



APPIFICATION OF SMALL BUSINESS 2016

DEEP APP INTEGRATIONS LEAD TO BETTER OUTCOMES FOR SMALL BUSINESSES GLOBALLY



UNDERSTANDING THE TRUE VALUE THAT APPS ARE BRINGING TO SMALL BUSINESSES

Intuit offers developers an unmatched opportunity to build useful apps for **1.5M global small business customers**. We want developers to know what problems to solve for.



We offer customers best-in-class apps to help run their business so they can focus on doing what they love.

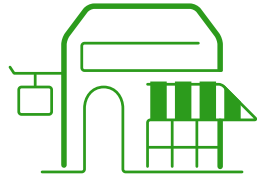
The 2016 Application of Small Business Report looks at small business app adoption in the U.S., Canada, U.K., and Australia. This global study provides insight into how small businesses are using apps and the value they are seeing in their app integrations. Furthermore, it explores trigger points for small businesses not using apps and what the key drivers are in encouraging them to use apps for their business.



* Apps described exclude office productivity and browsers

CHALLENGES IN RUNNING A SMALL BUSINESS

More than two-in-five small businesses in the U.S., Canada, Australia and the U.K. said they are most challenged with controlling cost/reducing expenses.



	U.S.	U.K.	Canada	Australia
Controlling Costs/Reducing Expenses:	46%	44%	42%	36%
Increasing Productivity:	34%	23%	29%	31%
Finding Good Employees:	31%	24%	32%	25%
Dealing with Competition:	28%	32%	33%	33%
Retaining Current Customers:	22%	28%	22%	20%
Gaining Market Share	19%	23%	21%	25%
Developing New Offering	18%	19%	22%	18%

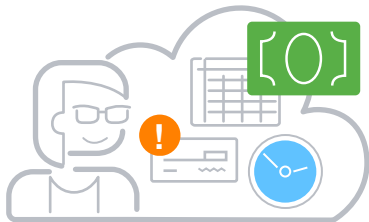
WHAT GLOBAL SMALL BUSINESSES WANT FROM AN APP



About one-half of small businesses judge technology success on whether it will **increase their revenue**.



Ease of use and security are the top considerations in choosing a mobile or web-based application. 70% of businesses not using apps would consider integrating apps that were easy to use.



Improving cash flow, customer invoicing/billing, and time management/calendaring are among the top factors considered for businesses seeking to **integrate apps**.

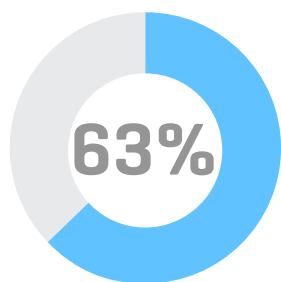


The most important app priorities are gains in **privacy, security and cost**, while brand name and personal recommendation ranks at the bottom of the list.

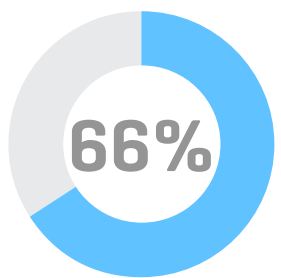
SMALL BUSINESS CLOUD ADOPTION, “IT’S HERE, IT’S NOW”

A GLOBAL PERSPECTIVE

Small businesses around the world are increasingly relying on innovative new technologies to better run and manage their businesses and solve everyday problems.



small businesses
are on the cloud



use mobile to run
their business

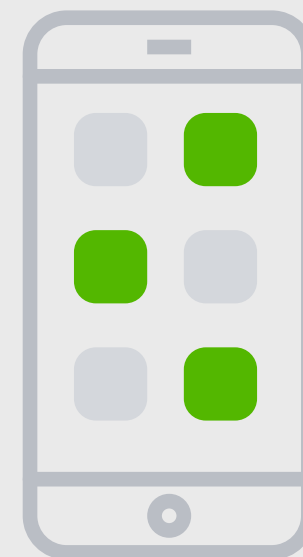
Small businesses are becoming more tech savvy

