



ServiceTrade/Assignar

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Participants

SERVICETRADE

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OTHER

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Transcript

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TANYA

0:00 Hi.

KOLBY

0:01 Good afternoon. How are you?

TANYA

0:03 Good. How was your thanksgiving?

KOLBY

0:05 No, it was nice. It was pretty quiet. We, my wife has some family that lives in Nebraska. We went back there. It's about a six hour drive but it was pretty quiet and it was nice.

TANYA

0:17 Okay, perfect. So, you're in Denver? Is that?

KOLBY

0:21 Yeah. I, for...

TANYA

0:21 Some reason, I thought you were in Phoenix where Dusty as I don't know why I thought that.

KOLBY

0:26 You know, I, we have a house in Phoenix, but, you know, I mean, it's a family house is not mine, but, okay, yeah, I spend a lot, not a lot of time, but I spend, I don't know, you know, couple of weeks, few months down there. So, yeah, yup.

TANYA

0:45 Okay. Makes sense. Because I would. So if ever you guys were talking about to talk about go into Mexico and driving. I was thinking like that's really long drive from.

KOLBY

0:54 In fact, I was down, let's see. I was just down there while the week before thanksgiving, I was down in Phoenix and solidarity. So that was nice. That was fun.

TANYA

1:03 Does he like where he's at now?

KOLBY

1:05 He does it, is it, I mean, it's the biggest company you've never heard of like.

TANYA

1:10 Yeah, it's construction though, right?

KOLBY

1:13 He's the, his division is. So there I like at the heart, there are a Microsoft reseller. So they're Microsoft largest reseller portal, which you wouldn't know, but his construction, they have a little construction vertical that he is in. And then he's starting like can do, I don't know a new division. So, yeah, it's... it's good. But they're like an eight 8,000,000,000 dollar company or something.

TANYA

1:42 Are they european or something to, did I see that?

KOLBY

1:46 Yeah, they're I think they're like from like Switzerland is where their.

TANYA

1:51 Okay.

KOLBY

1:51 Yeah, because I've just been in Zurich and I was like, how was Eric, and he goes well, I, to be honest, we never really left the hotel, like I was there three nights them, so I didn't get to see it?

TANYA

2:03 Yeah, I could eventually for all, I know. Yeah, no longer point, right?

KOLBY

2:10 True.

TANYA

2:14 So, is, do they have much he was presence or is that when he's building?

KOLBY

2:19 No. So he's building like, yeah, they... they have almost zero y, presence and they... they're... they're what they're really doing is they're big into them and the modeling, but they're doing the which I didn't I was like, what... what do you mean? Is that? And so the six, the is, they take carbon emissions and look at your entire project and they say by using, you know, these different products and these different practices, you would have reduced your carbon emission by 32 percent and you would only raised to the customer project by one or you would have reduced overseas.

TANYA

3:05 Interesting.

KOLBY

3:06 It's a, it's a kind of a little bit of a buzz worthy type thing, but he said in... in different markets, it's super like in Europe, it's super important to them or we don't really care in the y, so much value, they care a fair bit. So that's kind of where they are. He ultimately sees it here in the us. But he said us, it's a ways off for they pay will do anything.

TANYA

3:32 I worked for our, for Viewpoint back in 15 for like a year and a half until like I was telling their mid market in their mid market group and we are a big company meeting and people came over from UK because they use Viewpoint owns companies in UK and ourselves in the UK and Europe and everything. And those people were saying that in the UK and in Europe that are at least in the UK that project management software is required for construction. And I was like, Dang, I must be eastern. So, yeah, no, that was interesting that it was like some law that they have to use certain, why don't know what the actual requirements was, but I was like, well, that's interesting that they have that as a law.

KOLBY

4:18 That is that's... that's interesting. I know, you know, like safety is such a big deal there to like it's. Kind have here. You can talk about it a lot, but like there, it is like if they're in Australia, man, they are... they are super strict on the safety. I do.

TANYA

4:33 Really?

KOLBY

4:34 Yeah.

TANYA

4:35 Interesting. Well, good. I'm glad he's yeah, totally. How many people have left Sage? I mean, I don't know if it just coincidentally people had some, but I mean, because there's so many hungry hot companies like we were talking about that are really Lorraine people over. And I mean, you know, that's why when, I mean, I had the baby great offer and there's a lotta opportunity and stuff. So, I don't know if it's

some of that, you know, people I think I'd be comfortable with stage that they were always like the... the IBM of, you know, software and there's but there's so many young growing companies. It's more exciting and fun to sell. I mean.

KOLBY

5:13 They're...

TANYA

5:13 Fun selling an old, you know, server based clunker.

KOLBY

5:17 Are, are like, so we're working on an integration still the 300 Waco, it's still not.

TANYA

5:24 It's awful.

KOLBY

5:25 But our team is like, this is the worst.

TANYA

5:27 I know... like you, we had these children that are doing this and they're like what is this? So like what are the older guys has to get involved? Because nobody knows all this, all technology and it's you know, it's and nobody wants to work on it because it's so.

KOLBY

5:47 That's a huge struggle. I mean, it's... it's not even, I mean, it is a, it is a true issue. So where did I... I saw you? It's you works work session size or yes. Okay. Yes. I mean, I won't walking away from that. I was... I was kind of disappointed. I really thought that they would, there be maybe a bigger push on construction or four more, but.

TANYA

6:12 I mean, yeah, because we... we are, but we're looking at stuff coming up and we're like, well, should we have a partner L BMC as the cpa firm? That... that they're... they're pretty not good size regional or national and they're like we do a booze and this and that and the boost your like 20 great. I mean, it was something ridiculous like it was so expensive then I was like, I don't think we're going to do that this year like I just want to go and see. I mean, I, it was good. It was good to see you guys and like catch up with partners and just chat initiatives you the lay of the land but it'll be interesting to see what happens like next year with it. I mean, maybe two or three years before it's even really worse that because they're not gonna have any customers coming through there for a while and the customers from us from our perspective, we're service. So customers coming through for us are going to be probably a long ways off because, you know, that they've been going after all the G sees right now and I don't know. I mean, they did that separate summit that was

supposed to be the week after and Orlando, but they ended up canceling that I heard because I had nobody sign up.

