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Apr. 19, 2023

The Intuit logo is displayed in white, bold, sans-serif capital letters against a solid blue rectangular background.

To help create a more robust platform that serves accountants and small business owners globally, Intuit QuickBooks has launched a dedicated rest-of-world app store that allows developers to build apps that seamlessly integrate with the QuickBooks platform.

By launching the rest-of-world app store, Intuit says it is encouraging developers to create niche solutions, effectively increasing the power of the platform.

Simultaneously, developers are able to capitalize on the QuickBooks brand and tap into a new market to garner more exposure. Now, developers can tap into a customer base in 200+ markets, representing millions of small businesses worldwide.

The robust app store was created for all skill levels. Developers will find a variety of

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within. If it was built with a specific country in mind, the developer could designate the availability to be limited to a certain region. If the app can be used broadly, it can be marked available globally. This gives creators the flexibility to be innovative in what they work on – offering the freedom to solve an issue for a specific market or address a pain point that's universally experienced.

“Ultimately, by opening up the app store globally for developers to build within, QuickBooks is increasing the power of the platform to solve niche challenges, making lives easier for small businesses and the accountants that serve them,” the company said in a statement.

For more information on the rest-of-world app store, please see [here](#).

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