



# Ryvit/ServiceTrade Partnership

Tanya Eney with Ryvit  
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## Participants

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### **OTHER**

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# Transcript

*"This English transcript was generated using Gong's speech-to-text technology"*

STEVE

0:00 Hi... how are you?

TANYA

0:03 Good. Just trying to get my screen to move to the right screen. How are you doing today?

STEVE

0:09 Good, good. Ready for a short week?

TANYA

0:14 Yes, I am. I have been on the road, it on and cannot wait to have some time like catch up and just time off. So, yeah, how about you?

STEVE

0:24 Yeah, same and no travel plans over the long weekend, which is always good.

TANYA

0:30 Yes, it's nice to stay home and not travel especially on thanksgiving. So like tightly compact, let's see. So.

STEVE

0:37 Yeah, I've got a daughter who's a freshman in college. So she is, she's doing the, you know, coming in late Tuesday night and back out later in the end of the week. But yeah, we're not traveling, so that's good.

TANYA

0:55 Yeah. Where are you located?

STEVE

0:57 I'm outside of saint Louis. I live on the Illinois side of the river, but just outside of saint Louis.

TANYA

1:04 Okay. Okay. How about you? I'm in Raleigh, North Carolina?

STEVE

1:09 Okay. Yes, service trades.

TANYA

1:11 Based in this area. So, I...

STEVE

1:16 I used to work for a company that was headquartered in morrinsville right there.

TANYA

1:21 Okay. Yeah. We're not far from there. We're in the research triangle. Our bar headquarters is research struggle.

STEVE

1:27 So, okay, cool.

TANYA

1:30 Cool. And then you bet.

STEVE

1:33 Well, I think at least via.

TANYA

1:34 Email already as well, right?

STEVE

1:36 Yeah.

KENTREL

1:38 Maybe.

STEVE

1:38 We're on emails together for sure.

KENTREL

1:40 Yeah.

TANYA

1:42 The director of partnerships, I'm on the business like Dev side, and then controls the product manager for integration. So we do a lot of work together. And so, I know we had worked with Tammy in the mail example in the past and then have been

working with you guys. And then I, but I, it was funny because control for send an email and copy me on it. And I just seeing a post on LinkedIn and it was like they have a new partner person. And then I was about to.

STEVE

2:09 Talk to you on that. Kentrel introduced me.

TANYA

2:11 It was good time. Yeah.

STEVE

2:12 Yeah, yeah, yeah, perfect. So what I joined about... it's been like seven months I guess at this point back in April and so I kind of joined. So my focus is both on acquiring net new partners as well as kind of the overall health of our existing partner ecosystem. So I've been familiar with your name for a while but you sort of have in this sort of like, you know, different category in terms of because we don't really have a formal partnership directly with you guys. And I know that we've got the situation where like pretty much all the integrations or implementations include, yeah, Martha from those, her as a third party consultant. So I guess what I wanted to start exploring is there a way to kind of bring you into the standard partner program and make sure you understand what that would mean, more side and what, you know, what some potential challenges would be in getting there, right? So, so really like our goal with that is that we have a product ties integration that's a very specific set of flows and scope. And then, you know, we can activate customers pretty easily for each net new customers. So... that's the kind of the goal. And then it is a, there is a partner program and you kind of have subscribed to that as well as the, you know, licensing to the platform. And then we also, you know, through that we enable different routes to market. So we enable for our partners to choose to, we enable kind have a resale, yeah, model basically where the partner can sell the integration product and we offer wholesale pricing to our partner per each customer that's adopting that integration. And, you know, then there's like we have the marketplace websites that we do some degree of like joint go to market support with our partners. And all that. So my understanding though is that basically there's a couple of things about the way the integrations work today that kinda requires some level of manual intervention to get them stood up and activate it in this thing that Martha does with the dashboards and the way it's been explained to me and you guys can keep me honest.

--- Accounting ---

STEVE

4:44 Isn't this is way off, but that there was a couple of fields that are not tracked within service trade specifically, I guess terms code and the sales tax codes. And as the results, there is some kind of challenge with the correlation to the records on the spectrum side. And so I think so my understanding is basically like as we stand up each one of these integrations, part of what Martha is doing in those implementations is creating some kind have a dashboard on the spectrum side for that end user to then kind of correlate and match up what records you know, our should be sync together or correlate between the two systems.

