## Merchant

Demo date: Feb 12, 2025  
Scoping start date: n/a

MSA Signature Date: Apr 29, 2025  
Onboarding Kick Off Date: To be Scheduled

[If Exists] Opt Out Date: Apr 29, 2026  
Go Live Date: N/A

GTM POC: Jarrett  
Implementation POC: Jane

ERP: NS

Tax Integration: Avalara

### 

### Key people at Merchant

| **Name** | **Role** | **Notes** |
| --- | --- | --- |
| **Simon Cobbin** | Chief Financial Officer | Executive sponsor. Highly engaged and expects enterprise-grade rigor and partnership. |
| **MBA Ye K. Myo** | Director of FP&A | Day-to-day project lead and commercial analyst. Deeply involved in ROI modeling and POC validation. |
| **Tim Weir** | Revenue Owner / Operator | Built and owns the current system. Highly detail-oriented. Core reviewer of POC results and invoice validation. |
| **Tracy McCoy** | Controller | Responsible for accounting integrity and close timelines. |
| **Ryk Koscielski** | Project Manager | Will manage the implementation from the LL side |

Company summary  
*(AE to fill)*

Summary of what company does:

**LoanLogics** is a mortgage technology company that provides software and services to help lenders, servicers, and investors manage loan quality, automate document processing, and ensure regulatory compliance.

Goals (North star)  
*(AE/ Implementation to fill)*

What is the merchant's goal? What pain are we solving? Why are they buying Tabs?

* **Automation:**
  + Eliminate manual revenue calculations and Excel dependency.
  + Reduce month-end close from 5 days to 1-3 days.
* **Scalability:**
  + Support significant growth in 2026-2027 without adding billing staff.
  + Handle new product launches and increased customer volume.
* **Flexibility:**
  + Enable tiered pricing and custom billing to address market volatility.
  + Accommodate bespoke contracts and amendments.
* **Accuracy and Reporting:**
  + Improve revenue recognition accuracy and inter-month forecasting.
  + Centralize contract data for audit readiness (private equity-owned, potential sale in 2-5 years).

Is there an opt out clause? If so, what is the merchant looking for so they do not exercise it?

Yes, they have the option to opt out after one year — this was a requirement from their legal team. They fully expect implementation to take a while and likely won't start seeing the benefits until around the one-year mark.

### Billing model *(AE/ Implementation to fill)*

Here’s a breakdown of LoanLogics’ billing model across their three lines of business — **LoanLogics**, **LoanBeam**, and **Tech-Enabled Services (TES)** — based on all conversations and POC documentation:

## **💼 1. LoanLogics Core**

**Overview** This is their flagship business, handling most of the company's revenue volume. It involves complex contract structures, multiple product SKUs, and significant historical technical debt in their existing Excel-based system.

**Billing Characteristics**

* **Primary Model**: Transaction-based billing.
* **Event Types**: Document processing events like credit reports, verification of employment (VOE), bank fees, etc.
* **Fee Structure**:  
  + **Fixed fee per transaction**: e.g. $169 per non-conventional loan, $155 per conventional loan.
  + **Monthly Minimums**: Certain contracts include a committed minimum (e.g. $5,000/month), with automated **true-up billing** if actual usage falls short.
* **Contract Amendments**: Frequently updated — e.g., fee schedule modifications, removal of incremental fees, etc.
* **Usage Data**: Comes from a proprietary internal platform. Tabs receives aggregated usage uploads and auto-generates invoices.
* **Exceptions**:  
  + Special rounding rules.
  + Fee consolidation requests (e.g., showing VOE as distinct from “bank fees”).  
    High variability across clients (custom pricing, formats, legacy expectations).

**Export Needs**

* Detailed, line-level invoice exports with 1 row per transaction.
* Specific formatting required to match client expectations.

## **📊 2. LoanBeam**

**Overview** LoanBeam is a distinct business line that offers income calculation services from consumer tax documents. It is less complex than LoanLogics but still represents meaningful volume.

**Billing Characteristics**

* **Primary Model**: Transaction-based with optional tiers or thresholds.
* **Event Types**: Income verification services for specific borrowers.  
  **Fee Structure**:
  + **Flat fees per transaction** (e.g. $30 per loan).
  + Potential for **tiered pricing** or **volumetric discounts**, though less emphasized in current materials.
* **Usage Uploads**: Delivered via structured spreadsheets or API depending on readiness.
* **Invoice Logic**: Straightforward compared to LoanLogics. Less exception handling.

