



Big Blue Innovations & ServiceTrade Consultation

Joseph Summerell with Big Blue Innovations
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Topics

<i>Implementation and ongoing support</i>	4:46
<i>Type of work</i>	5:08
<i>Purchase decision</i>	7:42
<i>Accounting integrations</i>	11:31
<i>Accounting</i>	13:21
<i>Type of work</i>	16:09
<i>Purchase decision</i>	16:33
<i>Purchase decision</i>	17:59
<i>Purchase decision</i>	21:13
<i>Implementation and ongoing support</i>	21:50
<i>Purchase decision</i>	23:17
<i>Implementation and ongoing support</i>	24:05
<i>Customer engagement</i>	24:25
<i>Accounting integrations</i>	25:22
<i>Type of work</i>	26:06
<i>Pricing</i>	26:46
<i>Purchase decision</i>	27:05
<i>Type of work</i>	28:08
<i>Customer engagement</i>	28:58
<i>Dispatch</i>	34:31
<i>Purchase decision</i>	34:51

Transcript

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JOSEPH

0:00 Mitch, how's it going?

MITCH

0:01 How are you, sir?

JOSEPH

0:03 I'm doing well. I hope you are.

MITCH

0:06 Doing all right. I must apologize. I'm mobile at the moment. So I won't be on camera.

JOSEPH

0:12 No.

MITCH

0:12 Apologize for that. I, Jay, just as me, he's gonna jump on an effect if he needed a quick bio break.

JOSEPH

0:23 Sounds good. I'm glad he didn't take us with him.

MITCH

0:25 Yeah, right. Right. Or not far good.

JOSEPH

0:30 Yeah, man. Going great, beautiful day. You are local here to the triangle, right?

MITCH

0:35 Yeah, we're I'm actually in wake forest and Jay is in the pine hers.

JOSEPH

0:40 Okay, great. I was down in pineherst, for a wedding this weekend.

MITCH

0:45 I was just there yesterday. Jay and I had a meeting and I just jotted down there real quick, fixed about an hour supposed to be an hour and a half. Yeah.

JOSEPH

0:58 If it's an hour you are flying?

MITCH

1:00 It takes me an hour and a half, but it took me two hours yesterday to get down there. Trapping so bad. She says traffic in the triangles gotten after COVID, it's just gotten are.

JOSEPH

1:14 Yep. I just...

MITCH

1:17 Every day, where is your office that?

JOSEPH

1:21 Right on Miami boulevard by the airport?

MITCH

1:25 Yeah. I used to work... for a company called bass in our corporate office on Davis drive.

JOSEPH

1:33 Yeah, right down the road.

MITCH

1:35 Yeah, it would take me 45 to an hour and a half. And then now it works like everybody moved to wake forest. They're in COVID because they can work for home. So, white forest on.

JOSEPH

1:50 Yeah. And then if there are any back to office mandates, they're kinda screwed then.

MITCH

1:56 Yeah, I did the option and I was like, I'm gonna get a work for myself.

JOSEPH

2:00 Yeah.

MITCH

2:00 I...

JOSEPH

2:01 Would blame you.

MITCH

2:02 Or?

JOSEPH

2:04 Right. I'm pretty blessed that like most of my job is traveling to see people. So I'm going along out 40 at odd times anyway. So, we're in, I'm in the office today, usually try and get in once or twice a week.

MITCH

2:19 Got you. Yep. Now, we appreciate you guys making the connection with BI, I can go ahead and get it started while we're waiting on Jay. Just, I don't know how much you know, about vdi and what we're trying to accomplish in general and with this client typically?

JOSEPH

2:36 Yeah, that sounds good.

MITCH

2:43 Okay. Is he joining?

JOSEPH

2:45 Yes, sir.

MITCH

2:46 Okay. I'll wait, then I'll wait. I don't want to is under...

JOSEPH

2:52 How's it going, Jay?

JAY

2:54 Good, good. Sorry, I'm a minute or two late.

JOSEPH

2:57 You're good.

MITCH

2:59 No worries. We were just doing pleasantries and I was getting ready to kick it off the intro and BB and what we do. And then most specifically, we're doing with the client of Virginia. So you can go with that. Jay. If you need a break, I can do, it. Probably been on the phone all day.

