

# Which QuickBooks® 2010 product is right for you?

QuickBooks offers a full line of solutions to help you easily manage your business finances.

**For businesses with simple accounting needs.**

## QuickBooks Simple Start<sup>1</sup>

- Simplest way to track sales and expenses.
- Create professional looking invoices, estimates and sales receipts.

**For businesses who need to manage their finances any-time, anywhere.<sup>2</sup>**

## QuickBooks Online Plus

- You can access financial data from work, home or on the road.<sup>2</sup>
- Full general ledger accounting and payroll.<sup>3</sup>
- Provides automatic software updates, data backup and technical support.

**For businesses who want to organize their finances all in one place.**

## QuickBooks Pro

- Full general ledger accounting, inventory and payroll.<sup>3</sup>
- Quickly create invoices and reports.
- Securely download transactions from more than 3,000 financial institutions.<sup>4</sup>
- Multi-currency functionality.

**For businesses who need tools specific to their industry.**

## QuickBooks Premier

- Features of Pro plus:
- Industry-specific reports.
  - Advanced tools for inventory and purchase orders.
  - Easily track time, expenses, and revenue by project.

**For growing businesses with unique needs.**

## QuickBooks Enterprise Solutions

- Features of Pro & Premier plus:
- Add up to 30 users across multiple locations.
  - Control access to the company file with advanced user permissions.
  - Save thousands versus comparable systems.<sup>5</sup>

### Please Note:

Businesses who need inventory control, online banking, multi-user access or the Accountant's Copy feature should consider Pro.

Businesses who need inventory, purchase order or forecast capabilities should consider Premier or Enterprise Solutions.

Businesses who need advanced inventory, forecasting or reporting capabilities should consider Premier or Enterprise Solutions.

Businesses who need more than five concurrent users, greater list capacity and advanced reporting should consider Enterprise Solutions.

Enterprise Solutions is available in 5, 10, 15, 20, 25 and 30 user licenses. You can easily buy and add more users (up to 30) as your business grows.

**Nearly 70% of QuickBook users save 3+ hours/week on bookkeeping.<sup>6</sup>**

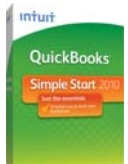

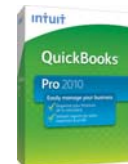
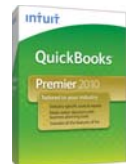

**Also available for MAC!**

**For more information please contact:**

1. Simple Start is for first-time QuickBooks users. It cannot import data from prior versions of QuickBooks: Simple Start, Pro or Premier Editions, Quicken, or Peachtree. 2. Requires a PC or Mac, Internet Explorer 6 or greater, Safari for Mac, or Firefox for Windows, and an Internet connection. A high-speed Internet connection is highly recommended. 3. QuickBooks Payroll requires paid subscription, EIN and Internet access. Additional fees apply for Direct Deposit. 4. Online services vary by participating financial institutions or other parties and may be subject to application approval, and additional terms, conditions and fees. 5. Study conducted in November, 2008. Pricing analysis based on public information and information provided by accounting software industry professionals for installation supporting 10 users and including core accounting applications for four popular mid-market accounting solutions (excluding Sage Peachtree and DacEasy). In some cases the costs are best estimates based on a wide range of source data. Customers should conduct their own price research before making any purchase decision. 6. Based on 2008 survey of QuickBooks Pro & Premier customers who expressed an opinion.

# Compare QuickBooks Accounting Products

Whether you are just starting out or your business is growing, there's a QuickBooks version that fits your needs.

