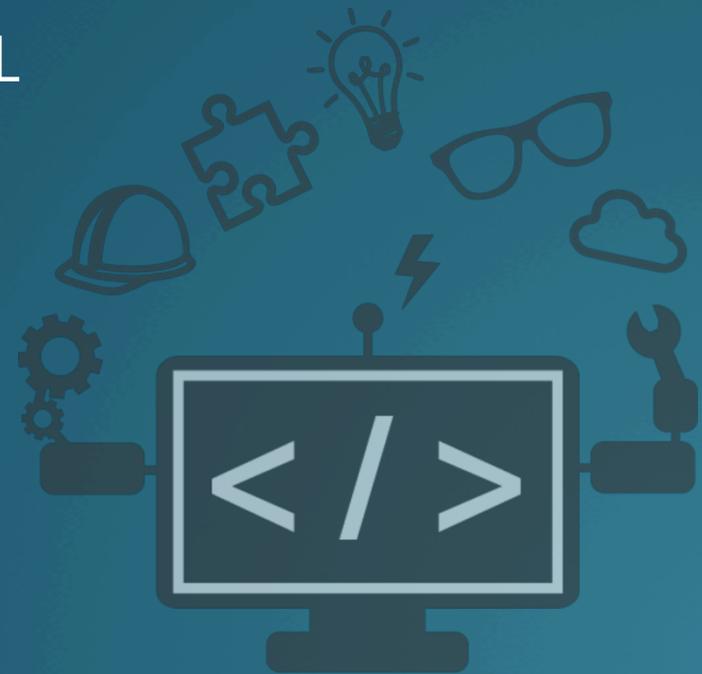


MARKETING YOUR QUICKBOOKS

ONLINE INTEGRATION

PEARCE AURIGEMMA & AMY BALL

SEPTEMBER 12, 2014



intuit.



Pearce Aurigemma

Pearce@Intuit.com

Sr. Developer Evangelist



Amy Ball

Amy_Ball@Intuit.com

Apps.com Sr. Marketing Manger

Things You Should Know

QuickBooks Connect Updates

OpenID – Why it is Required

How to Successfully Market Your App on Apps.com

Bonus Security – Cross Site Scripting

Q&A

THINGS YOU SHOULD KNOW



Home Sessions Agenda Speakers Connect Info **Register**

qb Intuit QuickBooks

CONNECT

Oct 21-23
San Jose, CA

Home

○
○
○
○
○
○

Take your business to the next level.

You'll feel it as soon as you arrive. The sense that you're surrounded by people who share your motivation and determination to succeed. Join us for a unique opportunity to get inspired, learn valuable information and make important contacts. When you leave QuickBooks Connect, you'll be ready to take your business to the next level.



THINGS YOU SHOULD KNOW



NOVEMBER 9-12, 2014
CAESARS PALACE LAS VEGAS

Regular Early Bird
Ends September 15

[Calendar Reminder](#)

[REGISTER NOW](#)



