



ServiceTrade/ConTech

Tim Spink

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Participants

SERVICETRADE

Tim Spink

VP of Outside Sales

Billy Marshall

CEO

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OTHER

Steve

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Transcript

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TIM

0:00 Hey, Steve.

STEVE

0:01 Hi, there. How are you?

TIM

0:03 Go ahead. The whole crew in here.

STEVE

0:05 All right. I mean, I'm...

STEVE

0:07 I'm privileged and honored, look at.

TIM

0:11 Good, good. This is Tim bank. And Billy Marshall. Billy is a CEO and cofounder, and then Tim is our VP of sales. So I don't know that.

STEVE

0:21 Well, nice. Nice to meet you guys. I've been following, the company since you started it. So it's cool to see, how you've grown and you've had some good investment and things are going well, so that's cool.

TIM

0:38 Yeah, we're you know, Steve, in the early days, people just looked at a funny when we told them what we're gonna do and the industrial type. So now with the success of pro core and service tighten, they can't get enough.

--- Pricing ---

STEVE

0:57 Absolutely.

STEVE

0:58 Is that, is that not the truth? Yeah.

TIM

1:00 Yeah, yeah, yeah.

STEVE

1:02 There's been a lot of investments.

STEVE

1:04 In, in Construction technology, you know, really since I don't know probably 2008, 2009, but it's been accelerated and then you have an ipo like pro core has?

--- Pricing ends ---

TIM

1:15 Yeah.

STEVE

1:16 Yeah, it's a, it's a crazy time. So.

STEVE

1:20 No, it's good. I love to see it. I love...

STEVE

1:22 To see Charlotte. You know, I mean, Carolina's company do well.

TIM

1:27 Well.

STEVE

1:28 I don't know if you're familiar with, I have an exchange, but.

TIM

1:31 I know. I, yeah.

STEVE

1:32 When the guys just first started avid, in fact, we had a pitch, one of our user groups years ago, and this was probably 20 years ago. And so now it's cool to see them, you know, just blow it out here here in Charlotte. So.

TIM

1:48 Yeah, they, they've done super well, they had some, a little hiccup few months ago, but just generally speaking, the company has done, very well.

STEVE

1:57 Yeah, they have.

STEVE

1:59 I went to school in Raleigh, so, you know?

STEVE

2:03 I followed you guys, from like I said, early on.

TIM

2:07 Are you in any state product?

STEVE

2:10 I am, yeah, yeah.

STEVE

2:12 Was, I was there and in the good old days, you know, back when our program was killing it. So, yeah, married, I married a tail and so far we've survived 38 years together. So, she doesn't bring up basketball and I try not to bring up football, so.

TIM

2:32 Yeah. Well, yeah. And we've got quite a bit of a CC in here. My, my co founder went to school wake forest.

STEVE

2:44 Okay.

TIM

2:45 And, you know, we had an early engineer from Virginia tech, but, we got plenty of you there. I mean, they're all over here. I think we've managed to avoid hiring anybody from Duke.

STEVE

3:01 There.

TIM

3:02 You go, yeah.

STEVE

3:04 You got, you. Got a, you got a...

STEVE

3:06 Cut off point, you know?

TIM

3:07 Yeah. And I'm and I'm a Georgia tech product. And so...

STEVE

3:13 There you go. Great, great. Well, when I first, you know?

STEVE

3:16 This is, I graduated high school in 82. So, it's been a long time, but it was climpson state, Georgia tag. I mean, there's only handful of engineering schools to, you know, to choose from. But, but anyway, it's been fun. Like I said, it's cool to see, how well you guys have done. So, it's a, good market to be in.

TIM

3:38 Yeah. I'll tell you a funny story about pro core in fact, that reflected our early days too. And, and Tim knows this guy got my name of John Langley. He was, he worked for me at red hat as a, at one point, he was the head of sales at red hat. And then I took his job and he worked for me and he became a good friend. He's a, very accomplished sales person lives out in California. And just before pro core went public, I noticed that on his LinkedIn profile, he was the first vice president of sales for pro core.

STEVE

4:13 Wow.

TIM

4:14 I called him up and I said, hey, are you gonna get a sniff on this ipo? I mean, you were there in the early days, you go, no, he said you couldn't sell that shit back then. He said they were using Sage 300 or they were using Microsoft. Vera. Nobody wanted to talk to us. He said I had some kids in private school. I had to go to work somewhere else.

STEVE

4:38 That's funny.

STEVE

4:39 Well, I was actually at Viewpoint.

TIM

4:42 When...

STEVE

4:43 You...

STEVE

4:44 Know, they were in discussions with to, and the group there about acquiring the business, and I remember, the comment being like, you know, those guys are crazy. They're never going to get that much for the business and I can't remember what it was at the time. Maybe 25 man. I can't even remember what the number was. You know, here they are, you know?

STEVE

5:05 They definitely.

