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New Technology: The Projected Total Economic Impact™ Of Intuit Enterprise Suite

Cost Savings And Business Benefits Enabled By Intuit Enterprise Suite

A Forrester New Technology Projected Total Economic Impact™ Study
Commissioned By Intuit, February 2025

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ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key outcomes. Fueled by our customer-obsessed research, Forrester's seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that ensures lasting impact. For more information, visit forrester.com/consulting.

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Executive Summary

As organizations grow, they adopt disparate systems and tools or inherit them with the businesses they add to their portfolios. While it is especially important for these organizations to pull insights from across the business, disparate systems, fragmented data, and delayed processing timelines make this challenging. To achieve future growth aspirations, organizations want to streamline systems, consolidate data, and unlock automations across processes by leveraging modern technology, such as AI, while reducing administrative work and manual overhead for internal teams.

Intuit Enterprise Suite is an all-in-one, AI-powered business management solution that offers enterprise-level financial management, payroll, HR, payments, bill pay, and marketing to help growing businesses streamline and automate operations and boost productivity. Additionally, the platform brings together data from across these functions to enable real-time business intelligence decisions that further increase profitability.

Intuit commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Intuit Enterprise Suite.[1] The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Intuit Enterprise Suite on their organizations.

Projected return on investment (ROI)

128% - 467%

Projected net present value (NPV)

$190,500 - $697,000

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed eight representatives of organizations with experience using the Intuit Enterprise Suite platform and surveyed 150 respondents from organizations using QuickBooks Online that could potentially use Intuit Enterprise Suite. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization that is a parent company made up of 10 entities across North America, and it generates $12 million in annual revenue.

Interviewees said that prior to using Intuit Enterprise Suite, their organizations inherited a variety of point solutions for payroll, payments, and time management as they scaled their businesses.

However, disjointed systems and fragmented data made it impossible to get an accurate view of their financial standings for planning purposes, especially with small corporate teams responsible for financial tasks. These limitations led to data inconsistencies and process inefficiencies that inhibited future growth.

After the investment in Intuit Enterprise Suite, the organizations consolidated their financial systems to the Intuit Enterprise Suite platform for accounting and other key financial tasks across payroll, bill pay, and payments processing. With the platform, the organizations gained more comprehensive views of their financial standing across entities to unlock better decision-making that impacted company performance. Key results from the investment include more efficient accounting processes and more effective reporting that enable better decision-making to impact both top- and bottom-line initiatives.

Percent of survey respondents who expect their organization to achieve resource time savings with Intuit Enterprise Suite

78%

EXPECTED RESOURCE TIME SAVINGS

Survey respondents who expect their organization to see resource time savings with the Intuit Enterprise Suite said they expect impact to the following areas:

>60% expect to see time savings in performing financial tasks or administration

52% expect to see time savings in decision-making

57% expect to see time savings in reporting effort

KEY FINDINGS

Quantified projected benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Efficiencies in intercompany transactions and related processes, which save bookkeepers time worth $78,000 at the low end and $147,000 at the high end.** With Intuit Enterprise Suite, the composite organization consolidates its financial systems and various accounts into a single login that reduces screen toggling and streamlines data entry for intercompany transactions. This saves the composite between 75% and 95% of the annual time spent on data entry tasks (390 to 494 hours) by Year 3 of the investment. Requiring less manual intervention in data entry up front helps the organization reduce errors in the underlying data. Improving data quality and enhancing reporting capabilities with Intuit Enterprise Suite facilitates end-of-month reconciliations that save the composite between 60% and 95% of the time spent on reconciliation tasks (540 to 855 hours) by Year 3.

- **Time savings in the reporting process and productivity increases for employees with direct access to financial reports, which save the organization $81,000 on the low end and $257,000 at the high end.** With Intuit Enterprise Suite, the composite organization benefits from having more real-time data and better reporting capabilities. Additionally, the composite extends access to financial reports and dashboard views to sales and operations roles through role-based access control (RBAC). Sales and operations roles become more self-sufficient, and high-level resources including the CFO save time as they respond to fewer ad hoc report requests. Annual time savings for the CFO range between 25% and 75% (120 to 360 hours) by Year 3. Additionally, employees with direct access to financial reports and data spend less time making report requests and waiting for insights. The composite organization lends access to five to 20 employees by Year 3 of the investment, which boosts employee productivity and saves the organization between $23,000 and $94,000 by Year 3.

- **Recovered revenue from better reporting and more informed business decisions worth $149,000 at the low end and $239,000 at the high end.** With Intuit Enterprise Suite, the composite organization is armed with better data and insights to make more-informed business decisions more quickly. As a result, the organization avoids situations in which it loses out on revenue, which impacts the top line. The composite organization recovers 50% to 80% of lost revenue ($60,000 to $96,000 annually) by Year 3 of the investment.

- **Automated invoicing activities and expedited invoicing schedules worth $11,000 at the low end and $33,000 at the high end.** With Intuit Enterprise Suite, the composite organization automates its invoicing activities and expedites the invoicing schedule to obtain a more accurate view of the company's financial data. By Year 3, the platform saves the composite's bookkeepers between 50% and 95% of the time they previously spent on invoicing (260 to 494 hours annually).
- **Consolidated payroll systems and streamlined processes worth up to $118,000 at the high end.** Intuit Enterprise Suite expedites the composite's payroll processing by consolidating payroll point solutions to the platform and providing integrations with other QuickBooks capabilities (e.g., for employee time tracking) to further automate payroll tasks. By Year 3, these payroll integrations and automations save the organization's bookkeepers and C-level resources between 50% and 75% of the time they previously spent on payroll processing (480 to 720 hours annually).
- **Technology cost savings from consolidating point solutions and comparative systems worth $21,000 at the low end and $52,000 at the high end.** With Intuit Enterprise Suite, the composite organization consolidates functionality to the platform and decommissions redundant solutions and systems to save on technology costs and associated time spent on vendor management. By Year 3, the composite reduces 75% to 100% of its point solutions and services, which saves it $9,000 to $12,000 annually. Also by Year 3, the composite spends 75% to 100% less time on vendor administration and management, which saves 144 to 192 hours annually.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Additional benefits from better decision-making, including more visibility into project forecasting and better allocation of budget.** The composite organization applies insights derived from company-level data and more accurate reporting to make better decisions that influence revenue and profit. This includes better project forecasting and expedited project issue identification and mitigation efforts to ensure more projects land profitably with Intuit Enterprise Suite.

- **Reduction in risk and ability to better meet compliance standards.** The composite organization benefits from tighter access control functionality with Intuit Enterprise Suite to reduce the risk of a data breach. Additionally, tighter financial controls ensure that fewer data-entry mistakes are made to better meet compliance requirements.

- **Better collaboration.** The composite's employees benefit from standardized systems and having more data transparency to improve collaboration and workflows both within departments and across functions.

- **A more attractive working environment for current and future employees.** The composite's employees involved in financial tasks benefit from more streamlined processes and a more intuitive user interface with the Intuit Enterprise Suite platform. Additionally, some streamlined processes impact the larger employee ecosystem. For example, expediting the payroll process enables the composite to run payroll more often for employees. In turn, providing a better employee experience contributes to having a competitive edge in the market.

- **Intuit partnership, which lends confidence to scale investment and avoid a larger, more costly systems-upgrade project.** Intuit Enterprise Suite provides the composite organization with access to more Intuit customer support and product strategy information to help the company better understand existing functionality and plan for future product rollouts. The composite is therefore more confident in the partnership, consolidates more functionality onto the Intuit Enterprise Suite platform, and ultimately avoids undertaking a larger systems-upgrade project.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Cost of Intuit Enterprise Suite.** The composite organization pays fees to Intuit for the Intuit Enterprise Suite platform based on the number of entities, end users, and employees. Because the composite has 10 entities and 23 corporate employees, it pays between $40,000 and $45,000 annually for the Intuit Enterprise Suite, which includes Financial Management and Workforce Management (including QuickBooks Payroll and QuickBooks Time). Over the three-year investment period, the composite pays a total of $107,000 for the Intuit Enterprise Suite.

- **Time spent on initial implementation and ongoing management of the platform.** Internal resource time includes both the initial implementation effort and ongoing implementations of new components and future functionality available on the Intuit

Enterprise Suite platform. As the composite organization initiates, organizes, and undergoes implementation project tasks during the initial three-month implementation period, the mix of resources involved includes the CFO, bookkeepers, and an IT resource. Due to an expansion of services under Intuit Enterprise Suite, the composite requires the same resources to dedicate a handful of hours to ongoing implementations in years 2 and 3. Over the three-year investment period, the composite pays implementation costs of $43,000.

Forrester modeled a range of projected low-, medium-, and high-impact outcomes based on evaluated risk. This financial analysis projects that the composite organization accrues the following three-year net present value (NPV) for each scenario by enabling Intuit Enterprise Suite:

- Projected high impact of a $697,000 NPV and projected ROI of 467%.
- Projected medium impact of a $447,000 NPV and projected ROI of 299%.
- Projected low impact of a $191,000 NPV and projected ROI of 128%.

> "[Intuit Enterprise Suite] has the tools that we need to grow without causing a lot of unnecessary financial administrative work."
>
> FOUNDER AND CFO, LANDSCAPING/CONSTRUCTION

Total Projected Benefits For Mid-Case Scenario						
Ref.	**Benefit**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
At_{Mid}	Increased efficiency of accounting tasks: Intercompany transactions	$40,200	$52,200	$63,420	$155,820	$127,334
Bt_{Mid}	Reporting efficiencies	$41,416	$64,832	$64,832	$171,080	$139,940
Ct_{Mid}	Business value from better decision-making	$78,000	$78,000	$78,000	$234,000	$193,974
Dt_{Mid}	Increased efficiency of accounting tasks: Invoicing	$3,900	$7,800	$11,700	$23,400	$18,782
Et_{Mid}	Increased efficiency of accounting tasks: Payroll	$18,000	$36,000	$36,000	$90,000	$73,163
Ft_{Mid}	Technology cost savings	$11,640	$17,640	$23,520	$52,800	$42,831
	Total projected benefits	$193,156	$256,472	$277,472	$727,100	$596,024

Figures in chart are projections for the mid-case scenario.

