

Communication Guide

Intuit Confidential Information: See Technology Playbook for disclaimers

Overview

QuickBooks offers comprehensive solutions for the technology industry. Market-trend-based strategies for the technology industry include market includes adoption of artificial intelligence tools, implementing virtual technology services, investing in data security technologies as well as adopting cloud-based technology software to make data-driven business decisions. Shifting technology trends have boosted demand for new services and encouraged companies to replace older, more traditional technology.

Customer Profile

- Technology is broken down into 5 subcategories: Technology consultants, IT/Networking companies, Software/SaaS solutions, media industry, robotics, and the gaming industry.
- Many midsize technology firms often have lean budgets, spread across many competing goals.
- Exploring the option of using expensive, multi-functional systems (ERP), but will only use a fraction of the features
- Need education that QuickBooks provides comprehensive, customizable mid-market solutions at lower cost

Needs

Technology Firms Need a Financial Management Platform to meet their needs. We've got a solution for that!

- [Fast streamlined payroll](#) (QuickBooks Payroll)
- [Access to HR benefit information directly from payroll accounts](#) (QuickBooks Payroll)
- [Automate time tracking of billable and nonbillable hours](#) (QuickBooks Time)
- [Manage labor costs, scheduling and job costing](#) (QuickBooks Time)
- [Integrations with best-in-class, third-party apps](#) (Including FloqRev, TrueRev and Saasable)
- [Online, outsourced bookkeeping](#) (QuickBooks Live)
- [Easier payment processing](#) (QuickBooks Payments)
- [Access to business funding when needed](#) (QuickBooks Capital)
- [Total scalability](#)

Industry Unique Challenges/QuickBooks Solutions Differentiators

Technology Firms have unique challenges including:

- **Complex Billing/Schedules for Receiving Revenue.** *In technology-based businesses, revenue recognition is not as simple as buying/selling products. Payment structures can vary, such as billable vs. non billable hours, or retainer monthly payments.*
- **Proactive Cash Flow Management.** *Having a clear view of your cash flow is important so you know how much money is coming in and going out of your business, as often technology businesses end up waiting on client payments. Expenditures shouldn't exceed the company's profit. Cash management should be a critical skill for any technology business along with proper recognition and deferral of project-based revenue.*
- **Capturing/Tracking Billable Hours.** *Billing clients can be tricky and time consuming without proper time tracking procedures and a system in place. It can be hard to get paid for all the time spent working on a project or for various clients and can be challenging to invoice without specific and easily accessible job codes or custom fields.*
- **Maximizing/Managing Non-Billable Hours.** *This can be a challenge without a method to quantify total costs for projects. Businesses need a way to track time spent on administration, business development, etc.*
- **Easy Way to Accept Payment in the Field.** *Technology companies need a way to accept payments while in the field.*
- **Providing Accurate Estimates/Proposals.** *When putting together estimates or proposals, it's difficult to give accurate time/pricing costs without exact data on similar jobs performed in the past. Often it is guesswork.*
- **Technology Challenges.** *Use of excel spreadsheets deters from ability to increase productivity and efficiency and improve collaboration and visibility. Spreadsheets are time-consuming, manual, and provide siloed and scattered information across individual desktops. Failure to embrace technology makes it difficult for technology businesses themselves to keep up with competitors. The right technology is indispensable and will address client needs and operations, enhancing the efficiency of your company.*
- **Handling Recurring Payments.** *SaaS companies need an easy way to invoice and collect recurring payments.*
- **Acquiring New Clients.** *A constant challenge is maintaining existing clientele while searching for new clients. QuickBooks integrates seamlessly with leading marketing automation and Client Relationship Management (CRM) software.*
- **Need for Real-Time Data.** *Real-time data and visibility of clients, projects, and resources are essential to develop new service offerings and to expand the business. Technology businesses require complete visibility to identify metrics, track customer satisfaction, performance analytics, and project implementation, execution, and delivery all in one place.*

Communication Guide *(continued)*

Technology Firms' unique challenges continued:

- **Scheduling.** *QuickBooks Time provides easy way to create or edit schedules and push notifications to employees of any changes.*
- **Budgeting/Forecasting/Tax Compliance.** *Enables easy budgeting, forecasting and On Book Reporting. Ability to create workflows with user-specific access.*