--- Accounting ends ---

STEVE

5:34 And... I've been told that that's because of a couple of fields not being persisted on the service trade side. So, so I'd be interested first of all, if any of that resonates with... understanding of how the integration works and what limitations are, Y, it's harder to automate certain things or if that's just something that like Richie on my side came up with and it's the first time you're hearing it.

--- Accounting ---

TANYA

6:04 I'm not from my end you control, are you, do you know?

KENTREL

6:09 There are some limitations as you talking about like some of the top about referring to sales tax groups and items. Are you just talking about just integration touch points in general?

STEVE

6:19 I was told that because I had to get Richard good, explain better, but because the sales tax codes and terms code, I don't know what exactly that refers to but terms in sales tax codes or not stored on the service trade side, that... I'm assuming that because of that, then when certain things are coming over from service trade or vice versa, there's some manual effort required to define those fields... before they couldn't be like, you know, in some kind of attempts staging area before they can be, you know, pretty loaded into the spectrum.

TANYA

7:03 We may nation on that just because the three. So I feel like the three customers that did this may have had their own like special things that we were like working around versus like a new implementation we combined dictate and say you must do these things. They must match to spectrum this way. And maybe that cause those customers weren't willing to do that, couldn't do that so that we may have to find out. So it's terms, the term code, okay. And then sales tax. And it sounds like right now for whatever reason they're those invoices they're having to like there have to manually say, yes, this 30 days equals this 30 days.

--- Accounting ends ---

TANYA

7:46 So it is a 30 day term. And this Massachusetts equals Massachusetts P, and that is the same thing or something like that.

STEVE

7:55 Right. It's and the reason I mentioned is it because it sounds like, you know, like whatever that situation is, it's it would prevent some kind of, you know, the ability to

sell that integration broadly. And, you know, not be, you know, we're not require some kind of manual step. I mean, not that I'm trying to like cut Martha out. I'm sure she's got plenty of work to do on supporting implementations regardless, but it's just that there's some, my understanding of what she does, the kind have like facilitate the integration setup is more than we would typically want to have and kind of bar, you know, product ties integration approach.

TANYA

8:35 Okay. So assuming we figure this stuff out and that wasn't just some special requirements other than that, that's really the only like unique thing of the integration.

STEVE

8:47 Yeah, I think so. I mean, and then the other thing I was wondering so today is specifically built to spectrum, is that the only ERP? Yeah.

KENTREL

8:58 Yeah.

STEVE

8:59 So, how does that align with? I mean, do you guys have prospects today that are on other ERP? Is that you're not that you're either you have another answer for or you're not pursuing because of the integration is not built or?

TANYA

9:14 We do have other integrations with other ERP is like Sage through another partner.

*--- Accounting integrations ---*

TANYA

9:21 I think we would be interested and see, you know, potentially vista... because I know you guys do that as well. So.

STEVE

9:30 Yeah. This the, and then we've just recently added Foundation as a ERP we work with. I don't know if you run across?

TANYA

9:39 Interesting. So, are you able because we do have, would you have Foundation customers and we right now have an import export, but are you saying you guys have got integration that rates to stuff?

*--- Accounting ---*

STEVE

9:51 We, do we do it cases although I think in the near term... invoices would probably also be... we'd be doing an import a file, but we've been preparing a file for imports.

TANYA

10:08 And that's what we've run into as well because their lack of API we use. Okay. So that wouldn't be Drew than what we already have.

*--- Accounting ends ---*

STEVE

10:15 Yeah, they, there's some discussions that we've had with them and they have some initiatives around, you know, making API is available to us but it's something specific or public yet. So... and then the other one we started working with a CMiC which tends to be for... larger jaycees. I don't know. Is that something you?

KENTREL

10:38 Yeah.

TANYA

10:40 Yeah, but, you know, we went round and round as interesting because when we went round and round with them, well, the customer who is a child customer, the parent company and the parent has I guess subs because I guess, and you may know the answer this, but for what we understood is they've got to purchase the API access. Yup. Okay.