Projected return on investment (PROI):

128% - 467%

Projected benefits PV:

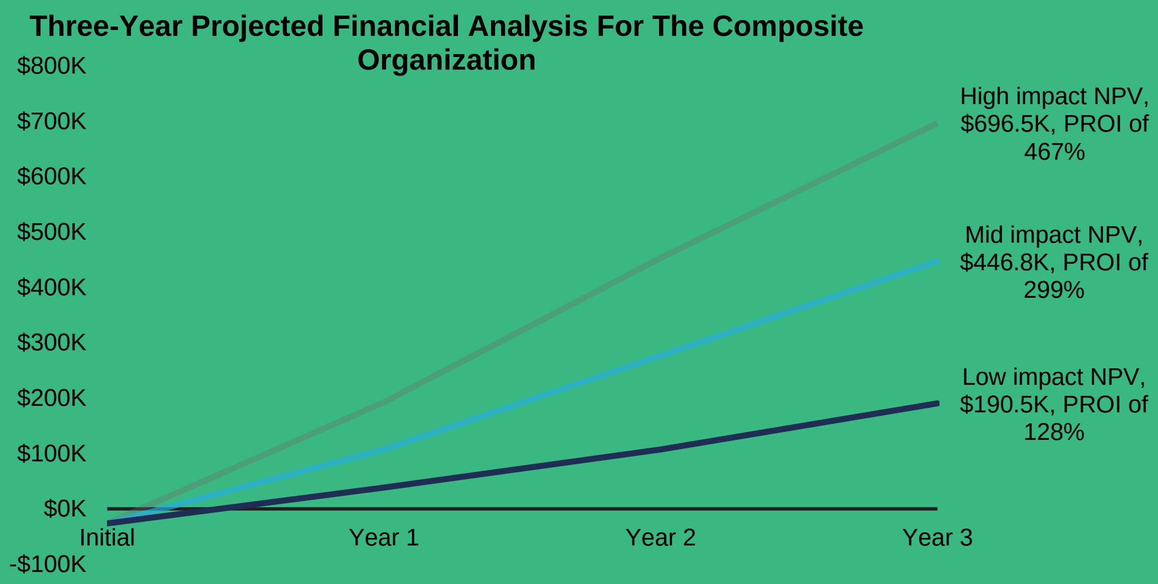
$339,700 - $846,000

Projected net present value (PNPV):

$191,000 - $697,000

Total costs:

$149,000



NEW TECH TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a New Technology: Projected Total Economic Impact™ (New Tech TEI) framework for those organizations considering an investment in Intuit Enterprise Suite.

The objective of the framework is to identify the potential cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the projected impact that Intuit Enterprise Suite can have on an organization.

DISCLOSURES
Readers should be aware of the following:

This study is commissioned by Intuit and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Intuit Enterprise Suite. For the interactive functionality using Configure Data/Custom Data, the intent is for the questions to solicit inputs specific to a prospect's business. Forrester believes that this analysis is representative of what companies may achieve with Intuit Enterprise Suite based on the inputs provided and any assumptions made. Forrester does not endorse Intuit or its offerings. Although great care has been taken to ensure the accuracy and completeness of this model, Intuit and Forrester Research are unable to accept any legal responsibility for any actions taken on the basis of the information contained herein. The interactive tool is provided 'AS IS,' and Forrester and Intuit make no warranties of any kind.

Intuit reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Intuit provided the customer names for the interviews but did not participate in the interviews.

Due Diligence
Interviewed Intuit stakeholders and Forrester analysts to gather data relative to Intuit Enterprise Suite.

Early-Implementation Interviews And Survey
Interviewed eight representatives of organizations using Intuit Enterprise Suite in a pilot or beta stage and surveyed 150 respondents at other organizations that use QuickBooks and that could potentially use the Intuit Enterprise Suite platform to obtain data about projected costs, benefits, and risks.

Composite Organization
Designed a composite organization based on characteristics of the interviewees' and survey respondents' organizations.

Projected Financial Model Framework
Constructed a projected financial model representative of the interviews using the New Tech TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Case Study

Employed four fundamental elements of New Tech TEI in modeling the investment's potential impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a

complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Intuit Enterprise Suite Customer Journey

Drivers leading to the Intuit Enterprise Suite investment

Interviews

Role	Industry	Region	Revenue	Entities
Founder and CFO	Landscaping/construction	North America	$8M	4
CFO	Financial services	Global	$6M	40
CFO	Financial services	North America	$12M	8
Operations	Legal services	North America	$40M	4+
Accounting manager	Real estate	North America	$14M	17
CFO	Hospitality	North America	$5M	9
CTO/CMO	Hospitality	North America	$10M	25
CFO	Landscaping/construction	North America	$30M	10

KEY CHALLENGES

The interviewees' organizations adopted manual processes and disparate systems and tools over time, or they inherited them with the businesses they added to their portfolios. The disparate systems and solutions lacked integration capabilities and resulted in fragmented data that caused common challenges, including:

- **Manual intervention, which slowed processing timelines and created resource contingencies.** Interviewees' organizations circumvented disparate systems with manual workarounds for many primary accounting tasks, including manual data entry for payments, invoicing, and payroll processing. A CFO at a financial services organization begrudged the additional manual effort and said, “Everything [in our prior environment] was manual and redundant and required too much human input.”

Ancillary processes (e.g., generating and running related financial reports to support decision-making) were also impacted, and the same limited resources — including low-level bookkeepers and C-level financial functions —were often involved in reconciling and generating ad hoc reports. As a result, the interviewees’ organizations experienced extended process timelines for key financial tasks and resource contingencies that caused further delays.

- **Inconsistent and inaccurate data that inhibited reporting capabilities.** Manual data entry and extended data reconciliation timelines made it difficult for the interviewees’ organizations to obtain accurate views of their financial standings. Additionally, poor controls and limited reporting capabilities restricted access to reports that were generated, which further obfuscated visibility into company operations. In fact, 49% of survey respondents noted that their organization has limited visibility into operations in its current state, and 47% said their organization has limited capabilities related to analytics and reporting in its current financial ecosystem.

  A CFO at a financial services organization discussed the lack of flexibility their company experienced within its financial ecosystem prior to using Intuit Enterprise Suite and explained how that became an obstacle to generating an accurate view of company financials. They stated: “Before Intuit Enterprise Suite, when we consolidated our monthly reports, we pretty much had to fully close the books and cross our fingers. We couldn’t have any late adjustments.” In this example, system limitations required the organization to reconcile financial data and close the books before many back-end processes were completed. As such, the data in the underlying system was often inconsistent or unreliable.

- **Heightened security concerns.** Error-prone manual processes and lack of transparency into up-to-date financial data and operations resulted in additional compliance and security risk. Additionally, as the interviewees’ organizations grew and scaled, they became more vulnerable to phishing and other data breaches due to how the companies manage their overall financial ecosystems and the existing controls in place to manage access by role and responsibility. Sixty-five percent of survey respondents agreed that their organization has security concerns within its current financial ecosystem.

- **Inability to meet demands of a growing business.** Interviewees noted that the administrative burden of financial tasks at the company level and extended process timelines their organizations experienced prior to using Intuit Enterprise Suite created obstacles to meeting growth goals without dramatically increasing administrator headcount or billable hours to external resources. Additionally, the organizations struggled to provide accurate views of financial data. Therefore, company profitability was either in question or a moving target, which made it difficult to strategize for future growth.

  The founder and CFO at a landscaping/construction organization detailed: “Part of our parent company’s goal is to take the administrative burden off [the small businesses we acquire] that aren’t well-suited for the administration and accounting tasks. Our goal as a parent company is to buy the entities, roll them [into our organization], and roll out the [Intuit Enterprise Suite] system so that they can function easily and seamlessly. That way the business can focus more energy on production and doing the work, rather than performing administrative tasks.”

> Percent of survey respondents who said their organization experiences data fragmentation with its current financial ecosystem
> **59%**

INVESTMENT OBJECTIVES

The interviewees’ organizations searched for a solution that could:

- Provide a centralized and consolidated view of financials across multiple entities at the company level.
- Consolidate technology stacks to streamline to an end-to-end platform.
- Provide key capabilities, including granular user controls, classifications, and dimensions in reporting; intercompany transactions; and automated consolidations.

- Contribute to company growth strategies without requiring additional headcount or migrating to a more complex enterprise resource planning (ERP) system.

> "The investment in Intuit Enterprise Suite is something that we needed to do to supply a win-win to both our customers and our internal organization. If we can simplify and make our bookkeeping more seamless, it means we can spend more time doing the real work."
>
> CFO, LANDSCAPING/CONSTRUCTION

> "We felt like Intuit Enterprise Suite was the best system to allow us to grow and support a large number of organizations underneath us without a large staff. So, being efficient in staffing was a major driver of the investment."
>
> FOUNDER AND CFO, LANDSCAPING/CONSTRUCTION

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the eight interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. The composite organization is a parent company comprised of 10 entities that operates in North America and generates $12 million in annual revenue. Financial tasks involve three resources, including two bookkeepers and the CFO. There are 23 total corporate employees, including those involved in financial tasks and employees who primarily cover sales and operations responsibilities.

Deployment characteristics. The composite organization adds Intuit products to the Intuit Enterprise Suite platform at various cadences to meet business goals. At the slowest cadence, with the lowest-value impact, the composite organization deploys all accounting and some financial products to Intuit Enterprise Suite. At the mid-range, the organization deploys all accounting and some financial products in addition to QuickBooks Time and Payroll (which are together considered Intuit Workforce Management). At the highest range, the organization deploys all accounting and more financial functions (including QuickBooks Time and QuickBooks Payroll), and it adopts automated and AI solutions together with increased user counts. Additionally, the composite organization plans to further streamline operations in the future by adopting additional Intuit products, such as Mailchimp for automated email marketing and QuickBooks Payments for pay-enabled invoicing.

Key Assumptions

$12 million revenue

10 entities in various industries

23 corporate employees

3 resources (CFO and 2 bookkeepers) responsible for financial tasks

Market Overview

Avoiding The ERP Project

Prior to using Intuit Enterprise Suite, the interviewees' organizations found themselves at an inflection point where they had outgrown existing QuickBooks capabilities but planned to continue to grow at the organizational level. A CFO at an organization in the hospitality industry described the challenge of hitting such a point. They said, "As we kept growing and adding more and more [entities], it felt like we had hit our maximum capacity that we could get with the old system."

The CTO/CMO at another organization in the hospitality space detailed the common thought process that drove their company to move to Intuit Enterprise Suite. They said: "[Before committing to Intuit Enterprise Suite,] we were talking with [the provider of a competing ERP solution] because we felt like, 'Hey, maybe we've outgrown QuickBooks. We've got to take action to make sure we can run this company the way we need to.'"

However, each interviewee said their organization elected not to go the route of a systems overhaul to replace its existing QuickBooks instances with a classic ERP due to high costs associated with ERP systems and the migration projects, limited resources available to manage the migration effort, and unnecessarily complex functionality given the size of the organization and the skill sets of existing resources.

