

webKPI launches webKPI Dashboard

San Ramon, CA, September 15, 2007 – webKPI announced today that it has released the first financial dashboard product, webKPI Dashboard, interfaced with Intuit’s QuickBooks financial application.

webKPI Dashboard is a financial monitoring tool providing quick analysis and the display of a host of critical Key Performance Indicators (KPIs) along with a number of financial reports. Key Performance Indicators monitor a business cash flow, revenue, profitability, return on investment and a host of other business drivers that are derived from the financial accounting data. The financial reports cover Profit & Loss, Balance Sheet, Cash Flow, Accounts Payable and Accounts Receivable. “On-line access combined with drill down capabilities that expose a path to the transaction data empower broad financial knowledge, oversight, and dialogue,” said Steve Peterson, webKPI Co-founder. “The key point to remember is that anyone within an organization, or a trusted advisor consulting from the outside, now has vision into the company’s current financial position without the need to call the bookkeeper or accounting department to request a report.”

Knowing your company’s cash position and managing day-to-day expenditures balanced against receivables is tantamount to the overall health of your company, and your continued success. Business owners spend precious time gathering this information in order to make informed decisions. With the webKPI Dashboard, financial intelligence is available on a moment’s notice.

About webKPI

webKPI is the leading provider of hosted financial Dashboards for the business community. There is no hardware or software to install and clients are up and running in a matter of minutes. The webKPI premise is simplistic in approach and extremely cost effective in application. It provides the ability to share financial information that is all too often locked away within a proprietary accounting system which can only be accessed through a designated gatekeeper/bookkeeper. In today’s world, people who depend on accounting reports to run their business do not have time to wait for paper reports to be generated and delivered in order to make critical business decisions. Today’s business leaders need to see their company’s current financials no matter where they are – in an airport, with their banker, on a conference call or with their investors.

Founded in 2007, webKPI provides solutions that are used by CPA firms, independent CPAs, tax preparers, business coaches and small, medium and large businesses across all industry verticals. More information is available at www.webkpi.com.

About Intuit

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks®, Quicken® and TurboTax® software, simplify [small business management](#) and [payroll processing, personal finance](#), and tax preparation and filing. ProSeries® and Lacerte® are Intuit’s leading [tax preparation software](#) suites for professional accountants. The company’s financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of \$3.1 billion in its fiscal year 2008. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at www.intuit.com.

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