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Nov. 20, 2020



Intuit has launched HubSpot for QuickBooks, an integrated CRM and financial management solution to help growing businesses speed up sales cycles and to allow sales and finance teams to work together more efficiently. Businesses get a clear and more accurate view into their financial health, which helps eliminate potential blind spots. HubSpot for QuickBooks addresses a critical step in propelling businesses through their digital transformation journey as they shift to cloud.

HubSpot for QuickBooks helps solve the cumbersome process of manually transferring information from a CRM into a financial management system when a sale is closed. Typically, this requires coordination between the sales and finance teams and involves manual input into email, a spreadsheet, or an online documentation program. Now, that information is connected — so a customer's intent to purchase (the front-end customer relationship management) is automatically captured and then integrated with a company's recognition of revenue once the purchase is completed (in the back-end financial or ERP system).

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QuickBooks, a top small business financial management platform with more than seven million customers, and HubSpot, a leading CRM platform, will continue to collaborate on solutions that meet the demands of businesses as they grow. The first enhanced integration is specifically for QuickBooks Online Advanced customers.

“By teaming up with HubSpot, we are helping small businesses digitally transform and address their top two pain points — getting paid and managing customers,” said Bobby Morrison, chief sales officer at Intuit. “The combination of our product portfolios will create tremendous value for small businesses around the world. This is the first step in a multi-pronged relationship that will only grow over time.”

Together, Intuit and HubSpot will also pursue joint activities that raise awareness of HubSpot for QuickBooks. These efforts are expected to attract new customers seeking a well-integrated set of solutions to address their combined CRM and financial management needs.

“Businesses have become more aware of the importance of creating a great customer experience, and their efforts must include both front and back office functions. Unfortunately, a great front office experience alone can't make up for back office friction,” said Andrew Lindsay, senior vice president of corporate development and business development for HubSpot. “HubSpot and QuickBooks are collaborating to solve this through our integrated products and shared go-to-market efforts. Customers will enjoy a seamless customer experience and be able to connect their front and back office data to gain deeper insights.”

A small business must be a QuickBooks Online customer and have a HubSpot account to take advantage of the free HubSpot for QuickBooks integration.

Visit <https://www.hubspot.com/hubspot-for-quickbooks> for more information on

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