The CTO/CMO in hospitality noted that when it came to investigating ERP solutions, it was obvious the capabilities provided by another ERP were much too comprehensive for their company's existing and long-term needs. They said, "There is such a gap between where QuickBooks could take you and then where [a competing ERP] comes in."

This was especially relevant for organizations that were worried about usability and learning curve for end users of the system. A CFO at a landscaping/construction organization stated: “The people in our individual offices are familiar with QuickBooks. The thought of having to train them all — [each] with different levels of technology acumen — on a new system is enough to make me not want to go with [a competing ERP solution].”

The CTO/CMO in the hospitality space explained that in addition to system complexity, the cost of the migration project and the vendor lock-in were enough to dissuade their organization from making the move to one ERP. They said: “I felt like I didn’t want to go leap off a cliff and sign some three-year deal, spend a quarter-million dollars migrating data, and have to have somebody on staff to run the project [of moving to the competing ERP]. I mean, the barrier to entry is so high.”

The interviewees said they were relieved to have the option to grow their organizations with Intuit. The founder and CEO at a landscaping/construction organization said: “When Intuit Enterprise Suite came around, it was really an answer to prayer versus a question of, ‘Should we do this or should we not?’ We don’t need super advanced functionality for where we’re at [in terms of organizational size] today. We just need to have a vision that [Intuit] wants to take care of those of us in this midsized space."

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Projected Benefits					
Projected Benefits	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Total projected benefits (low)	$117,736	$134,296	$161,956	$413,988	$339,702
Total projected benefits (mid)	$193,156	$256,472	$277,472	$727,100	$596,024
Total projected benefits (high)	$287,372	$366,207	$375,123	$1,028,702	$845,733

INCREASED EFFICIENCY OF ACCOUNTING TASKS: INTERCOMPANY TRANSACTIONS

Evidence and data. Interviewees said that prior to using Intuit Enterprise Suite, managing data entry for intercompany transactions across multiple entities was time-consuming and error-prone. They cited process delays for both data entry tasks as well as monthly reconciliations efforts due to the complexity of managing intercompany transactions. Prior to using Intuit Enterprise Suite, data entry required bookkeepers to toggle between individual accounts and various screens for each entity to manually enter the same information in multiple locations. With Intuit Enterprise Suite, interviewees' organizations consolidated accounts into a single login to facilitate data entry. Some also planned to further automate this process by integrating bank account information to automatically apply transactions across entities as needed. Limiting or eliminating human intervention resulted in better data quality that improved end-of-month reconciliation and reporting efforts. Additionally, the organizations expect to utilize future AI and reporting capabilities to achieve more real-time views of intercompany transaction data.

- Of the survey respondents who expect their organization to see process efficiencies with Intuit Enterprise Suite, 74% expect improvements to payment workflows, including intercompany transactions.
- A CFO at a financial services organization described the particularly painful process of managing intercompany transactions as an organization comprised of many entities.

They stated: "We have 15 or 16 different accounts that we're working with, and that requires us to do a lot of intercompany transactions. Having one person try to do the bookkeeping for all these entities — and especially managing the intercompany transactions manually by inputting information into spreadsheets — became a nightmare."

- To reduce the time spent by internal bookkeeper resources, a CFO at a different financial services organization said they outsourced some intercompany transaction responsibilities to a CPA but that the time spent on data entry was still inefficient and ineffective. They said: "The main feature that had sold us on moving [to Intuit Enterprise Suite] is the intercompany journal entries. We do a lot of intercompany transactions, and [before using Intuit Enterprise Suite], we would do them manually. We would have to do it for one [entity], log out, log in, do it for the [other entity], double check, make sure they match, and all that. So, being able to do the entire process from one screen across any of the companies [provided] enough time savings to make [the investment in Intuit Enterprise Suite] worthwhile for us."
- The same interviewee said they believe using Intuit Enterprise Suite will save time for resources when working on tasks related to intercompany transactions: "We estimate that intercompany transaction functionality in Intuit Enterprise Suite will save our bookkeeper and CPA collectively 2 to 3 hours per month during the monthly reconciliation process. Our bookkeeper will save additional time during data entry as well."
- A CFO at a different financial services organization tied the manual process not only to inefficiencies, but also to data inconsistencies. They stated: "It used to take our bookkeeper 30 minutes to 1 hour a day to enter intercompany transactions. With Intuit Enterprise Suite, we expect this to go down to 15 minutes a day, which will save time for our bookkeeper and improve the accuracy of the data."
- Interviewees said poor data quality and limited reporting functionality extended the time required to reconcile intercompany transactions at the end of the month. The CFO at a financial services organization stated that this reconciliation process could take their company's head bookkeeper two weeks to complete before using Intuit Enterprise Suite. They said the consolidated view offered through the platform cut down on this process significantly, enabling the bookkeeper to complete the reconciliation in three to four days.

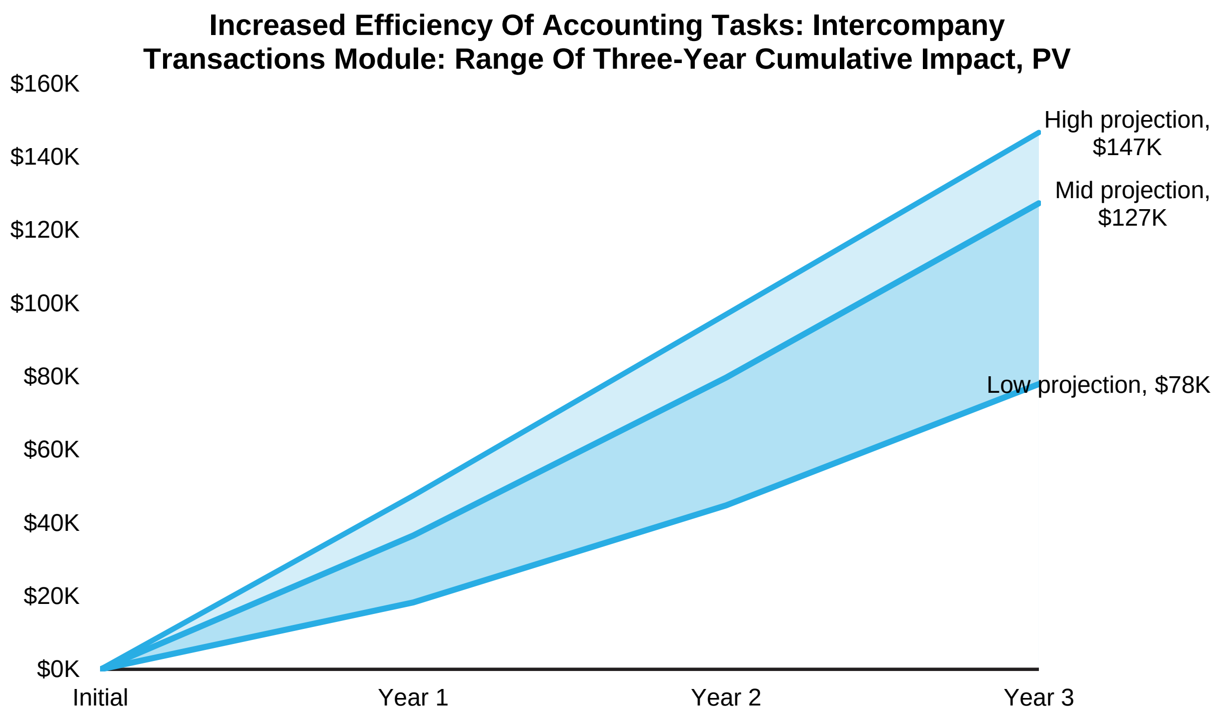
- The same interviewee projected further time savings on intercompany transactions in the future when their organization integrates its banking information with Intuit Enterprise Suite. They stated: "Once we have all the functionality working, I won't need to have a person assigned to our credit card expenses and intercompany transactions because it will be automated with our credit card feed updating directly to QuickBooks. In this way, we would take something that requires a monthly part-time employee to complete and reduce it down to a single daily task."
- An accounting manager at a real estate organization said it currently takes their team 10 days to close the prior month and that most of that time is spent reconciling intercompany transactions across entities.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Before investing in Intuit Enterprise Suite, the composite's bookkeeper resource spent 2 hours per day on data entry for intercompany transactions. With 260 working days per year, that totaled 520 hours of data entry annually.
- At the low range, the composite organization reduces the time spent on data entry by 25% in Year 1, 50% in Year 2, and 75% in Year 3. The organization reduces the time spent on screen toggling and repetitive manual data entry due to the consolidated view with Intuit Enterprise Suite, and these time savings expand over time as the organization implements Intuit Enterprise Suite for more of its entities and becomes more facile with the new system.
- At the high range, the composite organization reduces the time spent on data entry by 75% in Year 1, 90% in Year 2, and 95% in Year 3. The additional time savings come from a more aggressive implementation schedule, more complex integration capabilities with banking systems and the like, and enhanced AI functionality that further automates intercompany transactions.
- Prior to using Intuit Enterprise Suite, the composite's monthly reconciliation efforts took two bookkeepers 75 hours per month. With 12 months in the year, this totaled 900 hours annually.
- Prior to using Intuit Enterprise Suite, the bookkeepers spent most of their time within the monthly reconciliation effort, focusing on intercompany transactions.

- Intuit Enterprise Suite eliminates manual data entry, which reduces human errors and accelerates processing timelines. As such, at the low range, the two bookkeepers reduce the time they spend on monthly reconciliations by 25% in Year 1, 50% in Year 2, and 75% in Year 3.
- As the composite automates more of the data-entry effort, it also automates more of the monthly reconciliation effort. At the high range, the organization achieves a nearly real-time view of monthly reconciliation reports and saves 95% of time spent on this by Year 3.
- The fully loaded annual salary for a bookkeeper is $60,000.

Results. This yields a three-year projected PV ranging from $78,000 (low) to $147,000 (high).



