



Call with Allied Fire Protection - TX - Kyle Connelly

Matt Hetrick with Allied Fire Protection - TX
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Participants

SERVICETRADE

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Field Manager

ALLIED FIRE PROTECTION - TX

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Topics

<i>Purchase decision</i>	2:11
<i>Accounting integrations</i>	5:32

Transcript

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MATT

0:00 Not much Kyle. How are you?

KYLE

0:00 Matt, what's going on?

KYLE

0:05 I'll pretty good. Just flew to San Antonio this morning, had a few interviews had a 30 minute gap between our next one over lunch. So I was like, yeah, and then I have another one after that and I get back on a blank.

MATT

0:18 Man, I'm good to know. I'm not the only road warrior out there fitting in between flights.

KYLE

0:23 Yeah.

KYLE

0:26 Yeah, man. I'm almost day list preferred already for the year.

MATT

0:30 Moving up. I love it. Well, cool. I appreciate you making some time for me in between, your meetings and I just wanted to follow up after yesterday's call to clarify something and I don't want to bring it up in front of the group.

KYLE

0:32 Yeah.

KYLE

0:34 So, what's up, man?

MATT

0:48 But first and foremost, it's not our style to bash competitors. So I hope that Lauren and I didn't come off that way when we were talking about BuildOps.

KYLE

0:56 Can you hear?

MATT

0:59 We, are, we're very aware of BuildOps and they're actually a competitor on the mechanical side, but we never run into them on in the fire light safety industry. So, when you guys mentioned them, our immediate concern for you guys was that you'll be blinded by the allure of Construction in service in one platform.

KYLE

1:05 Yeah.

KYLE

1:21 Right.

MATT

1:22 But the reality is BuildOps is a much newer company and, their primary focus is on mechanical contractors. In fact, when we run into them on the mechanical side, they'll usually, you know, they'll hold it against us that our primary focus is firing light safety. So they'll use that as a competitive advantage. But now it's kinda like flip because now they're talking to you guys and you're in our wheelhouse.

MATT

1:52 They're they're having some serious problems as it relates to supporting the product that they sell. So, we know many customers that have been in implementation with them for over a year now and still don't have it off the ground. And there's many more that have actually had to pull the plug because they couldn't get it off the ground.

--- Purchase decision ---

KYLE

2:11 Do you know what are some of those examples because we're meeting with them next week?

MATT

2:16 So, I couldn't give you specific company names only because I feel like that would be in fact, I'm hoping that I'm not telling you this so that you can go tell them and be like, well, I heard that you guys can't even implement your customers because my goal here is not to stoop to their level and cast shade, and talk trash about them. That's not, my intention here. I really want you guys to be as informed as possible so that you don't make a mistake like those companies.

KYLE

2:20 Okay, right.

KYLE

2:42 You want to lose like 10 minutes?

MATT

2:48 So, how you can be prepared is your team actually takes a serious look at BuildOps, if they, you know, pique your interest on the first meeting and you look deeper into it, you're gonna wanna ask things like, hey, give us a customer reference that has been successfully using the NetSuite integration for a year now.

--- Purchase decision ends ---

MATT

3:09 Another thing to ask is give us one successful firing, life safety company that is up and running and it's been successful using BuildOps for a year. Now, our side right off the bat, we can give you two successful firing, life safety contractors that have been using NetSuite for more than a year. And then we can give you hundreds of firing life safety contractors that have been using service trade for five, six, seven years just because as you've seen there's lots of reasons that service trade is the gold standard for firing life safety companies.

KYLE

3:19 Right.

MATT

3:46 Does that make sense?

KYLE

3:47 Absolutely. And I didn't I don't I'm not talking to the rest of the group. I didn't perceive yours or Lauren response... like bad mouth. I perceive that as you all got caught off guard, the name building ops... it was a new discussion point.

MATT

4:08 We, we were to say the least, we were caught off guard.

MATT

4:15 Mostly because like I said, they're a mechanical software. So it's kinda surprised that NetSuite would recommend them, but also because we know your industry is looking for that mythological fairy tale creature that does Construction and service all in one and there's a reason it, you know, build up says that they have it, but the writing is kind of on the wall for them and I don't again say that, to bad mouth them. But a lot of, their promises they've made, I think, are steadily gonna be exposed, in the next few years here. So I just don't want to see you guys add to that statistic when you are a absolutely perfect fit for service trade and you'll be very happy with what it does for, your growth scalability, your profitability, you know, it's exactly what you guys are looking for.

KYLE

4:19 Cool.

KYLE

4:31 Right.

KYLE

5:06 Yeah.

