Adaptive Merchant Info Sheet

**Merchant:** Adaptive

**Demo date:** Jul 10, 2025

**Scoping start date:** Jul 10, 2025

**MSA Signature Date:** Aug 21, 2025

**Onboarding Kick Off Date**: Aug 22, 2025

[If Exists] Opt Out Date:  
 **Go Live Date:** Expected early September 2025 (aligned with new finance hire start Sept 8)

GTM POC Jarrett Martin

Implementation POC New finance hire

ERP QuickBooks Online (current)

Tax Integration: Being Decided

Key people at Adaptive

* **Accountant**: Pilot (outsourced bookkeeping, may change to new firm later)
* **CFO**: Josh Thompson (interim; running both Finance & Marketing until new hire joins)
* **Accounts Receivable POC**: Currently Josh Thompson; moving to new finance hire
* **Billing POC**: Currently Josh Thompson; moving to new finance hire

Notes on Merchant

* **Temperament**: Busy, pragmatic, interested but cautious; wants to defer heavy lifting to new finance hire, but open to moving quickly if Tabs manages onboarding
* **Key POC**: Josh Thompson (decision maker, interim CFO/Head of Marketing)
* **Features they care about**:
  + Automated invoicing from Salesforce to QuickBooks
  + Revenue recognition / ARR waterfall
  + AR aging & collections visibility  
    Parent-child (channel partner) billing relationships
  + Cash forecasting
  + SOC 2 compliance
  + Comparison/differentiation from Maxio (Josh’s new hire used Maxio before)

**Company Summary**

Adaptive is a cybersecurity company. Fast-growing, ~200+ customers, many signed in last 3–6 months .

**Goals (North Star)**

* Automate AR/billing and revenue recognition so Josh can step out of finance role .
* Provide clean, scalable infrastructure for new finance hire starting Sept 2025 .
* Gain visibility into ARR waterfall, AR aging, and cash forecasting .
* Support partner/channel billing rollups (e.g., Guidepoint, Carahsoft) .

**Why They’re Buying Tabs**

* Current process: AE enters invoice object in Salesforce; Josh manually types data into QuickBooks .
* Low but growing invoice volume (10–20 per month; expected to scale fast) .
* Too manual, key-person risk, lacks automation and reporting .
* Need AR automation, rev rec, ARR waterfall, and scalable billing infrastructure .

**Billing Model**

* Salesforce is system of record for invoices (invoice object with signed order form attached) .
* QuickBooks used to send invoices manually .
* 200+ customers, ~10–20 invoices/month .
* Many deals go through **channel partners** (Guidepoint, Carahsoft, etc.); need parent-child reporting but separate invoices .
* Payments: mix of ACH, wire, credit card, and physical checks .
* Some customers request Bill.com for AP payments .

1. **Parent-child channel partner rollups**
   * Why: Many deals flow through resellers, need visibility into outstanding AR per partner while keeping separate invoices .
   * Urgency: High (Josh flagged this as a key challenge).
2. **Rev Rec & ARR Waterfall reporting**
   * Why: Current QuickBooks setup lacks visibility; Josh wants forward-looking view of 12–36 months .
   * Urgency: Medium-high.