



Intuit Developer

Lori Fraleigh

Director, Developer Relations / Developer Success



About Lori



WIND RIVER



MOTODEV

The Motorola developer network

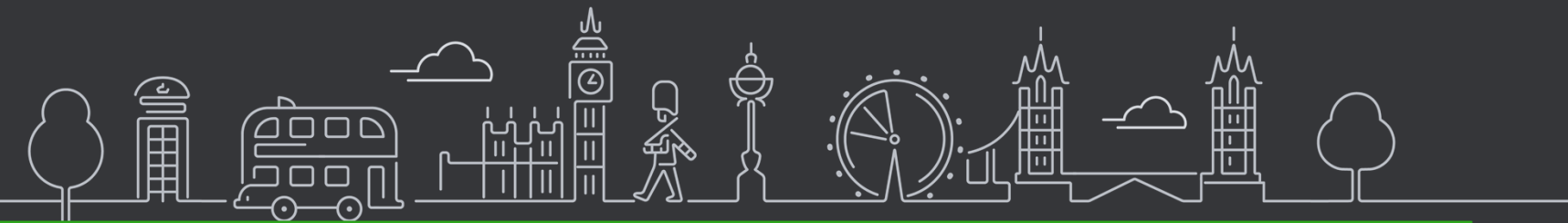


amazon.com
fire
PHONE



intuit.
Developer

The QuickBooks platform



We're Sixteen Years Old!



"We're changing the world for developers and small businesses [...] We intend to build a dynamic small business economy designed to make developers successful and enable them to do what they're really good at [...] developing innovative solutions that small business can't live without."

*Scott Cook,
Intuit Founder and Chairman of the Executive Committee*

Three-Sided Platform / Network Effect

ACCOUNTANTS

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



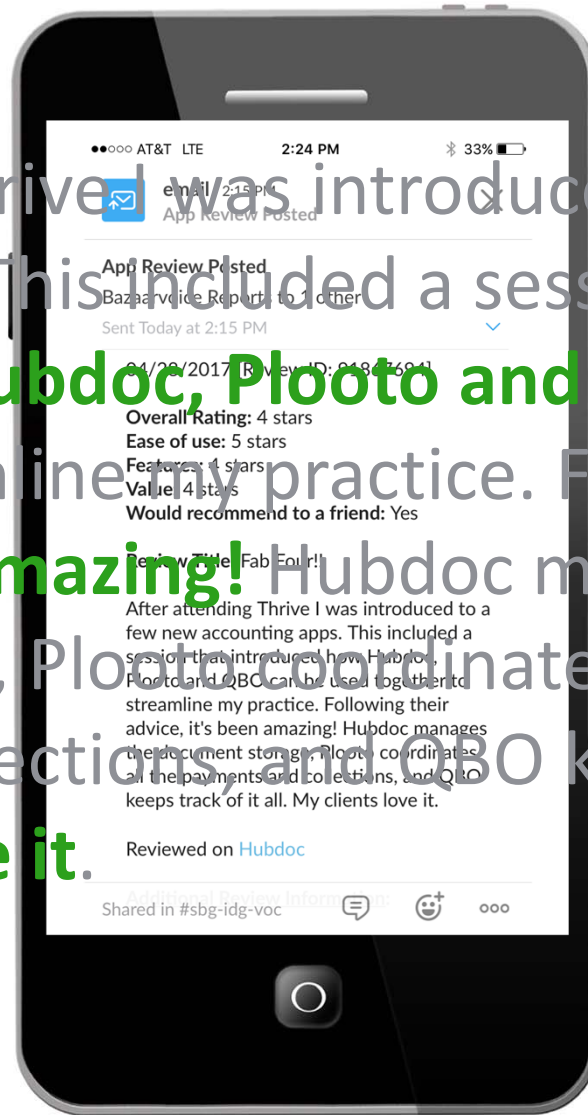
DEVELOPERS

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

SMALL BUSINESSES

"I need additional tools beyond QuickBooks to help me run my business"

“ After attending Thrive I was introduced to a few **new accounting apps**. This included a session that introduced how **Hubdoc, Plooto and QBO** can be used together to streamline my practice. Following their advice, **it's been amazing!** Hubdoc manages the document storage, Plooto coordinates all the payments and collections, and QBO keeps track of it all. **My clients love it.** ”



Net Promoter Score (NPS)

How likely are you to recommend developing on the QuickBooks Online platform to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not likely Very likely