Increased Efficiency Of Accounting Tasks: Intercompany Transactions					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
A1	Daily time spent on data entry for intercompany transactions before Intuit Enterprise Suite (hours)	Composite	2	2	2
A2	Total time spent on data entry for intercompany transactions before Intuit Enterprise Suite (hours)	A1*260 workdays	520	520	520
A3			25.0%	50.0%	75.0%
A3	Reduction in time spent on data entry for intercompany transactions with Intuit Enterprise Suite	Interviews	50.0%	75.0%	95.0%
A3			75.0%	90.0%	95.0%
A4	Average hourly wage for a bookkeeper	Research data	$30	$30	$30
A5			**$3,900**	**$7,800**	**$11,700**
A5	**Subtotal: Cost savings from less time spent on data entry for intercompany transactions with Intuit Enterprise Suite**	**A2*A3*A4**	**$7,800**	**$11,700**	**$14,820**
A5			**$11,700**	**$14,040**	**$14,820**
A6	Monthly time spent on reconciliations for intercompany transactions per (hours)	Composite	75	75	75
A7	Total time spent on reconciliations for intercompany transactions (hours)	A6*12	900	900	900
A8			30.0%	45.0%	60.0%
A8	Reduction in monthly time spent on reconciliations of intercompany transactions with Intuit Enterprise Suite	Interviews	60.0%	75.0%	90.0%
A8			75.0%	85.0%	95.0%
A9	Average hourly wage for a bookkeeper	A4	$30	$30	$30
A10			**$16,200**	**$24,300**	**$32,400**
A10	**Subtotal: Cost savings from less time spent on reconciliations for intercompany transactions with Intuit Enterprise Suite**	**(A4+A9)*A7*A8**	**$32,400**	**$40,500**	**$48,600**
A10			**$40,500**	**$45,900**	**$51,300**
At_{Low}			$20,100	$32,100	$44,100
At_{Mid}	Increased efficiency of accounting tasks: Intercompany transactions	A5+A10	$40,200	$52,200	$63,420
At_{High}			$52,200	$59,940	$66,120
Three-year projected total: $96,300 to $178,260			**Three-year projected present value: $77,935 to $146,669**		

REPORTING EFFICIENCIES

Evidence and data. Interviewees indicated that prior to using Intuit Enterprise Suite, their organization's CFO was often responsible for running reports to support decision-making at the C-level while also influencing sales and operations decisions. They said a C-level resource needed to own the process because a lack of advanced reporting functionality and access controls made it difficult to generate insights and lend access to the system or data to those outside of the finance department. However, interviewees said Intuit Enterprise Suite expedited report-generation process timelines and that their organizations plan to provide direct access to reports or dashboards to more general employees.

In fact, 84% of survey respondents agreed that their organization would be able to enhance financial controls with rules-based recipes (including triggers, alerts, and approvals) with Intuit Enterprise Suite. Additionally, 62% of survey respondents agreed that those rules-based recipes would improve the ease of use of their organization's systems with tailored dashboards, industry-vertical requirements, and AI functionality.

Interviewees said these components enable more confidence and flexibility to extend access to reports and dashboards to both lower-level resources and those outside of finance. As a result, their organizations lessened the dependency on C-level resources to run ad hoc reports and generate more user-friendly monthly reports to democratize insights across more of the company.

- Of the survey respondents who expect their organization to see process efficiencies with Intuit Enterprise Suite, 61% expect to improve the process around running and refreshing reports for operations and sales roles.
- The CFO at a financial services organization said Intuit Enterprise Suite led to reporting efficiencies for them by enabling access for sales and operations roles. They said: "In the future, we expect our CFO to spend 50% less time running ad hoc reports for sales and operations roles by enabling role-based access control in Intuit Enterprise Suite. We get anywhere from two ad hoc requests a week to two requests per month. Depending on the complexity of the request, it can take anywhere from 30 minutes to 4 hours to generate the report now."
- The same interviewee said reporting efficiencies and the democratization of insights resulted in better decision-making: "I think [giving access to sales and operations roles to view reports] would dramatically reduce some of the ad hoc requests that we get. Also, it

could probably lead to better decision-making. Putting information in front of people in a way that's easily digestible when they're thinking about it is huge. When you have to ask somebody else to produce a report for you, you get disconnected and not only lose time, but you may not make as good a decision as you would have when you were in the zone dealing with the topic."

- Eighty percent of survey respondents agreed that their organization would be able to generate better insights and reporting with Intuit Enterprise Suite.
- Interviewees said general employees save time because they become more self-sufficient and do not have to wait for reports. A CFO at a landscaping/construction organization said impacted sales roles could redirect their efforts to more value-add work for the organization. They stated: "We expect sales roles will experience 15% time savings when we give them access to view reports directly versus interfacing with someone else to generate the report. Sales will be able to spend more time on value-add work, such as quoting more projects."

15%

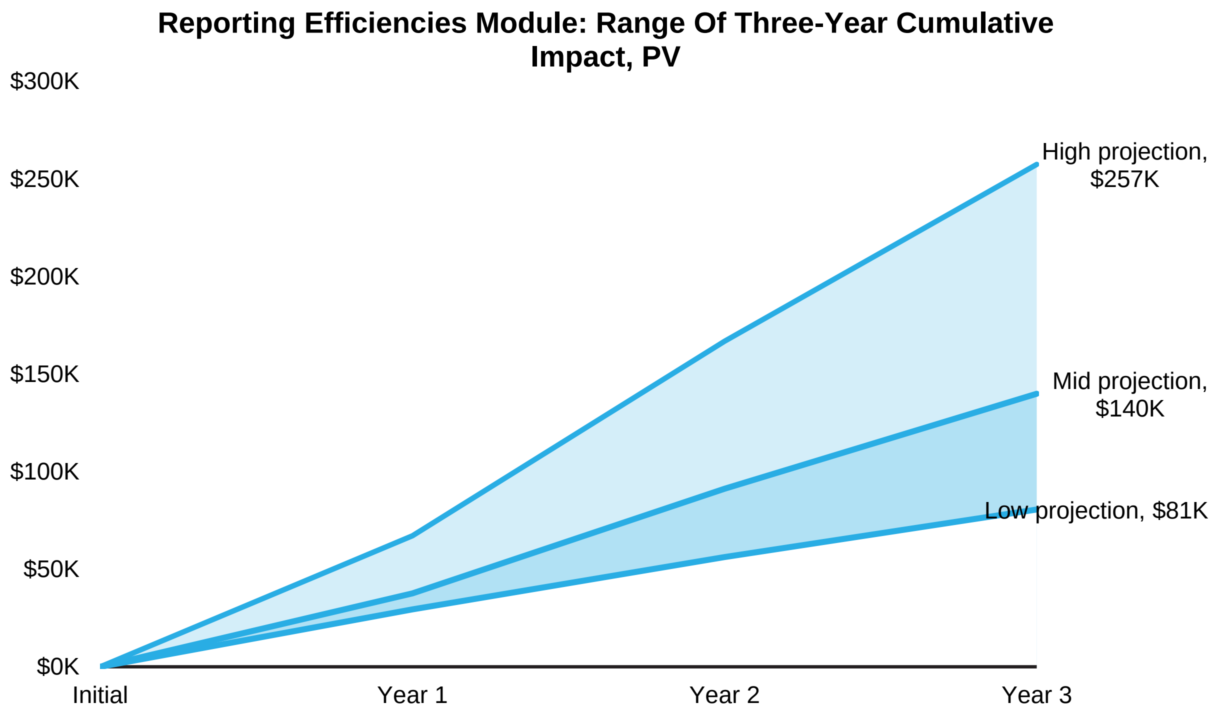
Time savings for employees with access to reports

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The CFO and bookkeeper resources collectively spend 480 hours per year on reporting for both ad hoc requests and reconciliation requirements.
- Prior to using Intuit Enterprise Suite, the composite's bookkeepers were responsible for reconciliation-related reporting while the CFO was responsible for ad hoc report requests due to the lack of access control in the previous system.
- While having better underlying data improves the composite's monthly reconciliation timelines, the CFO benefits from fewer ad hoc report requests by lending direct access to more general employees.

- The fully loaded average hourly rate for the CFO is $125, and the fully loaded average hourly rate for a bookkeeper is $30. Together, the blended hourly rate of the involved resources is $75.
- At the low range, the organization rolls out direct access to data and dashboards to general employees within sales and operations roles at a slow and conservative cadence. At the high range, the cadence is faster and more aggressive.
- The composite's employees who are granted access to Intuit Enterprise Suite through RBAC achieve a 15% time savings from not having to make report requests and wait for the insights.
- The composite has a 50% productivity capture rate for this benefit because not all time saved will be redirected to value-added work for the organization.

Results. This yields a three-year projected PV ranging from $81,000 (low) to $257,000 (high).



Reporting Efficiencies					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
B1	Average time spent generating ad hoc and reconciliation reports to support other functions with Intuit Enterprise Suite for CFO (hours)	Composite	480	480	480
B2			25%	25%	25%
B2	Reduction in time spent generating ad hoc and reconciliation reports to support other functions with Intuit Enterprise Suite for CFO	Interviews	50%	50%	50%
B2			75%	75%	75%
B3	Average hourly rate for blended resources involved in reporting	Research data	$75	$75	$75
B4			**$9,000**	**$9,000**	**$9,000**
B4	**Subtotal: Cost savings from less time spent generating ad hoc and reconciliation reports to support other functions with Intuit Enterprise Suite for CFO**	**B1*B2*B3**	**$18,000**	**$18,000**	**$18,000**
B4			**$27,000**	**$27,000**	**$27,000**
B5	Productivity improvement for employees with access to reports in Intuit Enterprise Suite	Interviews	15%	15%	15%
B6			5	5	5
B6	Employees outside of finance with roles-based access for reporting in Intuit Enterprise Suite	Composite	5	10	10
B6			10	20	20
B7	Time recaptured	Interviews	50%	50%	50%
B8	Average salary of a general employee	Research data	$62,442	$62,442	$62,442
B9			**$23,416**	**$23,416**	**$23,416**
B9	**Subtotal: Productivity for general employees from access to financial reports**	**B5*B6*B7*B8**	**$23,416**	**$46,832**	**$46,832**
B9			**$46,832**	**$93,663**	**$93,663**
Bt_{Low}			$32,416	$32,416	$32,416
Bt_{Mid}	Reporting efficiencies	B4+B9	$41,416	$64,832	$64,832
Bt_{High}			$73,832	$120,663	$120,663
	Three-year projected total: $97,248 to $315,158		**Three-year projected present value: $80,614 to $257,497**		

BUSINESS VALUE FROM BETTER DECISION-MAKING

Evidence and data. Interviewees said that with Intuit Enterprise Suite, their organizations benefited from a more cohesive ecosystem with streamlined technology and systems and more efficient processes supporting their many financial tasks and responsibilities. As a result, the organizations avoided the labor-intensive, manual processes of the past that held up or obscured critical business insights in poor quality data and extended processing timelines. With Intuit Enterprise Suite, the organizations unlocked these insights much sooner than they could before, unlocking business benefits from having more data to inform decision-making. Each interviewee said the value associated with better business decisions manifested differently at their organization depending on where it applied the uncovered insights but included use cases that increased revenue or improved company profitability.

