

Intuit Unveils Revolutionary AI System to Power Business Growth in the Digital Era

October 30, 2025



Intuit Inc. (Nasdaq: INTU), the global financial technology company behind TurboTax, Credit Karma, QuickBooks, and Mailchimp, has announced a series of major innovations to its all-in-one platform. Central to the announcement is the launch of **Intuit Intelligence**, a groundbreaking system of intelligence designed to help businesses and accounting firms thrive in the age of artificial intelligence.

The company also introduced **Intuit Accountant Suite**, a new AI-native solution built for accountants, alongside a suite of **AI agents** that are set to transform how businesses operate. Additional updates to the **Intuit Enterprise Suite**, the company's AI-driven ERP solution for growing mid-market businesses, were also unveiled.

Intuit CEO Sasan Goodarzi presented these innovations to global accounting leaders at **Intuit Connect**, the company's flagship event for multi-service accounting professionals.

"We are leading the largest technology disruption in our history that will fundamentally change how businesses compete and grow," said Intuit CEO Sasan Goodarzi. "We're creating the future, leveraging the power of data, AI, and human intelligence to give all businesses on the Intuit platform a distinct advantage to thrive in this new era."

Intuit Intelligence: A Unified System for Smarter Business

At the heart of Intuit's platform evolution is Intuit Intelligence, a system that unifies business data and provides access to a powerful virtual team of AI agents across key financial functions, including customer management, payments, payroll, accounting, and tax.

The technology offers businesses instant, accurate answers to questions such as “How do I turn leads into sales?” or “What’s my projected profitability?” Users can automate tasks with simple prompts like “Run my payroll,” and generate insights, reports, and KPI dashboards that drive faster, data-informed decisions.

A Platform Powered by AI Agents and Human Expertise

Intuit’s all-in-one platform now integrates a range of new and improved AI agents, enabling businesses to save time and enhance productivity. Among the new additions are:

- **Sales Tax Agent:** Ensures compliance by calculating accurate sales taxes, detecting potential issues, and suggesting corrections before filing.
- **Payroll Agent:** Automates payroll processes by collecting hours, spotting anomalies, and generating ready-to-approve drafts.
- **Accounting Agent:** Delivers improved reconciliations and anomaly detection for cleaner, more accurate financial records.
- **Project Management Agent:** Converts contracts into projects and provides detailed profitability insights and dashboards.

Businesses also gain access to Intuit’s trusted human experts, who use AI-powered tools to guide setup, bookkeeping, and other ongoing tasks.

Redefining the Mid-Market ERP Landscape

With **Intuit Enterprise Suite**, the company is reshaping mid-market ERP systems through AI-native automation and instant data-driven insights. The solution is designed to be faster to deploy, easier to scale, and more cost-effective than traditional systems.

Key improvements include faster onboarding, advanced multi-entity management, and enhanced reporting through intelligent KPI dashboards. Industry-specific editions, beginning with construction, will provide tailored tools and workflows for complex, multi-entity operations.

Empowering Accountants with AI-Native Tools

The new **Intuit Accountant Suite** gives accounting firms an AI-powered platform to manage clients, practices, and teams all in one place. Features include unified firm management, client collaboration tools, and task automation through Intuit Intelligence.

With AI-driven forecasting and access to Intuit’s expert network, firms can enhance capacity planning and deliver greater value to clients.

Availability

The new Intuit Accountant Suite, along with Intuit Intelligence and its suite of AI agents, begins rolling out to U.S.-based businesses and accountants today within QuickBooks and Intuit Enterprise Suite. QuickBooks

mobile users will soon experience additional agentic AI features.

With intelligent automation, seamless collaboration, and real-time insights, Intuit's enhanced platform empowers businesses and accounting firms to operate smarter, move faster, and uncover new opportunities for growth.