Intuit

Innovation on the platform employees choose—Mac.

From its simple beginnings over three decades ago, Intuit has grown into a business and financial management software powerhouse serving over 37 million customers. At the center of its growth is a commitment to innovation. And Mac helps fuel that innovation—and more—at Intuit.

Company Snapshot

- A global leader in business and financial management solutions for small businesses, consumers, and accounting professionals.
- 7700 employees, with major offices in the U.S., Canada, India, United Kingdom, Singapore, Australia, and Israel.
- Balances the books of 2.3 million small businesses.
- Serves 60 million tax filers in the United States and Canada.
- Regularly recognized as one of the best places to work in locations around the world.
- www.intuit.com

Intuit started small in 1983 with one goal in mind: helping customers balance the family checkbook. Since then, the company has evolved as a technology leader, revolutionizing the way people manage finances, run small businesses, and pay employees. Intuit is now a deep-rooted staple for consumers and businesses around the world. Its flagship products and services include QuickBooks and TurboTax, which make it easier to manage small businesses and tax preparation and filing. And its portfolio keeps expanding as the company invents and perfects its software solutions. Intuit’s growth through the years has relied on continual reinvention, and offering Mac has played an instrumental role in building their company culture around agility and innovation.

“Our decision to offer Mac as a choice stemmed from the belief that employees would be more productive on the platform they choose,” explains Intuit’s executive vice president and CTO, Tayloe Stansbury. Today the Mac is used by close to 40 percent of Intuit’s 7700 employees and can be seen in virtually every department.

Among the many benefits cited by Intuit employees, Mac is credited with delivering a seamless mobile experience, powering new workflows, deepening collaboration, minimizing downtime, and reducing IT costs by speeding time-to-resolution for support. As Stansbury explains, “At the core of our success has been our engineering, product management, and design teams who’ve been driving product development by using a platform that fosters innovation.”

Teams move seamlessly between Mac and mobile devices.

When it comes to collaborating in new ways, Anne Riley, Director of Experience Design for Enterprise Business Solutions, gets more things done because her work syncs easily on her Mac and iOS devices. “I’m online all the time, and my Mac enables me to have a more seamless experience,” she explains. “From my Apple Watch to my iPhone to my MacBook Air—Apple products make life easier for me.”

Even while at appointments outside the office, Riley can make quick work of her business tasks. For instance, she reads, replies, deletes, and flags emails on her iPhone knowing that she can pick up right where she left off back in the office on her Mac. “I can look at any of my devices and get a unified picture,” she says. “And I never have to worry I’m going to do something in one place, and it’s not going to look the same in another.”

www.apple.com/business/mac
Why Mac as a Choice at Intuit

- Mac helps build a company culture around agility and innovation.
- Apple ecosystem provides a seamless experience when working between Mac and iOS devices.
- Built-in apps for business empower teams to innovate workflows and increase productivity.
- Enterprise-level resources like AppleCare for Enterprise and Professional Services help reduce support costs.

“Tools that transform workflows.

Apps that work across Mac and iOS devices provide employees—from developers to sales reps—with new ways to work as they’re getting products out the door. “Our technical teams power new workflows with Mac,” explains Lucien Dupont, staff software engineer. “And as developers create business apps—that harness the full functionality of Mac—our employees benefit from new forms of team collaboration.”

OS X also comes with many built-in apps and features that enable employees to streamline workflows. Phil Ohme, design strategist and lead for mobile products at Intuit, gets his whole team aligned and moving in the same direction more quickly with AirDrop. So any team member who needs a large design file to include in an upcoming presentation can share it with a coworker quickly and conveniently, peer to peer, even without a Wi-Fi network. “With AirDrop, we spend much less time on overhead tasks, like sending email attachments,” Ohme says. “Nobody wants to waste time with multiple steps—and those extra steps just disappear when your whole team is on Mac.”

Development teams are boosting productivity on Mac too. Because of the wide range of capabilities built into Mac, developers can accomplish multiple tasks on OS X without bogging down their computers. This means Intuit’s development teams don’t need one system to do their technical work, and another to manage things like email and calendars. They can do it all on a Mac. “We wanted to help our developers get away from having to run full labs in their cubicles—like three desktops, two laptops, plus other equipment,” explains Kevin Hill, Senior Manager of Employee Support for Enterprise Business Solutions. “Now many of our engineers run their preferred tools and develop for multiple platforms all using just one computer—a Mac.”

IT innovation reduces costs and speeds service.

Internal research at Intuit shows that Mac users contact the help desk 20 percent less than users of other systems. But when employee questions do arise, Intuit has come up with an innovative support solution modeled after the support solutions offered in Apple Retail Stores. Intuit’s TechKnow Bars empower staff with easily accessible, walk-up service that has significantly decreased the time-to-resolution for IT support. And it has increased efficiency for the care team, nearly doubling the number of cases resolved from 120–140 for a traditional desktop technician to 200–240 for a TechKnow Bar analyst. And with a variety of enterprise-level support resources available with AppleCare for Enterprise—from 24/7 phone support to priority onsite repairs—Intuit has been able to redirect internal resources to further reduce costs.

“A projected annual cost savings of $200,000 made AppleCare for Enterprise a no brainer for Intuit,” explains Al Aleman, Senior System Engineer. “And collaborating with Apple Professional Services to analyze how we work with Mac in our environment—from Active Directory to checking scripts and modular imaging—has changed our lives. Mac has been a game changer for us.”

Based on his Intuit experience, when it comes to advising other CTOs, CEOs, and CIOs who are considering Mac, Tayloe Stansbury recommends definitely giving employees a choice. “This freedom has provided higher employee satisfaction, less employee downtime, and a reduction in IT costs,” says Stansbury.

“Having a platform that workers feel comfortable with and can move quickly on is tremendously important for getting ideas transcribed into reality—and we’ve encouraged that by letting employees choose Mac.”

Tayloe Stansbury, Executive Vice President and Chief Technology Officer

© 2016 Apple Inc. All rights reserved. Apple, the Apple logo, AirDrop, Apple Watch, iPhone, Mac, and MacBook Air are trademarks of Apple Inc., registered in the U.S. and other countries. AppleCare and Apple Store are service marks of Apple Inc., registered in the U.S. and other countries. IOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. Other product and company names mentioned herein may be the trademarks of their respective companies.