STEVE

5:06 Played the long game and bet on, you know, mobile and web, when it was a, good move, of course, we tried our best to tell the, we were on by being capital primarily. When I left, they exited ban exited and sold to tremble and that's when I left.

TIM

5:24 Yeah.

STEVE

5:25 You know, I tell those guys years ago that we should have had a strong project management tool, web and mobile, but they never, made the decision now.

TIM

5:36 Well, you know, it's funny. I engage with, I think it's Matt Williams. I think that's right. And I know the person's name is Matt, Harrison. My founder and I, when we were about eight employees, we engaged with them because they were looking for a partner in the space.

STEVE

5:57 Yep.

TIM

5:58 And we said, yeah, you know, we know what we're doing. We're good at this and you know, we could, they said we'll show us how your stuff works and we did, they said, well, we, you've got a work order in your application. I'm like, yeah, of course, you can't go. We can't go to market.

--- Access to information ---

STEVE

6:20 Yeah.

TIM

6:21 Like, no, no, we just want a mobile app. I said that won't work like, what do you mean? I said that won't work? I said it won't work for me. It won't work for customers because that means I rely on you to be there in order for me to make a sale and I'm never doing that.

--- Access to information ends ---

STEVE

6:38 Yeah.

TIM

6:40 They signed up the geniuses an SI and feel connect and both of them have failing businesses now, and we're writing.

STEVE

6:47 Yeah, yeah, exactly. Yeah, that would have been a good. In fact, that I was even probably there at the time.

TIM

6:54 Yeah, I'm sure you were, yeah, that was long.

STEVE

6:57 I...

STEVE

6:58 Kinda, I didn't really start in 2011, but I had a year in competing, so I started in 2012, July of 2012.

TIM

7:08 Yeah. 2014.

STEVE

7:11 Yeah, yeah, because I was on the team that was looking at, we had to have something for mobile. So, Amazon build connect were two of the two of the products that we connected?

TIM

7:22 Anyway.

STEVE

7:24 To see you guys.

STEVE

7:25 Have done well. That's awesome.

TIM

7:26 Yeah, yeah, yeah.

STEVE

7:28 Are you a?

STEVE

7:30 Raleigh, are you?

TIM

7:31 Yeah, right on in Miami?

STEVE

7:35 Okay. Yeah, yeah.

TIM

7:38 So, we've been blessed. I'd love to hear about how you see the way that this industry is, you know, moving and changing and, you know, for example, we watched, we talked to the folks at Viewpoint every quarter. We watch them by it and we said, hey, that's good. You're gonna have API and they said, yeah, we're gonna have API. We're gonna partner and I'm like, okay, good. And, you know, we've watched other things sort of emerge, and folks kinda change their position. I don't think that the schedule thinks we're the devil anymore even though he's still hard to work with.

--- Accounting integrations ---

TIM

8:18 You know, we're Sage, and, you know, just a lot of moving parts and yet, at the same time, you know, we don't really see intact getting there on the Construction accounting side. So, I'd just be curious, you know, what you're talking to your customers about these days in terms of what you think is interesting?

--- Type of work ---

STEVE

8:37 Yeah. Well, I mean, you know, nothing that you don't...

STEVE

8:40 No, already, I'm sure. But.

STEVE

8:42 We do a lot of software.

STEVE

8:44 Selection and kind of evaluation, you know, all commercial. We don't we don't really, do, you know, residential we have some customers who do have a residential division, but, you know, mostly that's by accident but.

--- Accounting integrations ---

STEVE

8:58 You know, I think your connection, I mean, think about it, you know, pro core.

STEVE

9:02 Has has really, you know, kept Sage alive, really Sage 300 for sure. Sage, 100, to a lesser extent definitely kept Sage live, you know, Sage intact strategy of, you know, hey, we're gonna do core accounting, and maybe a little bit of job cost. And then project management is going to be pro core, you know, bringing someone like you and, for service. I mean, they've got service, Sage service operations, you know, on the, I just think their strategy really is going to be a big plus for you guys because they are, you know, pushing all the Sage 100 and all Sage, 300 accounts to Sage intact.

--- Accounting integrations ends ---

STEVE

9:43 As soon as you get someone.

STEVE

9:45 Who's in the market to look at stuff? They're going to be like, hey, might as well. You know, so I think that's a big plus, for you as well. I mean, particularly because, you know, the focus that Sage has is best in breed, right? You know, pull in the coo for HR, pull in, you know, pro core for project management. So I think it's in Progress.

STEVE

10:11 You think, you think?

TIM

10:12 Pro core is gonna get there on the project management stuff for the.

TIM

10:16 Contractor we seeing the?

STEVE

10:19 Yeah, I think, I sure trying.

STEVE

10:23 You know, and they've brought in, some good talent that I think is going to help them get there. Yeah.

STEVE

10:29 So, I think.

