

Preliminary Highlights of the ProAdvisor Survey

The top 5 pain points that ProAdvisors are being asked to solve are:

- 1) Accounting/Billing & Invoicing
- 2) Accounting/Inventory
- 3) Reports & Forms
- 4) Time/Project Tracking
- 5) Basic Accounting

What Advisors feel are missing in the “Product Write-up” section of the Solutions Marketplace (OR what could Developers add links for in their “Product Write-ups” on the Solutions Marketplace)

- ✓ 3rd party application pain points or product limitations
- ✓ Product screenshots
- ✓ Why the product was developed (what need did it specifically fill)
- ✓ Case studies
- ✓ “How” the 3rd party application “integrates”. For example, “what” data/transactions are transferred to QuickBooks-the Customer/Vendor/Employee list, invoices, Inventory Items, payroll time sheets? And does the product post to QuickBooks in “summary form” or “transactional form?”

Advisors feel that the following would make the Solutions Marketplace better in general.

- 1) Better “Category” classifications - it would be helpful if they know what “Accounting function” the product expands. For example: if the product is a “Time & Billing” add-on, does it update “Invoices & Timesheets”, or just one or the other.
- 2) Better search engine
- 3) Easier to cross-reference products
- 4) Easier to find advisors who have used a product and why
- 5) Concise overviews with links to detailed info held in .pdf’s or PowerPoint slides
- 6) Independent assessments and reviews

Advisors thoughts on the user reviews on the Solutions Marketplace

Very useful	30.8% of respondents
Not useful	7.7%
More interested in reviews by other Advisors	61.5%
I don’t trust these reviews	15.4%
The product(s) I’m interested in have no reviews	15.4%
Needs some kind of “format” so the review is more useful	7.7%

When an Advisor finds a possible solution on the Marketplace, they visit the Developer’s website:

Always	62.9%
Call another Advisor for input	30.8%
Just look for a phone number & call	7.7%
Sometimes	7.7%

What do Advisors feel they need in order to successfully evaluate an Integrated Application (in order of importance)

A live on-line demo with the client	69.2%
“Integration Demonstration”	61.5%

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PowerPoint or Flash Demonstrations on how product works	53.8%
Product Sheets	53.8%
White papers	46.2%
Free copy of the program & sample data	46.2%
Recommendation of an other Advisor	46.2%
Side-by-Side Product comparisons	46.2%
Free copy of the program	15.4%
Other: case studies, customer referrals, pricing upfront, longer money back guarantees	

Advisors are looking for the following types of relationships with Developers

A referral program where they send me new clients	46.2%
A Reseller/Partner program where I'm paid a commission	15.4%
Other: awesome support & training, client exchange, Developer to support their own product, Trust & Dependability	

What top 5 things Advisors would like to see in a Developer's Company Profile

How long the product has integrated with QB	92.3%
# of installations per product	76.9%
How long they have been in business	69.2%
Product integration with other software – provide list	69.2%
IDN Membership level	61.5%

When Advisors were asked if they find the Solutions marketplace and developers websites lacking the information they felt they needed to evaluate and recommend integrated applications; and if they could have access to a database that provided the following information (regarding multiple add-ons), which items they felt were the most valuable, they responded with:

Case studies done with other Advisors	4.6
QuickBooks Integration overview	4.3
Case studies done with users	4.2
Product reviews written by Advisors	4.0
Product reviews written by users	4.0
Webinar's	4.0
Directory of Developer's QB Advisor affiliates	4.0
Software Profile	3.8
Flash/PowerPoint presentations	3.7
Whitepapers	3.5
Developer Company Profile (see above)	3.2

What are Advisors willing to pay for access to this type of database?

\$100/year	38.5%
\$15/per use	15.4%
Not sure	15.4%
\$200/year	7.7%
\$300/year	7.7%
\$400/year	7.7%
\$500/year	7.7%
\$25/per month	7.7%
Nothing	7.7%
Multiple pricing options	7.7%

Would you like to have your opinion count in this survey?

<http://www.idnac.org/survey/public/survey.php?name=CQA1>

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