**Export Needs**

* Straightforward CSV or PDF invoice with per-loan charges clearly documented.

## **🔧 3. Tech-Enabled Services (TES)**

**Overview** TES is the smallest revenue-generating line, but was used heavily during the POC as a sandbox for validating Tabs functionality. It involves services like field reviews, compliance checks, and third-party data.

**Billing Characteristics**

* **Hybrid Model**:  
  + **Monthly Subscription**: e.g. $660 flat fee.
  + **Per-unit Usage Fees**: e.g. $14.60 per field review over 45 units.
  + **Pass-through Charges**:  
    - Based on third-party vendor fees.
    - Can be **1:1 passthrough**, **percentage of spend**, or **fixed rate** per transaction.
* **Invoice Logic**:  
  + Line items for base subscriptions and for variable field review usage.
  + Variable fees are often provided post-period, necessitating invoice editing or delayed billing.
* **Special Requirements**:
  + **Invoice export customization** (e.g. itemized breakdowns of vendor charges).
  + **Period alignment** on invoices (e.g., ensuring all line items on one invoice reference the same usage period).

**Export Needs**

* Requires tabulated data export showing the per-field-review charge.  
  One line per review, plus summary.

**Is there any important merchant relationship information?  
  
1) What is the merchant temperament?**

They’re a very collaborative team, but also quite thorough and tough. It’s an old-school company, so don’t expect them to move quickly.

**2) Is there a key POC: (i.e.: who is the buyer/decision maker?)**

Tim has been leading billing for 11 years and is very knowledgeable.

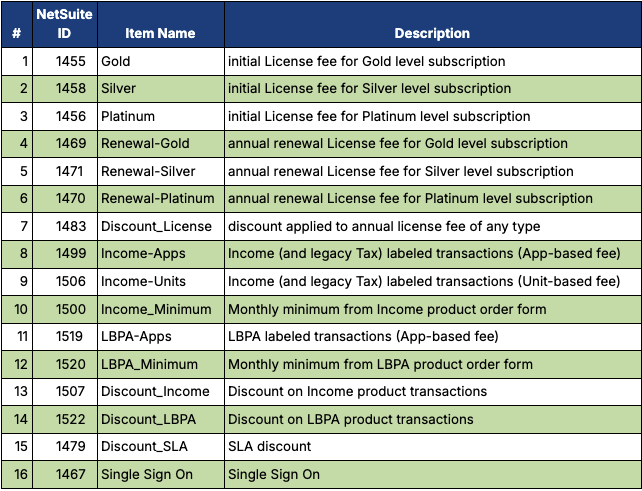
Ye is usually a great resource to keep things on track and help troubleshoot if anything goes wrong.

I haven’t worked with Ryk before, but he is the project manager for this implementation.

**3) What are the Tabs features that the key POC cares about?**

* Usage dates and billing automation will be by far the most important priorities. We’ve also committed to building a data ingestion script for them.
* API, they want the Tabs API as a “Phase Two” item during onboarding.