- Of survey respondents who expect their organization would see better insights and reporting with Intuit Enterprise Suite, 58% said their company would measure that benefit through general decision-making effectiveness from better business intelligence (BI) reporting.

- On average, more than 50% of the same respondents said their organization would measure the benefit through the impact to project health, either to ensure the organization lands profitably more often or to identify project-level issues sooner from tracking real-time performance against margins. Survey respondents said they expect 31 more projects to land within their organization's annual budget with Intuit Enterprise Suite.

  Additionally, respondents indicated that it currently takes 19 days to identify project-related issues and that the delay is associated with the monthly reconciliation process. Although the respondents said their organizations do not currently have access to real-time data or BI dashboards to identify issues and take mitigative actions any sooner, they said they believe using Intuit Enterprise Suite would allow them to identify project issues and act on them 18 days sooner — closer to the next day versus at the end of the month.

- On the reporting front, some interviewees' organizations lost revenue opportunities due to delays in reporting timelines. The accounting manager for a real estate organization said this was especially relevant for their company, noting that the organization had previously lost out on property deals due to the extensive reporting effort that delayed requested information past the due dates set by banks. They said: "Now, when you're buying commercial properties, [banks] want to see where all the money originated, where it passed through, and how it ends back [at the parent-company level]. For us to do that, we need to merge financial reports across our entities. Now, if we have four or five different people working together on this, it's just not going to be accurate [due to the manual intervention]. Instead, some requests took me a week and a half to figure out. And by the time we created the necessary reports, the banks were like, 'Oh, well, you guys are outside the agreed upon time.'" The interviewee explained that by missing these deadlines, their organization would lose out on the properties and the associated revenue.

- Some of the interviewees said their organization desired to use better insights to improve its annual budgets. The accounting manager at a real estate organization explained that due to the current state of their company's financial ecosystem and poor reporting capabilities, it did not have enough transparency into their operations at the parent-company level to do any annual budgeting. They said: "Unfortunately, right now, we function on a month-to-month basis. We really want to get to a point to where we can do some budgeting, but it's hard to get our arms wrapped around the data of all 16 properties when we have to run every report individually and then try to combine them all."

  The interviewee said that in this instance, the organization expects to save money on its largest cost category of appliances by better tracking replacement cycles and maintenance windows across properties to better inform an annual budget. They explained that the increased transparency would enable their company to impact the bottom line or redirect funds to expand to purchase more assets.

Up to $238,738

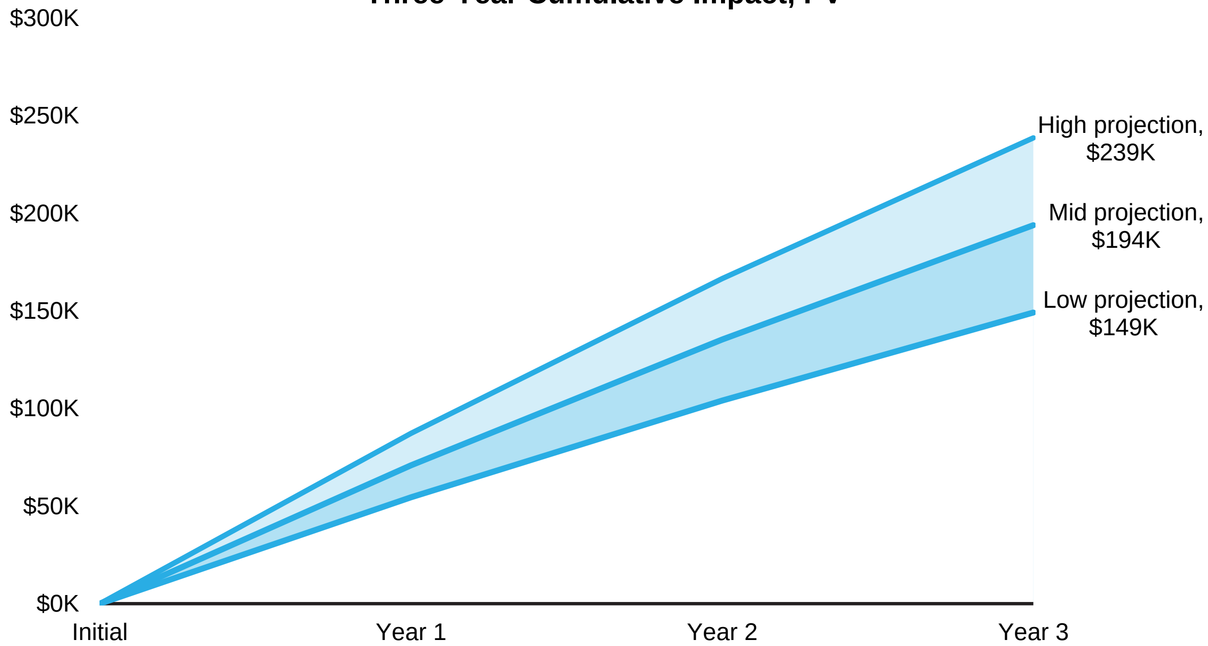
Business value from better decision-making

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization generates $12 million per year, and it previously lost 1% of its annual gross revenue due to poor performance data quality and delayed business insights[2].
- As the composite adds more components and functionality to Intuit Enterprise Suite, it benefits from having more data in a cohesive and united system to inform decision-making and ultimately recover lost revenue.

Results. This yields a three-year projected PV ranging from $149,000 (low) to $239,000 (high).

Business Value From Better Decision-Making Module: Range Of Three-Year Cumulative Impact, PV



Business Value From Better Decision-Making					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
C1	Organizational gross revenue	Composite	$12,000,000	$12,000,000	$12,000,000
C2	Percent of revenue lost due to reporting inefficiencies before Intuit Enterprise Suite	Composite	1.00%	1.00%	1.00%
C3			50%	50%	50%
C3	Percent of recovered revenue from accelerated reporting resulting in better business decisions	Interviews	65%	65%	65%
C3			80%	80%	80%
Ct_{Low}			$60,000	$60,000	$60,000
Ct_{Mid}	Business value from better decision-making	C1*C2*C3	$78,000	$78,000	$78,000
Ct_{High}			$96,000	$96,000	$96,000
Three-year projected total: $180,000 to $288,000			**Three-year projected present value: $149,211 to $238,738**		

INCREASED EFFICIENCY OF ACCOUNTING TASKS: INVOICING

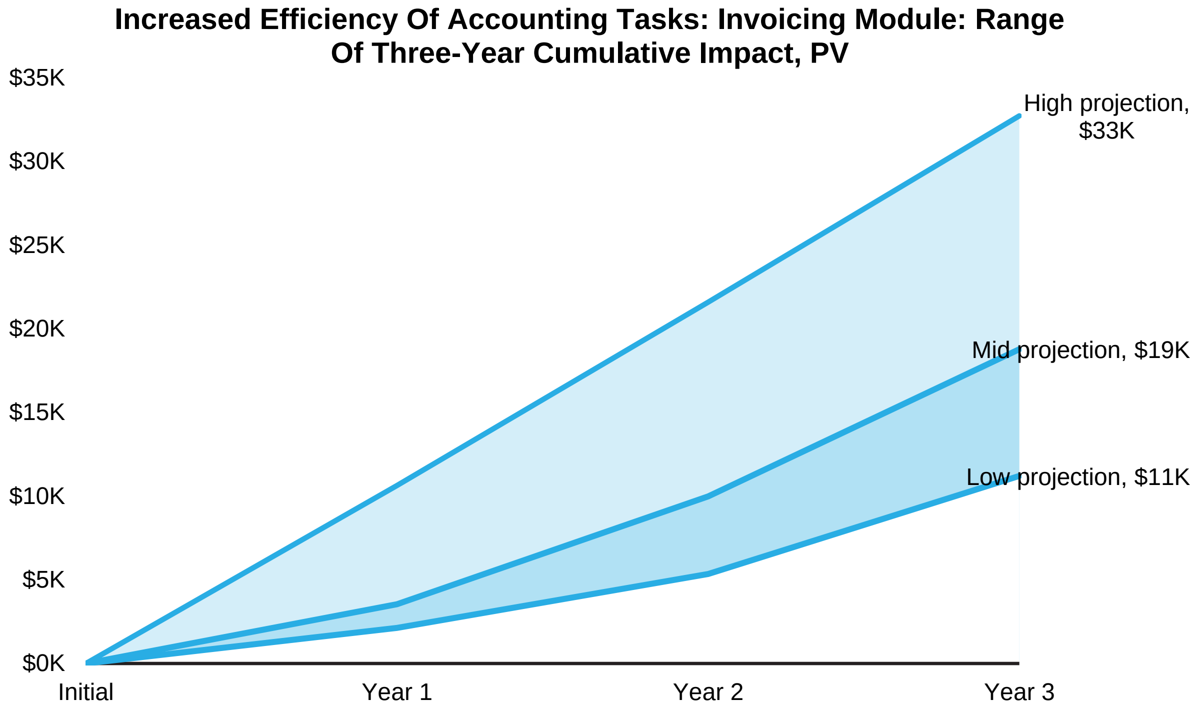
Evidence and data. Interviewees said prior to using Intuit Enterprise Suite, invoicing was completed within individual entities and was reviewed at the company level by high-level bookkeepers or even the CFO. Intuit Enterprise Suite streamlined the invoicing process to provide time savings for both bookkeepers and the C-level resources involved in the review process. Additionally, the interviewees' organizations benefited from taking a more proactive approach to invoicing that unlocked capital sooner than before.

- Of the survey respondents who expect their organization to see process efficiencies with Intuit Enterprise Suite, 47% expect to see improvements specifically to the invoicing process.
- A CFO at a financial services organization said: "It used to take our bookkeeper and CFO 1 to 2 hours a day to enter and review sales invoices. With Intuit Enterprise Suite, we expect this to go down to 15 minutes a day."
- A CFO at a landscaping/construction organization revealed the expected time savings within the invoicing process for their company: "We expect 15% time savings for individual bookkeepers at the entity level on the time spent reviewing invoices with Intuit Enterprise Suite."

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite's invoicing efforts include the CFO and bookkeeper resources. Collectively, these resources spend 520 hours per year on invoicing across 10 entities and at the parent-company level.
- With Intuit Enterprise Suite, the composite organization streamlines the invoicing process to reduce time spent for the resources involved. At the low range, the organization benefits from having a consolidated view of invoices that reduces time spent collecting and closing those invoices. At the high range, the organization includes more functionality on Intuit Enterprise Suite and streamlines that functionality across all entities to achieve near automation of the invoice-collection and closing process by saving up to 95% of time spent by Year 3.
- The blended hourly rate for the involved resources is $75.