AMAZING KEYNOTE SPEAKERS

including

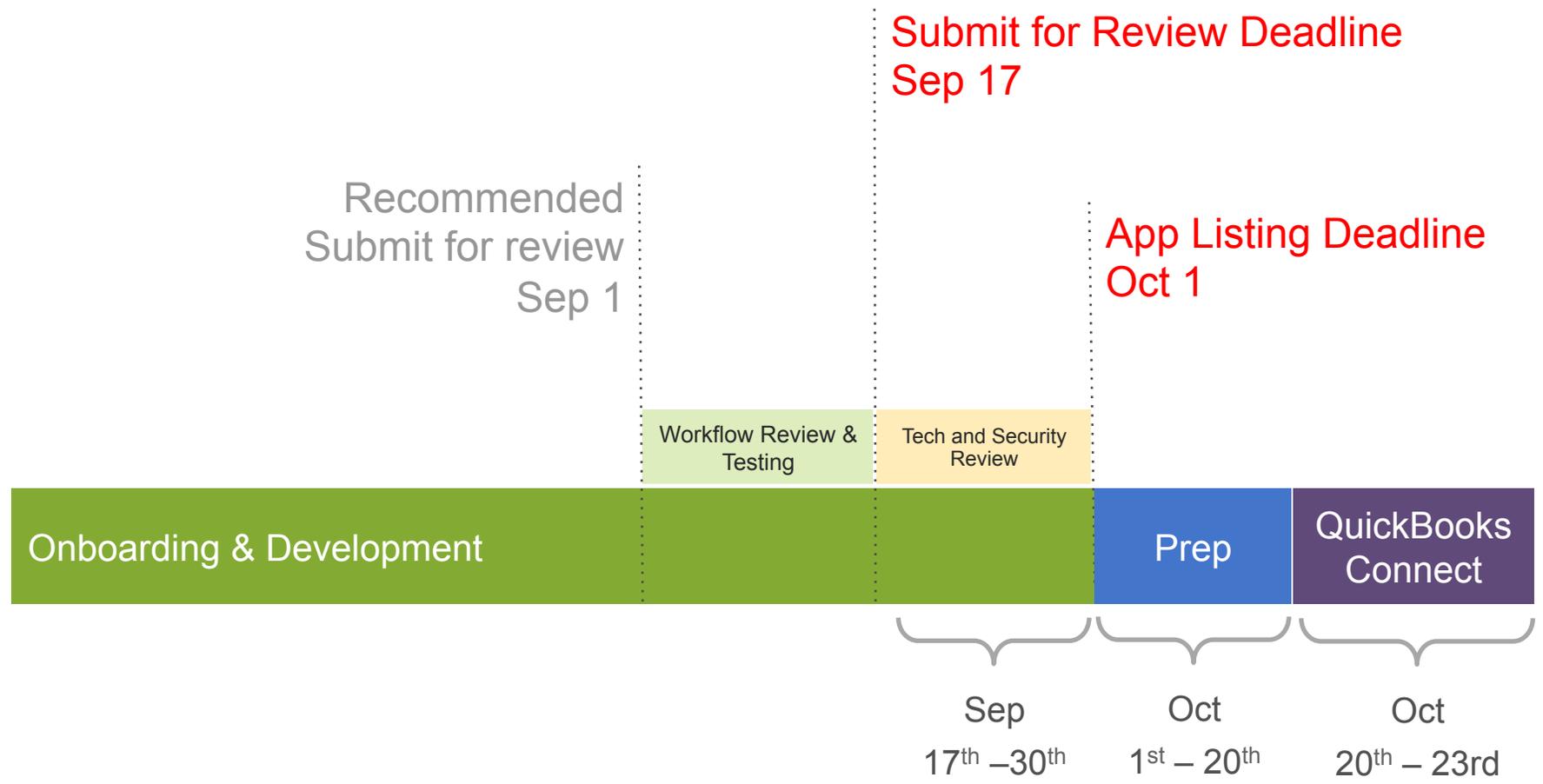
Susan Solovic
The Small Business Expert

PLUS Thought Leaders in
Accounting and Technology
from **Intuit, Sage, Xero** and more...

[See all Keynote Speakers](#)