KOLBY

7:17 Yeah. We were scheduled to that's. Actually probably a good week. It was cancelled because we rescheduled to release our integration with... with 300 at that meeting and we're all, you know, pumped up and then like couple of weeks before they're like, yeah, no, we're... we're... we're postponing it and postponing obviously has been cancelled because you haven't yeah.

--- *Accounting* ---

TANYA

7:36 Yeah. So where did you guys, what is your integration with 300?

KOLBY

7:40 Yeah. Well, so more fetuses writing it, but it's... it's really, pretty simple. It's just kinda list data like we're pulling over projects and employees and.

TANYA

7:51 Okay. That makes sense. I was thinking you were guys were pushing into stage, but that would make sense. You're about to pull jobs and give you cost codes and...

KOLBY

8:00 You...

TANYA

8:00 Know all those types of things over interesting. Okay?

KOLBY

8:04 Yeah, basic information. And then the only thing we push is tight like time in a CSV out of assign or because we... we have a time collection piece. Yeah. Yeah. And then we push that back to payroll and Sage.

--- *Parts management (inventory)* ---

TANYA

8:22 Interesting that's been a bear working with Sage. I mean, for us because we get into purchasing in some stuff and, you know, there's so many ways to do purchasing and Sage and everybody does it differently and, you know, it's... it's just so messy. I can't wait till in tack just further along that when we go into these 300 shops be like look, you need to move off of 300 and get on to Intacct and stuff. So.

--- *Parts management (inventory) ends* ---

KOLBY

8:46 Really? Yeah, I... I agree. It's and we're kind of that... that no man's land of like do we go out and write the integration to impact? Because like you said, they're just there's just not that many. Yeah. How many impact customers say that? I would guess under 100, but.

--- Pricing ---

TANYA

9:03 Shops like alliance and important that have been selling a lot, but it probably still is under maybe 100 150. It's not a time.

KOLBY

9:13 Yeah, I don't know. I, I'm just, and then... then the 300 side, it's old technology. But again, there's you know, eight or 9,000 customers that you can sell into. So, you mean you pretty much have to go back and do that so that's... that's...

--- Pricing ends ---

TANYA

9:28 But I don't think those people are... are leaving until those, that group of folks retires. I mean, you know, I think that a lot of them are all within like five to 10 years of retiring. They're like I want to learn something new, you know, just stay on it till after I've gone. You can do whatever you want.

KOLBY

9:44 Yep. I see that. No, I think that's exactly right. Like it's we'll just stay in this old technology. It's worked for us and... and we'll let somebody else figured out. Yeah.

TANYA

9:53 Yeah. So it's a year like me doing partnerships. So, who do you guys look to partner? Are you partnering with like the Sage channel?

--- Pricing ---

KOLBY

10:02 Yeah, that's...

TANYA

10:04 You guys paying out of curiosity... curiosity, are you paying recurring or do you just pay like a one time upfront?

KOLBY

10:10 It depends. So we've got three different levels that we're calling with. We've got just a really simple. We call it 30 boots which very few people are doing.

--- Pricing ends ---

KOLBY

10:20 It's. Just the people who are doing beauty, dirty boots. It's working pretty well, but dirty boots is a 10 percent referral, just offer first year sale. So they refer somebody and, you know, like, you know, the CFO at the YZ construction and she calls and says, or, you know, we call her and she's in.

--- Pricing ---

KOLBY

10:40 We pay that person 10 percent for making that warm introduction. Okay? The next one is we pay 20 percent on a, I guess a Sage channel that sale. So, hello, if they... they lead or actually is 22 percent. If they lead the sales process, we carry the paper. We pay 22 percent to the business partner, first year... third. The third one that's a few of them have adopted and we think more and more gonna take it. It's a pretty big commitment but we're paying first year, we're paying 40 points on first year sales and they get 20 points on recurring, but they are doing everything.

--- Implementation and ongoing support ---

KOLBY

11:26 They're doing the sales support, customer success, all of that. So they really have to commit pretty heavy on their side to... to be.

TANYA

11:37 Doing it. Yeah. Yep. So do you have them go through like a training and certification and everything?

KOLBY

11:43 Yeah, it's a pretty loose certification. Now, there's a training that they go through and some kind of some ongoing stuff and some clever we provide them.

--- Implementation and ongoing support ends ---

KOLBY

11:52 But the biggest thing is right now just like the... the sales teams, not bad to get kinda, you know, certified and, you know, salespeople or they'll just figure out, yeah, that the tougher one is the back end people like the people who are implementing like this isn't you know, it's okay. What the product is? It's not super easy to implement anything... you know, troubleshoot and stuff like that. So that's been our biggest hurdle is just getting those people we've kind of come alongside them so far and with them, you know, we hope to get bang or they'll probably be our first one who really up and running kind of full fledge, but they're not selling Sage right now. They're just selling.

TANYA

12:34 You know, I... I get that sense is I... I didn't see them at the conference and I mentioned it to somebody like I haven't seen Kurt or anybody from bang or, and whoever had mentioned that too. So, yeah, I think they may be on the outs with Sage, which is interesting that he's picking ascii magica overseas, you know, and going that direction. I mean, if he likewise older business prior to this huge customer base, unless he's just selling it because I know I have, you know, Randy columns down and he was... he was a Sage, he had strategies group guy in Atlanta.

KOLBY

13:07 Yeah.

TANYA

13:08 A while ago, he part and he went with the Viewpoint, he picked up like Viewpoint vista, anac, you magica?

KOLBY

13:16 Okay.

