



# Intuit Developer Group Keynote

A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left. The background is dark and out of focus, showing some green foliage. The text "Take a few moments to CONNECT with your neighbour" is overlaid in white, bold, sans-serif font on the right side of the image.

**Take a few moments  
to CONNECT with  
your neighbour**

# CPD Process

## In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# Today's agenda

**Our Developer Journey and Strategy**

**Fireside Chat with Kyle Jenke, TSheets**

**Q&A**

# QuickBooks Strategy

Unlocking The Power Of Many For The Prosperity Of One



PERSONALIZED EXPERIENCES

TRUSTED OPEN PLATFORM

INDISPENSABLE CONNECTIONS

# Trusted Open Platform

## SMART Money

A platform that helps businesses understand their cash flow and financial health, gets them paid faster, keeps more of their money, and provides access to capital when they need it.

## SMART Decisions

A platform that harnesses the power of data and AI to automate bookkeeping, simplify decision-making, and give every business proactive insights to make better & faster decisions.

## SMART Connections

A platform that unlocks the power of the largest small business network to tip the world in their favor by connecting them to the right team of partners, vendors, customers, & workers.



# Our Platform Journey

Three-sided network effects platform, unlocking the power of many for the prosperity of one,  
creating indispensable connections

## SMALL BUSINESSES

*"I need additional tools beyond QuickBooks to help me run my business and save time"*



## DEVELOPERS

*"I need access to customers to build a business that can grow and be profitable"*