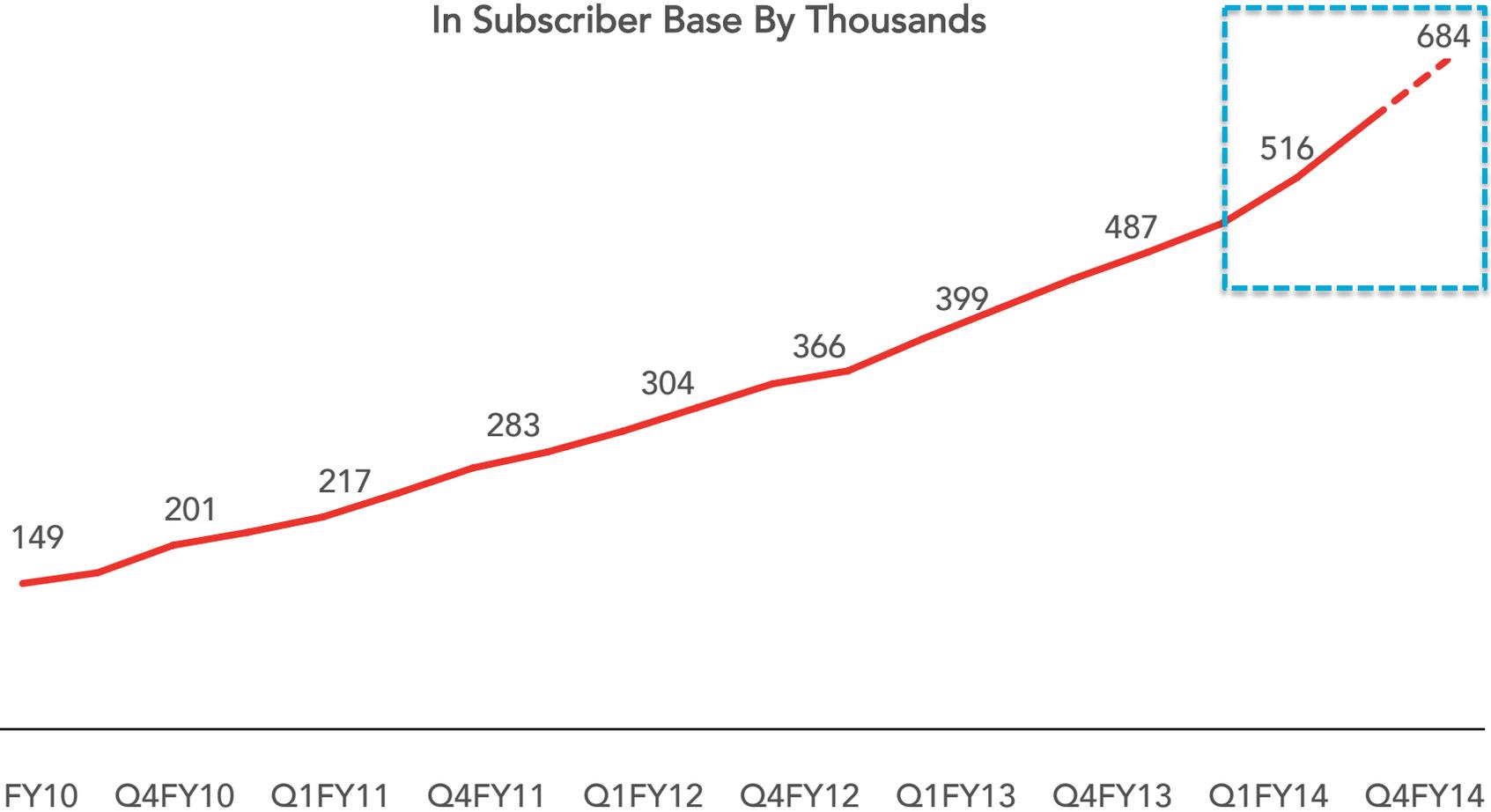
TIMELINES/DEADLINES



THINGS YOU SHOULD KNOW



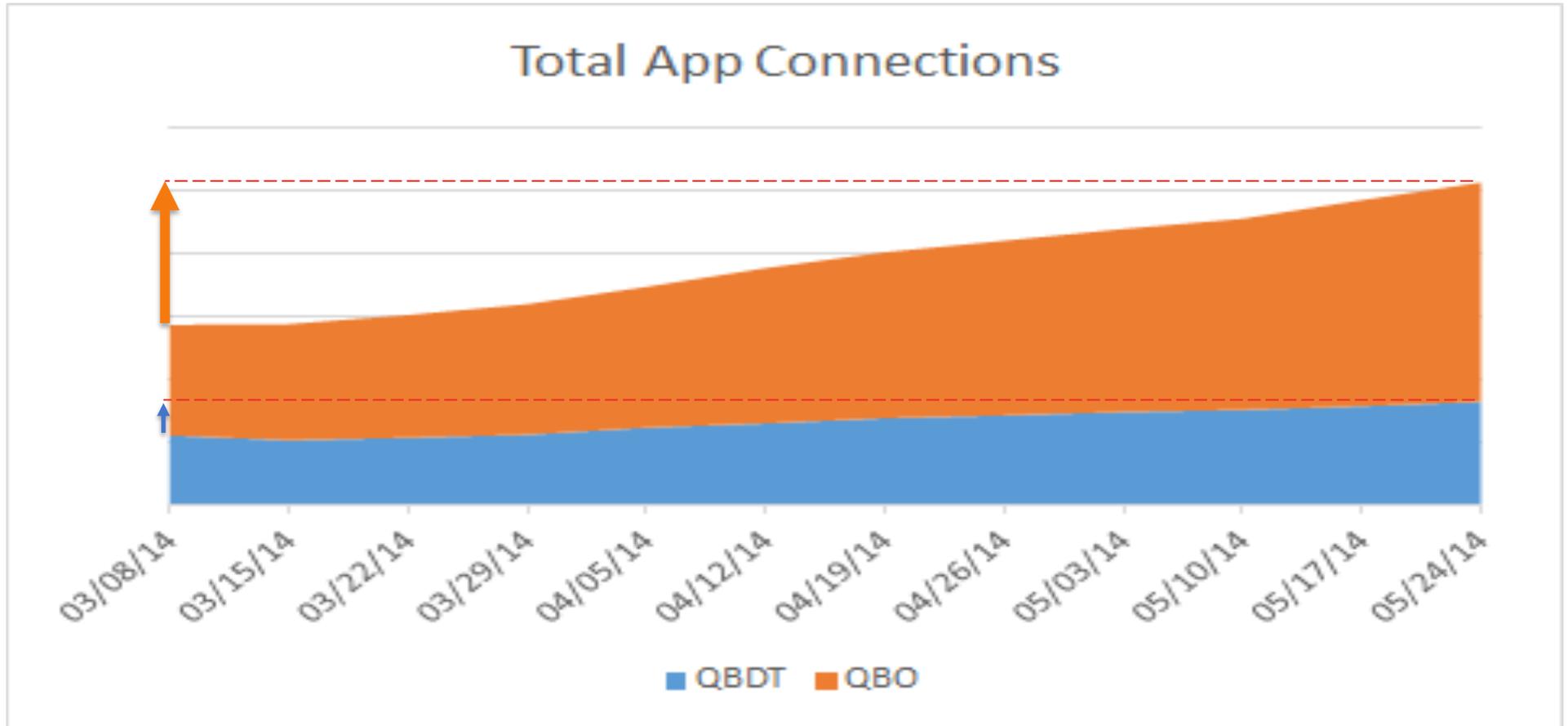
QBO WW Growth In Subscriber Base By Thousands



THINGS YOU SHOULD KNOW



Our focus on QuickBooks Online



THINGS YOU SHOULD KNOW



QBO XML SDK Deprecation – [Blog post](#) with more info

As of 09/23/2014, all QuickBooks Online SDK requests will be unable to connect to QuickBooks Online companies.



THINGS YOU SHOULD KNOW



QBD REST API Deprecation – [Blog Post](#) with more info

- Beginning **March 1, 2015**, only existing app customers will be able to connect to QuickBooks Desktop through the QuickBooks Desktop REST API.
- Beginning **March 1, 2016**, we will be discontinuing service of the QuickBooks Desktop REST API, both v2 and v3, and the Sync Manager service.