STEVE

10:30 Of it, I mean, you know, they got so much money, so much chasing after it. You know, I think they're yeah. So, so, I think, and, you know, you've got a lot of stubs who are using it already. They don't they don't like it. It's definitely a G centric, you know, application. Yeah.

TIM

10:49 You know, don't they don't like it. They feel like they...

STEVE

10:53 I...

STEVE

10:54 Actually did a software review with, a pretty large GC today. They were right, just about on their renewal and we were just kinda talking through all their options. The challenges is that pro core now is kinda like P6, on the scheduling side, it's become the standard in project management.

TIM

11:10 For...

STEVE

11:10 So, it's you almost, it's like, hey, you can buy something else, but you're kinda going against the grain. So... you know, again, a lot of people don't like the product pricing, you know, it's kinda like crack. They, they, every other PMS field guys love it, but they, you know, it's they've got you hooked from a pricing standpoint, but...

STEVE

11:35 But I do.

STEVE

11:35 See a lot of good opportunity, for companies like you service trade... you know, with what's going on in the market, you've got, you know, companies who want to be, you know, even acumatic as a good example, they've got a, you know, a service product, but they're pretty open about, you know, hey, you wanna work with other,

you know, companies, you know, we can bring that into the portfolio through the API.

TIM

12:02 Yeah, we've seen them struggle to get that service product adopted.

STEVE

12:08 Yeah.

TIM

12:08 Yeah, we're kind of watching, their resellers and everybody paddle away from it because it becomes like it becomes a, I don't know it becomes a hard thing for them to deal with. And then they got then they're stuck with the client that's not happy.

STEVE

12:28 Yeah.

STEVE

12:28 Yeah, it'll be interesting. You know, I mean, Tanya and I've known.

STEVE

12:31 Each other for a long time.

STEVE

12:34 Yeah, not super close, but respectful.

STEVE

12:36 On both sides, but.

STEVE

12:39 We've seen a...

STEVE

12:41 I got a good, you know, vision and a good story. Yeah, we just haven't seen a lot of successful mep Accumatica implementations. Okay.

STEVE

12:55 No, they're not out.

STEVE

12:56 There, it's just, they seem to be bumpy, right? The ones that we've been involved in, where they've kinda selected Accumatica, you know, does it eventually get up and

running? Yes, do they like a lot of it? Yes. But there's still a lot of it that they just, you know, they're kinda hoping for more, you know, from the product. So it's just been interesting, to see, you know, who, who's successful, and who's not, I have been doing this so long and it sounds like you guys have as well.

STEVE

13:32 This isn't that.

STEVE

13:33 Complicated, you know, honestly, it's really not if you just have customers that.

STEVE

13:37 Love your products.

STEVE

13:38 Construction is a very, you know, everybody can, even, you know, competitors go play golf together, you know, all the subs know each other. So, you know, let word of mouth. So, your product in a lot of ways that's what pro core did, you know early on, you know, that's what plan grid did, you know?

STEVE

13:57 Let let...

STEVE

13:59 You know, let the PM sell your product and same same as true for your company. You know, you have a good product provide, you know, great service obviously perform. You're gonna do you're gonna do well? I mean a CSS was that way, you know, I can give you a bunch of examples that, you know, didn't have great marketing teams, but man, their customers love them and their product grew like crazy.

TIM

14:23 Yeah. Hey, do you think what's your take on the spectrum Viewpoint rivot thing or view? And, and they kinda collaborate this, but maybe not explicitly that they're going to become a little more open of an ecosystem because rivot there to help them plug stuff in. Are you saying that be successful?

STEVE

14:48 I think that's the vision, you know.

STEVE

14:51 For sure, they want or at least from the people I've talked to, you know, they would like to have, you know, kinda replicate, what pro core is done with, their marketplace, you know, and kinda play nice with everybody and use E as an

opportunity to do it. You know, the jury, it's all about execution, but I definitely think that that's the vision.

TIM

15:16 You...

STEVE

15:16 Know, and a lot of really.

STEVE

15:18 Large accounts, you know, I mean, they have their own internal, it, I mean, the, very large accounts. I mean, you absolutely have to have that, you know. So I think there was a, it was a, it was, the right move, but it's all about executing now. So we'll see what happens, but hopefully that will make the project a little bit easier, for you guys.

TIM

15:42 Yeah, we've actually got three or four very happy spectrum customers using it, but we don't have a Viewpoint implementation that uses rivot. I'm not even sure rivot is finalized, a lot of the stuff for Viewpoint they're working on. Yeah, I think they have some, but, yeah, we don't have any. Yeah. Okay. We have several on spectrum. Yeah.

TIM

16:07 His name in Charlotte, it.

TIM

16:10 Paul.

STEVE

16:11 CDP...

TIM

16:13 Yeah.

TIM

16:14 So...

STEVE

16:14 Is, is MB, Hans, one of them?

TIM

16:18 We've talked to them, not at the moment, but we have talked to them in the past.

