

Our strategy: To be an AI-driven expert platform

For nearly a decade, Intuit has been innovating with data and AI to help consumers and small businesses make smart financial decisions, with less work and complete confidence, enabling them to put more money in their pockets.

Five years ago, we declared our strategy to be an AI-driven expert platform: an open, trusted, and easy-to-build-on platform from which we and our partners solve the most pressing customer problems and deliver awesome experiences.

We're transforming from a tax and accounting platform, where consumers and small businesses have to do the work, to a global financial technology platform, where we do the hard work for them to fuel their success.

USING DATA TO POWER PROSPERITY

Foundational to our platform is the data our customers have entrusted with us to create highly personalized AI-driven experiences by harnessing information across our product ecosystem:

- | **60PB** of data
- | **500K** customer/financial attributes per small business
- | **60K** tax/financial attributes per consumer
- | **20B** transactions imported from financial institutions annually

EARLY INVESTMENTS IN DATA AND AI/GENERATIVE AI

Today, we use a combination of machine learning, knowledge engineering, natural language processing, natural language understanding, and generative AI (GenAI) to deliver personalized experiences for 100 million customers with Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp.

Because we understand where the customer is on their financial journey, we can anticipate or predict what's coming to provide personalized recommendations or insights. The results are clear in the numbers:

- | **810M** AI-driven customer interactions per year
- | **65B** machine learning predictions per day
- | **25M** conversations processed with natural language processing per year
- | **2M** models running in production per day
- | **~900** AI, machine learning, and data science US patent assets

CATALYZING AI/GENAI INNOVATION WITH SPEED, AT SCALE

In June 2023, we introduced GenOS, a proprietary GenAI operating system to empower Intuit technologists to design, build, and deploy breakthrough AI and GenAI-driven products with unparalleled speed. Here's how:

- | **GenStudio:** A dedicated development environment allowing Intuit developers to rapidly experiment with and refine generative AI experiences.
- | **GenRuntime:** An intelligent layer designed to access the right data and platform capabilities, choose the right large language model in real time, and orchestrate and execute an action plan personalized for the customer.
- | **GenUX:** A library of consistent customer interfaces and flows that ensure a clear and delightful GenAI experience.
- | **Large language models:** Custom-trained financial LLMs fine-tuned to solve tax, accounting, personal finance, and marketing challenges. In addition to our own LLMs, we leverage industry-leading LLMs, including open source, using private hosted instances to help safeguard our customers' data.

Intuit Assist

EXTENDING OUR AI AND GENAI LEADERSHIP WITH INTUIT ASSIST

Intuit Assist is a new GenAI-powered assistant that uses powerful and relevant contextual data sets spanning small business, consumer finance, and tax to deliver personalized financial insights to our consumer and small business customers. This data, combined with the power of Intuit's AI-driven expert platform, will deliver game-changing new experiences. Intuit Assist will intuitively show, guide, help, and do the hard work for users, and connect customers to experts on our Live Platform to provide human assistance when needed.