JAY

3:15 Go for it buddy.

MITCH

3:17 So, yeah, BI, we're a consulting firm, specialize in the Construction industry. All we focus on is the Construction space. And at a high level, we're tied up in the three component technology consulting, tech stack consulting. We also have a tech startup consulting business as part, of our offering. And then BI offers an M and a... you know, consulting and support services as well. What we're focused on for the purpose of this call is we have a client who's retained V BI to help them. Well, it started with evaluating their ERP system. So again, BI, we're an agnostic consulting company. We're not a reseller, we're not a we're truly being retained by clients to help them evaluate their current workflows and how they can find improvement and maybe modernize or swap out change different text phones. So, this is an map company, employee owned about 600 employees, about 70,000,000,000 dollars in revenue based out of Virginia. They've got 11 regional offices and they vdi, you help them manage through moving to a new ERP system. They are currently a Microsoft dynamics customer, and they made the decision to move to wholesale, move away from dynamics, moving to a new ERP so that...

--- Implementation and ongoing support ---

JAY

4:46 Was...

MITCH

4:47 The, I guess the contact to start this engagement was when they retain vdi. So we started back in October, getting to know the client and doing workshops and in person interviews. And we quickly realized well before we get into to the scope of the ERP, their business, is set up, in basically three divisions.

--- Type of work ---

MITCH

5:08 They have a commercial Construction division, which is what you would traditionally think of as a map firm, right? They, they get a five year contract to help build the new door at Virginia tech for the new hospital, right? So the there's sub out the GC and they're on this project for five years. So that's of, their, how they started their business. Then they, they've also developed a services business where it's anything from a planned maintenance contract, with the client, you know, every three to six months, they're in there swapping out filters and doing preventative maintenance, et cetera. Et cetera. And then they also part of their service offering could be, you know, maybe a two week call it a project, but it's not a commercial Construction project for say it's two weeks of swapping out of air handler, or chiller,

or some major piece of map equipment that, you know, it's gonna take longer than a couple of hours, but it doesn't qualify for, you know, a true job cost type Construction.

JOSEPH

6:05 Right.

MITCH

6:06 Project. And then they also have an industrial part of their business where they do some fabrication and manufacturing of a map components, for industrial type of customers.

JOSEPH

6:18 Okay.

MITCH

6:18 So that's kinda. And then they also have a building automation division as well. So what we learned working with this client back in October and I'll stop here in a minute and let Jay, which is funny because usually he's on the one. I must have too much of a.

--- Type of work ends ---

JAY

6:37 If you say so.

MITCH

6:38 We quickly learn that, you know, the scope of the ERP, it's not just what, you know, swapping out a new, you know, putting it, in a new ERP. We, we uncovered that we're talking about four big buckets and really three big buckets. It's it's their accounting systems which would fall into like a traditional ERP. Their HRIS systems need to be modernized and upgraded. And then their services management module, they really need to take a look, of updating, their service management workflows, and solution because that's a big focus, for their company, they wanna continue to grow their service offering across the southeast. They're based in Virginia, and then do business in North Carolina and South Carolina. And then the fourth component is CRM, but that's kind of being tabled right now just because well, honestly they're a Salesforce user right now, and we think they can better leverage Salesforce to accomplish what they need to accomplish and have Salesforce integrate into, you know, an ERP system.

--- Purchase decision ---

MITCH

7:42 So that's kind of where we're at, and I'll turn it over to Jay to talk about. So any next steps, but we're in the process of doing first round demos, more of a high level look and feel, of a solution user interface, use experience, high level workflows,

navigation, which is kind of the look part. And then the field part, is to hear from the vendor on implementation and support kind of your bedside banner and we'll evaluate where we're evaluating quite, say 18 of them across the ERP HRIS, and services over, you know, this week and the week after thanksgiving, and then we'll you know, whittle that down to a handful to do a second round of more deep dive demos.

--- Purchase decision ends ---

MITCH

8:28 So I don't know if you have a copy of this one page that we put together to give you a summary of the client if not.

JOSEPH

8:36 One one quick question. I'm a pretty straightforward guy. I think I've worked with this company before. Are we talking about more as electrical and mechanical?

MITCH

8:47 Price. Yup.

