

QuickBooks Enterprise Solutions 9.0 Introduction



Intuit, the manufacturer of QuickBooks software for small businesses, has a totally new look to herald the introduction of its QuickBooks Enterprise Solutions 9.0 just released at the end of September 2008. The company is supporting the rollout with a new logo (above) and extensive marketing campaign for the brand. The 2009 edition is the most powerful product in the QuickBooks family with some great new features particularly for mid-size companies.

The primary target market for the new Intuit QuickBooks Enterprise Solutions edition is mid-market businesses. Intuit's marketing strategy is to grow its business by pursuing mid-size businesses - those with 250 to 500 employees.

This growth strategy is in response to QuickBooks' ninety-two percent share of the accounting software market for small businesses. With that high market penetration, Intuit's focus is now turned toward finding "stretchers and switchers" in the mid-market. The stretchers are those businesses moving up to Enterprise Solutions from QuickBooks Premier edition. The switchers are businesses who have been using another accounting software system that Intuit can convert to QuickBooks users.

Margaret Gow, GrowthForce senior manager accounting systems, was one of the first to hear about the Enterprise Solutions 9.0 introduction at a recent Intuit Summit meeting for Intuit Solution Providers. An Advanced QuickBooks Certified Professional Advisor, Gow has been using and studying QuickBooks since its inception in the early '90s – traveling the country for five years as a software instructor for Real World Training company. She says she is excited about several important, new features in the 2009 QuickBooks upgrade that will have a direct appeal to the larger, mid-market user.

For starters, the 9.0 edition has improved multi-user performance. It has the capability to access up to 30 users at a time – up from 20 previously. The multi-user mode is faster than before – eliminating the "Server Busy" messages of the previous version. Capabilities have been expanded to larger dollar amounts – up to ten trillion. These changes provide a scalable solution as an organization grows.

In addition, data back-up in multi-user mode is now possible. In the past, all users had to be closed out of the system to do a back-up. But now it's not necessary to get users to quit a file to perform a back-up. QuickBooks Enterprise Solution customers can now readily follow Gow's advice: "Back up as often as you can afford to lose data."

Recognizing the importance of the global economy, the 2009 version now permits foreign currency usage – that’s every world currency, all 158 of them. More than a third of mid-market customers are expected to use the new foreign currency feature.

Intuit has also included a financial statement writer in the new version which integrates directly with Excel. This replaces Financial Statement Designer and comes free with the Enterprise Solutions edition.

A sure-fire hit will be the re-design of this edition’s on-line banking capabilities - allowing for faster bank downloads and matching of transactions. The point of sale (POS) capabilities are much improved as well. The POS now offers Web store integration, a simplified cashier screen and the ability to access up to 20 stores with 20 checkout stations each.

In the 2009 upgrade, Intuit has further improved Internet integration by employing an Enterprise Suite portal – a window to the Web. The portal provides Software as a Service (SaaS) and access to three Enterprise Suite (ES) applications: sales management, field services management and warehouse management. On the horizon is a fourth application: Business Analysis ES – with a custom financial report creator and performance analyzer.

With the SaaS feature, software and files are not loaded on the user’s personal computer but are available via the Internet. The key benefit with SaaS is that data files can be stored on a server and accessed from the office, home or on the road – by multiple users.

In Sales Management ES, the portal allows for 5 to 20 sales people to access the same data. In Field Services Management ES, it provides wireless work orders, Web-based payments and mobile time cards for field staff. In Warehouse Management, the portal has the ability to split orders between multiple warehouses and generate electronic pick orders.

Customer support has undergone some major changes with the release of the 9.0 version. Intuit has eliminated its 30 days of free support for new software purchases and added a “Live Community” chat room to allow users to answer each others questions.

Furthermore, Intuit has launched a new Website for its mid-market segment – www.EnterpriseSuite.com This site is the official new home for the Enterprise Suite line of offerings, including the flagship product Intuit QuickBooks Enterprise Solutions and the new Software as a Service applications.

Another move by Intuit was to outsource 100 percent of its QuickBooks’ Help Desk support services. As an Intuit Solution Provider, GrowthForce is authorized to sell and service QuickBooks software. A benefit of purchasing QuickBooks software through GrowthForce is that businesses have the advantage of having Houston-based QuickBooks specialists whom they can contact with questions about the software.

The best way to determine if the QuickBooks Enterprise Solutions 9.0 is right for your business is to give it a test drive. We suggest that you preview the new 9.0 edition of QuickBooks, before you upgrade. You can choose one of three demo options available from Intuit:

1. Download the demo at: http://http-download.intuit.com/http.intuit/Downloads/2009/R1/Setup_QuickBooks_Enterprise9_Trial.exe
2. Use the Citrix Demo at: <http://www.qbes.com/demo>
3. Request some demo disks in the Online Resource Center: <http://enterprisesuite.intuit.com/solution-providers/resource-center/>

After you demo, please contact us to ask questions specific to your business or your clients. As an Intuit Solution Provider, we can then order your QuickBooks Enterprise Solutions 9.0 upgrade and install it directly from Intuit. You'll be on your way to powerful and easy to use solutions to help streamline key accounting tasks. If you have questions about any of the above products or to place your order, contact sales@growthforce.com or 281-358-2007.