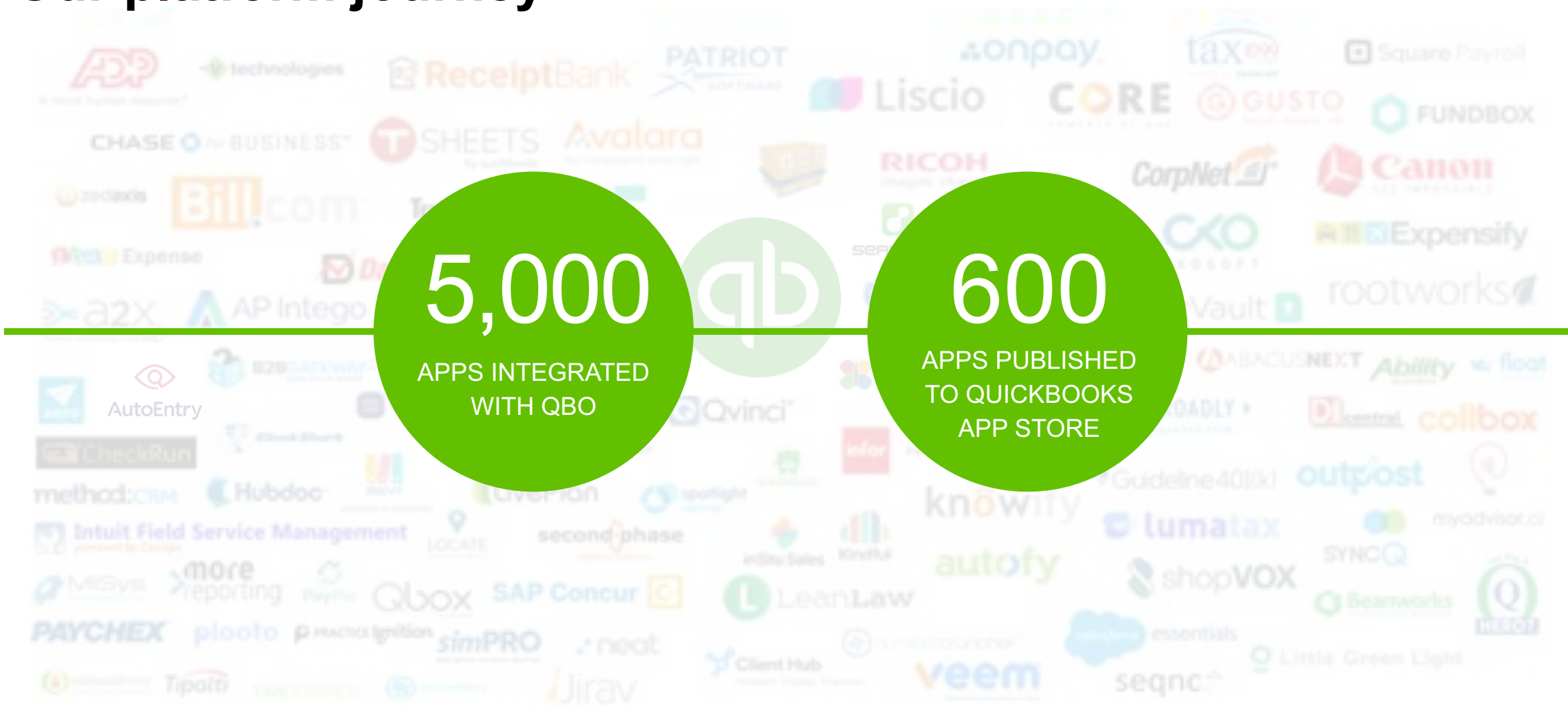
## ACCOUNTANTS

*"I need tools to save time and become a trusted advisor for my clients while being profitable"*

# Our platform journey



# Our platform journey



**Our Platform Vision**

**Enabling Your  
Success**



# Looking back: QuickBooks integration

## APIs

200+ 

Bugs Fixed

163 

Stories Added

79 

API Performance Improvements

## SDKs

206 

Total Bugs/Enhancements Reported

144 

Total Bugs/Enhancements Fixed

72 

Sample Apps/Snippets Created/Updated

## New & Updated Tools



Postman Collection for OAuth2, Payroll



AST Sandbox



Node.js OAuth Client Library



Python OAuth Client Library



Bug Tracker

# Looking back: Helping you grow

**43%**  
YOY growth  
of QBO  
subscribers

**20%**  
Growth of QBO  
+1 3rd party app  
attach

**14%**  
Increased  
retention

**3.4M**  
subscribers  
worldwide

JUL '00 JAN '08 AUG '18

qb intuit quickbooks.

# Creating indispensable connections

## SMALL BUSINESSES

50% of small businesses fail in the first 5 years.

Success rate goes up **89%** if they work with an accountant.



## ACCOUNTANTS

Marketing and acquiring clients are one of accountants' biggest pain points... **only acquire 4 new clients** per year.



# Creating indispensable connections

WIN



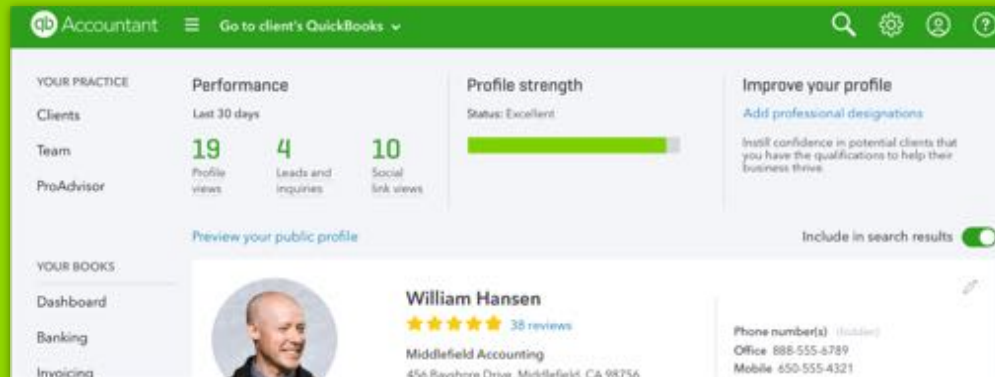
## SMALL BUSINESSES

50% of small businesses fail in the first 5 years.

Success rate goes up 89% if they work with an accountant.

WIN

## MATCHMAKING PLATFORM



- 58% of our SMB's have accts (+5pts)
- 3X # of acct leads YoY
- QBO retention +31pts w/acct

WIN



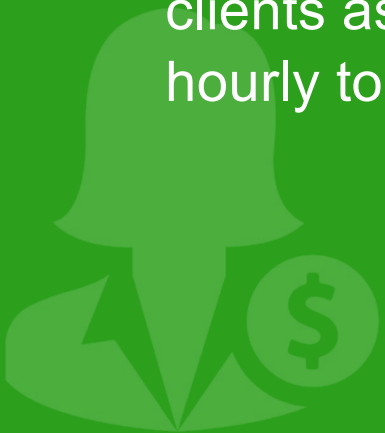
## ACCOUNTANTS

Marketing and acquiring clients are one of accountants' biggest pain points... **only acquire 4 new clients** per year.

# Creating indispensable connections

## ACCOUNTANTS

Are looking for ways to provide value added services to their clients as billing models shift from hourly to service based billing.



## DEVELOPERS

Are more likely to have their app selected by a customer when recommended by a trusted advisor.



