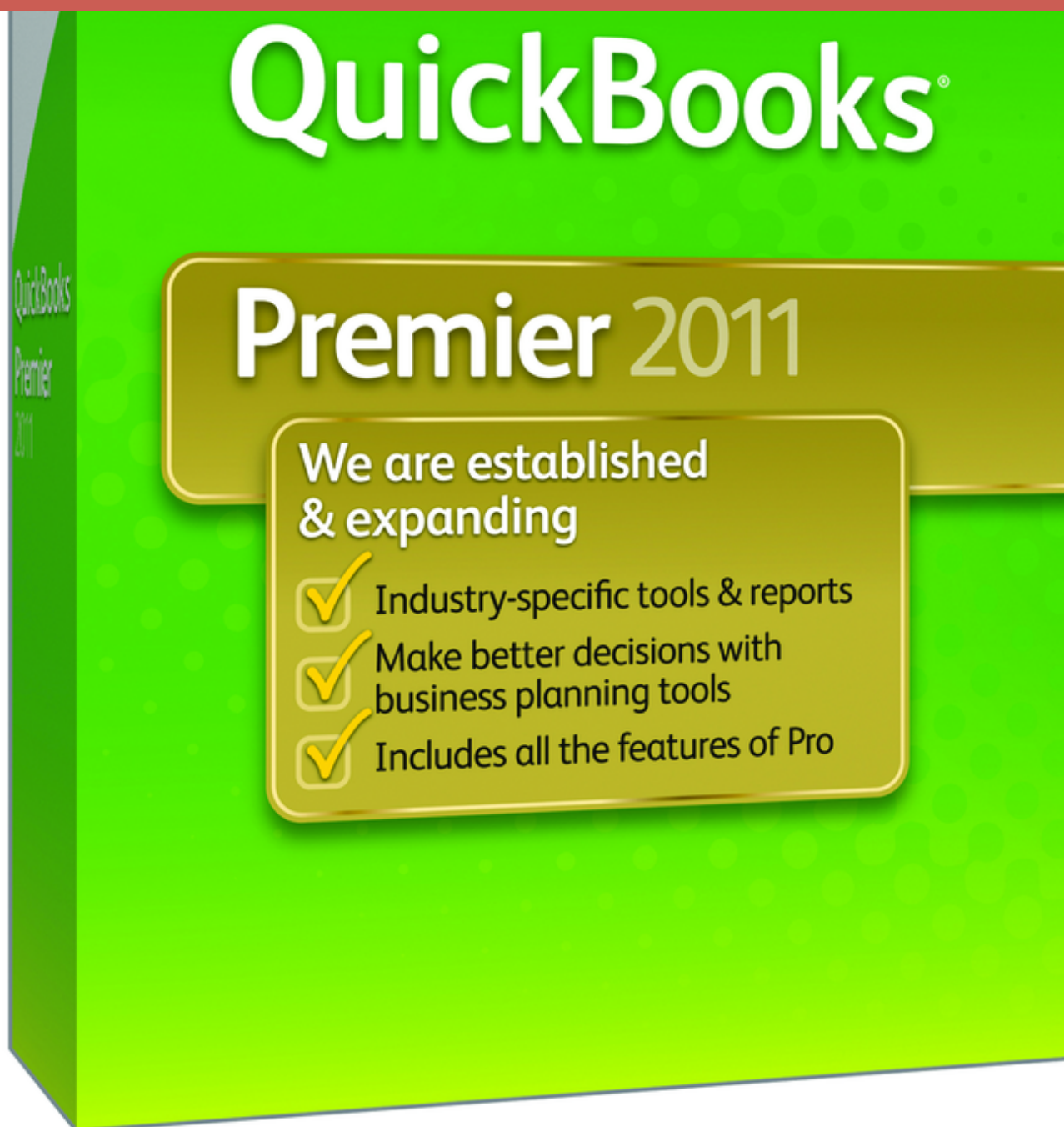


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2011 Overall Rating 4.5

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- Ease of use & large install base, which means more end users will have experience with the application
- Strong accountant program with good training & referrals to certified ProAdvisors
- Company Snapshot improvements enable instant dashboard reporting
- Excellent industry-specific add-ons
- Client Data Review & Accountants Copy simplify cleaning up client books
- Canadian & UK versions available with multiple currencies supported

Potential Limitations:

- Inventory supports only Average Cost valuation
- Intuit Statement Writer is an extra charge, even to ProAdvisors
- Date-driven system means non-standard fiscal reporting & budgeting periods (e.g. 4-4-5) are not supported
- Power user options like import of transactions are difficult
- Perceived ease of use means many end users implement without consulting their accountant, often causing reporting problems later
- Accountant Edition supported on Windows only

Executive Summary & Pricing:

QuickBooks Premier is currently priced at \$399.95 for a single-user system. A three-user system is \$999.95. Intuit continues to improve this very popular product each year, making QuickBooks the natural go-to solutions for small businesses world-wide. Quick installation, easy navigation, and strong reporting functionality make this a solid product for the small business owner. The availability of industry-specific versions helps make QuickBooks even more desirable.

4.5 – Basic System Functions

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