STEVE

11:01 So, yeah, they, it is and it's not cheap. It's not inexpensive. Yeah.

TANYA

11:09 So, you gotta really be the large to do this.

STEVE

11:12 Yeah. Like we've had customers that are, you know, have a can absorb that. But yeah, the way they, even if we build the integration as a third party integration partner, they still are gonna charge the end customer. And then I think it's like a percent revenue. It's like some kind of like.

*--- Pricing ---*

TANYA

11:30 Yeah, yeah.

STEVE



11:31 So it's not even a fixed. So it could be as I understand it like, you know, tens of thousands per year for that, okay, guy license fee, we did it and so.

TANYA

11:41 Built...

STEVE

11:42 Our first... filter first integration to them with a, with flash tracker billing solution.

--- Accounting ---

STEVE

11:50 So I think that the profile that would be pretty similar to what you guys would require at least part of it.

TANYA

11:58 Because you'd be important you were importing into our.

STEVE

12:02 Yeah, I believe. So, I think it actually might be.

TANYA

12:06 Hey of us.

STEVE

12:07 Yeah. No, I just, I think it might actually be up on our.

TANYA

12:12 Website.

STEVE

12:13 Our site under the flash track entry. Yeah, yeah, we are, it's ap vouchers that we.

TANYA

12:20 Hello? Okay. Yeah, because that was it, I think we have. So I have a colleague that works for CMiC consulting group. So we got on the phone with them or like, well, can we import like manually and he's like you can import everything but HR and that's what we would need would be our, so we're like, well, that's not gonna help us because we're trying to circumvent they're API is because of the cost this particular customer, we have several, we have another CMiC customer who has written a custom integration to us.

--- Accounting ends ---

TANYA

12:49 But this other customer we have is a little bit on the smaller side, they were an acquisition of a larger company and it was, it didn't make sense to them to do big dollar integration. So, okay, well, that's good to know. I mean, and I know, I think last time in my notes, where are you guys looking at doing anything with actually magica or?

STEVE

13:07 Yeah, yeah, that's on our list for next year. It's not, we don't have a firm time line whether it be Q1 and Q2, but it's definitely that's on our list as well as Sage intacct, which I know you already have a Sage partner and that's kind, have, it hasn't been like super high priority? Yeah, because they don't have a lot of Construction customers yet, but.

TANYA

13:29 And if you didn't know, and they're charging us and a half per API call?

STEVE

13:35 Is that right? Yeah.

TANYA

13:38 Huh. Yeah.

STEVE

13:39 I've heard. Yeah, they actually, I didn't know that there was, that was coming because when I talked to the guy, they were like, yeah, if you sign up now and before we've implemented that then, right? So, yeah, I suspect Bill... it'll be interesting to see how they adjust that.

TANYA

13:58 Over now. It's...

STEVE

13:58 Hard to estimate the... yeah... right? And, you know, what I always makes me nervous about those things is when you get into like what I used to call, you know, license based architecture when you're trying to design around how many calls you're making and doing a natural things because you're trying to gain the pricing of the consumption, right?

--- Accounting integrations ---

STEVE

14:27 Anyway, that'll be interesting, but we haven't we have, we haven't done an Intacct integration to date just because most of our partners and their customers are still doing more, say 301 100. So.

TANYA

14:40 Gotcha.

STEVE

14:44 So.

TANYA

14:44 What about, in terms of?

STEVE

14:45 So there's like a handful of spectrum customers, I know, but like what's the... do you have like spectrum customers that are just not integrated yet?

*--- Accounting integrations ends ---*

STEVE

14:56 Like, is there a pipeline there? And then, what are the, what's the volume?

TANYA

15:01 We do have some other spectrum customers. We also have been getting. We also have a lot and our pipeline prospects in our pipeline. I think spectrum people are fed up with their service application and mobile application. So there's a lot of them out there looking. So this seems to be coming up more and more spectrum. Now... curious if so we got if we solve this tax and term thing and it was product ties.

*--- Accounting integrations ---*

TANYA

15:34 Is this something that I guess my impression of the integration just from working with on the Sage side of things is that, yes, there's the setup, but there's also the like kind of help retraining of the staff to understand, you know, how I'm gonna use service trade with spectrum without the service management module.

