



## **CASE STUDY:** *Intuit, Inc.*

### *Intuit Licenses Pumatech's Intellisync® Software for QuickBooks Pro Contacts*



"The addition of synchronization capabilities from Pumatech's Intellisync solution reinforces our goal of creating a platform-independent contact solution that complements the natural way people manage their time. Small businesses are continually looking for ways to reduce costs and improve efficiency, and Pumatech's synchronization technology has enabled us to offer these professionals a complete and easy-to-manage business tool to keep contact information organized."

– Dan Nye, vice president  
of Internet small business,  
Intuit

#### *The Company: Intuit, Inc.*

Intuit, Inc. is the leader in e-finance, including financial software and Web-based financial services for consumer and small businesses. Intuit develops and markets QuickBooks, the most popular small business accounting software; Quicken, the leading personal finance software; and TurboTax, the best-selling tax preparation software. An innovator in delivering Web-based financial tools, Intuit is the leading provider of online tax preparation and filing and online mortgages. Intuit's products and services enable individuals, small businesses, and financial professionals to better manage their financial lives and businesses.

#### *The Challenge: Keeping QuickBooks Pro in Sync*

Intuit was interested in finding a solution that would provide its QuickBooks Pro software users with the ability to synchronize contact information between the popular software and their desktop PC-based address books. With synchronization incorporated into the QuickBooks Pro software, users would (1) save time by having to enter data only once, (2) avoid duplicate entries resulting from importing and exporting data, and (3) gain anytime, anywhere access to their information via handheld devices.

#### *The Solution: Pumatech's Intellisync Software Development Kit*

Using Pumatech's Intellisync Software Development Kit (Intellisync SDK), Intuit has incorporated the Intellisync synchronization engine into its QuickBooks Pro 2000 software, allowing users to synchronize contact information between QuickBooks Pro and Microsoft Outlook and ACT!. The Intellisync SDK is designed for Web portals, ISPs, handheld manufacturers, carriers/telcos and enterprise software companies developing contact management, e-mail, scheduling, or groupware applications for PCs and handheld devices that need to synchronize data with other applications and devices. With the Intellisync SDK, companies can quickly build on the industry-standard Intellisync synchronization software platform, while taking advantage of Pumatech's patented Data synchronization Extensions Technology (DSX Technology® engine) to support multiple handheld devices and applications.

The integration of Intellisync with QuickBooks Pro delivers a single source for all professional and personal contacts. This synchronization functionality enables small business owners to update customer information in QuickBooks Pro, Outlook, or ACT! with a single, streamlined process, increasing accuracy and saving time compared with manual data entry. Intellisync supports synchronization between QuickBooks Pro 2000 and Microsoft Outlook 97/98/2000 and ACT! 3.08/4.02.

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