

# Top Five Signs You Need to Upgrade to QuickBooks 2010

## *2010 with QuickBooks at Your Side*

**JANUARY 2010.** Besides being a great time for resolutions, the New Year is a good time to take stock of your software and Web-based applications to see if the time has come to move up. Web-based solution providers generally slip in upgrades incrementally as the year goes by, but desktop application publishers still tend to stick by the annual version change.

Intuit® QuickBooks® financial software is no exception. The Windows desktop 2010 version has been out for several months now. While you're probably watching your technology dollars closely in this hesitant economy, there are solid business arguments for not holding out too long.

## **TWO ISSUES**

There are two upgrade issues to consider: Currency of version and level of software. We'll cover each in turn.

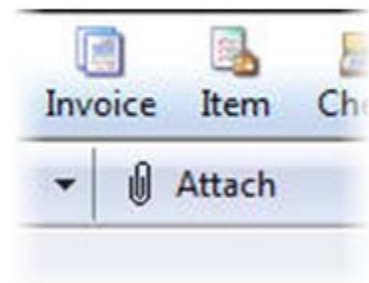
## **When to Upgrade to a New Version?**

If you're two or more versions behind, it's always a good idea to upgrade. Intuit not only adds features every year (some years more than others), but it also addresses performance issues and tweaks the code regularly. Part of this is a matter of keeping up with frequently updated Operating Systems. *How* QuickBooks runs can impact your business in terms of time savings and the frustration factor.

QuickBooks 2010 is a significant upgrade. Here are some dilemmas it solves. Do you see your company's sticking points in any of them?