Results. This yields a three-year projected PV ranging from $11,000 (low) to $33,000 (high).


Increased Efficiency Of Accounting Tasks: Invoicing Module: Range Of Three-Year Cumulative Impact, PV
$35K
$30K
$25K
$20K
$15K
$10K
$5K
$0K
Initial
Year 1
Year 2
Year 3
High projection, $33K
Mid projection, $19K
Low projection, $11K

Increased Efficiency Of Accounting Tasks: Invoicing					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
D1	Time spent on invoicing prior to Intuit Enterprise Suite (hours)	Composite	520	520	520
D2			15%	25%	50%
D2	Reduction in time spent on invoicing with Intuit Enterprise Suite	Interviews	25%	50%	75%
D2			75%	85%	95%
Dt_{Low}			\$2,340	\$3,900	\$7,800
Dt_{Mid}	Increased efficiency of accounting tasks: Invoicing	D1*D2*A4	\$3,900	\$7,800	\$11,700
Dt_{High}			\$11,700	\$13,260	\$14,820
	Three-year projected total: \$14,040 to \$39,780		**Three-year projected present value: \$11,211 to \$32,730**		

INCREASED EFFICIENCY OF ACCOUNTING TASKS: RUNNING PAYROLL

Evidence and data. Interviewees said that prior to using Intuit Enterprise Suite, their organizations processed payroll across multiple systems for different entities and even for various resource types. Consolidating payroll information was increasingly difficult at the company level and required manual workarounds that extended payroll processing timelines. With Intuit Enterprise Suite, interviewees' organizations improved payroll processing and consolidated disparate payroll systems to Intuit Enterprise Suite to further improve and expedite the payroll function.

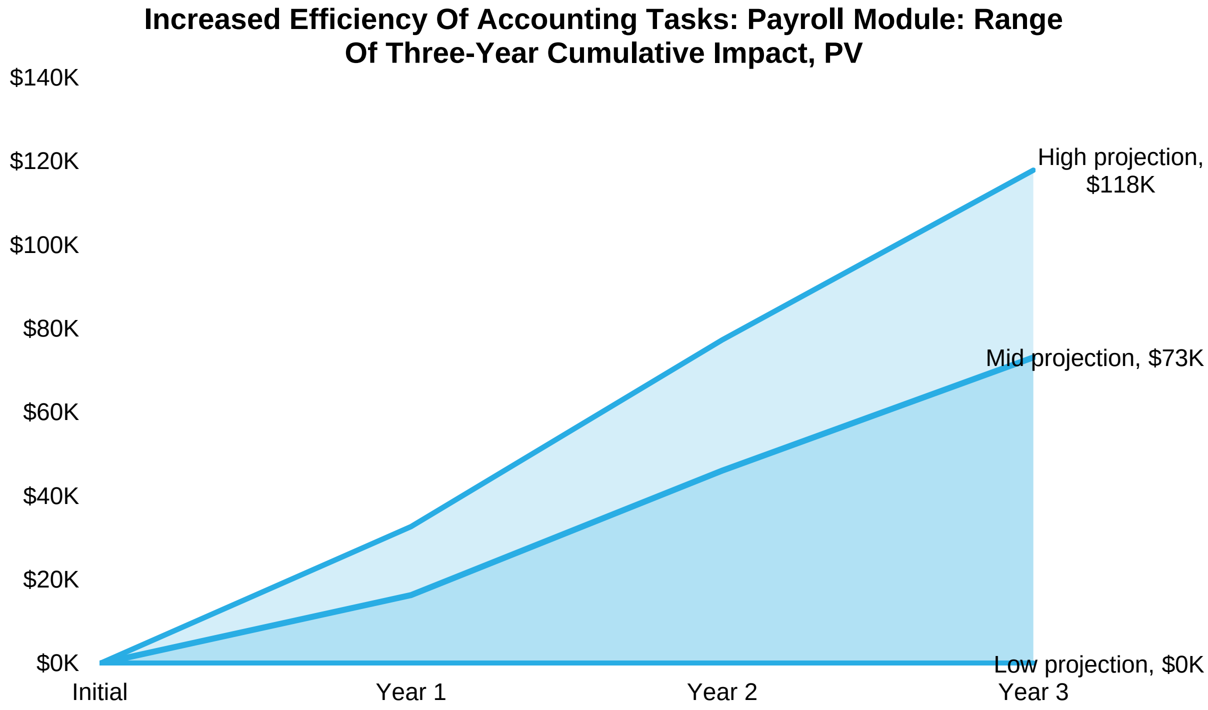
- Of the survey respondents who expect to see process efficiencies with Intuit Enterprise Suite, 53% expect to see improvements specifically to the payroll process.
- A CFO at a landscaping/construction organization described the timeline for processing payroll before using Intuit Enterprise Suite and the efficiencies experienced with the platform: "We expect to run payroll for all four companies in about 2 hours with Intuit Enterprise Suite. Before, it would take 8 hours to process payroll for a single entity [due to the different systems and manual workarounds involved]."

  The interviewee said the impact of this extended far beyond the time savings; they also tied payroll efficiencies to better employee experience (EX). The CFO stated: "With Intuit Enterprise Suite, we're now able to offer weekly payroll. Before [using Intuit Enterprise Suite], we could only offer biweekly payroll because of how laborious the payroll process was. We can now run payroll weekly without it being an administrative burden. And it will get easier over time because calculations and some other things within the system will get cleaner and more straightforward. This will be a direct benefit to the employees."

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Payroll processes include the CFO and bookkeeper resources. Collectively, these resources spend 960 hours per year on payroll across 10 entities and at the parent-company level.
- At the low range, the composite organization does not implement QuickBooks Payroll or QuickBooks Time functionality on the Intuit Enterprise Suite platform. Therefore, it does not realize any time savings with the payroll process.
- At both the mid range and high range, the composite organization implements QuickBooks Payroll and QuickBooks Time on the Intuit Enterprise Suite platform. While the mid range includes a conservative approach to implementation across the 10 total entities, the high range includes a more aggressive approach to unhooking prior payroll solutions to see 50% time savings in Year 1 and 75% time savings in years 2 and 3.
- The blended hourly rate for the involved resources is $75.

Results. This yields a three-year projected PV ranging from $0 (low) to $118,000 (high).



Increased Efficiency Of Accounting Tasks: Payroll

Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Time spent running payroll across entities prior to Intuit Enterprise Suite (hours)	Composite	960	960	960
E2			0%	0%	0%
E2	Reduction in time spent on payroll with Intuit Enterprise Suite	Interviews	25%	50%	50%
E2			50%	75%	75%
E3	Blended salary of impacted resources	Research data	$75	$75	$75
Et_{Low}			$0	$0	$0
Et_{Mid}	Increased efficiency of accounting tasks: Payroll	E1*E2*E3	$18,000	$36,000	$36,000
Et_{High}			$36,000	$54,000	$54,000
	Three-year projected total: $0 to $144,000		**Three-year projected present value: $0 to $117,926**		

TECHNOLOGY COST SAVINGS

Evidence and data. The interviewees' organizations were scaling rapidly through company and asset acquisition and organic growth, so they often inherited various back-end systems, solutions, and services. Additionally, many interviewees said their organization invested in third-party solutions or services to circumvent obstacles or fill gaps created by data fragmentation and manual process inefficiencies. Together, disparate technologies and time spent on associated vendor administration resulted in high technology costs. With Intuit Enterprise Suite, interviewees said they anticipate their organizations will streamline back-end systems for financial management and related processes to Intuit products on the Intuit Enterprise Suite platform to save on technology spent and resource time allocated to vendor management.

- Eighty-two percent of survey respondents agreed that they believe their organization would save on costs related to accounting software and point solutions with Intuit Enterprise Suite. Additionally, 63% envision saving on email automation software and point solutions by implementing additional Intuit products for email marketing automation through Mailchimp on the Intuit Enterprise Suite platform.

- The operations resource at a legal services organization said they believe their company could replace a third-party email service provider with Mailchimp to save on annual costs.

- The CFO at a financial services organization described using a third-party analytics tool prior to Intuit Enterprise Suite to augment reporting and analytics capabilities. The organization consolidated that functionality onto the Intuit Enterprise Suite platform to save on associated costs and to benefit from the improved capabilities. The interviewee said: "The outsourced product [we were using for analytics] was getting expensive and wasn't communicating as well as I would have liked it to with our QuickBooks accounting system. Consolidating to Intuit and eliminating our annual contract with the third-party solution will save us $3,500 to $5,000 a year."

- A CFO at a different financial services organization said their company inherited entities that use a competing ERP solution and that those entities will migrate to Intuit Enterprise Suite. They stated, "Eventually, we will be able to migrate 10 entities over to Intuit Enterprise Suite that currently use a competitive ERP solution to save on those annual costs as well."

- An accounting manager at a real estate organization described how their company engaged with a third-party service to perform its consolidated reporting at the end of each month to avoid the process delays it was experiencing internally. They explained the organization will no longer need that service with Intuit Enterprise Suite as it will benefit from a more efficient consolidation process and better-quality data: “I was really interested in the consolidated reporting. Three months prior to [Intuit] contacting me [about Intuit Enterprise Suite], we had started a month-to-month relationship with a third-party vendor that [would go] into QuickBooks and synchronize your data for you across entities for purposes of consolidated reporting. I would much rather use [Intuit Enterprise Suite] to synchronize our data and do our consolidated reporting than have another third-party vendor just for that functionality.”
- A CFO at a landscaping/construction organization described the additional vendor administration time savings that having a dedicated customer success manager affords their company. They said: “We have access to [Intuit] resources a lot more than we did before. I feel like I’m getting additional value by essentially not having to pay my team to investigate and resolve issues and transitioning some of the burden over to Intuit. The level of service and access that I have [to Intuit resources and support] is exceptional.”