JOSEPH

8:50 Yup. We've talked with them a couple of different times and they've just been hesitant because, you know, getting off of GP and Microsoft and all that is just, it's a bare and it's scary. So, okay. Yeah, I know a fair... yep. I hear you because they, they've had some folks internally that have talked with us about doing it and it's just been so hard for them to wrap their head around making this large of a change that I think their day jobs got in the way of it and nothing ever happened. So, we do know this business very well. I assume you're looking at us for the service business side and the small project side, is that correct?

JAY

9:34 That's fair. Yeah. I'll jump in here with a couple of comments just around out what major said actually because we're knocking out looking at a CRM because we'll probably find a CRM baked within the service piece or a relaunch of Salesforce, we're looking at actually 15 solutions across HRIS, service and, P, there's a couple of reps that might that actually do have a service component in it. But as we all know, those solutions that try to be all in one tend to be not great at, you know, the other things. So, so that's why we want to get on this road, of looking specifically at folks like you. There's there's four service management solutions that we're looking at. They're gonna love, they probably are to give you feedback. They're gonna love that you guys are a role based, you know, sort of, you know, solution that frankly that's how we got the work with them as well is because we're based in Cary, I even pines makes in wait for us, you know, so like home team to them. And just, you know, comment on what you said too. They have folks inside of the company that we're trying to make decisions on technology that simply weren't informed enough to be confident in that decision. So that's a lot of what has, you know, really caused this to be put on hold as well. And then, and then frankly, a lot of folks with some internal agendas, I think that not no malicious intent, just, I guess it's a preference and bias, right? And, and so they wanted to avoid that too. So I think that this is a, this is a good fresh look,

you know, us going out there scouting out there solutions that we, that we've determined based out of a website, right? I look like it can serve them. And then this call is a little bit of us further vetting, you know, and there's been a couple of companies we've talked to in these calls were like now it's not gonna work. I don't feel that way yet about you guys, but that's kind of.

--- Accounting integrations ---

JOSEPH

11:31 Great.

JAY

11:32 Yeah, yeah.

JOSEPH

11:34 Do you mind me asking kinda like what all, you are looking at on the ERP side and the service side?

JAY

11:41 Yeah, I got it up right here. Let me see. I had it up. I just closed. Yeah, hold on a sec. It's right here on the ERP side, there's a slew of them Accumatica which does have a service component. Coins again, does have a service component explore eclipse, which claims service component. But I know very little about explorer eclipse Foundation.

JOSEPH

12:10 Heard of that one?

JAY

12:12 Explorer eclipse?

JOSEPH

12:14 Yeah, yeah.

JAY

12:15 I would say that there are probably the much less renowned solution on this list. And in fact, we haven't had a, great success getting in touch with them although Rich, Mitch, just talk to them. But regardless of Foundation NetSuite, which is a little bit of an anomaly based on the rest of this list. And then Viewpoint vista that's on the ERP side... on the service management side, BuildOps. You guys service tighten and ServiceFusion.

JOSEPH

12:50 Okay. Awesome. Well, I tell you from right off the get go, we have customers on every one of those ERP systems except for explorer eclipse. The reason that we have

some even on those that offer service platforms is the exact reason you talked about earlier. Really if they're all in one, they're usually built by accounting teams, for accounting teams and service kinda takes a back seat. And when you're going into the high speed service world, that's tough.

--- Accounting ---

JAY

13:21 Yeah.

JOSEPH

13:21 But that's a good list. Have you thought about impact at all on the like the Sage product?

JAY

13:26 Wait a minute. Wait a minute. Did that say stage and, hold on... Mitch?

JOSEPH

13:36 Now.

JAY

13:37 Where...

MITCH

13:38 Is it?

JAY

13:38 It...

MITCH

13:39 Is on the list. Yeah, it is on the list.

JAY

13:41 I think I just forgot to put it in. I'm reading off of a slide update. Yeah, no, no. It's it's on their, yeah, Sage in tech is on the list. Yeah.

JOSEPH

13:50 Well, cool. Because that's a great one as well. In fact, there's a company that moore's knows really well, Virginia sprinkler company out of Richmond. They were on almost an identical tech stack back in 2016, but they made the jump back then moved to service trade first and then phased out their Microsoft system for Sage intact and they have seen great success with that.