STEVE

16:24 Yeah, I...

STEVE

16:24 Know that rolled first.

STEVE

16:26 Frustrated...

TIM

16:28 Yeah.

STEVE

16:29 The good news...

STEVE

16:31 Is you've got a good opportunity there because the spectrum customers are not very happy with the service side of spectrum. So you definitely have at least.

STEVE

16:45 My...

STEVE

16:45 Experience has been the service customers on the vista side are happier than service customers on the spectrum side, you know? And that's all relative. You know, it's not like either one of them are, you know, raving fans, but.

STEVE

16:59 It more.

STEVE

17:00 So, on the spectrum side?

TIM

17:03 Yeah. And did you see, did we sort of heard through the great, actually, we heard from James park that they had pretty much unhooked ms and feel connect, as partners and they said, you know, we're going our own way. Is that been your take? And they only bring them in where they run into a whole in the functionality on development? Yeah, I think they released, I think they released the thing about 18 months ago or something like that?

STEVE

17:32 Sounds sounds.

STEVE

17:33 About, right. Yeah, field service is what they call it?

--- Accounting integrations ---

STEVE

17:38 Yeah. So there's still customers out there who use SI, and field connect, but, you know, they're trying to push them all, to field service. You know, a field service, is light, you know, it's doesn't do, you know, doesn't check all the boxes just yet. But, but, yeah, that's their plan. They have, you know, spectrum as a field component as well, but it's the back end of spectrum. And, the field version of spectrum is just not, you know, it's, not great.

TIM

18:15 Yeah, sounds not to work on. We got.

TIM

18:16 Yeah, yeah.

STEVE

18:17 You've got that covered. Well, I think that's a good.

--- Accounting integrations ends ---

STEVE

18:21 I think that's a good story. I'm assuming with Sage, you guys see a great opportunity with the Sage partners as well.

TIM

18:30 We, we do impact, you know... they do have a product on their books that's made by the same company the.

TIM

18:39 But I used to be called...

TIM

18:40 Ifs, or.

TIM

18:41 Or they changed their name to Eric, but they've got three.

TIM

18:48 Different ports, three or four. It's all different codes.

STEVE

18:51 Okay.

TIM

18:53 They got a budget.

TIM

18:54 That as we can figure, I think they're using the same name.

TIM

18:58 So, Sage service operations?

TIM

19:01 It's like it's just a very immature product with a very small company behind it and I think it's hard. Yeah.

STEVE

19:08 Yeah, no, I think you, I think you've got a great opportunity, with Sage.

TIM

19:18 Well ahead. What's your take?

TIM

19:19 In...

TIM

19:20 The Construction market, you know, on we.

TIM

19:23 Got a couple of customers.

TIM

19:24 Prospects that are running.

TIM

19:28 He knows about that. And one of them, one of them just actually.

TIM

19:32 Implemented it a little over a year ago, and we're scratching our heads then.
How can anybody buy a new implementation? Have you seen that?

STEVE

19:39 Not really new.

STEVE

19:42 You know, I mean, it's yeah, I'm like, you know, if you're talking about burn hard, you know, the...

STEVE

19:49 The owner there you?

STEVE

19:51 It was with Shaw and that's what they use. And yeah, I just wanted that it's kinda like a CFO moves somewhere and he just wants the product, he knows because functionally that, that's you know, that would not be, you know, someone's choice, especially a company, that size, but anyway...

TIM

20:09 We got a good day now.

TIM

20:12 It was a head scratcher for us, that was the target that we were told that we had to hit. And well, that's fine.

TIM

20:20 You know, are you ever gonna move off? No, we just put it in like...

TIM

20:25 Okay. Yeah.

STEVE

20:27 Yeah, I know. Yeah, that, was, I was kinda.

STEVE

20:31 Italy involved in a little bit of those discussions when, they pulled us in for, I don't know a day or two to kinda help them think through that process. And it was one of those kinds of things where you could tell it was like everything was stacked up, JD Edwards, and the, and I can't remember the executives name, but it was obvious he was not gonna move. He was just checking boxes to say that, you know, we kinda opened up to some other solutions. So it was kind of a limited engagement for us, but, yeah, like.

STEVE

21:05 I'm sorry, who is the guy?

TIM

21:08 In boxes? Was it James Bowman?

STEVE

21:10 No, no, no, it wasn't James, it was the, literally the, so I was brought in by.

STEVE

21:17 Gosh.

TIM

21:18 That's...

TIM

21:18 We live work or?

STEVE

21:21 Years ago, I...

TIM

21:22 Okay.

STEVE

21:26 2020 I was, because I remember.

STEVE

21:28 Yeah.

STEVE

21:29 It was, I remember is one of those where.

STEVE

21:31 Visit people in the northeast and, you know, you gotta stay 20 feet away and have mask and everything and I went down to.

STEVE

21:38 So, I think and everybody's like...