*--- Accounting integrations ends ---*

TANYA

15:57 And that's where I think that Martha is this helpful with that? Do you guys find with other products where they're say replacing service management that those companies are successful implementing without like a spectrum consulting on board? Yeah. So.

STEVE

16:18 The closest thing I would say is probably where we've implemented to vista... the service tightened implementation, right? And so I know that, you know, just, it's kind of been the beta process in terms of just the early adopter customers there. And I

know we kind of have our, you know, we do the process. We've generated lots of just documentation and kinda like that kickoff information to the customer of, you know, here's the things you still maintain on the business side. And here's the things that are you're going to now tracking? I mean, service tightened themselves is doing a lot of that kind of stuff. But... I do think we would like as part of our, if we were to put, this is kind of our standard process then yeah, we'd wanna have like we'd want to be able to enable our customer success team that was doing a customer activation to be able to say, you know, before we activate, makes make sure that, you know, do these five things on the spectrum side and, you know, make sure that you've already done this process, whatever that might be on service trade side. So, I mean, we would want to have like still that kind have recipe of guidelines of what to do. But I think the differences that we would want it to be really the same every time as much as possible. That would be the goals. I'd like those instructions, would it be applicable to any customer that was using both spectrum and service trade? So now, again, I'm not saying that... there's still not a role for someone like Martha and then consulting with those customers. I think it's just that the, it would be a bit more streamlined if we sort out whatever this issue is with the fields missing or whatever, you know, the goal would be to have it more streamlined. So that, in theory, you know, someone on our team could get the customer like most of the way there.

TANYA

18:22 So, assuming we got that resolved, you know, with or without Martha because we may still recommend they work with her, you know, as it just does that help with consulting, but that doesn't really know.

STEVE

18:37 Yup. Take care.

TANYA

18:39 Sorry, my mother in law just called him and my husband just called. I'm sorry, excuse me one second.

STEVE

18:45 That's fine. No problem.

KENTREL

18:46 So, not all like Steve, what we years experience and like for instance, like a sales tax and things like that. So I'll get a meeting with, we have a meeting this afternoon would reach outdated information with him, ask him.

TANYA

18:58 Yeah.

STEVE

19:01 Yeah, and I'm on that, but I think I'm like I feel like double book today. So I'm probably not going to be, but yeah, it'll be worth... actually, let me just take a look.

--- Accounting ---

KENTREL

19:13 Curious to see exact.

STEVE

19:14 Might I might join? I may be able to join that, but that, yeah, that's the way... my understanding is that there's and it may be also related to like user defined fields like when customers are using a unique field on the spectrum side, like to what extent you could support ingesting that info? So anyway, it'll be worth understanding, yeah.

KENTREL

19:40 Yeah, because curious to see exactly when it comes to sales tax and our experiences. Like, okay guys, what system they'll run a reporting? Is it going to run out of service trade to our quick site or are they going to do with sales tax reporting out of spectrum? So if they're going to do their sales tax reporting out of spectrum that we need to make sure that we have the sales tax groups identified correctly over in service trade. Because what we can do is we can assign a group, we might not put any rate in there and let it get over the spectrum calculated. But at least we can pass over the group and let the group the their title was talking about the maintenance part of the sales tax piece of it. So like if it's like who's gonna run the source system? I'm going to be running the sales tax reporting, sound like it's going to be spectrum and we need to make sure in service trade on the taxable items. Hey, this is taxable. We need to pass over the tax group as a, because we do have our tax groups the, that are in service trade, we calculate sales tax at the line item level, but we can pass over to tax group. If they have a tax group, we just need to find out the equivalent is over and spectrum. So that shouldn't be too terribly difficult.

STEVE

20:47 Okay. Yeah. My, because my understanding is like again, like I said, and I did discuss this with Martha that I guess my understanding is like part of... the part of like these fields not being they're not being passed or whatever is that she does like part of our implementation is not, is more than just, you know, the guidance that you would give any spectrum customer about moving off of service module, but also.

--- Accounting ends ---

KENTREL

21:14 Hello?

STEVE

21:14 But there was some kind of like, you know, dashboard that you've generated so that people could manually figure out what, which sync to which thing. And I know I'm speaking in general terms on that because I wasn't seeing the myself.