--- Accounting ends ---

JOSEPH

14:16 So I can send you kind of a case study on how their onboarding went. We wrote it up and made a blog post about it. So that might be interesting for you all. As you think about this, because that was, that whole roll out was done with Microsoft still in place.

JAY

14:33 Competition. Yeah, we know the folks at Sage, but that would be, good info to read up on, you know, intact the one risk with intact just since we're talking about them is they don't have all of their stuff fully rolled out and baked out yet, right? So there's a little bit of a like there's a little bit of like committing to them anticipating like final things like payroll processing, stuff like that towards the latter, of next year. So we're not certainly not trying to say that there's anything stacked against them. It's just, you know, one thing that was that's a little goofy compared to the others. So.

JOSEPH

15:10 Yup. And I assume you all are pretty well versed in coins with comfort systems USA being on that.

JAY

15:16 I sit on their innovation council. I just got off a call with Briston Blair, their senior VP strategy. So, yeah, we, and also, I got a company up in Boston Bond brothers. They're a large heavy civil company and we're the fractional cto. So, pretty familiar with coins. Yeah.

JOSEPH

15:34 Okay. Yeah, because conversystems is a customer of ours as well. They're using coins for the service management, but our Northboundary piece, are you familiar with that?

JAY

15:43 And the, what?

JOSEPH

15:44 Northboundary?

JAY

15:46 Yes, I am. Yes.

JOSEPH

15:47 That is, that is under the service trade umbrella and they use it for their CRM proposal quoting tool and then pipe that data into coins where we have other customers that use Northboundary and service trade to really run the operational side, and then send a R invoices over into coins just to use that as strictly an accounting system.

--- Type of work ---

JOSEPH

16:09 So it's pretty flexible on that. And yeah, that's a great list of really the who's who of, the service management world, you have us on really the commercial service side, BuildOps, on the more commercial projects, Construction side, tighten on the residential side, and then fusion if you're trying to get out of it cheap. So.

--- Purchase decision ---

JAY

16:33 Yeah. That's, fair point that's a good, that's a good rundown actually. Yeah, yeah.

JOSEPH

16:39 Awesome. Well, really? What, what are the, what is the Progress of this evaluation process? Look like? I wanna make sure, hey, if I need a demo, some stuff for you, I can do that if this is more just background and I can use it as discovery and then, hey, we can do an in person demo. At some point. I can do that. What are you?

JAY

16:58 Yes, no, I appreciate you being open to it, and in the way that you're asking the question. So as you mentioned, as you imagine there is a process, the initial demo was supposed to be what we call like this look and feel demo, you know, you could probably use it, as a discovery call if you want. However that's gonna probably like seem weird to them, right? Because what they really want is it's more than window shopping, but they're not deep dives in the workflows, right? So, it's...

JOSEPH

17:27 I was thinking about, I was referring to today as more of the discovery call. So you're thinking with them that, yeah, an actual full on demo with them would be ideal.

--- Purchase decision ends ---

JAY

17:38 You know, the, I, honestly, do you go by Joseph or Joe?

JOSEPH

17:42 Actually go by Jay?

JAY

17:44 Go by, okay?

JOSEPH

17:45 I come.

JAY

17:45 I...

JOSEPH

17:46 Come from a long line of Joseph John summer. So I had to pick something else to go by.

JAY

17:51 Cool. Well, Jay, really honestly, this was a call just really to see like if you're interested, make sure you weren't enable, and then align on.

--- Purchase decision ---

JAY

17:59 And I'm just being Frank with you, and then just align on schedules and getting you scheduled. We don't we don't need to spend a lot of your time, you know, see in the tech we're looking forward to seeing it. Don't get me wrong. We'll be in those demos, but I don't you know, I don't wanna take up any more of your time that I need to. I mean, I already feel good about a lot of what we've found out about you guys online and talking to others. And now talking to you. So so you can use this time to ask us any more questions about them that you don't know, but obviously, they're already, you know, sort of, in your per view and then otherwise, let's try to figure out. I don't think we haven't scheduled yet, do we?

--- Purchase decision ends ---

JOSEPH

18:37 We do not?

JAY

18:39 Okay.