TANYA

13:17 And so he sold his Sage base and, you know, decided to go this different direction.

KOLBY

13:24 Yeah, I would think Kurt would have a lot of money in... in renewals and that type of stuff.

TANYA

13:30 Yeah, but maybe, you know, I think it's harder to hire people. I mean, you've got these like we're talking about the... the people that use the product, but the consultants are also all getting old. So it's I know it's gotta be hard to hire 20 some years old to work on this piece of crap, old technology. They all want to be on SaaS, new newer things that they're learning skills that they can take for not, you know, go into the...

KOLBY

13:57 Retro. I know. Yeah. So, I know they may still be selling Sage. I think... I think they probably are in certain cases, but I think they're focuses is kind of been more on that actually medical side?

TANYA

14:13 So, do you guys have integration with Accumatica man?

KOLBY

14:15 You do have an integration with Accumatica?

TANYA

14:17 Similar pulling stuff out or document? Yeah. Yeah.

KOLBY

14:21 Yeah, pretty simple and straightforward.

TANYA

14:23 So, are you guys in their partner channel and everything? But.

KOLBY

14:26 Well, so, you know, most, it's... it's interesting that a lot of our partners in that are kind of both sides of the house. So like action, they sell both... according sales both. Now, I don't think everybody at according sales both, but maybe they do. I don't know for sure. Yeah. But yeah, we're in their partner channel and they have another there's they're paid channels lot bigger, but it's... it's definitely more diluted and there's not that many people that are, you know, construction specific. So, you know, you may get gushan three or four months. There's been a number of them that we've got one lead for, you know, from like, hey, we're interested in this and... and I think you have to do the volume there like in... in you pretty much have to run the process and pay them a commission, you know, somehow because they're... they're not great at selling the product... but we're... we're learning, I mean, it's a bit frustrating, you know, how to managing that. How do you do it? Like, how do you get people excited and keep them excited? And I don't know.

TANYA

15:43 Yeah. I mean, to me, I haven't been the reseller, you know, you get bombarded with all these third parties and to me, it's just keeping little nuggets flowing so that if you stay in there the forefront of their mind. So when they're talking to somebody and some keyword gets mentioned are like assign or service trade kind of thing. And I mean, I think that's all we can, you know, I feel like I haven't been that person because, you know, I think that this, the construction group really does look to... to sell a full solution. Like I need to check the boxes for them. And if I can, you know, I wanna check as many boxes as possible. And so, I think they, most... most of the, you know, more senior salespeople like to have all these products. They can really come forward with a full solution for these people and stuff. So, so I pulled there was a company in Denver way field electrical.

KOLBY

16:40 Yeah.

TANYA

16:42 They're huge. And I, when I, fortunately, they were... they were on their Microsoft shop and they their partner so Intacct as well. So.

KOLBY

16:51 I...

TANYA

16:51 Couldn't sell them Intacct. And, but I was pushing hard for axiomatic wish they would have been a great fit for Accumatica, but they work with Intacct. And, you know, I think it's so funny because they were... they were used to things being so clue gee with Microsoft. I was like I'm right back to that, you know, because we're hockey matic, have so much more mean, but yeah, they... they are because I had pulled a sign our end for that because they needed that type of schedule eight and management stuff. So.

KOLBY

17:21 Yeah, yeah. They're a big and, you know, they looked at tool watch actually is how I know them.

TANYA

17:26 Really?

KOLBY

17:26 Yeah. And they... they ended up going with the, I don't know kind of a smaller again, a more modern type solution that wasn't so much just tool and equipment specific.

--- Accounting integrations ---

KOLBY

17:37 It was asset tracking, but they can pull report super easy and... and totally cloud based and all the modern stuff. So they kinda gave up some functionality to be more on the modern platform, which is odd because they went, you know, I don't know in Tennessee.

TANYA

17:52 Within tack, I was like, dude, I've checked off all these things with Accumatica and you've checked off like this much, but I don't know if they do come back.

--- Accounting integrations ends ---

TANYA

18:02 I got excited because they can't they called me like three or four months later after they had purchased. Sounds like they've changed. They, but they were really as I'm happy with the people that were implementing them. They want it to work with us for services. And I was like, no.

KOLBY

18:16 I don't hear about.

TANYA

18:16 That, I don't get comped on that?

KOLBY

18:18 Right. Exactly. I don't care. So, are you... are you selling direct sale too or are you just doing just the channel? And...

TANYA

18:25 You sound pretty much all direct. I mean, they've got a very... very broad sales team. They've got, you know, the young SDRS and the office that are just, you know, pounding the phones and they've got some... got some BDR ours that do some more targeted stuff and like insights inside team. And then they have a field team that is a really out in the field. I mean, they're pretty much on the road.

KOLBY

18:49 In...

TANYA

18:49 Offices, visiting customers and prospects.

KOLBY

18:52 Wow. Okay. Wow. Do you just run the channel that or do you do any? I mean?

TANYA

18:58 So I'm kind of like a hybrid of, I would say, you know, subject matter expert on accounting for them because they did not have that before I came. They're always like account, you know, accounting know, how?

--- Accounting integrations ---

KOLBY

19:11 And...

TANYA

19:11 So now I just want to get involved a lot with conversations with Sage companies or vista or you name the accounting software and just talk to the controller CFO. But yeah, we're still trying to figure out our partner channel. You know, we, you know, we have so much competition.

--- Accounting integrations ends ---

TANYA

19:29 I think, you know, we got SSO that's all snuggled up with them. And then we've got BuildOps out there that suddenly starting to show up at Glen west as moved over to, yeah.

KOLBY

19:43 Yeah. Why don't we just ask the guy to build apps last week?

TANYA

19:47 Really?

KOLBY

19:48 Yup. Yup. Then Pinterest is one of our, one of our best reps actually.

TANYA

19:53 Huh. I wonder what alert him over there besides money and.