- Through **March 1, 2016**, we will continue to fix critical bugs with the QuickBooks Desktop REST API service as well as provide Sync Manager support.





QuickBooks Connect Updates

QUICKBOOKS CONNECT UPDATES



Hackathon – Oct 20 - 21

There will be Prizes!!

- Monday
 - 7 am breakfast
 - 9 am hackathon starts
 - Presentations
 - New API and platform features
 - 10 am – Code
- Tuesday
 - 4pm – Stop Coding
 - 6-8pm - Demos, judging and reception

Main Conference – Developer Track

- Wednesday
 - 4 sessions focused on content for developer.



OpenID

THE VALUE OF OPEN ID





Cloud Cart Connector

By JMA Web Technologies

★★★★★ (26 reviews)
Write a review
Notify me of new reviews

Connect your ordering solution to Intuit QuickBooks

[Watch a demo](#)

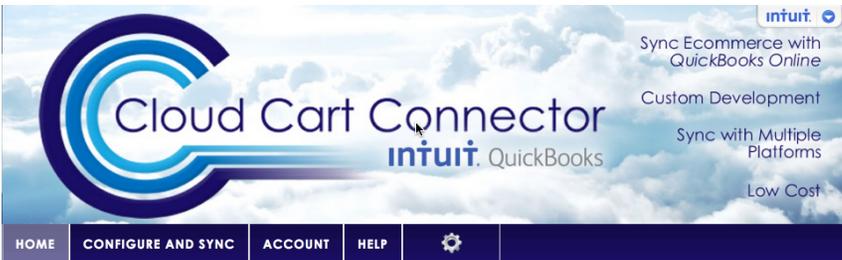
[Try It Now](#)

7 day free trial. Plans starting at \$29/mo. License is per company file. \$249 one-time activation fee charged separately.