JOSEPH

18:40 At least I don't have anything on my schedule yeah.

MITCH

18:43 I had not been scheduled yet, so.

JAY

18:46 Yeah, yeah.

JOSEPH

18:48 And what we?

MITCH

18:48 Can do Jay? Yeah, great. Now, I got two. Jay. Damn it. What, what we can do, Jay is we've been using the collaboration tool, to collect in the voice of the customer, their requirements across all of these business areas.

JOSEPH

19:07 So...

MITCH

19:07 Once we get this demo scheduled, we'll definitely send you that list. It's like 350 requirements strong. It's its stream of consciousness from the client. So it might be some misspellings in there. It might be super high level. It might be super detailed and you're like what is this even a requirement? But it will help give you as a vendor, and for your demo, just to get some contact especially around the service component, of what they're looking for, some of the challenges they have. I mean, they're talking about things like dispatch inventory management on their trucks billing. I mean, just stuff that you, I'm sure you come across every day but we'll definitely ID that to you.

JOSEPH

19:44 Yeah, that's...

MITCH

19:44 The demo. So you could just kinda understand whether it has that.

JOSEPH

19:49 And is that?

MITCH

19:52 Go ahead.

JOSEPH

19:53 I was just gonna say, is that mostly a list with check boxes or is it ranked at all to say, hey, these are the half to have top priorities?

MITCH

20:02 Good point. It's a, it's a spreadsheet right now, the clients in the process of ranking the requirement and where that will come into play is during the second round of demos for the vendors that are invited to come back and do that second demo, which is going to be more in depth, right? More point and click functionality, and workflow, we'll provide, that rank list of requirements at the second demo to start driving the conversation about trade offs, right? About functionality trade off with the. So right now, it's not ranked. It's just the data dump from the customers employees.

JOSEPH

20:37 That sounds great because, yeah, I mean, hopefully, there aren't many things where you have to be like, well, that's not as important, but I've never seen a unicorn in the wild. Most people are gonna find what they want in totality. So, okay about how many technicians are they running on the service and small projects side now?

MITCH

20:55 In 15 or so, Jay, right? Jay Snyder?

JOSEPH

21:00 Yeah.

JAY

21:01 Yeah, no, I can figure it out. Yeah, 50. Yeah.

JOSEPH

21:05 Okay. And this time on you'll have according to that document I got is pretty aggressive. Are you really trying to make a decision the end of this year?

--- *Purchase decision* ---

JAY

21:13 Yep. Yeah, it might slip a week or two just because of the holidays, right? But so, so, the idea is initial demos all completed by the end of November and that's on track and then sort of custom discuss along the way with them and then second round, a short list and then a second round of super deep dive demos those sorta like first, you know, two, two and a half weeks of December, I mean.

--- *Implementation and ongoing support* ---

JAY

21:50 So, so whoever is going to be demoing on like the thirtieth of November, they're gonna know like in two days if we need to schedule them for like, you know, a couple of multi hour deep dives, right? And then, and then, so and then that would take us through mid December.

--- *Implementation and ongoing support ends* ---

JAY

22:09 And then the balance of December is essentially, you know, us doing some final vetting, just kind of like business solve and see, you know, that kind of stuff, you know, checking customer references, and then the team, you know, finalizing it to, you know, to the final solution or set of solutions if it's an ecosystem they're building, which is what it looks like... in getting through negotiations the second half of December which again will be tough because of the holidays, but that's the intent. Yeah, that's they've shown an understanding that it could slip mostly because of the holidays, and, you know, vendor responsiveness frankly. But, but that's what we're trying to stick.

JOSEPH

22:54 Awesome. Well, I appreciate your transparency there because I'm here to kinda match aggression when it comes to how quickly and how quickly you wanna move and how much attention you're going to need from me. So I'll make sure to make this a number one priority. Because in the end being in sales, we're trying to hit numbers at the end of the year as well. So if you're serious about this, I'm here for it, but I need always got to ask.

--- Purchase decision ---

JAY

23:17 No, no.

JOSEPH

23:18 That...

JAY

23:18 That makes a lot of sense too. And there's a couple of things that we'll know really this is initial on the demo. We'll we'll probably clear the error for them on like what are yours are real contenders for service management, right? If any, and then that will give us clear direction, you know, pretty quickly on, does this look like a system of systems you know, or is that unicorn out there so that, that'll help as well?