STEVE

21:40 No big deal. You know, it was like, we don't wear those things and, you know, I mean, I just remember the contrast but.

STEVE

21:46 One of...

STEVE

21:47 The executives... but anyway, long story short, I just remember, it was like man, I knew from the first two hours, they were gonna buy JD Edwards because that's what that's...

TIM

21:59 I initial, so.

TIM

22:00 Yeah.

STEVE

22:02 When, they, when they went to...

STEVE

22:04 JD Edwards.

STEVE

22:05 Because that was, we kind.

STEVE

22:07 Advise against it. You were like that. But anyway, like I said, as far as you guys are concerned.

STEVE

22:14 You know, I will say it at a high level.

STEVE

22:16 We'd love to get to know your product more because we are doing much more Sage. It's accelerated the number of Sage accounts. We're getting pulled into... software selection. I mean, we're at a point where we're, we got to figure out a way, to kinda shorten that engagement because it's accelerated and now it's the summer where it's typically, the summer is just...

STEVE

22:45 A little slower.

STEVE

22:46 For us, we're like, okay, we can actually go on vacation and it hasn't really been that way. So, I think a lot is going to happen in the fall, you know, because, again, everybody, the writings on the wall, right? That, that data technology driven companies, you know, it's kind of like the NFL, right? You know, no one's going to go back to just calling plays on a, you know, without analyzing the data. So, gonna see a stage man, Sage is gonna be, all these guys are going to be in play. So.

TIM

23:22 Let me ask.

STEVE

23:22 Where that's a big part of, your sales play.

TIM

23:27 Do you think is gonna happen with the install base of Microsoft GP? What do you think is going to happen with GP? And, what do you think people are gonna do?

STEVE

23:44 Hey, by the way, I don't know if you, are you guys talking to moore's?

TIM

23:49 Yes, I've been dogging bores for four years.

STEVE

23:56 I'm sorry?

TIM

23:57 Yeah, they're still on S.

STEVE

23:59 Well, I know exactly. Well, I, you know, I knew deal.

STEVE

24:03 Back when they were one big trailer, you know, with their original office, but anyway...

TIM

24:10 Man, I made the trips up there.

STEVE

24:13 That you really? Okay. Who are you with it, Paton, Alex?

--- Type of work ---

TIM

24:17 The guy we, primarily, we're working with.

TIM

24:20 Is that the electrical company margin tag? Yeah, yeah.

STEVE

24:22 Yeah, they're yeah, electrical, I mean.

STEVE

24:24 Yeah, they do. They do all trades now?

TIM

24:27 They got a consultant in there right now, right?

STEVE

24:30 Yeah.

TIM

24:30 You guys?

STEVE

24:32 We, we've had some initial, I mean... we typically.

--- Type of work ends ---

STEVE

24:40 Don't go above North Carolina honestly.

STEVE

24:43 We, we, now, we do now, but our original.

STEVE

24:46 Plan was, hey, let's just kinda stay in the south. You know, we don't really want because once you get into Virginia, you start getting into, you know, the DC, Maryland and...

TIM

24:58 All that area?

STEVE

24:58 And then anyway, long story short, we, that was our initial plan, but, that hasn't taken the, but we trying to think of the cfo's name?

STEVE

25:08 We, we talked to the CFO... and we knew there.

STEVE

25:14 Former service manager, but anyway, if you're not talking to, I'm glad you're talking to them because they would be, a great fit for, your product for sure.

TIM

25:23 Yeah. To your point, I guess what Billy is asking, we're trying to figure out is when you wanna do that big Microsoft big ball of twine and MSS is in the same boat, right? How do you guys advise on that? Because that's a DNS?

STEVE

25:40 Yeah. So what I will say is I've seen, you know, there's two paths that...

STEVE

25:45 Are going on in the market. And, you know, I'm not sharing anything. You guys all know already there's the, you know, Construction cloud use that kind of analogy. So, you know, the auto desk, the pro cores, the tremble, you know, they're trying to be, you know, as best they can all of the...

STEVE

26:05 Or...

STEVE

26:07 Operational functionality, in their product, right? You know, service project management, you know, HR, all of that.

STEVE

26:18 That's, that's the...

STEVE

26:20 Our goal I...

STEVE

26:21 Don't...

STEVE

26:22 I've talked to a couple of people, who thinks that, you know, potentially pro core might either buy or require, I mean, or build out their own accounting system at some point. But anyway...

STEVE

26:33 They, they're slow.

TIM

26:34 So, so I'll give you a pro tip, never happen.

STEVE

26:38 Well, the integration is.

STEVE

26:41 Been such a, you know, it's been a big winter for them, but.

STEVE

26:45 I do think there's two sides.

STEVE

26:47 There's the, hey, I want to be all in one. And then there's the companies that are saying, hey, I want to best of breed there's two tracks, of that and yeah, I think Sage has gone that way.

