

Preliminary Highlights of the Developer Survey

Developers feel that the following is missing in the Product Write-Up on the Solutions Marketplace:

- Ability to promote resellers local to the client
- Offer a Reseller Application link on the site
- Less of the same old marketing hype
- Make the User Review section less complicated

Developers feel that the following would make the Solutions Marketplace better in general:

- Better classifications of product based on criteria met in a questionnaire
- Better search engine
- Cross Reference products
- More user options for sorting

When Developers were asked how difficult it is to get users or Advisors to write reviews on the Solutions Marketplace, they responded:

Easy	20%
Difficult	80%

We asked Developer’s which of the following types of Marketing/Informational Materials that they have, and they responded with:

Software Profile	80%
QuickBooks Integration Overview	80%
Flash/PowerPoint Demonstrations	60%
Sales/Product Sheets	60%
Company Profiles	40%
Product Reviews by Customers	40%
Product Reviews by Advisors	40%
Case Studies with Customers	20%
Case Studies with Advisors	20%
Whitepapers	20%
Webinar’s	20%

When the Developer’s were asked if the above items were readily available on their websites, they responded:

Yes	80%
No	20%

We asked Developer’s how often they utilized the ProAdvisor Database to find an Advisor for a customer, and they responded:

0-5 times a year	60%
6-13 times a year	20%
Never	20%
We only work with Advisors we know	20%

When asked about “drawbacks” they encountered with the ProAdvisor database, this is what they said:

- We don’t know them
- We don’t know what “industry” they support

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We don't know what type of add-ons they wish to support
There is no way to contact them (email address, phone number or website)
We don't know if they wish to support add-ons

The Developer's who have responded to this survey off the following types of relationship to Advisors:

Reseller/Partner Program	40%
On-Site Technical Support	20%
NFR (free) product	20%
Trusting & Working relationship	20%

Regarding the types of commissions Developers pay Advisors:

Percentage based	20%
Fee based	20%
Dependent upon Advisor	20%

Regarding fees for Advisors to become "Certified Partners/Trainers, etc":

No	80%
Yes	20%

When asked if they would like to develop a better relationship with Advisors/CPA's, they responded:

YES	100%
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Developers indicated that they would like to see the following information in an "Advisor Profile:

How long they have been in business	80%
What "industries" they specialize in	80%
# of QuickBooks installations	60%
What integrated applications they currently support	60%
Customer Satisfaction testimonials	60%
What versions of QuickBooks they are certified in	60%
Average client # of employees	40%
How active they are with clients	20%
How they promote add-ons	20%
Willingness to work with 3 rd party applications	20%

When asked if they were interested in having access to a database containing the above information regarding Advisors, plus have the ability to create co-marketing opportunities with other developers, templates for whitepapers, templates for integration presentations, webinar's, create their own Company Profile, etc; Developers responded:

\$300/year	20%
\$400/year	20%
\$500/year	20%
Not sure	20%
Nothing	20%

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

<http://www.idnac.org/survey/public/survey.php?name=DEV1>

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