68%

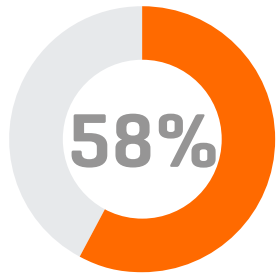
are using an average
of 4 apps

82%

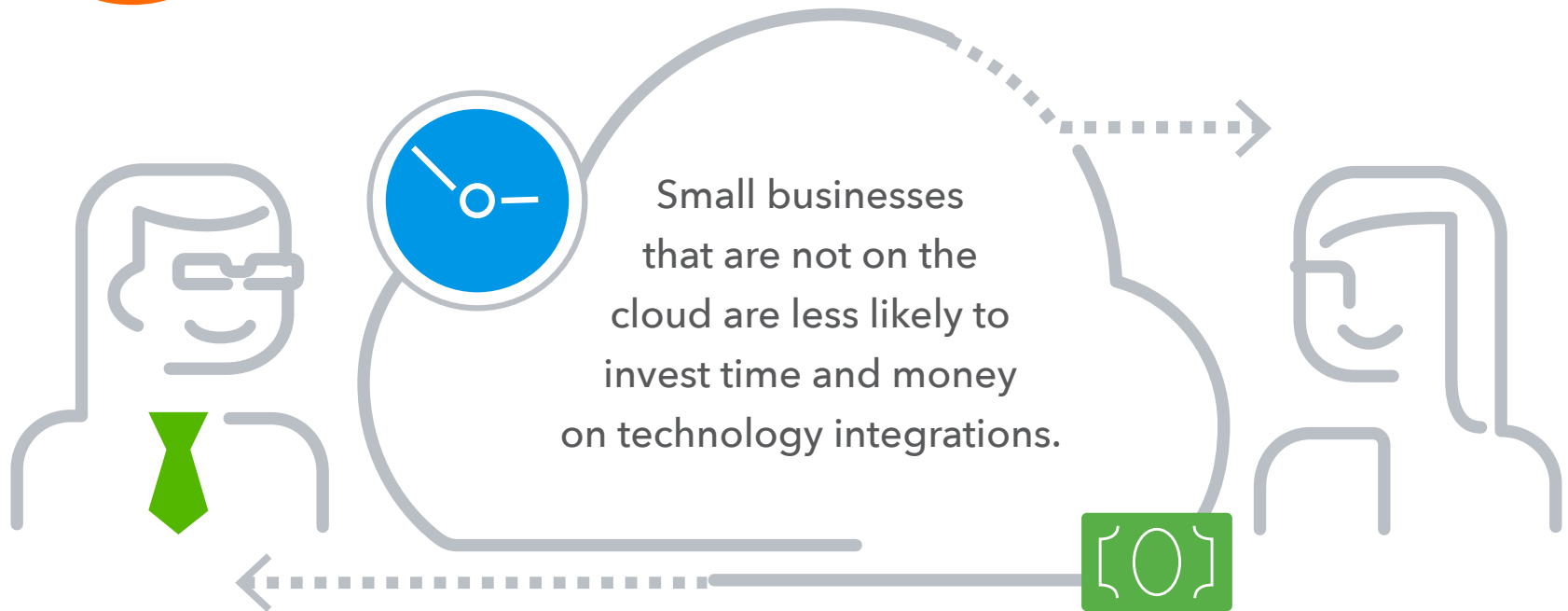
are using an average
of 1-6 apps



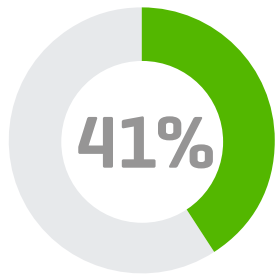
GLOBAL SMALL BUSINESS OWNERS UNDERSTAND THE TRUE VALUE AND IMPACT ON THEIR BOTTOM LINE



small business say seamless integration matters when selecting an app to integrate with their business

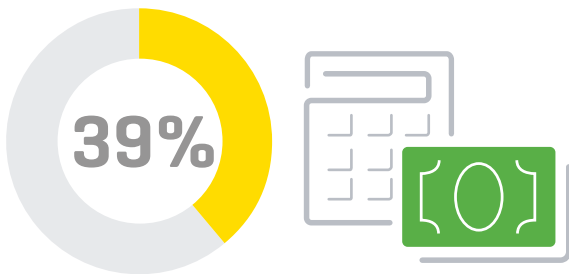


YET, WE ARE IN THE EARLY DAYS AND OWNERS ARE RUNNING INTO PERSISTENT PAIN POINTS

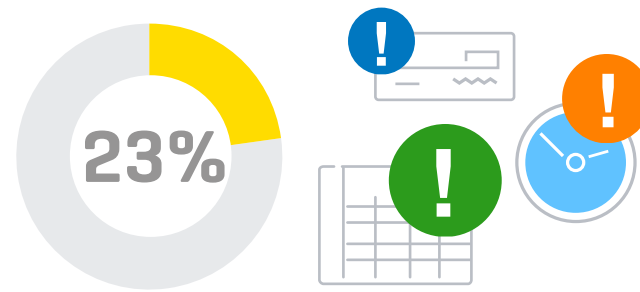


of business owners feel that there are **too many apps** to choose from and they are **unsure which apps are best** suited for their business