KOLBY

19:57 You know, I think it was because I talked to him after he left and I said, so what did they make you some sweetheart crazy deal and he's like, well, actually base wise, he's like it's the exact same he's like, but the commission that they pay was like off the charts like they're you know, he's like it's huge.

--- Pricing ---

KOLBY

20:15 And I was like, what do you mean? Huge? And so each month they have like this escalator that kicks in. So it's like, I don't know, you know, I'm making up the percentage but it was like 12, 2028 34 at like these numbers that were achievable. And so he's like, yeah, it's... it's incredible the... the commission opportunity.

--- Pricing ends ---

TANYA

20:37 Well, I know that we were talking with Bob and according earlier today on some deals that were working together and he was saying that their sales reps are super... super aggressive and that would make sense. So that would because I can see that if you are getting those escalators every month, I'd be super... super aggressive and.

KOLBY

20:57 Yeah. I mean, I think that's probably why they're so are they doing BuildOps to, are they selling?

TANYA

21:03 Are they are doing BuildOps? I guess BuildOps like us brings them, you know, in tact leads because they're trying to sell a deal and they need someone to that, you know, video financial solution and so they turn to intact and then they turn to Bob and a lot of things for it. So.

KOLBY

21:20 Okay. Does that make sense? I mean, I would probably view BuildOps is as competition to us for sure. Yeah, maybe not quite as direct as... as you, but... but certainly they've got a lot of money and they're... they're doing a lot. Yeah. I mean, they're growing pretty quickly.

TANYA

21:35 Yeah, it'll be interesting. I mean, they're still pretty young, so, I don't know how many customers they have. I don't know how, you know, I've seen, so it'll be interesting to see with Glenn going over there if what... what they're really up to and what if they're going to really make some traction or not?

--- Pricing ---

KOLBY

21:50 You know, been told me that I can't remember the number exactly, but they are... they are... are, was... was giant for them for being so like I'm talking like 15 or sick. Well, not giant but 15 or 16,000,000 already. And they are, and I was.

TANYA

22:06 Wow.

KOLBY

22:07 That's what I thought.

TANYA

22:09 Crazy because I mean... I mean, we're close to that but, and we've got a we've got over 850 customers.

KOLBY

22:17 No. So yeah, we have 600. So, yeah, you can do the math, you know, probably in that 12,000,000 ballpark somewhere on there, so.

TANYA

22:25 I wonder, well, I guess maybe their product is just that maybe they just sold a really big companies and not because we've got a lot of small Quickbooks people that could have, you know, 4,000, you know, year or our ends and versus, you know, we've got some bigger deals like we just closed a really big... see, am I see deal in Phoenix actually climb attack? I don't know if you're familiar with them.

KOLBY

22:48 I'm not, no, that's great. I see that's a big company. Yeah.

TANYA

22:53 Well, yes, I mean, they're willing to, yeah, sorry, it may have been clients and may have been clients. My bad. I think it was quite several months.

KOLBY

23:01 It was claims that would make sense. Yeah.

TANYA

23:03 Yeah. Yeah. So, I mean, but that was like a 250,000 dollar deals.

--- Pricing ends ---

KOLBY

23:07 That's a big that's a giant deal.

TANYA

23:09 It was huge. It was here today. I have a lot of tax and everything. And even though we don't have an integration with clients and... clients and so anti integration, they just, it's the service stinks are bad and clients that they needed, you know, something that could do portals and all this other stuff.

--- Accounting integrations ---

KOLBY

23:25 Well, that's a, yeah, that's a great way. What we're running into a lot is like we... we need to be integrated like that's just, we need an integration to 300 or so.

TANYA

23:35 Hey, this sounds like why what... what is... what is go just so you can check the box that you're integrated.

--- Accounting integrations ends ---

TANYA

23:42 I mean, especially with you guys. I mean, I... I think it's so you take the time to, because I understand you hire a new employee. I have to keep them twice. But how much are you really keen to assign our versus Sage like this much compared to what you put in to say? Because this much, I mean, so.

KOLBY

23:58 We, we get, we're getting so much and that the pushback is really coming more from the channel... then... then the customers hey, well, really push this thing when you're completely integrated and I'm like, okay, yeah, so I don't know again that this tells you though right now if you would look at a coordinator, they have, I mean, they have BuildOps, they have us, they have you, I mean, and not... not that they're all the same, but they're... they're fairly, I mean, fairly close operations management systems. They have, you know, tool watch that they can sell or tool ops, which doesn't crossover what we do, but that's another operational system. I mean, that's... that's for systems that get pretty close to each other right now.

TANYA

24:47 Hi, this is, and then on top of it, yeah.

KOLBY

24:49 Hello, forgot about SSO. Yeah.

TANYA

24:51 Yeah. So, we have about five the system. So, you know, really as the sales rep, you're kind of having to know enough about each. So you can sort of scroll through your rolodex and your head as you're talking with the prospect to see what lines up for them the best?

KOLBY

25:06 Yeah, totally like BuildOps. How do you, what do you, I mean, is there minor differentiations between you guys?

TANYA

25:15 Yeah. Yeah. I've heard, but Bob, was the, this prospect, we have it's looking at BuildOps now so that... that we look very similar to them, like this guy, you know, I hate when people say this like, yeah, I could tell that there was one of your two systems, you know, I guess I show somebody stage 103 100 to like these things look the same. And I'm like, I don't think they do.

--- Type of work ---

KOLBY

25:33 Okay.

TANYA

25:35 So, that was a comment that he said to us and supposedly they can do service and project management. So kind of bridging, you know, that company that does both, you know, has a construction division, a service division and this is an on, you know, I'll kind of operational on one.

--- Type of work ends ---

TANYA

25:52 But from what Bob was saying, that the project management is kind of lacking that. I think that, you know, I can't imagine that there's three ish years old and they've got this all this stuff.

KOLBY

26:02 I have no idea how they could, but yeah, I don't know. Yeah.