--- Accounting integrations ---

STEVE

27:02 And for, you know, there's a handful. I think Microsoft is gonna go that way. I'm assuming you guys already integrate with, you know, a X or Microsoft three, you know, depending on where...

TIM

27:15 Buying that stuff by.

TIM

27:17 Is buying it? Yeah, we don't see it. Yeah. So, the only stuff that we, I mean, we see a very slow migration off all the old stuff. Yep. And so integration is a strong word because there are no API. Yeah. And so, the only things that we have what I would call truly modern integrations with are intact and NetSuite doesn't do Construction.

TIM

27:47 Accumatica.

TIM

27:48 Accumatica canal, yeah, Accumatica canal because they're the only ones with API.

--- Accounting integrations ends ---

TIM

27:52 Now, we're hopeful that it solves the Viewpoint problem, right? Because Viewpoint a hard target from an integration perspective, they do not, they did not build that application to be integration friendly at all, right? So, we call those integrations service tecture, not architecture because, you gotta have some services people. They just get in there and say, well, how do you want?

STEVE

28:18 Kind of make it happen, right? Right?

TIM

28:21 Yeah, that's right.

STEVE

28:23 I think, the three that you've picked?

STEVE

28:25 I think you're going to continue to do well. I don't know what the lay, the accounts are, but I mean, it's...

STEVE

28:32 Big, I mean, we're we are building...

STEVE

28:34 A lot of our business plan around kind of what Sage is doing. We see it, as a big opportunity. Yeah. So, I think intact is gonna do well. I think Accumatica is gonna continue to do well, you know, viewpoints gonna get their share, and really, we've in fact, we had recently had an account move from pro core to autodesk. So, autodesk Construction cloud is starting to make, some.

TIM

29:06 Really, that's interesting.

TIM

29:10 Historically come from the engineering side of things and, but...

STEVE

29:14 Yeah. Well, yeah, a lot of the.

STEVE

29:19 That have V DC and Tim, and, you know, they've kinda really embraced the design Bill side all the way through, you know, autodesk is got a nice, you know, nice story there. And, this one was, this is, this was a big one. I mean, it was, you know, in our 100, you know, account. So... yeah, it's gonna be interesting to see, you know, just to see what happens, but.

TIM

29:48 Yeah, yeah, definitely. Well, hey, have you ever heard of something called?

STEVE

29:55 Hello. Yeah, I'm...

TIM

29:57 It used to be called something that begins with an H, I think I.

STEVE

30:03 Remember the old name, but yeah, it's a.

STEVE

30:05 It's a procurement management system?

TIM

30:08 Yeah.

STEVE

30:09 Purchasing and all that.

TIM

30:11 Mostly for electrical. Have you seen them being successful? Have you seen them making inroads or people loving it or what?

STEVE

30:18 We have some customers who use it?

STEVE

30:20 And, it's been pretty effective. It's kinda like Viewpoint, got a comparable product, but anyway, it kind of closes the loop between the vendor, you know, and procurement receipt, you know, closes that whole loop. But yeah, we've got some customers, who use it.

TIM

30:41 Okay. Yeah. So.

STEVE

30:43 I'm not an expert.

STEVE

30:44 On it, we've got some other people that will pull in if procurements like their, you know, their big thing they want to analyze, but I know we've got some customers use it. Do you guys integrate with it or work with it?

--- Accounting integrations ends ---

TIM

30:56 Well, we're talking to them because we, sometimes we come across customers that they want to have one procurement motion and, you know, we don't want to hold up a deal by fighting for that were like, well, whatever you wanna do figure it out, we'll try to work with it, but sometimes they can't figure it out. And so we, sometimes you have to bring somebody in to figure it out for them. And so, you know, maybe that could be a partner for us where they want to focus on procurement at the Construction level. And like I said, we don't want to be hanging up a deal because we're trying to figure out their procurement stuff.

STEVE

31:37 Right. Yeah. No, that makes sense. That makes sense.

STEVE

31:41 Now, you gonna end up selling through sales partners or are you going?

STEVE

31:44 Just fill that outside the partner.

TIM

31:48 Well, we sell with stage partners. The problem we've got is that.

STEVE

31:56 A piece of the action.

TIM

31:58 Yeah. So, so we do very well when they're at the table while we're at the table, but the problem with them reselling is that they don't understand our value proposition, right?

--- Customer engagement ---

TIM

32:10 For them. Service is getting accounting data from the field back into the system. For us. Service is building an incredible brand with your customers and maximizing the value of your technician workforce. Those are very different things, right? Sure. You've got you've. Got to have the accounting data. Sure. But that's like the lowest common that's all, you know, how to talk about?

--- Customer engagement ends ---

STEVE

32:36 Yeah, yeah. Agreed. Yeah, agreed.

STEVE

32:39 Yeah. The, I thought your boundary?

STEVE

32:42 Acquisition was a good move.

TIM

32:44 Yeah. So we're trying to be, we're trying to be as front office as we can.