# Creating indispensable connections

WIN

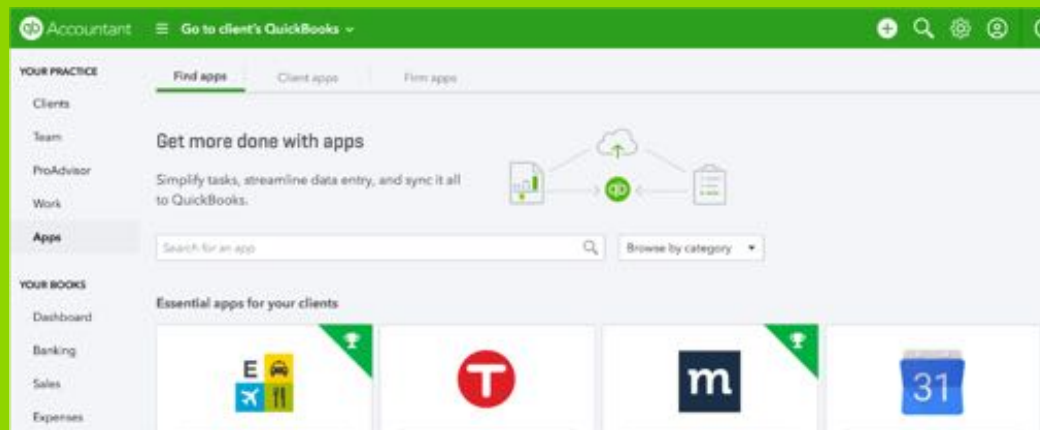


## ACCOUNTANTS

Are looking for ways to provide value added services to their clients as billing models shift from hourly to service based billing.

WIN

## WHOLESALE APPS PLATFORM



- 14% higher LTV for customers with an Accountant and 1 or more Apps

WIN



## DEVELOPERS

Are more likely to have their app selected by a customer when recommended by a trusted advisor.

# Creating indispensable connections

## SMALL BUSINESSES

QuickBooks Online customers use an average of 3.8 Apps to run their business yet only **20%** have 1+ connected Apps.



## DEVELOPERS

Seek high quality marketing channels to reach their small business target customers.



# Creating indispensable connections

WIN



## SMALL BUSINESSES

QuickBooks Online customers use an average of 3.8 Apps to run their business yet **only 20%** have 1+ connected Apps.

WIN

## APPS.COM / APP DISCOVERY



- **+14%** increased retention for customers with 1+ attached Apps

WIN




## DEVELOPERS



Seek high quality marketing channels to reach their small business target customers.





A photograph of a sunset over a field. The sun is low on the horizon, creating a bright orange glow. The sky is a mix of orange and blue, with some clouds. In the foreground, there are dark silhouettes of plants and trees. The text "Looking Ahead: Our FY19 Focus" is overlaid in white.


# Looking Ahead: Our FY19 Focus


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 QuickBooks Apps

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**erplain**  
**Advanced Inventory and Order Management**  
Create sales orders and purchase orders, send invoices and synchronize product and inventory across multiple locations.  
[Try it free](#)