### Contract Processing Steps *(Implementation/Success to fill)*

1. Steps to process
   1. Service Start Date: Use the “Order Date” or “Effective Date” indicated at the top of the order form.
      1. For contracts that start in mid-month (before the 25th), make the revenue schedule start at the beginning of the month. If it’s the 25th or after, start recognizing in the next month
   2. Months of Service: Identify the term length, typically specified in months or as a 12-month renewable contract.
   3. Item Name: Extract the name of the product or service being provided (e.g., "LoanBeam® Income Gold"). Exceptions:
      1. Loanbeam Tax: now named Income
      2. Loanbeam Wage: no longer active (ended in January 2025). If we see this in current contracts we can ignore
   4. Item Description: Leave blank.
   5. Billing Type: Determine whether pricing is flat, usage-based, or includes minimum commitments (e.g., per application or per year).
   6. Total Price: Capture all line items (e.g., one-time license fee, application fees, minimum commitments, renewal fees).
   7. Quantity: Where applicable, note units like number of apps processed.
   8. Start Date: Contract effective date.
   9. Billing Timing: bill last of period for **usage-based products** instead of billing in arrears
   10. Periods: Note whether the agreement auto-renews (e.g., annual auto-renewal after initial 12-month term).
   11. Frequency: Identify the invoicing terms—e.g., annual invoice for license, monthly invoicing for usage.
   12. Usage AI: set up usage AI for monthly minimum rather than creating it as a standalone product
   13. Integration Item: 
   14. Renewal: For contracts with autorenewals, they want us to create one additional year as a default
       1. Renewal invoice should always start on the 1st
       2. General rule of thumb: after the 25th, bump to following month
       3. Before 25th, will use 1st of current month
       4. Want to represent each annual term on its own for renewals
   15. License fees
       1. Typical 3 year term should contain 1 initial license fee and 2 annual renewal fees
       2. Initial License fees
          1. If contract date is 24th or earlier of the month, invoice initial license on contract date
          2. If contract date is after the 24th, invoice initial license on the 1st of the month following contract date
          3. Each license invoice should display the annual period (Ex: April 2024 – March 2025)
       3. Renewal License fees
          1. Represent each annual term on its own for renewals
          2. Renewal invoice dated on the first of the same month in the following calendar year
          3. If prior license invoice date is:
             1. 1/10/2021, then next license invoice date is 1/1/2022
             2. 5/8/2023, then next license invoice date is 5/1/2024
             3. 10/1/2022, then next license invoice date is 10/1/2023
          4. Each license invoice should display the annual period (Ex: April 2024 – March 2025)
2. Anything to ignore in contracts?
3. Specifics processing things the merchant has requested that may differ by contract (e.g. always back-date invoice date to final day of the month)
4. Default Service Term
   1. If None Listed, Ops Default is 1 Year
5. Default Net Payment Terms
   1. If None, Ops Default is 0
6. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
7. How do we handle taxes as a line item?
   1. If None Listed, Ops Default is every tax line item becomes a BT

### Events Processing (if necessary) *(Implementation/Success to fill)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Implementation/Success to fill)*

* What are the instructions for assigning integration items?
* Example: All Statsig integrations items should be labeled as “Sales”
* Example: All “Pinata” integration items should be labeled as “Software Subscription Bundle” unless otherwise noted by Merchant

Post Processing Communications (if necessary)  
*(Implementation/Success to fill)*

* Does the Ops Team need to notify anyone on the team re: completion of processing batches in Implementation or Active phase?
* Who needs to be notified and when?
  + Example:
    - Who: Customer Success [Azmat Aziz] needs to be notified
    - Where: Messari internal merchant channel
    - When: contracts are processed [Merchant Phase: Active]

### Customer Information *(Implementation/Success to fill)*

* Any important information on specific customers of this merchant
  + Special memo’s certain invoices require
  + Invoice changes due to merchant/customer relationship

### Feature Requests *(AE/Implementation/Success to fill)*

* **Usage Script**
  + A custom script that generates a customer-facing usage file to be sent along with invoices.
  + LoanLogics is contractually obligated to provide this information to their clients.
  + **Priority**: High

### Rewatch Calls *(AE/Implementation/Success to fill)*

* Calls can be found [here](https://us-56595.app.gong.io/account?id=7230486545904010348&type=ACCOUNT&workspace-id=2531298410931371606&date=2025-02-17&activity-id=8913685547410249302&filter=%7B%22accountFilter%22:%7B%22type%22:%22And%22,%22filters%22:%5B%7B%22type%22:%22ActivityType%22,%22values%22:%5B%22CALL%22%5D%7D%5D%7D%7D). I recommend any of the POC calls to get up to speed.

# **🚀 Tabs <> LoanLogics Handoff Document**

*Prepared by: Jarrett Martin (AE)* *Client: LoanLogics* *Closed: April 29, 2025* *Next Step: Internal kickoff and onboarding planning*

## **🔑 Executive Summary**

Tabs has closed a multi-year enterprise agreement with LoanLogics after a robust evaluation and a multi-week proof-of-concept. The engagement is focused on modernizing LoanLogics' highly manual, spreadsheet-driven billing workflows and rev rec processes across their three business lines: Tech-Enabled Services (TES), LoanLogics Core, and LoanBeam. The client is prioritizing billing automation, reducing key person risk, improving auditability, enabling revenue capture, and ensuring scalability of their monetization model.

Implementation will replace a brittle Excel-based system built and maintained over 11+ years. Success depends on deeply understanding and replicating complex revenue logic, supporting granular usage and pass-through billing, and delivering client-facing invoice exports with transparent audit trails.