[Pricing details](#)

[Terms and Conditions](#)

[Privacy Policy](#)



Cloud Cart Connector
intuit QuickBooks

Sync Ecommerce with QuickBooks Online
Custom Development
Sync with Multiple Platforms
Low Cost

HOME CONFIGURE AND SYNC ACCOUNT HELP

Configure

- Auto Sync
- Rules Engine

Configure

Please enter your username, password, and website to configure and sync. If you are configuring multiple e-commerce solutions under a single account, [please read this article](#). After this page, you will see the settings area.

To sync with an additional e-commerce solution, [please click here](#).

Solution Name: [\(help\)](#)
Bigcommerce

Solution User Name: *

Solution Password: *

intuit Welcome, Pea

Start your free Cloud Cart Connector trial

Authorize Intuit to securely share your data to Cloud Cart C



Pearces Best Business Ever

Cloud Cart Connector

By clicking the Authorize button, I authorize Intuit Inc. to share my data with Cloud Cart Connector. Additionally, I acknowledge that Cloud Cart Connector's [Terms and Conditions](#), including [Privacy Policy](#) apply to this app and developer's use of my data.

[No, Thanks](#) [Authorize](#)



THE VALUE OF OPEN ID





Method CRM

By [Method Integration Inc.](#)

★★★★★ (553 reviews)
Write a review
Notify me of new reviews

[Like](#) [in](#) [8+1](#)

The top-rated CRM built specifically for QuickBooks.

[Watch a demo](#)

[Try It Now](#)

Free 30-day trial
No credit card required

Method:CRM (\$25/month/user)
Method:CRM Pro (\$40/month/user)

method:CRM

Create your new Method account

method:CRM

pearce@intuit.com

OpenID: Add Account

Recent CRM Pearce Intuit

method:CRM

- Home
- Leads
- Customers
- Activities
- Opportunities
- Campaigns
- Cases
- Solutions
- Documents
- QuickBooks
- Customize

Home Dashboard Email Templates My CRM Preferences

Home Dashboard

User signed in: Pearce, since Sep-11-2014 08:50 AM

0 campaigns assigned to me...
0 opportunities in my pipeline...
0 incomplete activities assigned to me... [Refresh Counts](#)

Pipeline: Opportunities by stage

What does this show me?



Leaderboard: Pipeline by user

What does this show me?



Filter by User Pearce

[Refresh Charts](#)

Conversion Rate

What does this show me?

Pipeline: Opportunities by month

What does this show me?



See Aurigemma (Not you?)

Company data

Data is safe. Method CRM is a certified Intuit partner. [Learn how we protect your data.](#)

By clicking, I acknowledge that

intuit



The image features a solid green background. A white, wavy line graphic, resembling a stylized path or a signal, curves across the right side of the frame. The text 'APP MARKETING' is centered horizontally and vertically in a bold, white, sans-serif font.

APP MARKETING

WHAT IS A MARKETING REVIEW?



- The final step in getting your app listed on Apps.com
- An opportunity for Intuit Marketing to learn more about your app
- Your chance to have a third party review and provide feedback on your app card.



WHAT IS AN APP CARD?



- Your “elevator pitch” on Apps.com
- How customers connect your app to their QuickBooks
- A way for your customers to tell other small businesses about their experience with your app. (Reviews!)



LIVE APP CARD DEMO



ESSENTIAL INFORMATION IN APP CARD



- Free trial/free product info such as length and any CC requirement
- Links to your EULA/TOS and Privacy Policy
- QuickBooks Integration in the description area
- Key features of your app
- Engaging screen shots that help tell your story
- Support information
 - Hours of operation or SLA info
 - List all support methods available



WEBINAR EXTRAS



- Offer live chat on your web card.
 - We currently support SnapEngage and [Olark](#)
 - We are willing to test other chat options as well
- Left Hand Nav Tiles:
 - Used to enhance your app card, not replace the “Try It Now” experience
 - Chat, webinars, testimonials, success stories, QuickBooks Desktop SDK links, etc.
 - Developer provides the graphic and the URL (226 X 300)
 - Up to 4 tiles supported on a card
- To add either or both to your app card, send Amy_Ball@intuit.com the details and we'll get it embedded in your app card within about a week.
 - Chat code snippet
 - Tile graphic and url link - please send the order preference for the tiles