Up to 16 hours

Monthly time savings on vendor management for technology resources with Intuit Enterprise Suite

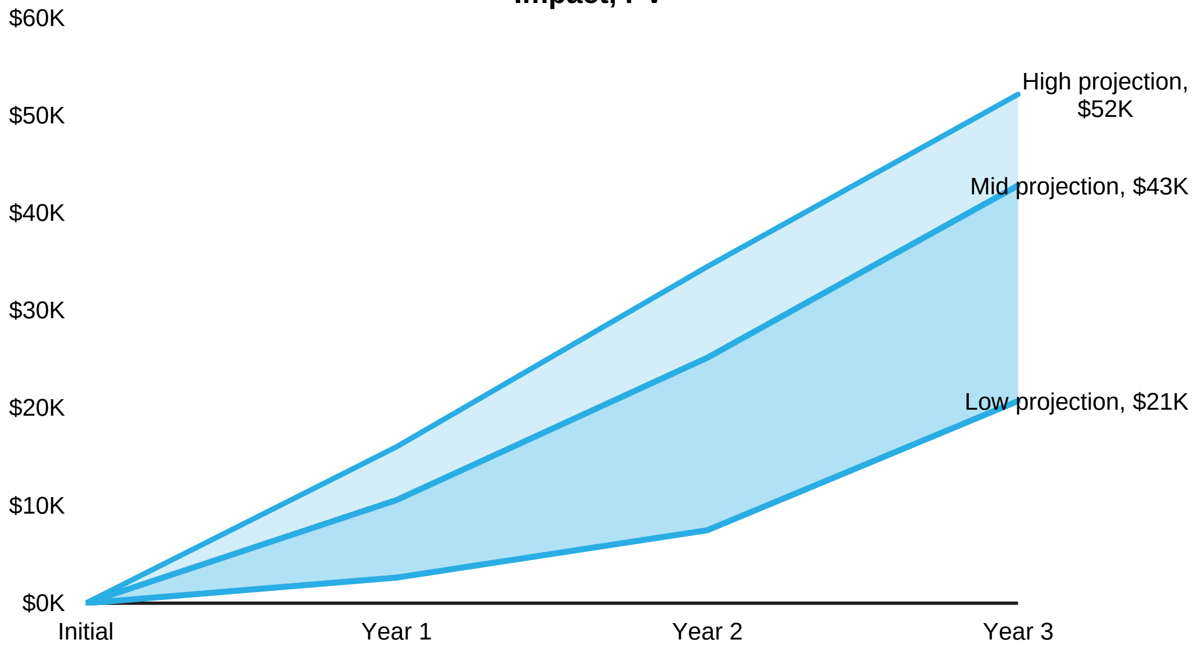
Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization previously spent $12,000 per year on point solutions and comparative services to those available on the Intuit Enterprise Suite platform. These solutions included an analytics provider, an automated email marketing service, and individual accounts with competitive payroll vendors.

- At the low range, the composite organization's consolidation effort is drawn out such that the company does not achieve cost savings in the first year. At the high range, the organization ends contracts with service providers immediately to see 75% cost savings in Year 1. Ultimately, the organization unhooks all prior solutions and comparative services by Year 3.
- A technology resource is responsible for vendor management of the prior solutions and services and thus spends 16 hours per month on related tasks.
- As the organization consolidates more prior systems and solutions onto the Intuit Enterprise Suite platform, it saves 25% to 75% of time spent on vendor management at the low range and 75% to 100% at the high range.
- The average fully burdened hourly rate for a technology resource is $60.

Results. This yields a three-year projected PV ranging from $21,000 (low) to $52,000 (high).

Technology Cost Savings Module: Range Of Three-Year Cumulative Impact, PV



Technology Cost Savings					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
F1	Total spend on point solutions/comparative services before Intuit Enterprise Suite	Interviews	$12,000	$12,000	$12,000
F2			0%	25%	75%
F2	Reduction in spend on point solutions/services with Intuit Enterprise Suite	Interviews	25%	75%	100%
F2			75%	95%	100%
F3	Time spent on vendor administration before Intuit Enterprise Suite (hours)	Composite	192	192	192
F4			25%	25%	75%
F4	Time savings on vendor admin with Intuit Enterprise Suite	Interviews	75%	75%	100%
F4			75%	95%	100%
F5	Blended hourly rate for a resource responsible for vendor administration	Research data	$60	$60	$60
Ft_{Low}			$2,880	$5,880	$17,640
Ft_{Mid}	Technology cost savings	(F1*F2)+(F3*F4*F5)	$11,640	$17,640	$23,520
Ft_{High}			$17,640	$22,344	$23,520
	Three-year projected total: $26,400 to $63,504		**Three-year projected present value: $20,731 to $52,173**		

UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced with Intuit Enterprise Suite but were not able to quantify:

- **Additional benefits from better decision-making, including more visibility into project forecasting and better allocation of budget.** Interviewees said their organizations applied insights derived from company-level data and more accurate reporting to make better decisions that influenced both revenue and profit. This included better project forecasting and expedited project issue identification and mitigation efforts to ensure that more projects land profitably with Intuit Enterprise Suite.

The CFO at a landscaping/construction organization described the impact of Intuit Enterprise Suite functionality on project forecasting: "[With QuickBooks Time,] there will be more visibility into who is clocked in and for how long so that there will be more accountability. Then, I can run the numbers on a project quickly to know where we are tracking [against forecasted budget] and to influence those numbers before a project is completely over, and there's nothing you can do to change your numbers."

The CFO at a financial services organization cited further impact of AI capabilities within project forecasting. They said: "There is the potential for adding AI functionality to project forecasting. This would allow us to perform quick analysis to influence forecasting questions during meetings. In these instances, accepting an AI type of answer with some margin of error is better to make the quick decision versus waiting to dig up a more detailed analysis."

- **Reduction in risk and ability to better meet compliance standards.** Seventy-one percent of survey respondents said they expect Intuit Enterprise Suite to improve business continuity and reduce risks, and more than 80% expect it to enhance financial controls with rules-based triggers, alerts, and approvals.

  The interviewees said their organizations benefited from tighter access control functionality with Intuit Enterprise Suite that reduced the risk of data breaches through phishing attempts and the like. The operations resource within a legal services organization described a scenario in which role-based access control within the finance function would ensure that employees responsible for payroll and those responsible for onboarding and HR do not have the same capabilities within the system. The interviewee explained that their organization recently experienced a scamming issue that resulted in an unqualified resource making compensation adjustments and that they expect the RBAC within Intuit Enterprise Suite to reduce the risk of similar phishing and scamming attempts in the future.

  Additionally, interviewees said having tighter financial controls ensure fewer mistakes are made in data entry so their organizations can better meet compliance requirements. The CFO at a financial services organization explained: "We're in a highly regulated industry, so [risk reduction] has been a big factor in our decision [to implement Intuit Enterprise Suite]. We previously had to rely on a third party to respond to regulatory requests. If we're comfortable with our data and can respond to those requests in-house without having to bring in external accountants, it would help us keep our knowledge in-house and enable a deeper level of understanding. [With Intuit Enterprise Suite,] we have more financial control and visibility into that data. The external accountants weren't giving us the data as clearly as we're able to get it now."

In these instances, there is also an opportunity to avoid contracting with external consultants to meet compliance requirements. In fact, 70% of survey respondents said they expect Intuit Enterprise Suite to save their organization on audit fees or other efforts related to meeting compliance and governance requirements.

- **Better collaboration.** More than 80% of survey respondents said they expect Intuit Enterprise Suite to improve collaboration within departments and/or across functions. Interviewees said the platform allowed employees to utilize the same systems across entities and that they generally had more transparency into company-level data and decisions. As such, it became easier to collaborate both within departments and across functions.
- **A more attractive working environment for current and future employees.** Interviewees said employees involved in financial tasks benefit from more streamlined processes and a more intuitive user interface with the Intuit Enterprise Suite platform. Additionally, they said most employees benefit from the more streamlined financial processes either directly or indirectly. For example, the CFO of a landscaping and construction organization said they expedited the payroll process to run payroll more often and that better employee experiences and bi-monthly pay cycles made the company more competitive in the market.
- **Intuit partnership, which lends confidence to scale investment and avoid a larger systems-upgrade project.** Many of the interviewees said Intuit Enterprise Suite provided access to a new level of customer support with Intuit. They described that Intuit resources helped troubleshoot and problem solve as well as providing insights into both existing and future functionality. Because of this, the interviewees' organizations felt more confident in their Intuit partnerships, which made them more aggressive in implementing additional Intuit functionality on the Intuit Enterprise Suite platform and continuing to avoid larger systems upgrade projects.

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Intuit Enterprise Suite and later realize additional uses and business opportunities, including:

- **Further accelerating the invoice process with pay-enabled invoices.** Interviewees said they expect future benefit from adding other Intuit products such as QuickBooks Payments to the Intuit Enterprise Suite platforms within their organizations' financial ecosystems. These interviewees explained that by linking Payments to invoicing schedules, their organizations would see additional value from pay-enabled invoicing (e.g., accelerated invoicing schedules).

  The CFO at a landscaping/construction organization elaborated on the impact of streamlining the invoicing process with pay-enabled invoicing: "Historically, we didn't bill until the end of the month because the process was so laborious. Now that [the invoice process] is streamlined, we're looking at invoicing weekly. This cuts off 21 AR days which we estimate will free up a hundred thousand dollars in capital that's currently just stuck in AR. So that's a real number that we've run reports on."

- **Influencing decisions (e.g., marketing dollars spent) outside of the financial department.** Some of the interviewees said that because Intuit Enterprise Suite is compatible with Intuit products outside the financial ecosystem, their organization is interested in either migrating to Mailchimp for its email marketing automation software or integrating its existing Mailchimp accounts with the Intuit Enterprise Suite platform.

  An operations resource at a legal services organization said they anticipate future value when their company integrates Mailchimp with its payment processor to inform sales on upsell and cross-sell opportunities. One of the organization's businesses offers different services by state, so the interviewee said they believe integrating Mailchimp and the payments processor would help narrow in on offerings depending on where customers engage geographically.

  A CFO at a financial services organization offered another example of how Mailchimp could provide additional value inside their organization's events operations: "[We expect to see value with Intuit Enterprise Suite] in making decisions on where to put our money in marketing and what types of leads and strategies we want to pursue as well as in events. We do a lot of traveling and events, so [we're] looking into the events, seminars,

> and classes we put on to see if they end up producing enough revenue to cover the cost. Before, those decisions were more arbitrary."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix A).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Gtr	Cost of Intuit Enterprise Suite	$0	$40,036	$44,484	$44,484	$129,004	$106,581
Htr	Implementation costs	$26,280	$6,570	$6,570	$6,570	$45,990	$42,619
	Total costs (risk-adjusted)	$26,280	$46,606	$51,054	$51,054	$174,994	$149,200

COST OF INTUIT ENTERPRISE SUITE

Evidence and data. Interviewees said their organizations pay annual subscription fees to Intuit for access to the Intuit Enterprise Suite platform. There is a base fee as well as additional cost for volume of entities, associated end users, total employee counts, and services contracted.