TANYA

26:07 I mean, I guess if you got tons of money, you can hire tons of resources and do stuff, but that's interesting about the air are because I don't think they have too many customers but maybe they don't maybe they just have a bunch of huge customers.

KOLBY

26:20 Yeah, we've been said that I was like, are you sure, and he's like, yeah, no, that's... that's I'm like wow, that's a big number for being a couple of years old.

TANYA

26:28 That is a big number. Well, I'd be interested to see how successful he is. You know, how much they, but they seem to have some niches that they're targeting, you know, private equity company is that Irvine up, you know, mechanical contractors is a big one for them is getting in and then, you know, in tagged and build out sort of being the play when you buy, you know, acquire a new company, you put these two products in that company and stuff. So it's pretty smart. I mean, you kinda get this stream. It's almost like their own channel.

--- Accounting integrations ---

KOLBY

26:56 Yeah, it is a little bit that's that is interesting and... and interact with very what they integrate with or do they integrate with active?

TANYA

27:05 Website they integrate with vista and spectrum.

KOLBY

27:09 Okay.

TANYA

27:10 But I mean, those products or is awful as Sage 300 to integrate with. So I don't know really how much they are because we were, we've hired ribbit or consultant has got, is working with revert to develop a spectrum integration based on three customers that kinda pooled resources to say what requirements and resources to get this integration built. So.

--- Accounting integrations ends ---

KOLBY

27:36 Yeah, we've worked, we worked with Robert at tool watch and I liked that. I don't know why where the relationship kinda got sideways with tool watch, but it... it just, it was to watch it wasn't river but they do a good job. Yeah.

TANYA

27:49 Yeah. I've always thought of revenue is being really a spectrum Viewpoint shop, but I guess they also do Sage which I wasn't really aware of.

KOLBY

27:56 Yeah. No, they do a lot. I mean, they, yeah, they're... they're pretty good at it.

TANYA

28:00 Yeah. So we'll say where it comes. But I think it'll be interesting to see if we have any opportunity to, you know, share opportunities with, you know, leads customers with, you know, us and you guys because I think while we're we are different products, I think there's some things that, you know, people want a little bit of both sometimes.

--- *Parts management (inventory)* ---

KOLBY

28:24 Your, you know, I was on a call with somebody the other day and do you, can you do track inventory?

TANYA

28:33 You do well. We have a product. Yes, we do. We can, we're sort of in... over make over and the inventory side, we have a product called partsledger that does purchasing inventory that plugs in, but we're in the process of upgrading it. So, yes.

KOLBY

28:52 Correct. Yeah. Yeah. I thought of you because what they... what they were looking to do is more along the there. I can't remember now, they're... they're they do data centers and their texts though we'll pull things off of the truck and essentially sell them or allocate them to that particular project to track inventory. And but then they need to Bill. Like in the field, is that something...

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

TANYA

29:25 We can have on the core product is simple list of materials that they stop, you know, not any quantities or anything. But like here's the master list with a cost and then either price or if you've got contracts, you know, here's our retail contract pricing here's. Our, you know, Google pricing versus apples pricing kind of thing. And then you can't the tech can't pick items and then apply the pricing parameters. But, you know, with... with what with partsledger, it would allow them to have more accurate pricing versus like a standard price that they're billing from called marking up billing from. So.

KOLBY

30:10 Okay. We're going to try and use our solution, but if it doesn't work, then I may just point them to you.

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

KOLBY

30:16 I mean, ours via forums product. Yeah, that... that they would Bill off of. I don't know if it'll work form or not. But... but if not, I can certainly try and send them your way. Yeah. But I would love to... to figure out, you know, is there any other things that we can share? And... and even so... are you... are you having success and the channel, I mean, or... or?

--- Pricing ---

TANYA

30:40 I think we're trying to just, you know, some of them are served loyal to us. So, so because they love... they love the recurring revenue.

KOLBY

30:48 Yeah. You know, assess, what are they pay... they pay? 25 percent?

TANYA

30:52 They pay the 25 percent in your one and 20 recurring. But, you know, our, I did the math. I'll a lot of different size deals and our price point is tremendously higher and we were, we basically, we're trying to be aggressive with the Sage partners and had this like SS, so take away kind of thing where we pay than 50 percent of the first year.

KOLBY

31:15 Okay.

TANYA

31:16 And so when you did the math on that, it was basically was equal to like five years of SSO revenue.

KOLBY

31:25 Gotcha. Because they're so small, they're known.

TANYA

31:28 Like, I mean, their... their annual is like for like licenses like say 700 and... and our enterprise licenses like 2,400.

--- Pricing ends ---

TANYA

31:37 So when you start adding up that you suddenly become a lot... a lot... lot more, I mean, we have a lot of really big deals. I mean, I feel like the largest SSO deal I ever solid was like in the teams like 15, 18,000 where service trades regularly in the thirties and forties and higher on these figures. So, so that was kinda the play I'm saying like we're not gonna pay you annually, but we're going to give you this big chunk upfront and... and you don't have to implement it. You just have to help us with the sales process. And so, I mean, I think, you know, according starting to send

us some stuff a little bit alliance here. And there. I think they're just so busy. They're so focused on Intacct and all of them. I mean, I talked to Bob today and he's like I've got four anti demos today. Like I am just, we're just so slammed and touch where Oregon maxed out that I think all we can hope for them is that they're talking to a service company and they need us to help get the intact deal.

KOLBY

32:40 Hello. I mean, it sounds like, you know, impact is... is I wouldn't say taking off, but there everybody's pretty busy with. Is that what you're getting?

TANYA

32:51 Yeah, definitely. I don't know how much they're closing.

KOLBY

32:54 Like percentage.