Detractors

0-6



Passives

7-8



Promoters

9-10



% Promoters

-

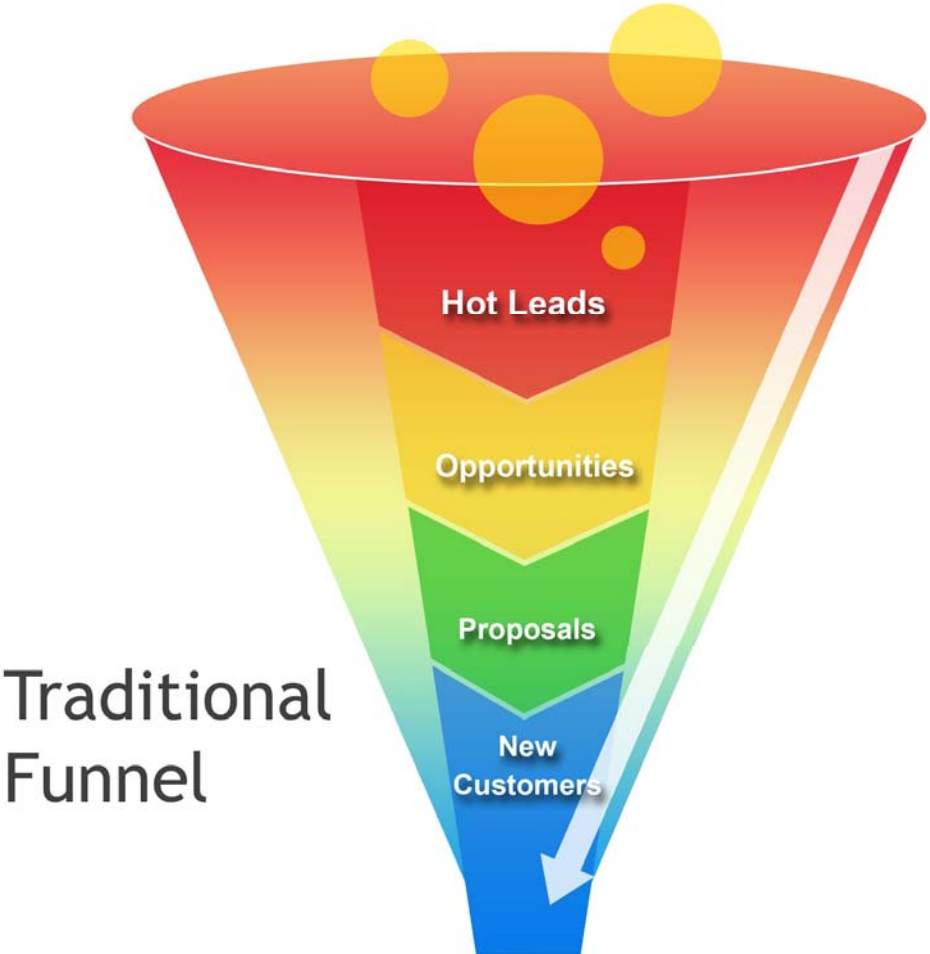
% Detractors

=

NPS®

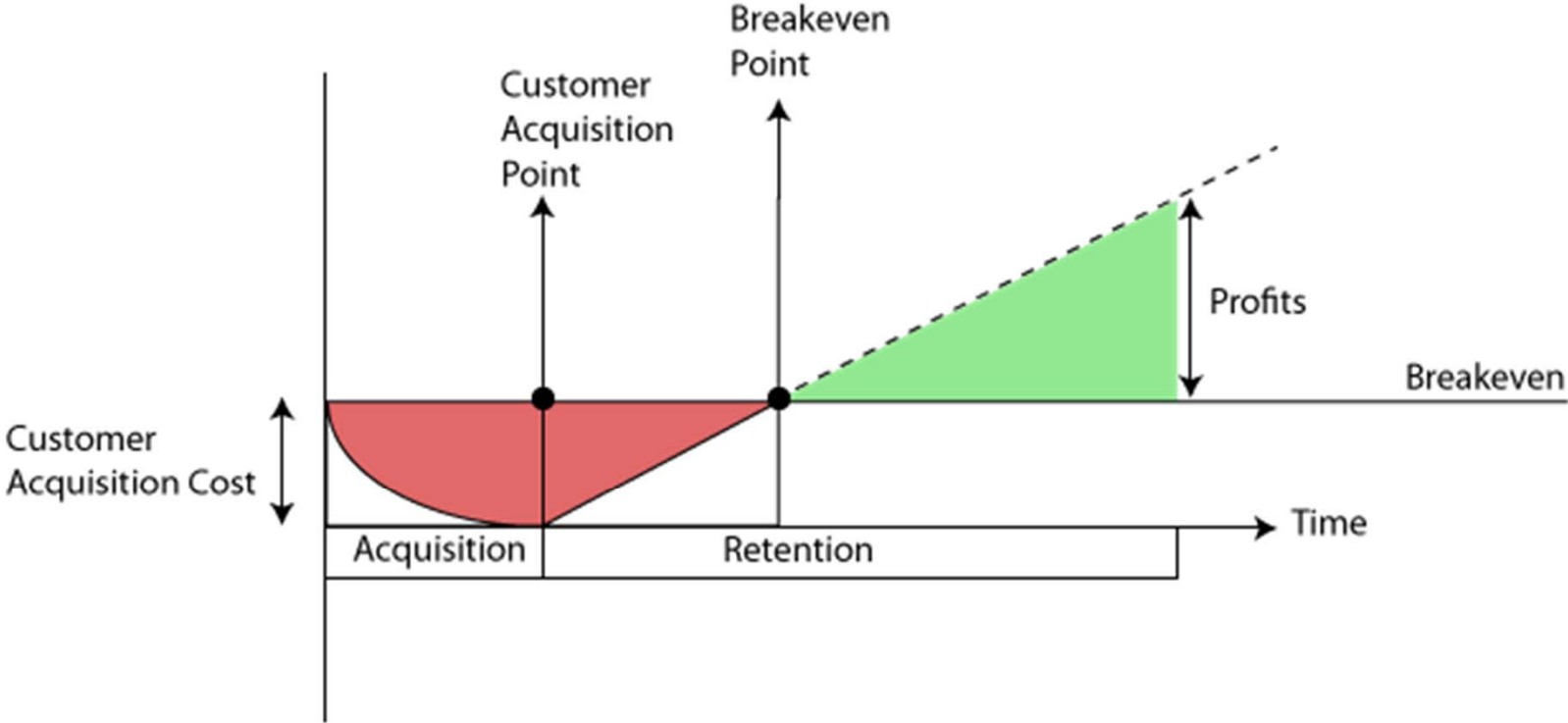
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Conversion



Traditional Funnel

Lifetime Value (LTV)





Learn More

<http://developer.intuit.com>

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