- The CFO at a financial services organization indicated that customer support was included in the annual contract for Intuit Enterprise Suite.
- Pricing may vary. Please contact Intuit for additional information.

Modeling and assumptions. Based on the interviews, Forrester estimates the following about the composite organization:

- The composite organization has 10 entities.
- In the mid range, the composite pays $36,396 to Intuit in Year 1 for these 10 entities and $40,440 in years 2 and 3 to account for product components in place. Intuit applies a standard discount to the composite's annual costs in Year 1.
- The composite organization implements accounting with components for QuickBooks Bill Pay and Workforce Management that incorporates QuickBooks Payroll and QuickBooks Time during the three-year investment period.

- While accounting fees consider entity volumes and user counts, the 23 total employees are included in the payroll pricing calculation.
- The composite organization plans to implement QuickBooks Payments, QuickBooks Checking, QuickBooks Capital, and Mailchimp in the future, but Forrester did not include these costs in the financial model.
- When the composite implements these additional components, the cost is based on the number of contacts in Mailchimp as well as payment transaction volumes.

Risks. Costs to Intuit for Intuit Enterprise Suite will vary depending on the following:

- The total volume of entities, platform end users, and company employees.
- The services contracted and products integrated with the platform.
- Variable discounts applied annually.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $107,000.

Cost Of Intuit Enterprise Suite

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Cost of Intuit Enterprise Suite	Composite	$0	$36,396	$40,440	$40,440
Gt	Cost of Intuit Enterprise Suite	G1	$0	$36,396	$40,440	$40,440
	Risk adjustment	↑10%				
Gtr	Cost of Intuit Enterprise Suite (risk-adjusted)		$0	$40,036	$44,484	$44,484
	Three-year total: $129,004			**Three-year present value: $106,581**		

IMPLEMENTATION COSTS

Evidence and data. Interviewees’ organizations were already managing multiple Intuit products prior to adopting the Intuit Enterprise Suite platform. As such, interviewees said the cost of resource time spent on the investment is related to implementation of the platform and the consolidation of point solutions and competitive systems as more Intuit products are brought onboard the platform.

- The CFO at a landscaping and construction organization stated: “I think if we have a system that’s proven out and that our current staff is familiar with, then when we onboard new companies and acquire new companies, the implementation process of three months hopefully goes down to one month. As we get better at integrating systems and procedures and understanding what the hiccups are and what to do first and what not to do, then if we go to acquire a business, we can recover the 15% time savings faster but also save the time spent on the implementation. So, we would be recouping our time spent these last three months on future deals.”

- The CFO at a financial services organization described the initial transition to the Intuit Enterprise Suite platform: “There wasn’t really any change to the UI or login experience. It is the same interface with some newly added functionalities that sped up things. There wasn’t any downtime. It was quite an easy transition.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The initial implementation spans three months and requires efforts of the CFO, a bookkeeper, and an IT resource.

- Ongoing implementation includes the addition of new products and the learning curve for new features and future functionality.

Risks. Implementation costs may vary depending on:

- The systems and processes experienced in the before state.

- The product strategy in terms of which Intuit products are onboarded to the Intuit Enterprise Suite platform and the cadence of those implementations.

- The resources involved in the implementations.

Results. To account for these risks, Forrester adjusted this cost upward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $43,000.

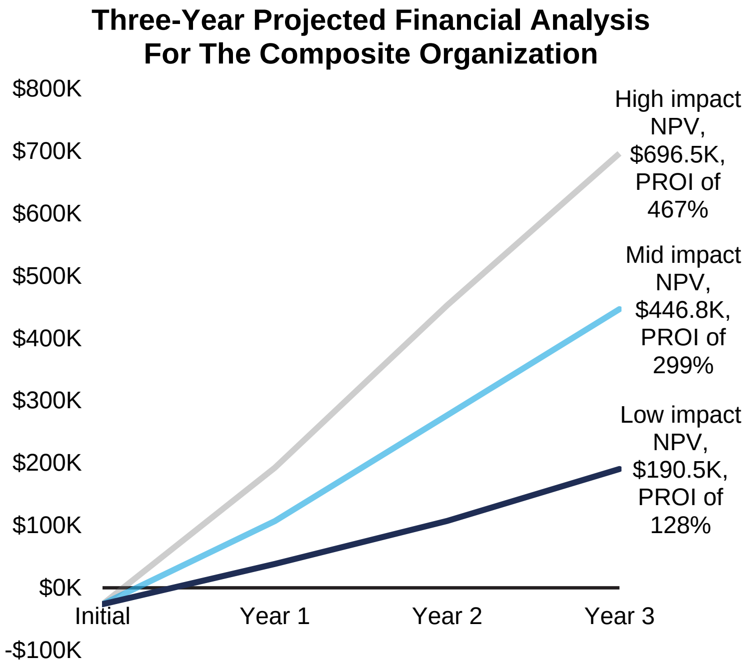
> "[Intuit] has contacted me to gather feedback and understand our thoughts. We're a small team and a small company. It's very nice that a large company has taken so much interest in our success, and I really appreciate that."
>
> ACCOUNTING MANAGER, REAL ESTATE

Implementation Costs

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Total time spent on implementation efforts for CFO (hours)	Interviews	60	15	15	15
H2	Average hourly rate for a CFO	Composite	$125	$125	$125	$125
H3	Monthly time dedicated to implementation for bookkeepers (hours)	Interviews	240	60	60	60
H4	Average hourly rate for a bookkeeper/IT resource	E5	$60	$60	$60	$60
Ht	Implementation costs	((H1*H2)+(H3*H4))	$21,900	$5,475	$5,475	$5,475
	Risk adjustment	↑20%				
Htr	Implementation costs (risk-adjusted)		$26,280	$6,570	$6,570	$6,570
	Three-year total: $45,990			**Three-year present value: $42,619**		

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics



The financial results calculated in the Benefits and Costs sections can be used to determine the PROI and projected NPV for the composite organization’s investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted PROI and projected NPV values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	($26,280)	($46,606)	($51,054)	($51,054)	($174,994)	($149,200)
Total benefits (low)	$0	$117,736	$134,296	$161,956	$413,988	$339,702
Total benefits (mid)	$0	$193,156	$256,472	$277,472	$727,100	$596,024
Total benefits (high)	$0	$287,372	$366,207	$375,123	$1,028,702	$845,733
Net benefits (low)	($26,280)	$71,130	$83,242	$110,902	$238,994	$190,502
Net benefits (mid)	($26,280)	$146,550	$205,418	$226,418	$552,106	$446,824
Net benefits (high)	($26,280)	$240,766	$315,153	$324,069	$853,708	$696,533
PROI (low)						128%
PROI (mid)						299%
PROI (high)						467%

APPENDIX A: NEW TECHNOLOGY: PROJECTED TOTAL ECONOMIC IMPACT

New Technology: Projected Total Economic Impact (New Tech TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The New Tech TEI methodology helps companies demonstrate and justify the projected tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach

Projected Benefits represent the projected value to be delivered to the business by the product. The New Tech TEI methodology places equal weight on the measure of projected benefits and the measure of projected costs, allowing for a full examination of the effect of the technology on the entire organization.

Projected Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The projected cost category within New Tech TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on “triangular distribution.”

PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

PROJECTED NET PRESENT VALUE (PNPV)

The projected present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

PROJECTED RETURN ON INVESTMENT (PROI)

A project’s expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

The initial investment column contains costs incurred at “time 0” or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

APPENDIX B: ENDNOTES

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

[2] If the revenue benefit is a direct result of the tech product/service implemented and if the only cost to producing this original revenue was the tech product/service (e.g.,if systems A produces a service that brings 5 million in revenue with no other cost other than the implementation and ongoing maintenance of system A), then Forrester uses the full revenue value (i.e., profit) in the benefit calculation and does not include operating margin.

APPENDIX C: SURVEY DEMOGRAPHICS

INDUSTRY	
Construction	**33%**
Professional, scientific, and technical services	**33%**
Others (admin, healthcare, technology, nonprofit, manufacturing, wholesale)	**34%**

EMPLOYEES	
2 to 9 employees	**10%**
10 to 24 employees	**23%**
25 to 49 employees	**32%**
50 to 74 employees	**11%**
75 to 99 employees	**10%**
100 to 500 employees	**14%**

ANNUAL REVENUE	
$3M to $4.99M	**38%**
$5M to $9.99M	**22%**
$10M to $24.99M	**6%**
$25M to $49.99M	**12%**
$50M to $74.99M	**6%**
$75M to $99.99	**8%**
$100M or more	**8%**

QUICKBOOKS ONLINE PRODUCTS	
QuickBooks Online Plus	**55%**
QuickBooks Online Advanced	**42%**
QuickBooks Online Essentials	**40%**
QuickBooks Online Simple Start	**26%**
QuickBooks Online Self-Employed	**13%**

PAIN POINTS EXPERIENCED WITH CURRENT FINANCIAL ECOSYSTEM	
Limited visibility into operations	49%
Limited capabilities related to analytics and reporting	47%
Data fragmentation	59%
Process inefficiencies	30%
Poor customer support	39%
Poor integration with other software platforms/apps	55%
Security concerns	65%
Limited collaboration across functions or tools	32%
Excessive technology spend	47%
Excessive technology administration time spent	27%

EXPECTED BENEFITS WITH INTUIT ENTERPRISE SUITE	
Generating better insights and reporting	80%
Saving costs on accounting software/point solutions	82%
Saving costs on email automation software/point solutions	63%
Improving process efficiencies	75%
Achieving resource time savings	78%
Improving business continuity and reducing risks	71%

EXPECTED PROCESS EFFICIENCIES	
Payment workflows	74%
Running and refreshing reports for operations and sales	61%
Performing payroll functions	53%
Preparing and filing tax information	51%
Collecting and closing invoices	47%
Budgeting/forecasting financials	46%
Project scoping/Job costing	40%
Data reconciliation	36%
Running and refreshing reports for C-suite	33%
Vendor administration	30%
Sending email marketing communications	26%

EXPECTED ADDITIONAL PROJECTS WITHIN BUDGET ANNUALLY WITH INTUIT ENTERPRISE SUITE	
Average	30.9
Median	25.0

PROJECT-LEVEL ISSUE IDENTIFICATION IN DAYS	
Average days before Intuit Enterprise Suite	19.5
Average days with Intuit Enterprise Suite	18.5

EXPECTED RESOURCE TIME SAVINGS	
Financial administration	75%
Performing financial tasks	65%
Reporting	57%
Decision-making	52%

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