OTHER TOP BARRIERS TO ADOPTING APPS ARE:

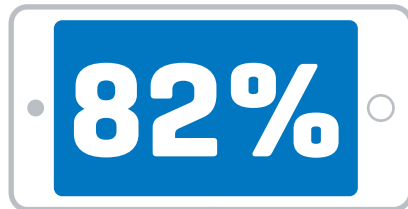
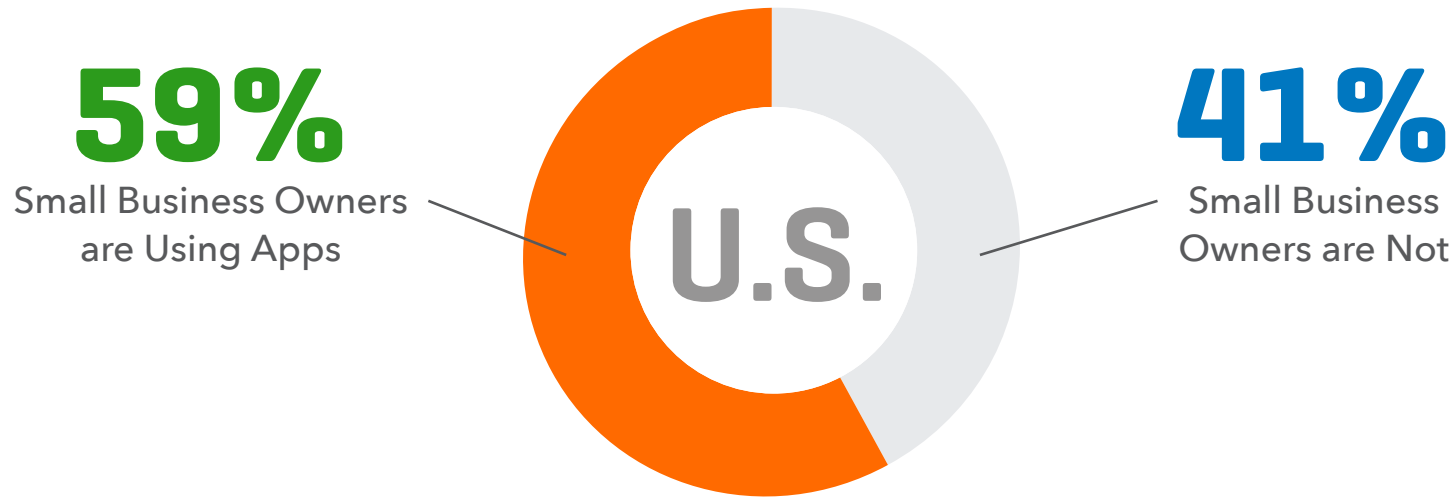