	 Simple Start <sup>1</sup>	 Online Plus	 Pro	 Premier	 Enterprise Solutions
List Price <sup>2</sup> (For special ProAdvisor pricing, visit <a href="http://www.accountant.intuit.com/PAPdiscounts">www.accountant.intuit.com/PAPdiscounts</a> )	\$99.95 (for 1 User)	30 days FREE then \$34.95/mo. (for up to 3 Users + Accountant)	From \$199.95 (for 1 User)	From \$399.95 (for 1 User)	From \$3,000 (for 5 Users)
Track sales and expenses, print checks, and pay bills	✓	✓	✓	✓	✓
Run and customize <b>one-click business reports</b>	14	65+	100+	150+ Industry	150+ Industry
Capacity to add and track <b>customer, vendor and employee records</b>	Up to 14,500 Items <sup>3</sup>	Up to 14,500 Items <sup>3</sup>	Up to 14,500 Items <sup>3</sup>	Up to 14,500 Items <sup>3</sup>	Up to 1 million Items <sup>4</sup>
<b>Multiple user access</b>	1 User	Up to 25 Users <sup>5</sup>	Up to 5 Users <sup>2</sup>	Up to 5 Users <sup>2</sup>	Up to 30 Users <sup>6</sup>
Make your business look professional with <b>customizable forms and invoices</b>	✓	✓	✓	✓	✓
Electronically <b>"paperclip" your documents</b> to QuickBooks transactions to stay organized <sup>7</sup>	✓		✓	✓	✓
Get an <b>instant view into the bottom line</b> with reports in Company Snapshot		✓	✓	✓	✓
Find the right report quickly by previewing full-size <b>sample reports</b>		✓	✓	✓	✓
Track international sales and expenses with <b>multi-currency support</b>			✓	✓	✓
<b>Enter large amounts of List data easily</b> by simply copying & pasting from Excel <sup>8</sup>			✓	✓	✓
<b>Transfer data</b> from Peachtree & Microsoft Office Accounting with the free QuickBooks Conversion Tool <sup>9</sup>			✓	✓	✓
<b>Create sales orders</b> and track back orders				✓	✓
<b>Create a business plan</b> and sales/expense forecasts				✓	✓
Chart of accounts, features and reporting <b>customized for your industry</b>				✓	✓
<b>Set billing rates</b> by employee & service type <sup>10</sup>				✓	✓
<b>Advanced security</b> - set user permissions to 115+ activities, lists and reports					✓
Get <b>speed when using remote access</b> because processing takes place on a server, not a PC <sup>11</sup>					✓
One year's access to all the Full Service Plan benefits, which includes <b>product updates</b> and <b>technical support</b> . <sup>12</sup>					✓

## What else might be right for you?

You can add Intuit QuickBooks services to increase productivity (all sold separately).



Visit [accountant.intuit.com](http://accountant.intuit.com) to learn more.



- Run **payroll** in just a few clicks<sup>13</sup>
- Easily accept **credit cards** and e-checks in QuickBooks
- Save time and look more professional with QuickBooks **checks, business cards** and more

1. Simple Start is for first-time QuickBooks users. It cannot import data from prior versions of QuickBooks: Simple Start, Pro or Premier Editions, Quicken, or Peachtree. 2. QuickBooks Pro and Premier: One user included; option of adding up to four additional licenses—sold separately. All copies of QuickBooks must be the same version-year. 3. QuickBooks Simple Start, Online Plus, Pro, and Premier support a maximum of 14,500 customers, jobs, items, employees and other names combined. 4. Enterprise Solutions allows you to add up to one million names (e.g. customers, vendors, employees) and up to one million items (e.g. inventory, non-inventory, and service items). Some performance degradation is likely as your lists approach these size thresholds. 5. Additional user licenses sold separately. 6. Five user licenses included; option of adding up to 25 additional licenses—sold separately. All copies of QuickBooks must be the same version-year. 7. Scanner required; sold separately. Only TWAIN compliant scanners supported. Maximum 100 MB per file. Total file storage 100MB or about 1000 2 page PDFs. Additional file storage available at an additional cost. 8. Add/Edit Multiple List Entries compatible with Microsoft Excel 2002, 2003, and 2007. 9. Transfer data from Peachtree 2001–2009; Microsoft SBA 2006; and Microsoft Office Accounting 2007–2009 using free tool available at <http://accountant.intuit.com/convert>. 10. Available in Premier and Enterprise Solutions Professional Services, Contractor, and Accountant Editions. 11. Additional fees may apply. Requires Microsoft Windows Server 2003, XP Pro, or Windows server 2008. For multiple remote users, Windows Terminal Services Client Access license required for each user. 12. The Full Service Plan is included only for QuickBooks Enterprise Solutions 5 user editions and up and is good for 12 months from QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. The Enterprise Solutions support team is available weekdays from 4 A.M. – 7 P.M. Pacific time. Intuit reserves the right to limit each telephone contact to one hour and to one incident. Support availability subject to occasional downtime for systems and server maintenance, company events, observed U.S. holidays, and events beyond our controls. Terms, conditions, pricing, service offerings, and availability of the Full Service Plan are subject to change at any time without notice. See terms and conditions at [www.qbes.com/terms](http://www.qbes.com/terms). Active members receive new version upgrades released within 12 months of QuickBooks Enterprise Solutions purchase date or Full Service Plan renewal date. New version upgrades are included with all user editions, including Single User Edition. 13. QuickBooks Payroll requires paid subscription, EIN and Internet access. Additional fees apply for Direct Deposit.