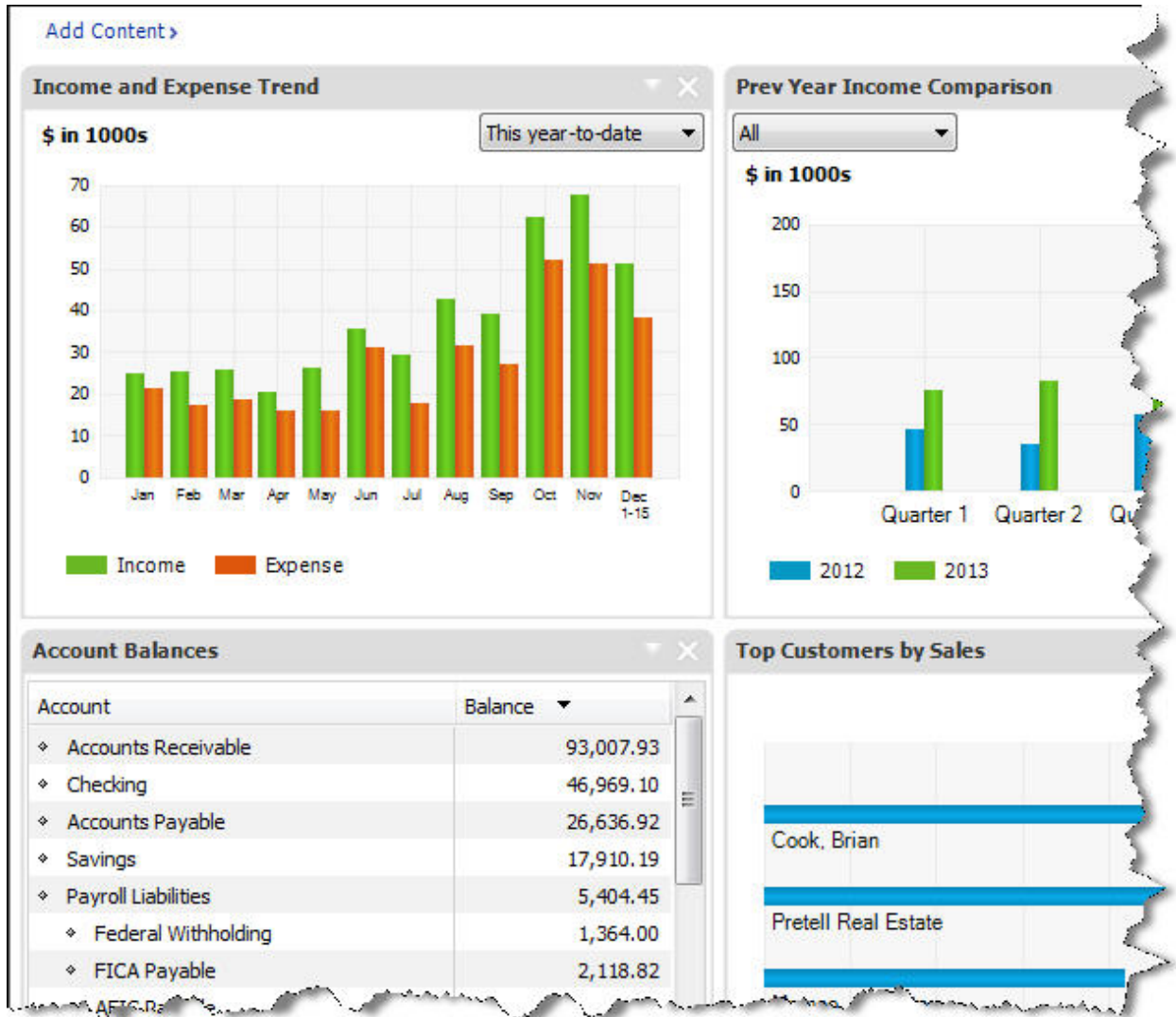
- **Sign 1: Too Much Paper**

**Solution:** *For the first time, QuickBooks 2010 can help you save more paper and consolidate content by letting you scan documents and attach them to forms and records.*



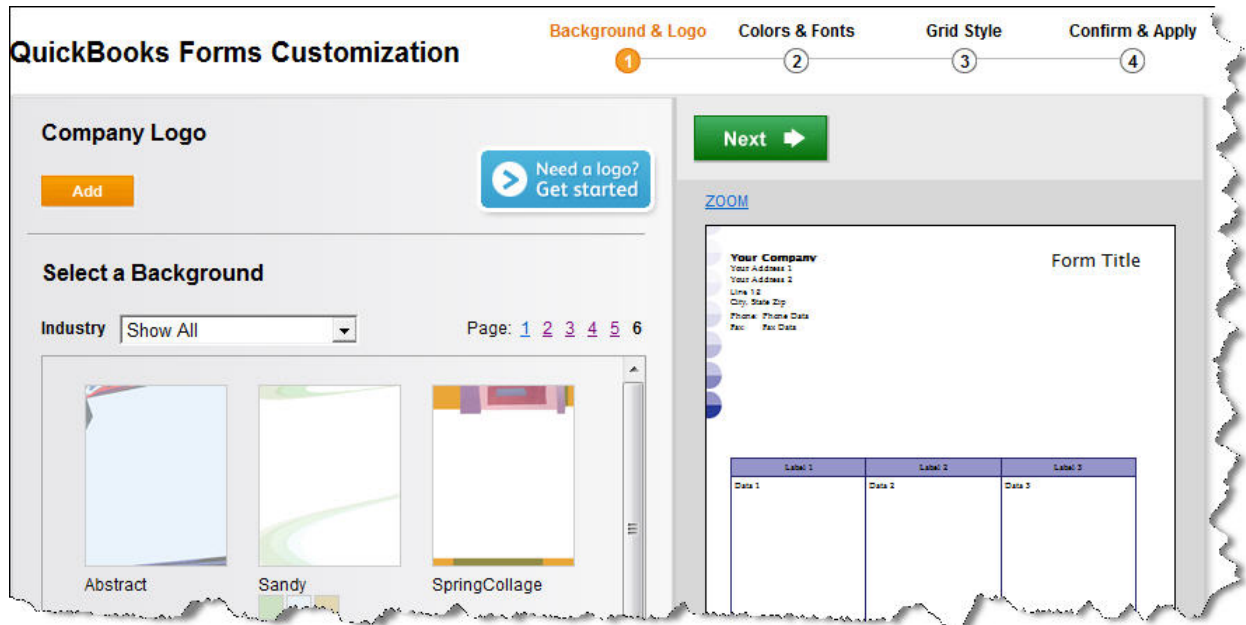
- **Sign 2: You're Wasting Too Much Time Getting a Handle on Your Bottom Line**

**Solution:** The QuickBooks 2010 upgraded **Company Snapshot** can now be modified to include tables and charts that you or your QuickBooks ProAdvisor choose. It's the best first place to look when you fire up QuickBooks in the morning.



