



SOFTWARE DEVELOPERS PROGRAM - APPLICATION FORM

Application can be returned by fax to +61 2 9518 8457 or emailed in pdf to sdk@reckon.com.au.
Please print clearly.

Step 1. Company Information

Reckon Customer ID	
Company Name	
Address	
City	
State	
Post code	
Country	
Company phone	
Company fax	
Company e-mail	
Company web site	

Step 2. Contact Information – Submitter

Mr/Ms	
First Name	
Last Name	
Job Title	
Phone	
E-mail	

Contact Information – Technology Manager/Project Co-ordinator

Mr/Ms	
First Name	
Last Name	
Job Title	
Phone	
E-mail	

Contact Information – Sales/Marketing Manager

Mr/Ms	
First Name	
Last Name	
Job Title	
Phone	
E-mail	

Step 3. Company profile

Year of company foundation:	
Number of employees:	
Number of customers:	
Branch locations:	
Other countries operated in:	
Vertical markets you operate in:	
Briefly describe your sales and distribution channels:	
Describe the current relationship you have with Reckon:	
Statement of Capability /accreditation. (please give details of development team Qualifications)	

Step 4. Identify the opportunity

Is the product intended to solve an internal business issue, or to sell an integrated solution to clients?	
Describe the product you wish to integrate with QuickBooks, and what data you wish to integrate:	

If it is an existing product in the marketplace:

Product name and version:	
Number of customers:	
Product price:	
Primary vertical market your product services:	
Major competing product:	
Key competitiveness of your product: please describe briefly	
Estimated number of new QuickBooks customers generated in the first, second, and third year:	
Briefly describe support options (include pricing for each option) provided:	
Product distribution-brief Marketing plan.	

Or...

If your product is still in development:

Total available market for your product (provide separate figures for with and without QuickBooks):	
Proposed product price:	
Primary vertical market for your product:	
Major competing product:	
Key competitiveness of your product: please describe	

Estimated number of new QuickBooks customers generated in the first, second, and third year:	
Briefly describe the shortcomings in QuickBooks that your application will address	

Step 5. Additional information

Please attach or detail additional information (such as business plans, etc) if you feel it may support your application.

Step 6. Please indicate which SDK product you require:

Product	"X"
SDK XML and API documentation	
Developer Kit	
Developer Program membership	

Details of the contents and price of each product are available on the web site at www.quicken.com.au

Step 7. Submit

Please submit your application to sdk@reckon.com.au or fax to 02 9518 8457.