TANYA

32:54 Wise because I think there's still some hang up something that doesn't do I billing it, does it, do, you know, a lot of the other, you know, real deep for change orders and does it do compliance doesn't have payroll out yet. And so for some people, they... they are hung up on those things and I don't blame them. I mean, you know, you like game but you have some of these major gaps like compliance. I mean, they're... they're all of them are so used to getting alerts that worker's comps expired. Now, suddenly that's goes away, I mean, I'm back to excel spreadsheet or getting.

KOLBY

33:26 Hello. Yeah, exactly. That is... that is big that's I don't know. We're just stuck in the middle, right? I'm kinda... kinda like, you... you know, we're getting some, most of our success quite frankly. It's been on the act America side is partners that are selling acrobatic like action their side of the house and selling that that's the most successful.

TANYA

33:49 Yeah. I think those guys are definitely more open to I'm selling other things and not just being so Sage, derivative. Yeah, no alliance does. So a lot of Acunetix, I think, you know, there are so core focused on there, you know, selling the ERP and, you know, they don't care so much about the add on things. So, I don't know, I think it is, it was sitting in order to get, I think what they're gonna find with us though is that we've taken down recently a couple of really big SSO clients of theirs. So, I think when those clients come around and don't renew, you know, they're going to suddenly be like, you know?

KOLBY

34:32 Yeah, we need to take a look at this, yeah.

TANYA

34:34 We take a look at that. So, and I mean, I think so, so primarily we're getting most of our deals. So still from inside sales and everybody, you know.

KOLBY

34:43 And...

TANYA

34:43 Trade shows, we do a lot of trade shows.

KOLBY

34:45 Yeah, yes, we... we probably do. I don't know, I would imagine let me look, actually do more than 20.

TANYA

34:56 Yes. Well, there's a lot of service trade started in the fire and life safety space and we do that really like I would say, we dominate that space. And so there's a ton of little like trade shows that like Sage would never go to. So I never... I never heard of half the shows their regional, you know, maybe at a smaller size venue that they're held at and everything maybe a couple of 1,000 people there kind of thing. So we do those, we've been, you know, there's a lot of smaller mechanical shows, small electrical shows that we go to as well.

KOLBY

35:33 Okay. Interesting. Yeah, it looks like... we have... we have 23 that will go to this year which, but get most of those are mid size, the bigger. We should probably better at the smaller ones that...

TANYA

35:47 That maybe around our sizes. We just went through like a slew. I felt like every week, the last couple of months there was somebody was at a trade show... is going gonna do HR and January. Okay. Yeah.

KOLBY

36:02 Yeah. Yeah. Yeah. And then, yeah, that probably the standard. I mean, we have obviously world a concrete acu, America. Would you be an Accumatica?

TANYA

36:13 Yeah. I mean, I'm debating on if I wanna go there is just to participate but I mean we're not in the marketplace. We're not in any. So, are you do a Booth or you just go in like a different tax?

KOLBY

36:24 No, we have a Booth at this one. Yeah. Okay. We're in their marketplace... but again, we're through there, but there's just so many business partners like 40 some, you know, that. And again, how do you get, how did you get 40 people with their

mind wrapped around, you know, selling assign are, and what we do and... and, you know, where our niches. So that's kind of where we're struggling is just, you know, we're spending so many resources. And again, most of our stuff is, I'm gonna say 90 percent of it is... is direct, probably more than, yeah, actually right now, you know, direct stuff, but.

TANYA

37:05 Well, I think having the relationship with the business partner is good because there, there is the occasionally there's also them, they're... they're prospect or customer bringing up the product and then just acknowledging that they know of it, they've heard of it, you know, and stuff like that because I think that goes a long way to versus like what... what is this?

--- *Accounting integrations* ---

TANYA

37:23 I never heard of that, you know, then they started question, should I be looking at it? If... if my accounting partner doesn't even know what this product is... is? I think a big thing too. Yeah. I mean, I think, I... I think that's why the Sage construction channel so attractive because that's all they focus on.

--- *Accounting integrations ends* ---

TANYA

37:40 You know, where you are within tack. To me. I think people are jumping on the construction bandwagon within tack, but I don't know how much they're really gonna sell.

KOLBY

37:49 I know, I... I want, you know, so like again, the... the beauty of tulips is it was on the Sage basically came to Sage family. You know, it's that has the SSO and... and...

TANYA

38:02 The last 10.

KOLBY

38:03 Yeah, 10, but yeah, not... not timber see him because, but people likes it. But yes. So I've I'm convinced that's the way you... you almost have to do it... to... to really make it successful. I don't know.

TANYA

38:15 Yeah. Well, because I think, I don't know if they did with, I think with us. So they get to your credit and stuff like that. I don't know if with tool watch, they did that or not. But I feel like that those companies, so Sage takes so much, you know, a certificate.

KOLBY

38:31 Totally because it was Sage took, we were given up 45 points. We were given. So he was getting 25, I think in... in the business partner with 20 or was vice versa, but you, which that's a big number.

TANYA

38:48 Number.

KOLBY

38:50 But they provided, you know, they would probably 30 percent of our sales on, you know, coming through a channel through the Sage channel them at tool watch.

TANYA

39:01 Well, they are machine. I mean, I know, you know, when I was an alliance, I mean, so many of our leads came directly from Sage, so.

KOLBY

39:10 Yup.

TANYA

39:11 Get that volume going. And... and I guess it... it becomes worth it.

KOLBY

39:16 Yeah, I don't know internet team that's where SSO has made their money. You know, I FS has made their money. Yeah, yeah. Yup. So, I don't know. I would try and speed right now. We're just so scattered. I think too on that on the channel side, you know, I'm doing a little bit here a little bit. They're a little bit of enablement here. You know, like you were growing, you know, hiring people every week like it's just... yeah.

TANYA

39:46 It is crazy. I mean, I have it, the economy just continues to stay the same. I mean, because, and... and I think it's I mean, well, shoot, we're adding onto our house here. And my father's he was a retired builders, you know, was going through the plans we're going to materialize to the call is our is, will building supplier contacts like gets takes five months to get windows now.

