






“Right for Me” Payment Solutions

	Product	Target Customer	Value Proposition	Pain Point Addressed
	Intuit QuickBooks Point of Sale Merchant Service	<ul style="list-style-type: none"> - Product retailers who want to manage inventory and sales - Has a PC or is willing to buy - May or may not want Intuit Merchant Service 	“Grow your business faster with complete inventory, sales and customer management. Payments are authorized, processed and recorded in just one step!”	<ul style="list-style-type: none"> - Double data entry and data entry errors - Time spent reconciling transactions, inventory, and customer data - Work force management
	Intuit Merchant Service for QuickBooks	<ul style="list-style-type: none"> - Any “back office” industry - Use QuickBooks financial or Enterprise as the engine of their business - Invoice customers and keep track of customer data - Ecommerce merchants 	“Because you are a QuickBooks customer, Intuit Merchant Service for QuickBooks saves you time and money on credit card processing.”	<ul style="list-style-type: none"> - Double data entry and data entry errors - Time spent generating and following up on unpaid invoices - Time spent tracking customer information - Time spent reconciling merchant services
	Intuit Merchant Service for Terminals	<ul style="list-style-type: none"> - Any “front office” industry - Do not have a PC or do not want to use a PC - Merchants that already have a credit card terminal - Multi merchant account capabilities 	“Easy way to accept credit cards with low rates and easy QuickBooks reconciliation.”	<ul style="list-style-type: none"> - Customers want to pay with a credit or debit card - Current processor is charging high discount rates with lots of hidden fees - Difficulty reconciling merchant services in QuickBooks
	Intuit GoPayment (Mobile)	<ul style="list-style-type: none"> - Field Trades - Any merchant who takes payments the moment a job is complete (i.e., plumbers, contractors) 	“Inexpensive way to get paid on the spot from your mobile phone with easy QuickBooks reconciliation.”	<ul style="list-style-type: none"> - Time spent following up on unpaid invoices - Wireless options to accept payments away from the office are expensive - Difficulty reconciling merchant services in QuickBooks - Multiple users and tracking
	Intuit Merchant Service for Web Stores	<ul style="list-style-type: none"> - Product retailers who sell online - Offer customers a large number of products - Prefer that customers purchase more than one product / visit 	“The easy and secure way to accept payments in your Web Store; syncs with QuickBooks.”	<ul style="list-style-type: none"> - Double data entry and data entry errors - Time spent reconciling transactions & managing multiple sales channels - Concerned that credit card information sent over the internet is not protected