--- Purchase decision ends ---

JAY

23:44 The other thing that you should know is we, we've just started planting the seed around facing to across the system or systems approach and, you know, they're not gonna adopt an accounting solution out at a cycle from attack here, right? So, you know, between an ERP and HRIS and service management solution.

--- Implementation and ongoing support ---

JAY

24:05 You know, I could see, you know, phase one implementation. When I say phase one, I mean across the three categories, take, we're moving forward with first implementing, we can't implement all three at once. It'll be chaos, but I could see the service manager module being the first one out the gate, you know, with implementation, which I think is also a good thing for you guys to.

--- Customer engagement ---

JOSEPH

24:25 Yeah, that's good to hear. And really, that's what, we recommend as well. I mean, sure, it can sound a little selfish on our end. Hey go with us first. But when you think about it, it's the revenue generation side of the business, the customer engagement side of the business.

--- Customer engagement ends ---

JOSEPH

24:38 It doesn't matter how much money you make accounts will figure out how to count it, but you gotta make that money first. So.

JAY

24:44 Yeah, yeah.

JOSEPH

24:46 Cool.

JAY

24:47 Fair enough. Yeah, I think that's right? And I think that, you know, the other thing is if we try to do the HRIS first and there's a considerable gap between the new HRIS tool. If, if it's not in big in the RP, and then the ERP, that gap could be problematic for them, right? I mean, because there's a disconnect now between, you know, benefits, enrollment and pay and in the actual execution of payroll, you know, in general accounting. So, so I think it would make sense to do like service HR, then ERP in that order.

--- Accounting integrations ---

JOSEPH

25:22 Are most of the HR systems that you're looking at within the ERP S, or is it, are you looking at third parties as well?

JAY

25:29 We're in third, we got four of them pay cro bamboo, HR, green shades and paylosoity are the ones that are in the mix right now.

--- Accounting integrations ends ---

JOSEPH

25:37 Okay. I don't know how much you've vetted things out. But if you've ever heard of one called UK G, that's another one that the, that people are using, a lot of our clients are using. So.

JAY

25:47 Really, really familiar with U, KG, very familiar with them. Done two implementations of UKG, the company up in Boston that were a cto for they use UKG. Great solution. Frankly budget wise, not a possibility.

--- Type of work ---

JOSEPH

26:06 Okay. That's another great question, for me to ask you is kinda, do you have a budget for the service side of this cause service trade? We are a suite of platforms and I can go from, the honda old reliable to mardi with all the reporting tools that will make VCS rule.

--- Type of work ends ---

JOSEPH

26:25 So I need to know kinda where to fit that in because I don't want to show people stuff that is out of their budget.

JAY

26:31 Yeah. So good news is they've got a, they've got a very big budget. Now, now, when I say UKG is priced out of it, it's just that, you know, they're not going to be comfortable with the UKG cost within their ERP, right? And that's kinda how UKG is, you know?

--- Pricing ---

JOSEPH

26:46 Again?

JAY

26:47 Resolution, but, you know, we're working with a budget of around 250 K, you know, between 250 and 300 all in on everything. Okay? That's that's a very healthy budget, for a company that's 85,000,000 in revenue.

JOSEPH

27:02 Yeah, I'd say so.

JAY

27:04 Yeah.

--- Purchase decision ---

JOSEPH

27:05 That's for that's for ERP, HR and service.

JAY

27:08 Yep.

JOSEPH

27:09 Cool. That is good to know. All right. And when it comes to the folks actually when it comes down to brass task tax, who's making the decision, is this a decision by committee, is it like a couple of people at moore's or?

JAY

27:23 Now, it's not us, it's definitely not us. We don't want to own that decision, right? We want to help get them there. And then, and then they need to own it even though we are helping us the implementation, they need to own it. So, there is a selection committee. I'll say that the coo and CFO are very involved. The, the VP over service is also pretty involved, but he's going to be rotating out of that role. So I think it's gonna be, a decision mostly made by, yeah, by that three from committee for sure.

JOSEPH

27:58 Okay, cool. But they'll probably take, they'll take information from a few other key evaluators, I imagine.