Cost



Complexity

U.S. SMALL BUSINESS APPS LANDSCAPE

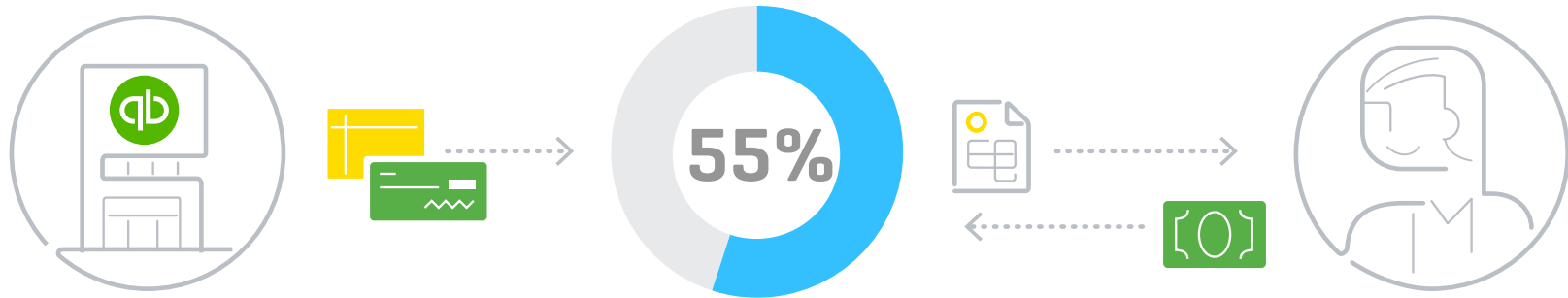


global small businesses use an average of 1-6 apps to run their business.

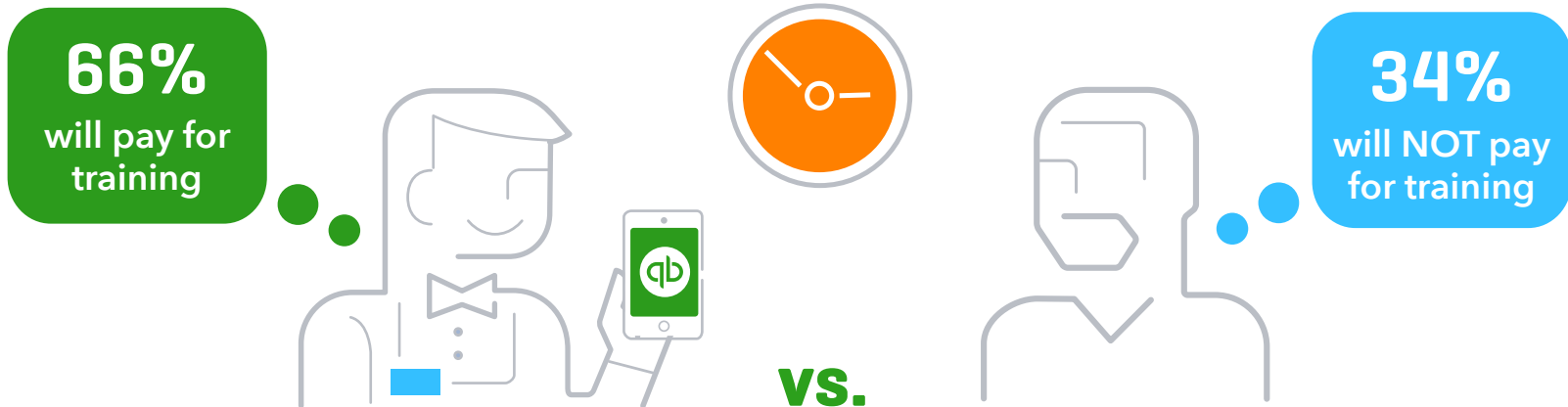
What's keeping small businesses owners awake at night:

1. Controlling costs/reducing expenses, while increasing productivity
2. Too much time spent doing administrative work and not being able to balance work and life

U.S. – SPECIFIC APP WANTS



More than half of small business owners would like to spend more of their time growing and expanding their business or interacting with customers.

