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A ProAdvisors Perspective

Since the creation of the Intuit Developer Network (IDN), there has been an increased interest in the ProAdvisor community in learning how the hundreds of integrated solutions available in the Marketplace could be used to not only respond to our clients' integration needs but also help us differentiate our QuickBooks consulting practices. In fact, for many of us the creation of the IDN raised the possibility of expanding our services beyond "plain vanilla" QuickBooks consulting (installation, set-up, and training) by allowing us to offer our clients a new level of QuickBooks related consulting services.

At the same time, members of both the IDN and ProAdvisor Community's were feeling the need for a better way to facilitate the exchange of information between our two groups. After all the goals of our two groups are quite complimentary – to help our customers get the most from their QuickBooks software investment -ProAdvisors through support and training and IDN members through add-on applications that offer a more complete accounting solution for the small business owner.

What is the IDNAC and why was it formed?

Intuit Developer Network Advisory Council (IDNAC) was formed by a group of IDN members who had a desire to help the community grow. This group comes from different walks of life, from small one or two people shops to larger software companies with a wide verity of products. The founders felt it was very important to reach out to different types of IDN members so that we could provide a fair representation of the community at large. The focus was to be a sounding board for the Intuit team, to reach out to other IDN members, provide education, additional marketing opportunities and to be a conduit to "bridge the gap" between IDN members and the ProAdvisors community.

In an effort to begin to "bridge the gap" between these two groups, the IDNAC council members voted to create a ProAdvisor voice in the council. Working together over the past year the council has not only become a strong advocate for the IDN community but also for those ProAdvisors who have incorporated integration services into their QuickBooks consulting mix. Perhaps the most powerful example of this collaboration to date is IDNAC.org.

IDNAC.org.

www.IDNAC.org was formed by a group of dedicated volunteers from within the IDN and ProAdvisor communities. Its primary mission is to facilitate access to the providers of third party applications for QuickBooks users, as well as to promote the exchange of knowledge amongst those who have an interest in recommending or implementing third party solutions to QuickBooks users.

What Resources are Available at IDNAC.org?

- **Forums:**

1. Advisors Seeking Developers – "classified ad's" format
2. Developers Seeking Advisors – "classified ad's" format

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Visit us on the web at www.idnac.org

3. Information on 3rd Party Applications - Presentations, Technical information & Screen Shots (typically not found on the Marketplace) that will assist ProAdvisors with evaluating, implementing or troubleshooting integration
 4. QB Integrators – share ideas and provide solutions for integrating third party software and QuickBooks
 5. Sales and Marketing – Information sharing on everything from print advertising to search engine maximization
- **ProAdvisor and Developer Resource Centers**
 1. Marketing Templates
 2. SDK Educational Materials
 3. White Papers
 4. Learning Tools
 - **Calendar of Events**
 - **Newsletter**