KOLBY

40:07 My gosh.

TANYA

40:08 So I'd have is like we haven't even gotten the permit. We're close. We're getting our final paperwork yet is like, I'm going to order the... the windows. I mean, it's gonna be five months till your windows show up.

KOLBY

40:18 Gosh. Yeah, my goodness.

TANYA

40:22 I know. So, I mean, it just goes to show you and I call it's I needed to get a new survey because my, this original survey or that we got a year ago, the guy retired or something anyway and the, to survey your site called we're like it'll be three months so I can get to you. Well, luckily, I would have them call me back and we chatted and he's like, no, that's just what we say to basically like weed out all the riffraff. Yeah, I can give to you in two and a half weeks and I was like, okay, I can deal with that.

KOLBY

40:52 It's much better.

TANYA

40:57 So, it's... it's definitely crazy going gangbusters out there, so.

KOLBY

41:02 Sure it is... it is. I don't know wow.

TANYA

41:08 Yeah, I'm just thinking more about Accumatica that's worth it for us. And also, if not, I'm I definitely wanna get your input after you return, if you thought it was worth it for you because I mean, you know, we in fact does have a chance to Accumatica does have a service module but, you know, it only does with so much. So.

KOLBY

41:25 It's potentials.

TANYA

41:27 Yeah.

KOLBY

41:27 I don't think it goes much you.

TANYA

41:29 Know, and I'm not compare to what we do for sure. So maybe something that's work go in and just kinda checking out similar to what I did with Intacct and just sort of meet with partners, see who's out there, talk with people kinda thing.

KOLBY

41:45 Yeah. You know, if you do well, you know, we have a Booth, Jared and I are both be there too. So, so yeah, you know, let us know when you think about, you know, what... what we could do to... to again these leads that don't fit us exactly that come in where we can get to discovery and... and even demo. So, you know, how

sometimes you stretch like are people are like all we could make it work. And then, yeah, it doesn't and then, you know, there's no real resolution after that... that. Maybe we could kinda share some of those.

TANYA

42:17 Definitely. I mean, I think we could even do, I mean, we could do some of a referral if you wanted to. I mean, I know we've refer a lot of stuff out and we're not really interested in getting paid on it. Yeah, you guys are, I mean, it's... it's more just servicing the customer and... and keep it in. You know, we could split. I hesitate to just split the salesperson because then, you know, they're focused on the rocks.

KOLBY

42:38 Right. Yeah, no, I get that. Yes.

TANYA

42:40 Nothing we can't but I mean, I know like Mike was always like, no, you have just been with the company, not salesperson because next thing, they're just selling tool watch and they're not selling Sage medical. So.

KOLBY

42:54 I don't think we're too interested in getting, you know, get paid. I just, it's again, I think it's just off on the right service to the customer. And...

TANYA

43:01 Yeah. So it always comes back to you when you do that when you do the right thing, that may remember that, you know, assign or I said I can't do it, but here's somebody good. The can't do it kind of thing. So.

KOLBY

43:11 Okay. Okay.

TANYA

43:12 Cool. Yeah, definitely. I think we should think about more because there might even be some opportunities for us to do like trade shows or be side by, you know?

KOLBY

43:20 Joint stuff. Yeah.

TANYA

43:23 I think people come in and see scheduling or whatever the buzz word is and... and think it's this, but it's really that and we're this and you're that and so to be able to point people and... and, you know, just get some. And from...

KOLBY

43:36 And I'd love are there, I'm sure. There are online or their demos.

TANYA

43:43 No, hi, good morning. I was like this is maybe, you know, hard for my partners is like, you know, I was talking with alliance yesterday because we were, they request a demo and tagged to one of our prospects and they know OSHA, so we were just chatting and I was showing them this powerpoint that I put together and just kinda with our ideal customer profile. And so most of it's more of a partners and whatnot, which I can send to you and they're like we'll send us a video and I was like, gosh, darn it, I need to get one, you know, because I can get into the tool around the software and show it. But as for like a sink demo, I can't do one.

KOLBY

44:17 So...

TANYA

44:17 I need to get, I need to corral on the salespeople, do one for me so I can have something to give out because I don't have anything right now that's my struggle. I don't know about you, but that's my struggle is materials for the partners.

KOLBY

44:31 Totally, that... that enablement is just it's... just, it's stinks right now. And I mean, it's even our own, you know, sales enablement for growing, yeah, that area. But he's just when you're growing so fast like it's just so many different directions. Yeah, I can do it. I'm probably like you, I can get around to kind of show like, hey, here's, you know, here's the dashboard and here's what we do and here's how we drop into the schedule.

--- Purchase decision ---

KOLBY

44:54 And but if anybody would ask me any, you know, depth questions, I'd be like, yeah, you got it. Yeah, exactly somebody.

TANYA

45:02 Well, maybe we can do like a show and tell one time. I can show you walk you through ours, and then you could talk me through years kind of thing. Does that may be helpful?

KOLBY

45:10 Sometime and just having maybe even I don't know... do you have time in the next couple of weeks to do?

TANYA

45:17 Hello?

KOLBY

45:18 Hi, Andrew, like actually America just kinda... what... what, where are we crossover? Where we don't where you would be a good fit. We.

TANYA

45:28 Vice versa because I mean, because it may be something worth showing our salespeople too. So they've run into stuff they know that, you know, say, hey here kind of thing.

--- Purchase decision ends ---

KOLBY

45:38 Exactly.

TANYA

45:42 Next week? I mean, Tuesday afternoon, I'm pretty much I have a lot of time on Tuesday and Wednesday, quite honestly.

KOLBY

45:50 Okay. Let me.

TANYA

45:52 Do you guys integrate with?

KOLBY

45:53 Profile... where I think we like move a project out of, we have the same bank.

TANYA

46:02 We have some like random integration but it's more like, you know, to be able to say I have an integration with pro core.