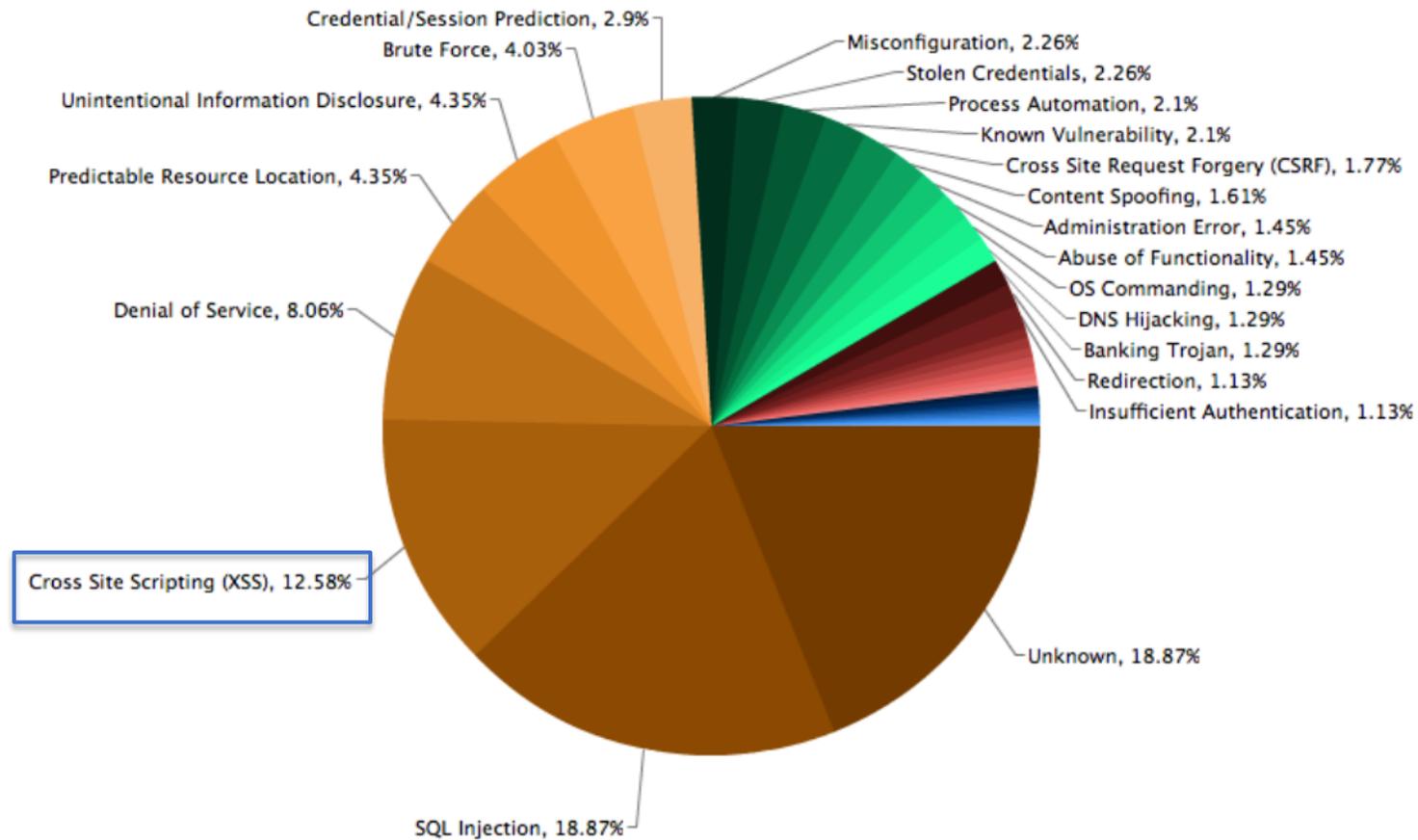
SECURITY



BONUS SECURITY ADVICE



Cross Site Scripting - – [Site with good info](#)



Q&A



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Apps.com Sr. Marketing Manger