TANYA

21:26 I don't know either. So we will also get some, what we'll have to figure that out. So we figure that out. Well, I guess with, well, guess what is the normal like partnership arrangement look like? Is it that you guys sell it implemented yourselves or you?

KENTREL

21:54 Okay.

STEVE

21:55 Let me share. I've got a chart that kind of walks through the options on this pretty nicely. So let me just share my screen.

STEVE

22:31 So...

STEVE

22:37 Okay. So... basically, there's we really have flexibility in terms of the, like how the integration is purchased by the end customer. Some of our integration partners still want us to be the one that sells directly that integration. And that's actually happens to be the model we have with service tight. And so ServiceTitan themselves to a new customer that is a vista user, then contact us and say, hey, this contractor or this, you know... this customer is a, this is a user, go ahead and sell them integration and we sell an integration. You know, we're charging the feeds directly at that point.

*--- ST app contracts and pricing ---*

STEVE

23:29 And then we have other partners that do this more of a resale oem model where they, we provide wholesale pricing and the partner either charge as a line item for the integration and make some margin on it. And some of our partners they make, I mean they charge as much as like double what our wholesale value is on that margin.

*--- Pricing ---*

STEVE

23:53 Other of our partners will just include the integration costs within a subscription tier or, and sometimes that might be, you know, like an enterprise or platinum subscription, or it might just be that it's you know, included in their service and they, they're probably seeing it based on that integration being included. So, and we're pretty, we tend to be pretty flexible to, in terms of how we do this wholesale pricing. So we try to align with your pricing metrics. So if you're charging based on, you know, number of users or a number of assets or a number or size of the contractor, you know, we can generally give, you know wholesale pricing that aligns with that. This just so, you know, this example here, like of the partner program is, this is assuming like a partner that came to me with wanting to build like four or five integrations and we'd have this six K monthly subscription for that. But then there's also this earned rebate model that we have where... whether we're selling through a referral or whether it's the wholesale pricing per customer, we take 10 percent of that

monthly subscription and credited back to your account to offset the partner fee and to give you an example, like as a, this would typically start at a three K monthly rate.

*--- Pricing ends ---*

STEVE

25:21 If we were just building out one integration... and maybe even better for you guys since we've already done some of the work towards to doing that attachment and then the integration work. But then so like that, the goal is that over time that this incentive actually offsets the partner program fee. And, you know, the revenue driver for both of us is that and customer adoption.

KENTREL

25:49 Okay.

STEVE

25:52 I think... I don't know if you've seen any of this before but... let's go back. Sorry... I'm on computer, there we go. So like this is generally like the process that we would go through on any net new... project partner implementation with a partner. So, you know, we've got a, so someone like you've already worked with Ritchey. He's basically the from our marketplace team, what we call it integration product manager. So he's the one that you would be collaborating with you on design. You know, if we were adding this star rating CMiC or some other target system axiomatic or whatever and doing that building and we do, I don't know, you know, we, you've probably already seen some of this but we do try to launch anything with a cohort of at least three, two, five early adopters, so that some of these questions get worked out like especially in your scenarios where you're replacing the module of the ERP, right? And customers are trying to figure out what are they doing? The one system versus your system? And then this I think is kind of what I've been talking about is that the goal is that we really want to make these things, you know, configurable so that there's there may be features, are options that can be turned on or turned off, but ultimately standardize and product ties, and not in this kind of like custom integration bucket. Yeah. So, yeah, that's I mean, that's the model in a nutshell. So, I think, I guess my suggestion is we can dig into a bit more on, you know, what if any tech limitations there are to make it more scalable, then we could, I could start putting in front of you some numbers for if we were to build this and, you know, work with future spectrum customers in this way.

*--- ST app contracts and pricing ---*

STEVE

28:01 What would the process be? And I do think by the way that the... my guess is that the, what we would be charging you on like a per customer wholesale rate would be significantly less than what we're charging to the end customer directly today. So that would be like a margin in there, you know, and, or, you know, for you to add onto it or, you know, just as how your pricing it, how do you price that you pricing like by number of service technicians or something like that or?