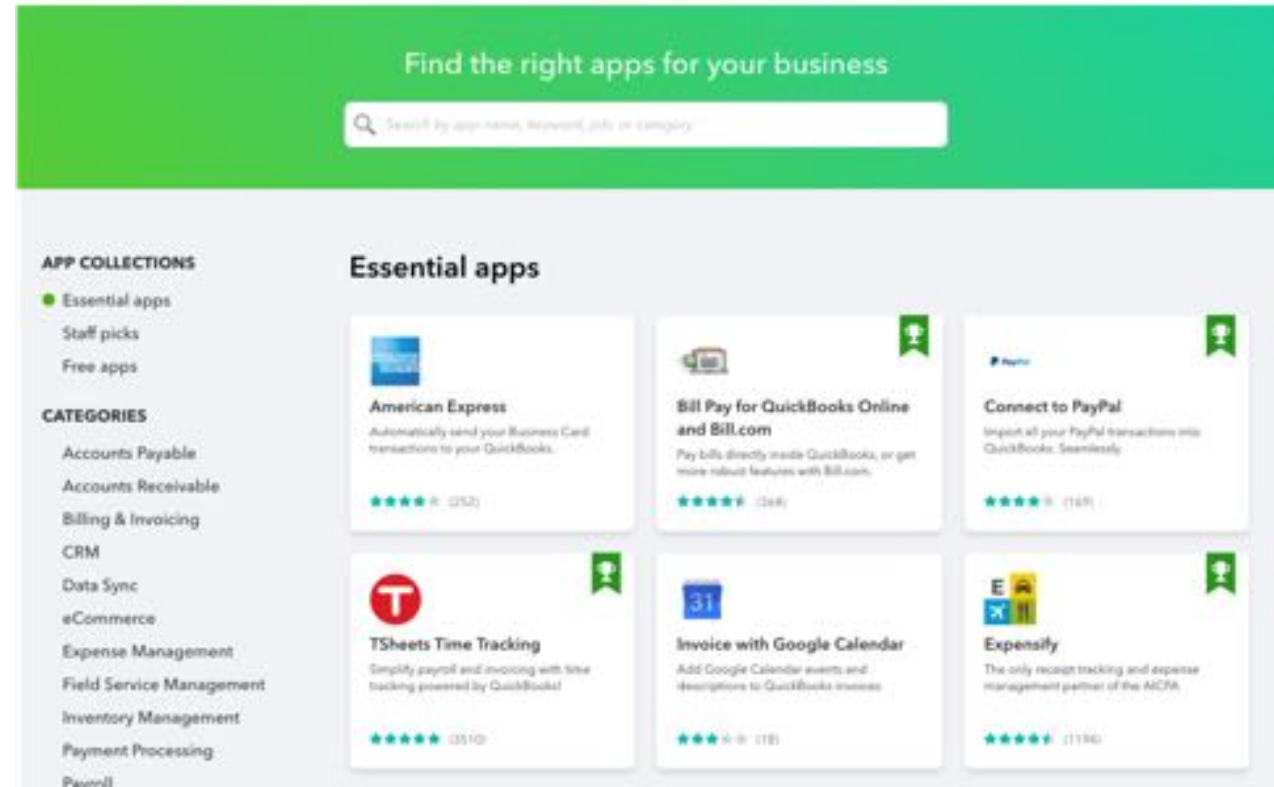
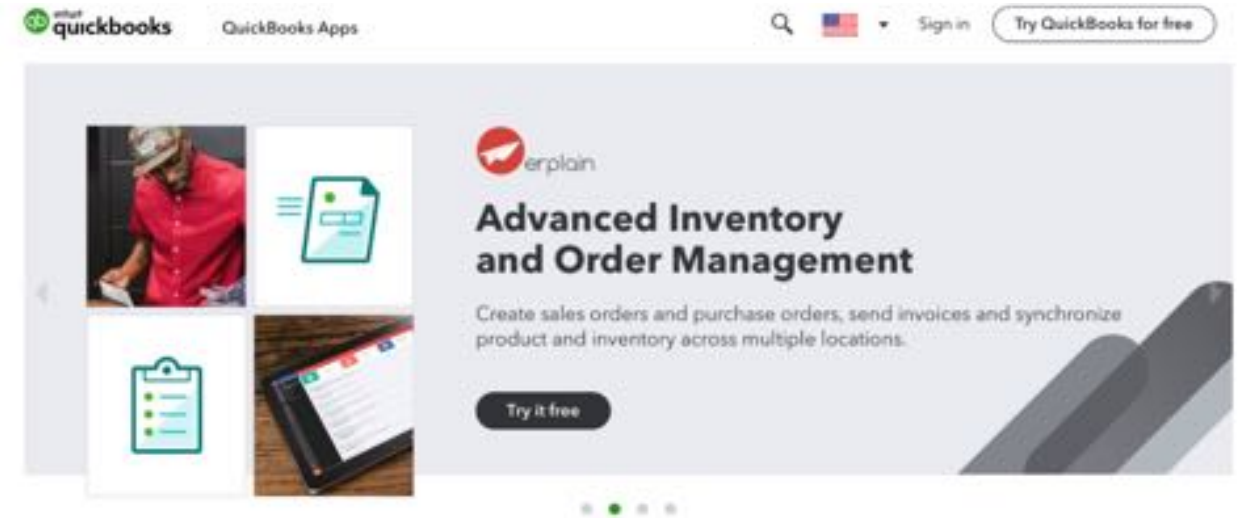


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- Easy navigation, search and app discovery
- Better site performance



**Unveiling our new  
developer experience!**



QuickBooks Online

API reference

Get started

Build your first app

Develop

API Explorer

Authentication and  
authorizationExplore the QuickBooks Online  
API

SDKs and samples

Test API features

Webhooks

Sandboxes

Postman

Tutorials

Third party tools

Troubleshooting

Payroll API Open Beta

Go live

## Develop - QuickBooks Online

Make accounting easier with tools to create and integrate your time tracking, inventory management, and other business apps with QuickBooks Online.