STEVE

32:48 Yeah. Well, so.

STEVE

32:49 We work.

STEVE

32:50 With link when I was at Viewpoint as part of that... you know, opportunity there. So, I remember.

STEVE

32:59 I mean, I could have it.

STEVE

33:01 Confused, but I think they were using boundary or a version of that.

TIM

33:07 So, so that's where it started. Okay? That wrote their version of a sales quoting tool and then he left and he rewrote it and called it Northboundary, and we bought.

STEVE

33:24 Okay. Gotcha. Yeah.

TIM

33:26 Okay. We're speaking of link, what's your take on coins and where they are these days, we see a lot of them in link and mechanical contractors. We see a lot of coins.

STEVE

33:39 Yeah. So, like, you know, that was their, they were on the old.

STEVE

33:42 Version of coins and, you know, so a lot of them have been moving to coins a, which is the, you know, kind of the newer, the newest version, of the product. I think, they play well.

STEVE

33:56 Yeah, they have, we brought them in on some deals. They.

STEVE

34:00 They haven't... they've had success but not as much, as you would think because I think their product is actually a good product. I mean, functionally, it's pretty deep but their sales team in the us is, you know, it's kinda... we haven't been super impressed.

STEVE

34:21 Literally, we've been in opportunities where we're like, hey, we want to pull you into the software evaluation and it's like...

STEVE

34:28 A week goes by and we'll hear from the guy and then, you know.

STEVE

34:32 I mean, it's just been like, wow, seriously. I mean, you know, you're used to put in.

STEVE

34:36 Request and, you know, before the days up, you got someone calling you saying, you know, hey, can I show you your software, but I do think they've got, a good product, and within core, within a lot of those, you know?

TIM

34:52 The, the contract systems?

TIM

34:57 Is cut or?

STEVE

34:59 Points. Yeah, they really are. They really are. So, so, yeah, that would be, that be a good opportunity, you know?

TIM

35:07 Yeah, we're trying to figure that out. They, they recently sold that business about eight months ago... maybe a year.

TIM

35:15 A PM, right?

TIM

35:17 Sold that business is out a.

TIM

35:18 Great. Brian, they sold it and...

TIM

35:21 Ours or equity, yeah.

STEVE

35:23 I sold link.

TIM

35:27 No, we're on coin?

TIM

35:30 Sold coin.

STEVE

35:32 Okay.

TIM

35:33 Yeah. So coins got sold and our investor?

TIM

35:38 Was the number two bitter on that? It would have helped us? It would have helped us had they bought.

STEVE

35:45 Yeah, that was good. Good, good car and...

STEVE

35:49 I need to do some research on that. I didn't know, they were sold, but yeah, their sales organization, was pretty. I had some, I had some reps that used to work for me. Couple of them went to work for coins and then left and they were like, man, that place is like, just, it's you know, it was definitely not a sales oriented organization. Let's put it that way.

TIM

36:14 I don't think they're selling a lot of new installs. I think they are milking the base.

--- Purchase decision ---

TIM

36:20 Yeah, I think that's what they're doing. I think they're just milking the base. I do not think they do much in the way of new sales.

STEVE

36:26 Yeah. Well, again, that could be a good opportunity for you guys, for sure. So, yeah.

STEVE

36:33 I, you know, hopefully we...

STEVE

36:36 I'd love to get together sometime, in Raleigh and learn a little bit more about, your product, you?

--- Purchase decision ends ---

TIM

36:45 Yeah.

TIM

36:46 Come on.

STEVE

36:47 I've told Tanya, you know, in a lot of cases, so.

STEVE

36:51 Without getting into the details on our business, we've got multiple stages of what we do. Sometimes they want us to carry it all the way through the finish line, right? So they want us, to give them the list of players, help them build out the business requirements and then stay all the way through the demo and selection.

STEVE

37:08 Process. So, we have flavors that go from, hey, just give us.

STEVE

37:13 A feel for who we should be looking at and then we'll kinda.

STEVE

37:16 Walk away. Good luck all the way through?

STEVE

37:19 To, you know, the like I said, the final selection, but we've you know, listed you guys a number of times on, you know, hey, here's, you know, here's, a player in the market that you ought to look at. So.

TIM

37:41 What, what have you seen? You know, if you talk to, if we talk to service type and they're like, yeah, we're commercial now, we're doing it.

STEVE

37:50 Yeah, I think that was a big mistake. I think whoever convinced.

STEVE

37:55 To kinda, I think they should have kept on going super deep within the residential, and, you know, kind of spend a lot of their dollars on the customer experience and there's just so much more they could do within that side. I think that was a mistake because a lot of these guys have implemented their product on the commercial side, have dumped it, you know?

TIM

38:18 Yeah.

STEVE

38:19 So, I don't think they've been very successful, on the.

TIM

38:23 All down there in Charlotte.

TIM

38:25 Yeah. You know, it happens a lot. I did, Rick run, yeah.

