

AuditMyBooks

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Research Shows ProAdvisors View Intuit App Center as a Competitive Weapon *More Than 90% of ProAdvisors Surveyed by AuditMyBooks Plan to Use App Center to Deliver New Services to Clients*

ATLANTA (April 6, 2011) – [AuditMyBooks™](#), the creators of award winning software that helps small businesses protect their money by double checking their QuickBooks for errors and fraud, today announced the results from a survey of Intuit ProAdvisors. The research was led by AuditMyBooks to gain insight into the state of cloud technology adoption in the small business accounting market.

CP Morey, VP of Products & Marketing at AuditMyBooks said, “ProAdvisors play a critical role in the Intuit ecosystem and with AuditMyBooks. We thought it was important to get a better understanding of how they are using SaaS in general and the App Center specifically.”

Intuit is considered a leader in the small business SaaS (software as a service) market. Industry analysts estimate that more than half of Intuit’s revenue is already derived from web-based or SaaS applications. The Intuit App Center was launched in October of 2009 to provide a rich experience for users giving them not only a place to find, try and buy apps, but also a web-based portal for app management.

ProAdvisors can create an Intuit App Center account, sync their clients’ QuickBooks files and then subscribe to apps that help them to deliver services. Although still in its early days, the App Center has already become a popular destination. The research revealed that nearly 50% of ProAdvisors visit the App Center at least weekly.

To gain market acceptance technology must provide business value, and ProAdvisors believe the App Center can deliver. When asked to rank the commercial benefits, nearly 80% of the respondents listed “being more competitive” as the key reason for using the Intuit App Center.

The survey also includes perspectives on the types of applications ProAdvisors are using as well as the perceived commercial and technical benefits of SaaS. The full results can be downloaded at <http://auditmybooks.com/home/proadvisor-survey-results>.

About AuditMyBooks

AuditMyBooks™ is a SaaS company that helps small and medium businesses automatically double check their accounting records for errors and possible fraud. Designed to work with QuickBooks, the #1 small business financial software, AuditMyBooks Analyzer™ products are available in the [Intuit App Center](#). Analyzer™ requires no installation and data security is provided by Intuit.

AuditMyBooks™ is led by a team with extensive experience in financial auditing, accounting systems and information security. They saw a market need for a cost effective and easy-to-use solution that helps businesses identify suspect financial transactions to proactively reduce business risk. Drawing from techniques successfully used to detect information security threats such as viruses and spyware, AuditMyBooks™ helps businesses protect their resources and ensure their financial data is reliable for decision-making and reporting. Based in Atlanta, AuditMyBooks™ has earned awards from Intuit, the National Science Foundation, the Technology Association of Georgia and The Sleeter Group.

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