KOLBY

46:11 Totally. No, I know. Yeah, we really view them as competition in Australia. So we don't have a real great love for them. Gotcha at the higher levels because Australia really drives a symbol there. There are three times our size and sales right now, really. Yeah. So, but again, the company started there.

TANYA

46:34 Hello, it's gonna ask that. I didn't okay. I didn't realize that.

KOLBY

46:37 Just started there in 2013. And so.

TANYA

46:42 You really are about the same way. I think we started in 12 or 13 as well. So, you're right there with us and.

KOLBY

46:47 That's so funny. Yeah. But yeah, we've only been in the y, about three years, so it's Rocky but... but it's good. I mean, it's fun.

TANYA

46:57 Yeah.

KOLBY

46:58 Hi, I'm actually flying to Washington DC on Tuesday.

TANYA

47:03 Yeah.

KOLBY

47:06 Do you have Thursday or... or?

TANYA

47:08 Yeah. I could do Thursday. I'm open from I'm between 11 and two eastern.

KOLBY

47:15 Okay. Let's... let's do. So, I have a meeting. Can we do, like... like would one o'clock work for you?

TANYA

47:28 One o'clock your time? Yeah.

KOLBY

47:30 Yeah. Yeah. Yeah.

TANYA

47:32 Yeah. Yeah. That'll work.

KOLBY

47:33 Okay, perfect. Yeah, I'll do you want to send me one or I'll send you one? Doesn't matter, but if we do Thursday at one eastern, that would be great. Thursday then.

TANYA

47:44 Yeah, I can send you on my calendar awesome.

KOLBY

47:47 Yeah, and I'll just walk you through kind of what, you know, what assign it looks like and kind of how, what we do and... and... dangerous. Yeah.

--- Purchase decision ---

TANYA

47:59 I've got kind of a powerpoint that I put together that I like to talk through. Okay. Yeah, I think it gives a good. So it's easier. They are not showing for, I mean, I didn't get into the product for sure, but I can give you that the... the benefits of it and, you know, our... our high level value statement.

--- Purchase decision ends ---

TANYA

48:18 So, perfect. Okay. Cool. Well, I'll send us out to you... and it was good to catch up and... I will talk with you next week.

KOLBY

48:30 Well, keep that will keep the dialogue going around the partners strengths.

TANYA

48:34 Exactly.

KOLBY

48:35 I mean, we have a killer swift to right now. I'm not a spiff, more of a whoever wins. And I, maybe I told you this may when two people to the Phoenix open waste management wow for, and it's... it's you know, hotel passes. It's like a 5,000 dollar trip and we've got some people that are really going after it. But there's like two two guys that are like.

TANYA

49:02 Yeah.

KOLBY

49:03 Probably had to hit. And then that's another thing that I ran into him like. So I have a guy from action and have a guy from the lines that are kind of battling it out. But how do I say? Like, you know, Kolby, you sold more of the, Jared... Jared didn't believe now the host that stuff. So I don't know.

--- Parts management (purchase orders) ---

TANYA

49:22 Well, you know, timber scanned did use to send out emails. They did, they tell names, but they would show up to see if I could find one of my old emails but timber skiing because they tell her scanned it regular competition's like that. I can click here because I didn't really push it that hard.

--- Parts management (purchase orders) ends ---

TANYA

49:41 I mean, I feel like a lot of the inside people that like the account managers were more in the hunt for that because everybody the customer base and.

KOLBY

49:50 Yeah.

TANYA

49:51 New sales and I feel like you only. So I think it's September Scott front always anyway, I was... I was more paperless because it was just so easy to throw it on the sample order form. Quite honestly, that's another thing we combat obviously. And so, but timber scan used to put out like stats like I think they would do it this way. Kolby, they would show like the chart and they would share like a lot like say, you're in the lead and I'm trailing you. So they would show up block and they would not put the name and then they would put where I stood in the rankings.

KOLBY

50:23 Okay. Okay.

TANYA

50:26 Basically make the chart but then hide the names. So they send it to you so you could see that you're behind or you're in the lead or whatever or that person was closing in on you.

KOLBY

50:36 Interesting. Okay. That's yeah, I need to do something like... like because.

TANYA

50:41 H did that too because Sage did some promos. You know, Sage always has those quarterly steps for the sales reps and.

KOLBY

50:47 They...

TANYA

50:47 Would do that. They would show you where used actually. I think Sage showed all names if I think about it.

KOLBY

50:54 Okay.

TANYA

50:55 They do it, they... they, the chart like a, almost like an excel graph, you know, like a little bar, old fashioned bar chart. And I'm pretty sure that they showed everybody's names.

KOLBY

51:02 Interesting. Okay. I probably wouldn't do that, but I would like the way that they do that with... how they just put everybody in there and kinda like, hey, you're in third right now, you're...

TANYA

51:14 Yeah, you can see that they're either someone's really close to you, are there, you know, or you're so close to the next level up? Yeah.

KOLBY

51:22 Okay. Yup. Interesting. Yeah, I... I don't know how much that motivates people. I think the right couple of people, it does, but, yeah, yeah.

TANYA

51:31 I think if it's something that's attractive to you, like I really want to do that than it is. I'd have a timber scam or even Sage like, yeah, that's great to get a 750 dollar gift card. I'd love to get that, but, you know, they told me this much and I need to focus on my quota selling Sage, things like that. So.

KOLBY

51:48 Yeah, I know. So.

TANYA

51:51 We're just the, you know, the poor stepchild, we get the... the scraps.

KOLBY

51:57 I know. Exactly... alright.

TANYA

52:02 Yeah, it was great talking to you and sharing some tips and tricks and everything. So.

KOLBY

52:06 Look forward to.

TANYA

52:07 Seeing the next week.

KOLBY

52:08 Okay, perfect.

TANYA

52:09 Alright.

KOLBY

52:10 Alright. Thanks. Have a great week. Yeah, you too.

TANYA

52:12 Bye.

The End