STEVE

38:31 No precision plumbing or?

TIM

38:34 No, no, it's...

TIM

38:36 Bringsbor sheet mall, GSM.

STEVE

38:38 G. S, Sam. Yeah.

STEVE

38:40 Yeah, yeah. Yeah.

STEVE

38:41 I say.

STEVE

38:42 Count, are they?

TIM

38:44 You know, what? They tried everything, so.

TIM

38:46 Wintac in service at.

TIM

38:47 He went intact service. They... they tried accent that sale and.

STEVE

38:55 Okay. And then they brought, yeah, and the, whoever advised them?

--- *Type of work* ---

STEVE

39:00 To go with service tight and that's it that's a, you know?

TIM

39:03 Well, they've got a residential business, yeah. So, I think it was, you know, someone was going to be happy and some of them, yeah. Yeah. So, I think they bought based upon their residential business. What do you see of what do you see BuildOps in your world?

STEVE

39:19 BuildOps is coming in some, what's the other one ServiceFusion or something like that?

TIM

39:26 Yeah. We said they're a little bit more residential because they, they're a payments play. They're owned by a payments company?

STEVE

39:36 Are they really? I've heard that name? I think they were.

STEVE

39:39 Selection review one time?

--- *Type of work ends* ---

STEVE

39:42 Yeah, BuildOps has made the cut. You know, I don't know.

STEVE

39:46 How far along they've come? So, it depends on, you know, which opportunity, but I think they've got a pretty good product or what I've seen of it.

TIM

39:55 Yeah, I think they, I think they do a great sale demo.

STEVE

40:00 Yeah, yeah.

TIM

40:03 I think the product I started in 2018 and the idea that they're gonna have, you know, what they claim is we do everything built pro or does we do everything service trade? Does we do everything that service tag does? So, it's time for you to buy because the one thing that does everything is finally showed up and I think they present it well and I think it's difficult after the sale.

STEVE

40:28 Yeah, that's you know, and at the end of the day, that's where the magic happens, you know, you?

STEVE

40:35 Can't keep people happy?

STEVE

40:36 Then the cpa firms aren't gonna recommend it companies like ours gonna recommend it, you know, you're gonna go to an M, CA, or PC or one of these events and, you know.

STEVE

40:47 They...

STEVE

40:47 Play down the product. So it's just it's you know, that's a private equity decision. I'm sure, you know.

STEVE

40:56 I mean, I was charged with a here's. The deal. You can spend all the money you want as.

STEVE

41:01 Long as you hit these numbers and I want every single dollar, you can. I mean, we were back in the day we were, you know, we wanted everything right? Because cause pain wanted top level revenue for multiples and stuff like that, but, you know, at the end of the day, you gotta make customers happy.

STEVE

41:16 In fact, that's one of the reasons...

STEVE

41:18 Part of our business is we do implementation management, right? So, so we're kind of like a CM on implementations because I don't go well, so people pay us to come in and just manage their implementation. Yeah, and, you know, so anyway.

TIM

41:38 No, the owners out doing whatever instead of paying attention to the business.

STEVE

41:43 Yeah, yeah. I'm sure. That happens for sure.

STEVE

41:46 Well, it's a bit nice. Nice.

STEVE

41:48 You guys and I really appreciate the time, you know, it's I'm glad you guys are killing it. I, I'm a big proponent. I love when local companies do well, so.

TIM

42:01 Yeah, yeah.

TIM

42:01 We're like I said, nobody cared much in their early days and a lot of.

--- Pricing ---

TIM

42:06 People care a lot now, and, you know, funny what happens, when you get 1,300?

TIM

42:11 Customers and...

TIM

42:13 You're adding 250 a year? All of a sudden, people are paying attention.

STEVE

42:18 Exactly. Well, congrats to you. So that's...

STEVE

42:24 Yeah, we'd love to, we'd love to, we'll do it. I'm gonna be getting up for...

--- Pricing ends ---

STEVE

42:28 Some games. So, I'll try to coordinate around that, so, but.

TIM

42:33 Great. Well, we get MSS done and you guys are still involved in that, then we'll meet there too. Because.

TIM

42:39 Well, we'll get you a box.

STEVE

42:41 There you go. It's, good. Nice to meet you, Tanya. Thanks for.

STEVE

42:47 Coordinating and look forward to meeting.

TIM

42:49 Yeah, let me know when you head up and we set up here in the office.

STEVE

42:53 Yeah, those are the top.

STEVE

42:55 I'm looking forward to because like I'm in Alabama tomorrow Missouri next week. So, I mean, Raleigh is like stay at home. So.

TIM

43:02 Yeah, that's right. Definitely.

STEVE

43:04 Take care.

STEVE

43:05 Guys. Nice to meet you.

TIM

43:06 Appreciate.

STEVE

43:08 It. Yeah.

STEVE

43:08 Thank you.

The End