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QuickBooks Online currently integrates with over 500 third-party apps available through the QuickBooks Apps Store (<http://apps.intuit.com>). These apps help extend the functionality of QuickBooks Online (QBO) by automating data inputs, streamlining workflows, and helping accountants and their clients get even more value from their software. With so many apps to choose from, Intuit has partnered with top-rated, accountant-recommended apps to make the set-up process even easier. Now inside the Apps tab in QuickBooks Online Accountant (QBOA), these featured app partners are available with preferential pricing for accountants, and are fully integrated with QBO so the accountant can provision right from within QBOA.

According to Kevin Hwa, Senior Product Manager at Intuit, the new Apps Program is a more efficient way for accounting pros to “provision, purchase and manage apps on behalf of their clients.” The program begins rolling out in March, and is soon expected to be available to all QuickBooks Online Accountant users in the United

States, United Kingdom, Canada and Australia. All of the apps in the program are

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- ServiceM8 (operational tool for trades and service businesses)
- SOS Inventory (enhanced inventory management)
- TSheets by QuickBooks (time tracking)

New apps will continually be added to the program and app selection will vary by country as the program aims to meet the unique needs of accounting professionals globally.

While the new program helps simplify the app selection process, it also helps simplify billing. These partner program apps are available with preferential pricing for accountants and, when purchased through the apps tab inside QBOA, your firm will receive one itemized, consolidated bill for all apps each month. Accounting pros who provision apps through the program on behalf of their small business clients can choose to pass the app savings onto their clients or bill their client at the non-discounted price to improve margins. As an accountant, your access to apps deployed on behalf of your clients won't count against their number of users that a given app subscription provides. Currently, apps cannot be purchased at the discounted rate for internal firm use (on your own books), but this feature is coming soon.

Some apps in this program require prepayment, so as part of the purchase process you may be required to pay a prorated amount for the first month. To respect the permission settings you and your clients have arranged, only master admins are able to add apps on behalf of clients.

All of the apps in the program are available via the Apps tab in QBOA, the one place for you to manage your firm and your practice. If you're not yet familiar with QBOA, you can learn more here (<http://quickbooks.intuit.com/accountants/online>). And if you'd like to learn more about the Apps tab, which launched in September, go here (<https://quickbooks.intuit.com/accountants/apps/>).

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