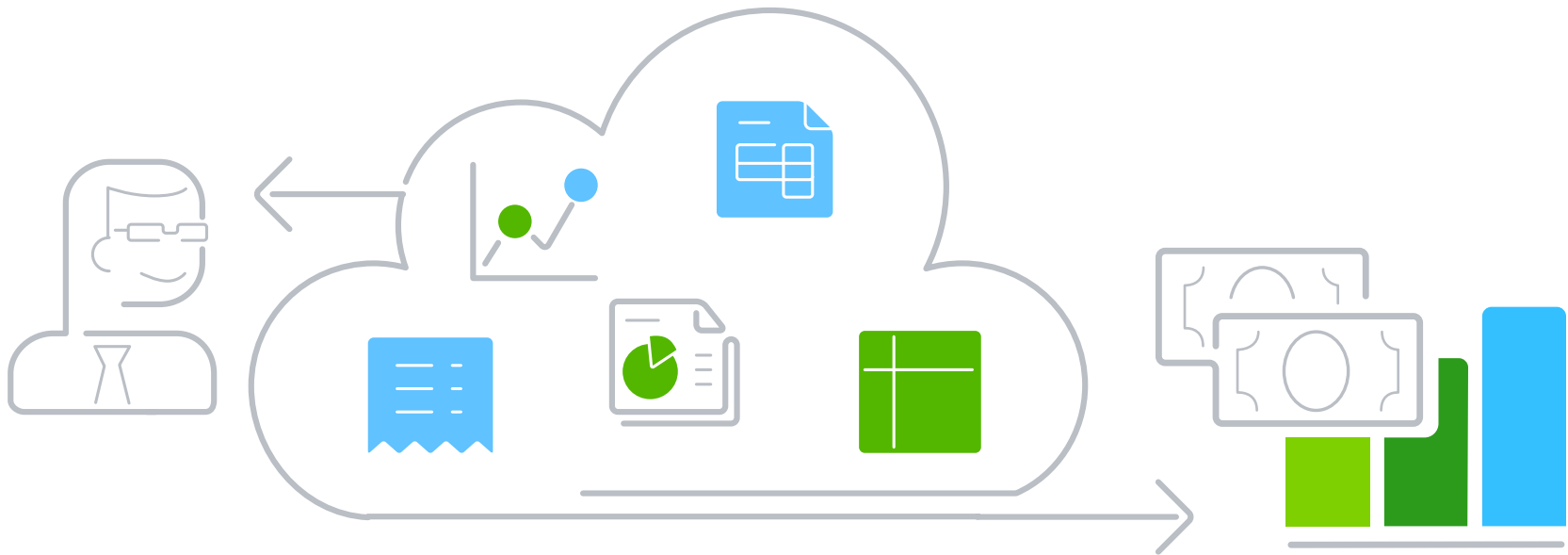


App users are seeing the value that technology offers to their business; our research indicates that **66% of app users** will hire someone to train and educate them on the right apps for their business whereas non app users are more reluctant to hire someone.

THE OPPORTUNITY FOR DEVELOPERS

For Developers:

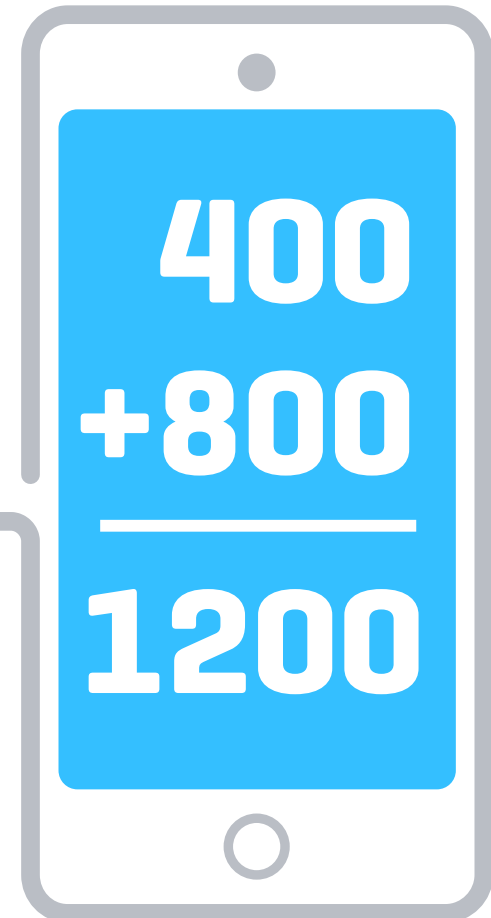
- 1.** There is a huge global opportunity to create apps that have real impact on small businesses
- 2.** By creating apps that have deeper integrations, developers can demonstrate long-term value and monetize



HOW INTUIT IS SOLVING FOR THIS

Intuit Developer Group has the world's leading small business Apps Store (apps.com), and offers best-in-class developer tools.

Today, we have over **1200** apps on the platform, of which **400** are published in the app store, and **800** apps are private integrations.



We fuel small business success!

THE ULTIMATE SMALL BUSINESS APP STORE

Small Businesses

We empower the creation of new tools that forever change how small business owners use technology to run, operate and grow their businesses.



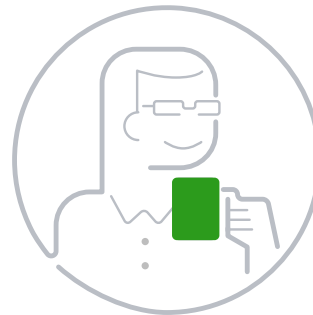
Developers

We arm developers with the right tools to innovate on our platform, help them market their apps and provide access to 1.5M+ potential customers.