Questions to Engage Professional Services Customers

1. How has your business endured throughout the pandemic? Have you had to pivot and make changes to adapt? What changes have you implemented?
2. Did you know QuickBooks Solutions offer ERP benefits without the traditional ERP costs? Are you currently using QuickBooks or another accounting system? *(If not, QuickBooks, ask:)*
3. What are your biggest challenges with your current system?
4. Are you having any challenges with revenue recognition? What types of payment structures do you have? Do you bill hourly or on monthly retainers for your clients? *(We have industry-specific API integration partners that connect to revenue recognition software)*
5. How do you track billable vs. non billable hours? *(QuickBooks Time add-on can help)*
6. Do you run profitability reports currently? How easy is it for you to run daily, weekly, monthly, quarterly reports?
7. Are you able to get all your metrics in one dashboard? *(Through our partner, you get one true source to aggregate profitability analytics into one dashboard to gain insights into KPIs)*
8. (If applicable) Do you have a way to collect payments in the field? *(Our Merchant Services and Pay Now Link makes this easy and avoids reconciliation)*
9. On a scale of 1-10, how effectively are you controlling labor costs?
10. What software are you currently using for payroll? Time tracking? Project Management? Scheduling? *(Pay your employees with integrated payroll, taxes, health benefits, workers comp and more with both QuickBooks desktop and online. Save about 4% on payroll, reduce payroll processing hours by about 3% and increase billables up to 10% with our time tracking solution)*
11. Does your current system allow you to integrate with key apps for the technology business industry? *(Connect seamlessly with the current apps you already use to keep your business running smoothly)*

QuickBooks Talking Points

- QuickBooks has a solution to **run every part of your technology business more effectively, accelerate growth and boost profits and productivity** with a portfolio of intuitive, desktop and cloud-based financial and business management solutions, third-party apps, and access to a network of experts for support and partners.
- QuickBooks Integrates with premium, best-in-class apps for revenue recognition and recurring payments (FlowRev, TrueRev, Saasable).
- QuickBooks' clients get **real-time, data analytics and insights visible in a single dashboard** to help make better business decisions.
- **Automation, delegation and customization** with improved workflows, user role-based access to financial data, and advanced reporting.

QuickBooks Solutions

QuickBooks Online Advanced
QuickBooks Enterprise with Remote Hosting

QuickBooks Services

 Payroll	 Capital
 Time	 Commerce
 Payments	 Live Bookkeeping

Over 650+ Apps

- **Premium Third-Party apps**, such as Flowrev, TrueRev, Saasable, Docusign, MailCimp, Salesforce, Bill.com, BigTime, HubSpot, Mavenlink, Karbon, & QuickBooks Time.

Solution providers and partners offering:



- Value-added services
- Data migration and app integration services
- Complex workflows and custom reporting

Communication Guide *(continued)*

Key Features/Benefits	Description
Easy-to-Use	Get up and running easily with an intuitive interface and simple data migration.
Get Live Bookkeeping Help	QuickBooks Live lets you chat with a bookkeeper to review your books, run reports, and even help with bank reconciliations—giving your more time to run your business.
Automate Bill and Invoice Approvals	Make manual approvals a thing of the past. Automate your accounting system by using customized workflow templates to streamline repetitive billing and invoicing tasks. *Only available in QuickBooks Online Advanced
Run Specific Reports	At the end of the day, accounting is all about getting the information you need to make smart decisions. That means seeing a comprehensive picture of your entire business financials presented the way you want.
Gain Insights	Gain even more insight by viewing built-in bookkeeping reports that compare performance between periods. Quickly access a profit and loss report that shows how much you spend on each expense category so you can quickly make smart decisions for your business.
Manage Labor Costs	QuickBooks time-tracking and QuickBooks payroll features let employees easily log their hours for approval. Easily run reports to see trends—like weekly and monthly pay differences or payroll costs by client account—so you can make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts to overtime pay.
Financial Hub	Where consultants can track every dollar with robust general ledger functionality and end-to-end project management , from estimate to payment. Better visibility over billable hours, project resource availability, and utilization.
Allow Accountants Instant Access to Your QuickBooks Data	With QuickBooks Online Advanced , your accountant always has instant access to your account to answer questions, fix problems, and help prepare your taxes. Create a unique login so your accountant can work on your books without leaving their office. Plus, accountants receive a free version of QuickBooks designed specifically for them, called QuickBooks Online Accountant making it even easier for them to work with you.
Customizable User Permissions	Not everyone needs access to the same data. Users only see what information you give them access to within your QuickBooks account.
Get VIP Member Service	QuickBooks Priority Circle connects you with a dedicated account team, in-depth training and 24/7 premium technical support.
Sign in Anywhere, Anytime	QuickBooks Online is in the cloud, so no need to download anything. Sign in from your web browser or get a Mac/Windows app to run the software even faster.