

Media release
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Reckon secures QuickBooks for 100 years

Following on from its recent announcement to the ASX, Reckon Limited has today confirmed that it has secured rights to continue developing and supporting QuickBooks for 100 years.

Reckon's new arrangement with Intuit, will enable the software specialist to continue to localise the QuickBooks product for the Australian and New Zealand markets, just as it has been for the last 20 years, for the next 100 years. Reckon says the company will keep on developing the entire suite of QuickBooks products including QuickBooks EasyStart, QuickBooks Accounting, QuickBooks Plus, QuickBooks Pro, QuickBooks Contractor, QuickBooks Premier and QuickBooks Enterprise, as well as their online version of the accounting program, QuickBooks Hosted for the foreseeable future; and under its own brand from February 2014.

Reckon Group CEO Clive Rabie has said this means Reckon's network of over 6000 professional partners, QuickBooks trainers and QuickBooks resellers across Australia and New Zealand can now have greater certainty that Reckon will maintain access to the technology of the world's most popular accounting program for many years to come. The company will also continue supporting the 400,000-plus QuickBooks customers across Australia and New Zealand.

"We are pleased to confirm that we have secured the rights to independently develop and support QuickBooks for the next 100 years. Reckon Accredited Partners, Professional Partners, Reseller Partners, QuickBooks trainers, and our hundreds of thousands of customers can be secure in the knowledge that Reckon will be providing and enhancing the QuickBooks software ongoing for the foreseeable future."

The new Intuit arrangement aligns with the company's ongoing plans to bring its entire suite of software products together under one unified brand. Rabie says the technology for QuickBooks and Quicken products in Australia and New Zealand will remain the same; albeit further enhanced in the years to come.

"Having QuickBooks and Quicken clearly aligned with other Reckon products, including Reckon Online, APS, Reckon Docs and Reckon Elite, will allow us to clearly articulate how the products relate to each other and fit within the entire Reckon suite. This is an exciting change for our company and one that means we can be confident that our relationship with QuickBooks customers and partners will remain the same for many years to come," says Rabie.

QuickBooks 2012/13 will be launched by Reckon in Australia this week.

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