrate directly with QBO. This feature was introduced in beta last year and will be fully incorporated in this year's solution. With the integration, users can use the data from QuickBooks Online to automatically prepare tax returns in Intuit Tax Online.

In line with its Open Platform Strategy, Intuit has continued to add import capabilities to Intuit Tax Online. Many of the new features are designed to integrate the tax preparation software with the rest of the Intuit ecosystem, allowing accountants to access all of their client's data from a central location. Since the client data is attached to Intuit's Single Sign-On feature, data is automatically available once users log into the solution. With Intuit's Virtual Office, users have instant access to any file created with an Intuit product.

Intuit Tax Online now fully supports electronic filing for six modules, adding support for not-for-profit organizations. In addition, there are no license, startup or e-file fees. Users can prepare returns for free, paying only when they file. The solution supports all major forms, as well as state and federal e-filing. The system also supports electronic filing for extensions, payments and amended returns.

The latest enhancements to Intuit Tax Online are a part of the company's vision to continue to grow the product. The number of users has doubled each year for the past four years, and that rate is expected to increase as the company continues to embrace mobile technology and the advantages for its customers. With the Intuit Tax Online companion mobile app, users can access client information directly from

their mobile device. Users can also view clients' up-to-date e-file status and email tax

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The latest version of Intuit Tax Online was released November 13, 2013.

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