### Explore core components of QuickBooks Online

The QuickBooks Online accounting API is a RESTful API that is used to access QuickBooks companies.



#### API Explorer

Allows you to perform API operations on QuickBooks Online company data.



#### API Reference

A RESTful API that is used to access QuickBooks companies.



#### Postman

An HTTP Client that allows you to test web services.



#### SDKs

Helps you build apps and integrate them with the QuickBooks Online Accounting API.



Webhooks



Data queries



Batch



Subscription status



Minor Versions

- Improved home page
- Easier to navigate
- Start quickly
- Sample gallery

intuit Developer

QuickBooks Online

API reference

Get started

Build your first app

**Develop**

API Explorer

Authentication and authorization

Explore the QuickBooks Online API

SDKs and samples

Rest API features

Webhooks

Sandboxes

Postman

Tutorials

Third party tools

Troubleshooting

Payroll API Open Beta

Go live

List on the app store

Market your app

Concepts

## Develop - QuickBooks Online

Make accounting easier with tools to create and integrate your time tracking, inventory management, and other business apps with QuickBooks Online.

Explore core components of QuickBooks Online

The QuickBooks Online accounting API is a RESTful API that is used to access QuickBooks companies.

**API Explorer**  
Allows you to perform API operations on QuickBooks Online company data.

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A RESTful API that is used to access QuickBooks companies.

**Postman**  
An HTTP Client that allows you to test web services.

**SDKs**  
Helps you build apps and integrate them with the QuickBooks Online Accounting API.

Webhooks

Data queries

Batch

Subscription status

Minor Versions

**Authentication and authorization**  
The QuickBooks Online API uses OpenID Connect for user authentication and the OAuth 2.0 protocol for authorization.