*--- Pricing ---*

TANYA

28:35 Yeah, that's how we sell it are certain service, right? Yes. Yes. Yeah. So you're saying whichever route we go at six K a month... well, problem.

STEVE

28:46 Three or four. If we're talking about just... like vista and spectrum to begin with or something.

TANYA

28:54 Okay. So three or four K a month, but then when one is sold... then?

STEVE

29:03 But you're right? They'd be some pricing here. So let's say that was on average like 200 dollars a month or 300 dollars a month. Well, let's just say 200 for easy math and, you know, you've grown, you've grown into 50 customers then you, that's a 10,000 dollar monthly subscription towards the customer adoption. So 10 percent of that or one K would be credited back to you. So you're effective monthly subscription would have dropped from three to, at that point.

TANYA

29:44 If...

STEVE

29:44 That, if that Mac, okay, follow-up...

TANYA

29:49 Yeah, I guess I'd be helpful to have some numbers like around like what? Because I have no idea what you guys are selling it for because I did talk with a customer of ours Oliver fire, that is a pretty large spectrum customer that was talk to you guys.

--- Pricing ends ---

TANYA

30:07 But that often I asked him, I said, how come you guys didn't or I saw them last week. And so how can you guys admin for the ribbon? Nice? If it was because of price? So I would be curious to understand, you know, like what is the pricing difference between if we had you guys sell it and you manage the integration person is us taking it on the sale and then even some contracts potentially back to March. So to do the implementation, be sure to send them the subscription pricing difference.

--- Pricing ---

STEVE

30:40 I think, I know.



STEVE

30:46 Do you have like a minimum? I don't know, I was talking to Zach, our sales guy and he gave me an example based on 12 tax. I don't know if that's like an average or minimum or whatever, but... for that, they would like, our subscription would roughly be for 12 tests would be like 600 dollars per year per month... between what we charge is like the ribbon base license and then a multiplier on the number of tax. But... I don't know, I mean, that's just one example. I don't know how that, but again, that would be, so that would be like this referral model would be kind of like our pricing as usual. So if you had a deal that was 12 texts and they were, it was passed to us, we would be in this world. We'd be charging them 600 monthly. Now over here, it might be that where our wholesale to you is more like 400 monthly and I'm just guessing based another, no data crunching here, but in other words, it would be something less than 600. And then, you know, up to you to either, you know, you may choose to add a license, a 200 dollars integration fee and that would break even though you might choose to add, you know, three or 400 dollar integration fee. And then you're taking some margin on the integration costs. So there's a potential opportunity there for actually monetizing that integration per customer too.

--- Pricing ends ---

TANYA

32:29 Yeah... it's all over the place. And then we have submitted to me 12 tax. And then like Oliver fire was well well over 100 times. So it just, it can be all over the place price wise. Yep, perfect cat ones I should say.

STEVE

32:49 What?

TANYA

32:51 Of...

STEVE

32:51 Your, do you have any sense on the vista side? How many prospects do you have out there or?

TANYA

33:01 Yeah, it varies. It seems like it comes your way. I'm looking at our CRM right now like I feel like we obviously have a lot of spectrum wants right now.

TANYA

33:22 Right now, we've got four spectrum opportunities and it's actually two, four or five. I missed opportunities right now. Okay. So we definitely have, we're constantly talking to both companies. How can you help me understand?

STEVE

33:46 So we work with service tight and like I mentioned, and then the other company that's in this space, I would say is BuildOps and I'm just wondering like is there any kind of relative positioning that you have to them in terms of, you know, the nature of the type of customer or the size of the customer or are those just direct competitors for you guys or?

--- *Type of work* ---

TANYA

34:10 Build offices more of a competitor, then service tight and the main service changing gears themselves. We're we've sell to Construction. I mean, excuse my Construction commercial service contractors where, you know, I think service tightened more focused on residential.

STEVE

34:29 Yeah, that's yeah, they're working to move into commercial, which is part of the reason for the partnership as you can imagine.

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

STEVE

34:36 So. But you're right? That is their heritage for sure. And then within BuildOps, is... that's how you run up against hasn't had more often than?

TANYA

34:50 Yeah, I would say so, I mean, you know, otherwise a lot. I mean they sometimes and certain deals, yes, but not every deal, you know, obviously. So, but yeah, there's definitely a competitor of ours.

