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employees a challenge to put aside their day-to-day work to reach out and interact with an accountant.

May. 14, 2014

On May 8, Intuit marked the first-ever Global Accountant Day (Twitter: #accountantday), bringing the company's more than 250 accountant-facing employees a challenge to put aside their day-to-day work to reach out and interact with an accountant.

"While that may seem silly, we spend so much time on computers, cell phones and calls that we sometimes lose sight of what really matters: our customers," said Intuit's Jim McGinnis.

"We're changing the way we think about our relationship with accountants. We've often thought of them as customers – people we could sell to, and sometimes, we've thought of them as a channel, getting them to sell for us. However, recently, we are thinking of them as partners with a common mission: to grow their practice and help small business clients succeed by moving to the cloud."

As a major technology provider to accounting firms, including tax and professional financial solutions, as well as a provider of management tools for their small business clients, Intuit is trying to get closer to accounting professionals.

The event spanned Intuit's global offices from Australia to Mountain View, to India, the United Kingdom, Canada, Plano, Tucson and San Diego.

Global Accountant Day started in Australia with a demonstration of the future of **QuickBooks** to more than 30 VIP accountants, then continued with meet and greets, call-ins, chats and panels in every location.

“I’ve had the pleasure of working with accountants for over three years and I want to

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