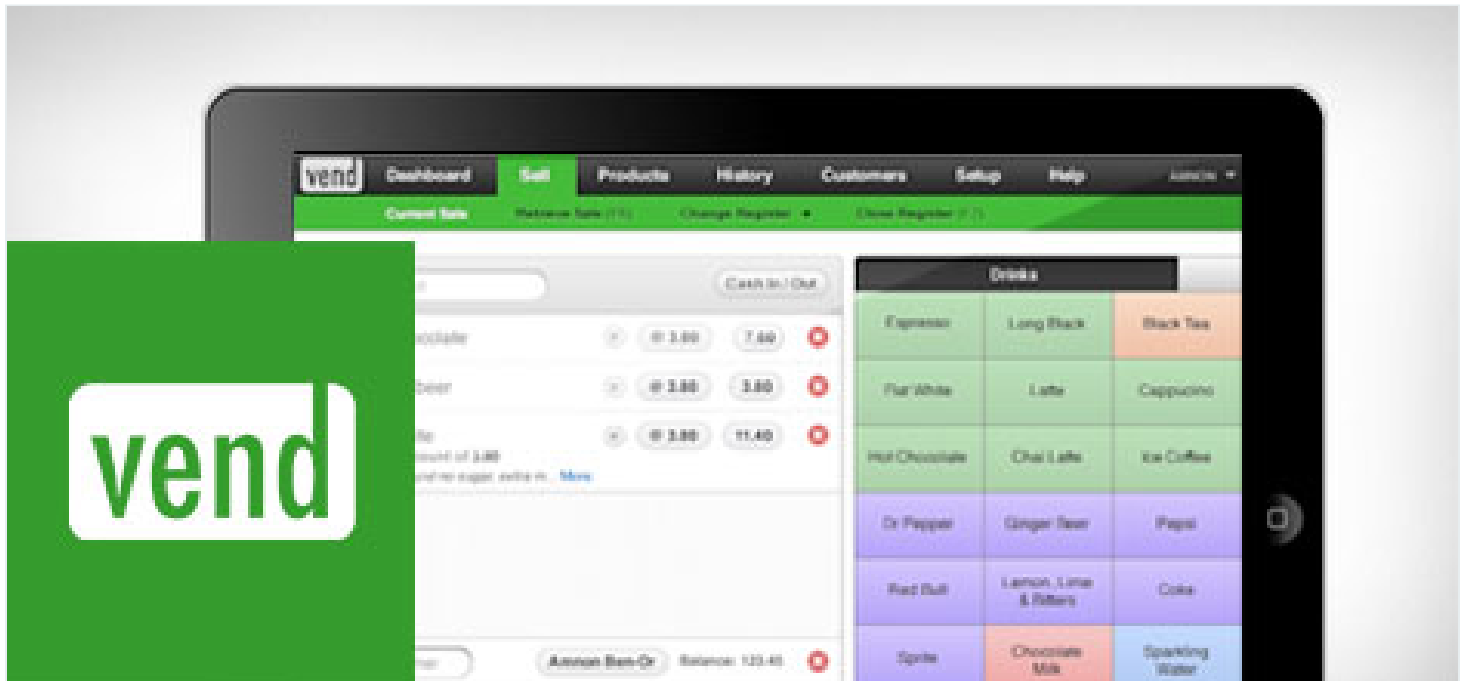


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information from Vend to QBO, including daily register totals by product type as well as cost of goods sold. With this additional data, accountants and retailers get a clear picture

**Isaac M. O'Bannon** • Oct. 21, 2014



On Tuesday, at the QuickBooks Connect Small Business Conference, [Vend](#), a global cloud-based point-of-sale (POS) software provider, announced several critical feature updates to Vend's integration with QuickBooks Online (QBO).

The new features include the ability to automatically sync additional sales information from Vend to QBO, including daily register totals by product type as well as cost of goods sold. With this additional data, accountants and retailers get a clear picture of their businesses and can then identify opportunities to grow.

“The updates to our integration with QuickBooks Online will be great for Vend and QBO customers who want an immediate overview of their store's profitability and

sales on a daily basis,” said Vaughan Rowsell, CEO of Vend. “This is one more

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- Profit / loss reporting is immediately available in QBO based on sales and COGS information.

“I love that Vend integrates with QuickBooks Online – and what an integration it is! This is what ProAdvisors have been waiting for. Vend is packed with robust features for great retail management,” said Jo King, QuickBooks ProAdvisor.

“Using Vend with QBO saves me a lot of time because I don’t have to worry about number crunching,” said Cristian Farfan of Wireless Tech Shop. “We used to do everything manually, but with the new QBO integration, major parts of our accounting have become nearly automatic.”

In June 2014 at Scaling New Heights in San Antonio, TX, Vend announced that it became the first point-of-sale provider to integrate with QuickBooks Online through Apps.com, one of the largest and most diverse small business apps marketplaces.

The updates to Vend’s integration with QBO are available immediately to retailers in the United States.

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