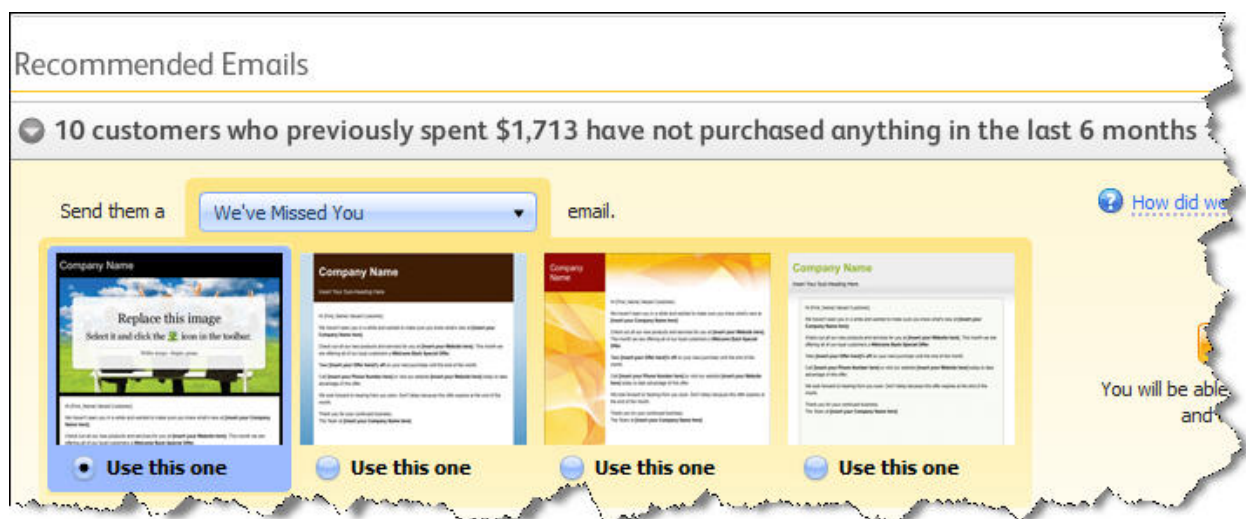
- **Sign 3: Your Outgoing Forms Lack Pizzazz, but You Can't Afford a Designer**

**Solution:** Improved invoice customization. You don't need a professional designer to create good-looking forms in QuickBooks 2010. You can now build a design and apply it simultaneously to multiple forms. Several free background designs are included.



- **Sign 4: You Need to Do Email Marketing, but Don't Know How to Start**

**Solution:** QuickBooks 2010's new, smart Marketing Center builds email marketing campaigns based on your QuickBooks data. You select the design and content, and QuickBooks fills in contact information and displays your results so you can see what worked and what didn't.



- **Sign 5: You Need More Flexibility in How You Process Checks**

***Solution:** Intuit Check Solutions in QuickBooks 2010 solves two problems. First, you can now add an electronic signature to checks you create and print in QuickBooks. Second, you can either scan checks or take the information over the phone, and then transmit the financial data to the bank.*

## **Finding the Right Level**

Whether to upgrade to a more recent version of QuickBooks can be a simple decision, based on the age of your software and the new features offered – and of course the advice you are getting from your QuickBooks ProAdvisor.

As to the other issue, how do you know when it's time to move up from one edition to another, like from Simple Start to QuickBooks Pro, or from Pro to Premier or Enterprise Solutions? Again, you should turn to your QuickBooks ProAdvisor for advice, but for your consideration, here are some of the major capabilities that divide those editions:

- **Online banking.** Simple Start doesn't offer it; the others do.
- **Multiple currencies.** Only offered in Pro, Premier, and Enterprise.
- **Multi-user.** Simple Start is single-user only. Pro and Premier let you network up to five, but Enterprise Solutions lets you connect up to 30 seats.
- **Time- and expense-tracking.** Not offered in Simple Start, but in all others.
- **Forecasting and business plan creation.** You'll have to move up to Premier or Enterprise.
- **Industry-specific features and reports.** Premier and Enterprise only.
- **Maximum reports.** Premier and Enterprise offer the most, at over 150.
- **Consolidated reports from multiple company files.** Enterprise only.

Software acquisition and ongoing maintenance can be a major line item in your budget, but if you do your homework and make smart decisions, you can benefit without breaking the bank. Intuit has built a family of QuickBooks products that are easily upgraded, both from one year to another and from one edition to another.