STEVE

35:00 Okay. Yeah. We've done... we've I mean, for them, we've done a lot of work. I think like everyone else, they're also like... you have had to evolve their own application to as they run into things that they weren't thinking about because of what is being tracked on the ERP side of what the connectors. So... yeah, probably similar challenges inevitably.

--- *Accounting integrations* ---

TANYA

35:33 Yeah. I don't think so. I mean, you know, I think spectrum and vista are very similar to like save 300 and how it works. And so same thing.

STEVE

35:44 Are you working with the HH to, on the Sage side? No, you're not. Okay.

TANYA

35:48 Yeah. Yeah. We use AI dynamics.

STEVE

35:51 Okay. I just, I'm not familiar with them, but we run into... sort of has a special relationship with Sage where there's a couple of things that only they can do in terms of like having private API access?

TANYA

36:06 Yeah. Yeah. I've heard, I have heard that so.

STEVE

36:10 Yeah. Anyway, okay.

*--- Accounting integrations ends ---*

STEVE

36:15 Cool. Well, this has been useful for me. I like I said, I think... if we just understand better, you know, what if anything or the limitations that prevent would prevent us from making this more standardized per each new net, new customer, then I'd be happy to look at, you know, what pricing would look like on a partnership model on a.

TANYA

36:37 Yeah, I understand that for sure. Yeah, because that's news to me. I mean, I know that there's three customers had worked with Martha on the development of it. So I don't know if there was any like special stuff like I feel like each of them have like they're they had general requirements but they each had some special things for all three of them.

STEVE

36:59 Yeah, that may be part of it too. Like just having some support for user defined fields which are going to be common on the ERP side than... but, you know, I can circle back with Ritchey and, you know, get it. But he's going to be talking to you guys later today anyway.

TANYA

37:16 Yeah. Yeah. I can tell me if he had to hop and he said something to the chat before he left that he would talk about it so we can figure that out because that, I don't think we were either of us were aware of that there was some special stuff that has to be done because it would be great if it was more product ties that you could sell it. And... you know, whether Martha was involved, you know, if it got to be where a simpler that she has to be involved in some ways great. But I sort of feel like as we've uncoupled stage stages, service management, it gets a little, it's like they need somebody who can guide them, like to help them change their workflows. And none of us are well control and our former Sage people. So we're more comfortable that, but we're not spectrum people and, you know, to be able to help guide them through that workflow would be kinda hard. So.

STEVE

38:12 Right. Got it. Okay. And then I guess, am I hearing you correctly that your preference would actually be to be able to sell it the integration yourselves or?

TANYA

38:25 I don't know, honestly, I don't know, I mean we really, we've not so far but I think, you know, we'll say it's like we have a lot of Sage integrations or excuse mean we've sold a lot of this product to stage and we still just refer to that partner or yeah, dynamics to sell direct.

--- *Purchase decision* ---

TANYA

38:45 Just out of the question. I think we'll just have to have some more conversation. So I understand the pricing structure better.

STEVE

38:51 Yeah, yeah. Yeah. And that can really where we are flexible on that. It could go either way. So... okay, great. Well, sink back one with the product on the product side. And then if it makes sense, we can have another conversation in a couple of weeks or whatever.

--- *Purchase decision ends* ---

TANYA

39:11 Okay. But until then, if we have prospects that are interested, just go to Zach, okay, you guys are still wanting to sell it and everything?

STEVE

39:20 Absolutely, absolutely. Yeah, definitely want to sell it. And, yeah, business as usual for now, just as we can get it, you know, more into this like partnership brown then I think it'd just be, you know, a little more standardization little easier to scale and support broader number of customers without as much human intervention per activation.

TANYA

39:45 No, absolutely. So, although we can figure that out and maybe it was just something to do with... those people. So.

STEVE

39:54 Yeah, that could be... alright. Great. Well, I hope you enjoy your thanksgiving break and that was great to have some time to connect today.

TANYA

40:05 Yes, yes, it was nice to meet you and enjoy your thanksgiving as well.

STEVE

40:08 Okay, awesome.

TANYA

40:09 Hi, thanks, Steve. Bye bye.

*The End*