

How Simplifi by Quicken Helps Their Customers Keep Track Of And Manage Their Investments



With over 30 years of experience, Quicken aims to help customers manage their complete financial picture so they can live their best lives. Quicken is the best-selling personal finance software in the United States and they have expanded their lineup of solutions extensively in the past few years, including a brand new personal finance solution, Simplifi by Quicken. The goal of Simplifi by Quicken is to make customers' hard-earned money work harder for them - without the customer breaking a sweat. Simplifi makes it easy for customers to stay on top of their finances and reach their money goals, all with one application that works on mobile and web.

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THE PROBLEM

Quicken wanted Simplifi users to be able to view market insights, including data and news, in order to keep track of and manage their investments. They were in search of a technology and data provider that not only has strong, flexible solutions but also one that was helpful and easy-to-work with.

THE SOLUTION

Quicken was pleased to find that Barchart could supply them with all of the data and tools that they were looking for, and also that they could tailor certain solutions in order to accommodate their commercial structure.

"Simplifi by Quicken strives to make it easy for users to stay on top of their finances, and Barchart supports that goal by providing investing data we need in a modern, flexible way," said Jeff Parker, VP of Product Strategy and Design at Quicken. "With Barchart's APIs, we receive all the investing data our customers need to reach their goals. Barchart's APIs are easy to work with and simple to implement," added Parker.

"Quicken is the leading personal finance software in the U.S. and we know that individuals rely on them to map and plan their financial success. That's why when they told us their data and technology needs, we didn't take this project lightly," said Mark Haraburda, CEO of Barchart. "We made sure to take a flexible, consultative approach in order to power their new platform," added Haraburda.

Equipped with the crucial data and insights necessary to be successful in the investing industry, Simplifi users are one step closer to reaching their financial goals. To learn more about Simplifi by Quicken, please visit www.simplifimoney.com.



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