--- Type of work ---

JAY

28:08 Your demo will include people from within service other than just that VP of service. Yeah, we, we've almost like mandated that they include folks that are going to be closer to the end user.

JOSEPH

28:21 Okay, great. And then getting back more to this operational side, this may be something to ask later on with folks from moore's but do you know what the breakdown is of maintenance revenue to reactive service revenue to projects revenue that we're working with in these departments?

--- Type of work ends ---

JAY

28:42 For the, for the type of work that would be done inside of the service trade?

JOSEPH

28:46 That's correct? Yep.

JAY

28:48 I don't know what the breakdown of that is up to. We should know that you're the second one to ask you, I need to make a note, and get that data. And when I do, I'll send it to you or Michel, one of us will send it to you.

--- Customer engagement ---

JOSEPH

28:58 Okay. I mean that, that'd be great because it really helps us gauge how valuable, what one, how valuable our system is gonna be because of the areas in which we focus most of our development. And two really what your ROI you can expect is because a lot of folks, they come into service trade for every dollar and maintenance revenue they're getting. They're getting maybe a dollar, 52 dollars and pool through repair revenue. But when they kinda turn on the engine, that is service trade and they start to be able to document those repair opportunities and communicate with customers better and show the value of the maintenance contracts that they're doing. I mean, we've had folks get up to three and a half four dollars and pull through revenue for every dollar and maintenance revenue. So when it comes to justifying the spend that's super helpful.

JAY

29:44 I think that they would enjoy kinda knowing some of that philosophy and, in thought on your end because service consider this to be a very significant growing part of the business going forward.

JOSEPH

29:58 Okay. Hey, we actually have an upcoming webinar that breaks out our customer base into three different sizes and gets 10 and below 10 to 20 and 20 and up. And then we have benchmarks of like, hey, this is how the fastest growing customers are doing and all the data around that and the lower half of the growing customers. And I'll make sure that you'll have the information for that webinar. It would be interesting for them.

--- Customer engagement ends ---

JAY

30:25 Yeah, that's cool. I mean, it all helps, you know, rather give them the option than not. So, so.

JOSEPH

30:32 I'm...

JAY

30:33 Looking at calendars by the way, I don't think we can fit this in this week and I don't suspect that you'll be ready to do it this week. But the other week we're looking at is the week of the 20 sixth.

JOSEPH

30:44 Yeah. I am, Tuesday morning is the only morning I have anything blocked off. I got to be in wilmington that day, so I mean, I could do Monday or Wednesday would be ideal.

JAY

30:58 Wednesday is a.

JOSEPH

31:01 Yes, sir.

JAY

31:01 Are you, are you saying Monday or Wednesday? Is that you?

JOSEPH

31:04 Either one?

MITCH

31:06 We can't we can't do Wednesday because that's, the clients not available that day.

JAY

31:11 No, it was the 20 eighth and the thirtieth, Tuesday and Thursday.

JOSEPH

31:15 And in Alta vista for this demo, will you all be there?

JAY

31:21 We probably not. We're probably not going to be asked for the demo. Yeah.

JOSEPH

31:26 Okay. What if I was, I don't want to step on your toes or do anything out of turn, but sometimes it's easier for me to really engage with people in person.

JAY

31:36 I get that. And, I get that it shows a certain level of attention and access to my mission. I actually haven't talked about this because no one else is offered to be on site but I'm not opposed to it. You know, what we need to do is we need to make sure that they're okay with it, right? Because I don't know if they expect all these to be virtual or not. They have a lot of people, that are attending like from their desk, you know, and they've got four facilities, so we can ask them happy to ask them.

JOSEPH

32:04 Yeah.

JAY

32:06 But, but now on schedule, I would love to fit you in. I would love to have you do it Monday morning. Well, I say that and... yeah, it would be great if you could do it. Like, I don't know like some time, in the window of like I don't know nine to noon on Monday, but I mean, because I hate to have you at the thirtieth, I hate to have you number. Well, there's a couple of good things about it. I guess if I were you one,

you're maybe one of the last things that they, you know, have on their mind, but we have a pretty thorough feedback, you know, form, and the brief that we're doing. But the other thing to the other thing too is though that, you know, by then it also could be more out, but it also allows us some buffer on that last day in case, you know, something comes up and someone needs to reschedule. So, I don't know if like nine am on the 20 seventh works for you?