Accountants

We work with accountants and provide time-saving solutions that eliminate pain points and make a difference in clients' lives.



Partners

We collaborate with our partners to provide the best end-to-end solution to customers, while creating a seamless experience.



OUR VISION

We are committed to delivering the best outcomes for developers, strategic partners, small business customers and accountants. To achieve this, we will:

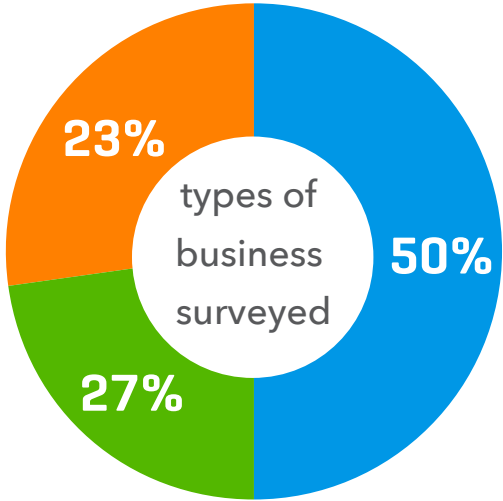
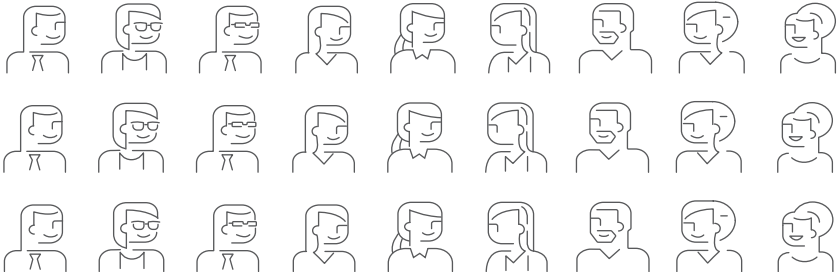
- 1. Deliver High-Quality Integrations:** With QuickBooks being at the heart of everything you do, we empower developers and partners to build apps that integrate seamlessly with our platform, so small business owners can focus on doing what they love: running their business. Deeper integrations allow business owners to get more from their technology investments. Intuit is the only cloud accounting solution with a platform that delivers service APIs and UI capabilities that enable truly seamless workflow integration of apps into QuickBooks.
- 2. Focus on End-to-End Experience** for small businesses and developers. Small business customers will not be able to differentiate between functionality delivered by Intuit and our third-party developers. Everything runs through QuickBooks, and QuickBooks is their single dashboard to run their business.
- 3. Drive Growth for Developers and Intuit:** We will leverage the QuickBooks ecosystem and network effect to drive growth for developers and Intuit. As the global leader in cloud accounting with the largest customer base, QuickBooks Online provides the best opportunity for developers to find new customers, make money and grow their business. Developers and strategic partners are a core component of the Intuit's global expansion of QuickBooks. As QuickBooks grows, so does the opportunity for developers to monetize and expand globally.

SURVEY METHODOLOGY



A representative sample of **500 small businesses** in each region (U.S., Canada, Australia, U.K) were surveyed by Ebiquity.

The vast majority of small business owners and managers surveyed had **1-50 employees**.



- Service-based (50%)
- Product-based (22%)
- Hybrid (26%)

WHAT OUR GLOBAL CUSTOMERS ARE SAYING

“Using cloud-based tools has made my job easier so I can work on parts of the business that need my attention and do the things I enjoy the most,” said Matthew Jones, general manager at the Carrington Hotel in Sydney, Australia. “Having financial management tools that effortlessly integrate with QuickBooks has been huge for us. It saves me seven to ten hours of work each week by eliminating data entry and other administrative tasks. It also allows me to work seamlessly with our accountant and owner, providing all of us access to important financial information anytime, anywhere.”

WHAT OUR GLOBAL PARTNERS ARE SAYING

“Since we launched our app in the Intuit QuickBooks Apps Store in November 2013, we have been able to expand our customer reach to new local verticals and plan to move into international markets next year,” said Richard McLean, co-founder of online payroll system KeyPay. “We are excited for what’s to come as more small businesses owners understand the true value of apps and rely on companies like us to play an important role in running and growing their business.”