**QuickBooks Online sandbox**  
Helps you build and integrate with QuickBooks Online.

# Looking ahead: New use cases



Payments



Time Tracking



Benefits



# Helping you grow: \$100,000 App Showdown



# Helping you grow: New programs & resources



Early Access



Accountant App  
Training

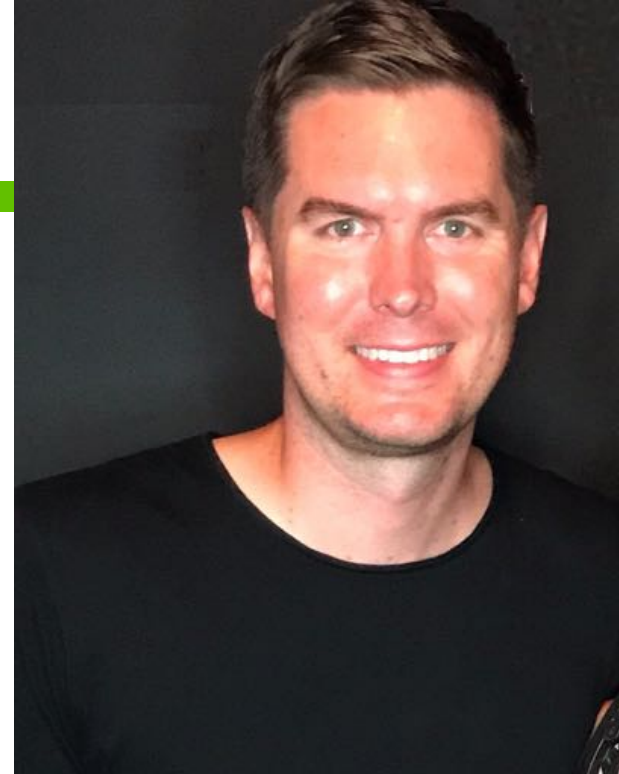


Marketing Concierge



Lighter Capital

# Welcome Kyle Jenke!



# Fireside Chat with Kyle Jenke



**Tweet your questions and tag:**

**@AlexBarnett @FindJenke**

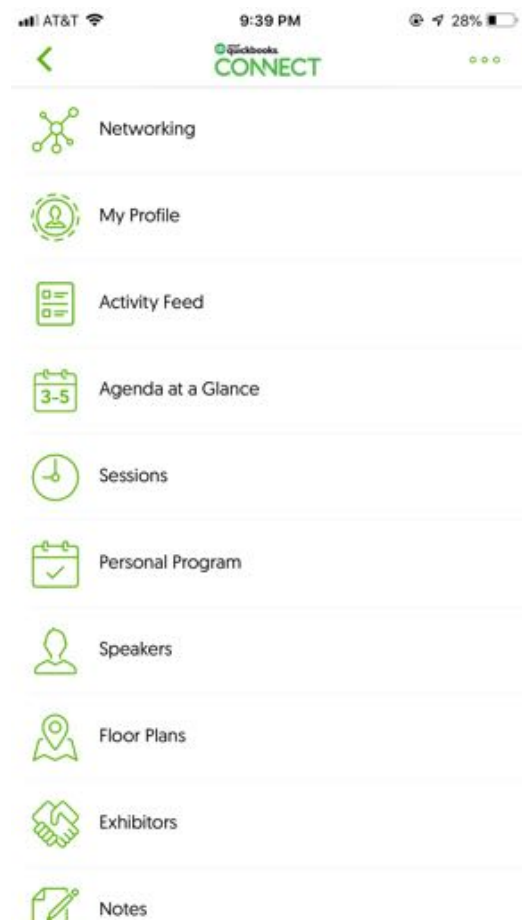
**#QBConnect**

**Thank You**

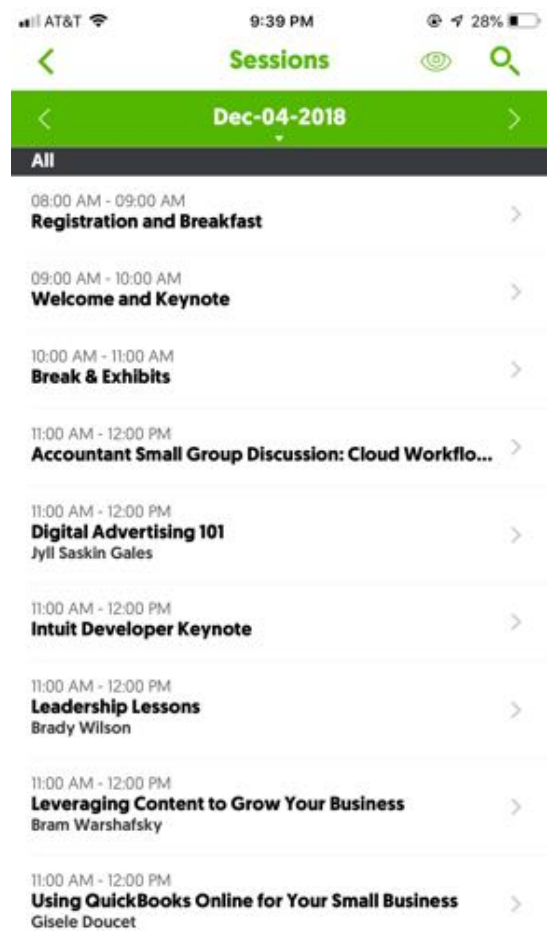


# Rate this session in the mobile app

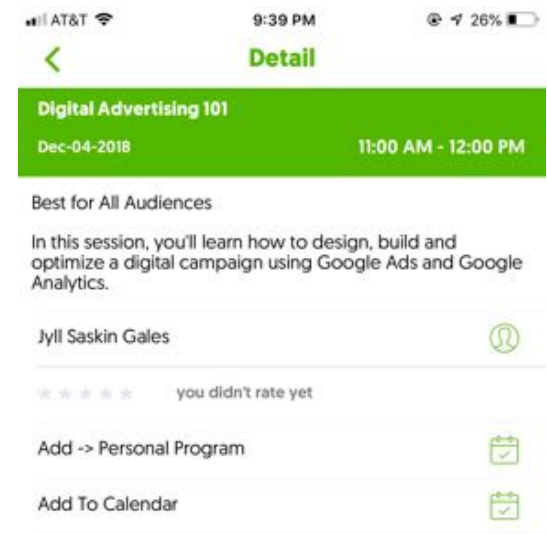
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## 2. Select Title



## 3. Add Rating



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Session slides can be found on the QuickBooks Connect agenda page

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- 3) Download PDF of slides

<https://can.quickbooksconnect.com/agenda/>

11:00 am-12:00 pm	Breakout Sessions	
	Digital Advertising 101	+
	Leveraging Content to Grow Your Business	+
	Leadership Lessons	+
	Using QuickBooks Online for Your Small Business	+
	Warrior Approach to Productivity • session repeats	+
	Accountant Small Group Discussion: Cloud Workflows	+
	Intuit Developer Keynote • session repeats	+



CONNECT