JOSEPH

33:00 That looks like it will work for me. Let me check with the folks I'll need to bring in. Yeah, I can do that.

JAY

33:08 Cool. Then we'll schedule, the invite and so over to you and.

JOSEPH

33:13 I've got one guy missing that day, but I can bring him in on the second round. I think he'll be a good resource because he's actually, he's out of Dallas, fell in it by the name of Aaron, but he has been a customer of service trade. He's been a customer of tighten and a customer of BuildOps at three different companies. He worked with carrier for a while and CMS next tech. And then has been in the mechanical startup world for the last five or six years growing companies and using all the different softwares. And when, so we hired him on and he's been a great resource. So I'll bring him in on the second meeting because he's out that Monday, but we can handle the first round without him.

JAY

33:54 Well, I know, I also don't want a hamstring if you wanted to be on the thirtieth, that's fine. There's plenty of available again the thirtieth?

JOSEPH

33:59 No, I think we're great for the 20 seventh and we'll bring him in for the really nitty gritty discussions once we get into the weeds.

JAY

34:05 Okay. That sounds good. Then I'll send you that e-mail invite and how long we're thinking hour Ish, what do you think?

JOSEPH

34:17 I would budget 90 minutes for it. We can usually run through. We can usually run through it in an hour, but I mean, it's a complex business and a whole lot to cover and it depends on how many questions we do get.

--- Dispatch ---

JAY

34:31 Okay. That's it's a little longer than with some of the others. As for that's cool. I don't want to, you know, I want to be good for everybody. So that's fine. No worries.

JOSEPH

34:43 Okay.

JAY

34:45 Okay. So, I'm just sort of making sure I got that in here now. Okay, good. And I'll send on that in a minute.

--- Purchase decision ---

JOSEPH

34:51 No, but I'll just make sure that, hey, if we do, if we do have questions and get into the weeds, wanna make sure we have that time.

JAY

34:58 All good. I mean, we're here to make the best use of their time, make it efficient, but, you know, whether it's you know, an hour and a half, not.

--- Purchase decision ends ---

JAY

35:05 It's not gonna. It's not gonna kill anything. Mitch mentioned the requirements matrix. He'll get you, that list of the requirements again, like you said, we're in the process of qa in that right now we are, we already know that some of the things are a little jenky sounding, right? I mean, it's not really all that. So just bear with us on that you will get a cleaned up official version of it with readings between the first and second demo, and frankly, they're using us. There is not almost like a spec, right? You know, for what they need. So.

JOSEPH

35:38 Been so long since I've done one of these software evaluations. You also, you don't know what you don't know to a certain extent, like how important is AI going to be in this evaluation? Well for somebody who's never used it or seen it, in a software like this. It's kinda hard to understand what it's gonna do.

JAY

35:55 Right. That's right. Yeah, that's they're going from a crawl to walk in our ap fly. So, yeah, totally. Totally. Right. Yeah.

JOSEPH

36:03 Right. Okay. Cool. Well, is that an invitation ya will be sending out or do you want me to send one out?

JAY

36:09 We'll send it out to you a Zoom invite. Okay?

JOSEPH

36:13 That works great for me. Cool. Well, yeah, I'll be on the lookout for that list of requirements and let me know if onsite is an option, love to do it. If it's not cool the first time and we can do it the second time. That works just fine as well. But just a few hours up the road.

JAY

36:30 We'll, we'll definitely let him know. Yeah, we're not, we're like we're not here to try to, you know, prevent some of that goodness from happening. So we'll let you know, I'll send it over as a Zoom invite for now, but, you know, we'll get back to you in a day or two and let you know.

JOSEPH

36:44 Awesome. Well, I appreciate it, fellas. Thanks for reaching out.

JAY

36:48 You bet Jay. If you have any questions between now and then, let us know otherwise, look for that e-mail from Mitch.

JOSEPH

36:53 I certainly will, we'll talk soon.

JAY

36:55 Okay, great.

MITCH

36:56 Jack.

JAY

36:56 You...

JOSEPH

36:58 Yeah.

The End