KYLE

5:08 No, I mean.

KYLE

5:10 You know, where I like on the whole thing. So.

KYLE

5:15 At this point, it's you know, I think it's to be honest with you, it's NetSuite last effort because we don't want to have a plug in and this, that if we want with service trade with the, what's the, in technical term for the pass through whatever.

--- Accounting integrations ---

MATT

5:32 Integration.

KYLE

5:34 Yes. But the integration for NetSuite, yeah, you'd have to have a second API or an API to allow it to speak whereas with Sage impact, it's a direct feed.

MATT

5:35 Ap.

MATT

5:47 So that's the other thing is we've got multiple fire in light safety customers using service trade and Sage intact that you could also have as a customer reference. So proven track record there as well.

--- Accounting integrations ends ---

MATT

5:59 Yeah. And, in tact.

KYLE

5:59 What did talk?

KYLE

6:05 Sorry, I'm walking out the building just, I've been sitting for a while like I need to walk around.

MATT

6:07 Right. Good.

MATT

6:12 Good. Open move. Yeah, intact would cover, your Construction department. Are you guys still thinking you'd need pro core instead of intact?

KYLE

6:14 Yeah.

KYLE

6:23 I don't know where the I'm gonna leave at 115, I'll be out there talking. So right now, what it looks like is essentially, if we went with Sage intact with the service trade, it would be, we're looking at probably... those two rolling out and then subsequently putting pro core into place for Construction management based on really what's the driving force behind pro core is the estimation tool.

MATT

6:54 Huh.

KYLE

6:55 Because that automates our in for reconstruction really speeds up our process. Whereas right now it's all like printed out drawings. Their product allows us to pull the fort in, can file in or the actual plans and we could throw a layout inside their system, quickly identify it, quickly, price it and then send it to the customer through the, for that system itself. So from the new Construction side, it makes a lot of sense but it's not required initially. Whereas from my side of the business, I need something immediately.

MATT

7:31 Yeah. Well, and that's the other thing about BuildOps to look at is the other feedback we've gotten from other customers that they're more heavily focused on Construction service is a bit of an afterthought. They're just not there yet. So, you know, making that decision would impact you probably the most would leave you with, the least amount of capability... so, but yeah. And that's the same of the conversation that we had at the beginning speaking with Michael and Steven, is that your Construction division isn't really in that much pain right now that you guys are

in a pretty good position whereas your service department is the number one and priority that needs, some, you know, PLC.

MATT

8:18 Which is where service trade would absolutely come through for you guys.

KYLE

8:22 Right.

MATT

8:25 So, well, okay. I feel better now, I don't again, I've never made a call like this if, you know, if it was any other platform you guys were looking at, I'd let, you know, bet it out yourselves. But as I said, BuildOps kinda has a reputation of over promising and under delivering. So, I just to clear my conscience, I just needed you to understand what I was getting at and that it wasn't just to take cheap shots to win a deal because that's not what we don't have to do it. You know, the platform speaks for itself cool.

KYLE

8:55 Right. No, I did perceive it that way but again, I don't speak for the room and I'm not even in parole today, so.

MATT

9:06 Yeah. Well, well, very good. The other thing is we're going to be working on pricing.

MATT

9:13 Today, we should have it done soon. I'm gonna be in Houston end of next week. And so, what I'd like to do is it's been a, it's been a while since I've stopped buying. Seen you guys. I'd like to meet with you guys all on site and go over the pricing. Do you know, if everybody's going to be around on Friday of next week?

KYLE

9:21 So on.

KYLE

9:33 I can be, I'm gonna be coming back from Dallas. I'm picking my Bob up from the airport. So I do it around like a 12 or one o'clock I could swing in and have the conversation.

MATT

9:46 Okay. Yeah.

KYLE

9:46 I don't know. Let me, I don't know about the rest of the team. I would say send an email and see if everybody's available during that time.

MATT

9:54 Okay. Yeah, I can do that. Okay?

MATT

10:00 Yeah, that sounds good. I'll shoot an email to get that to them. And then we'll see what they have to say, but yeah, if you can help me on your end, getting responses sometimes, I know they get busy and I don't hear from them for a while, but that would be helpful.

KYLE

10:15 Yeah, I'll see what I can do. But yeah, if you send the email, I'll follow up with them.

MATT

10:20 Awesome. Great. Well, thanks, Kyle. I appreciate your time. Best of luck with the interviews and safe travels to you.

KYLE

10:25 You too. And at on the road as well.

MATT

10:32 Well, do. Thanks, buddy. Yeah.

KYLE

10:33 All right, buddy. All right. Bye.

The End