## **👥 Key Stakeholders**

| **Name** | **Role** | **Notes** |
| --- | --- | --- |
| **Simon Cobbin** | Chief Financial Officer | Executive sponsor. Highly engaged and expects enterprise-grade rigor and partnership. |
| **MBA Ye K. Myo** | Director of FP&A | Day-to-day project lead and commercial analyst. Deeply involved in ROI modeling and POC validation. |
| **Tim Weir** | Revenue Owner / Operator | Built and owns the current system. Highly detail-oriented. Core reviewer of POC results and invoice validation. |
| **Tracy McCoy** | Controller | Responsible for accounting integrity and close timelines. |
| **Natalie Taylor** | Legal/Contract Admin | Approves final documents for signature. |
|  |  |  |

## **🧠 Customer Priorities**

### **Primary Objectives**

* Replace brittle spreadsheet-based revenue engine.
* Automate invoice generation and rev rec across TES, LoanLogics, and LoanBeam.
* Reduce month-end close from 5 days to 1–3 days.
* Centralize contracts and invoice logic for transparency and scale.
* Support tiered billing, usage aggregation, and pass-through charges.
* Eliminate key person dependency on Tim’s legacy logic.

### **Secondary Objectives**

* Improve FP&A reporting with granular SKU/revenue data.
* Ensure client-facing invoice and CSV exports match legacy expectations.
* Support rounding rules and exceptions logic.
* Future-proof platform for monetization experiments.

## **💻 Technical Context**

### **Current System**

* Entire billing and rev rec process built in Excel over 11 years by Tim Weir.
* Uses complex macros, manual reconciliation, and operator-built logic.
* Invoice exports are manually created for each customer with detailed transaction data.

### **Tech Stack**

* Custom internal platform for transaction data extraction.
* Proprietary logic layered via Excel.
* Data pulled manually, sometimes via exports from internal BI tools.

## **📦 Tabs Implementation Scope**

### **✅ Confirmed Product Capabilities**

* Contract ingestion and product parsing.
* Usage-based pricing (event-type based).
* Support for tiered pricing and incremental fees.
* Delay billing per contract terms.
* Monthly minimums with automated true-up logic.
* CSV and API-based usage uploads.
* Invoice presentation and formatting.
* Custom client-facing invoice exports.
* Rounding and proration logic.
* Pass-through support:  
  + 1:1 passthroughs.
  + Fixed fees (e.g. $30/loan).
  + % of total or itemized spend.
* Revenue recognition decoupled from billing.

### **🛠 Implementation Complexity Areas**

* **Invoice Presentation**: Clients expect blended fees per transaction. Tabs defaults to line itemizing. Implementation must consolidate line items pre-export.
* **Pass-throughs**: Need to support rounding rules and three flavors (1:1, % of cost, fixed).
* **Data Export**: Client must receive invoice + export with 1 row per transaction. Loan ID, event type, and fee must be preserved in export.
* **Usage Upload Structure**: Tabs will build scripts to convert raw data into the simpler “quantity + event type” format.
* **Exceptions Handling**: Varying pricing per client; need to capture and implement invoice display exceptions (e.g. VOE = bank fee split).

## **📊 ROI & Business Case (Approved)**

* ~500 invoices/month.
* Invoice creation time: 3 mins/invoice.
* RevRec: +7 mins/invoice.
* Generic AR tasks: 150 hrs/month.
* Fully loaded salary: $60K assumed for modeling.
* Cost avoidance: ~$174K annually in saved time.
* Revenue capture: 0.5% conservatively assumed.
* Case study of $150K error in Jan–Feb 2024 reinforced need for Tabs.

## **🧠 Client Temperament & Expectations**

* **Simon (CFO)**: Conservative buyer, but extremely thoughtful. Respects detailed diligence. Will push hard to justify change and ensure risk mitigation. Appreciates when Tabs challenges assumptions.
* **Tim (RevOps)**: Critical stakeholder. Must be fully bought in or project at risk. Wants precision. Very process-driven and meticulous.
* **Yi/MBA (FP&A)**: Financial lens. Articulated value of unlocking FP&A capabilities.
* **Tracy (Accounting)**: Cares about audit trails, clean close process, and clarity in exports.
* **General Mood**: Respectful but cautious. They value clarity, documentation, and ownership from Tabs.

## **🧭 Key Implementation Recommendations**

1. **Export First**: Treat invoice PDF and CSV exports as product features. Match current exports exactly.
2. **Usage Templates**: Provide validated examples of usage templates early, pre-wired to auto-generate accurate billing for each customer.
3. **Customer Messaging**: Support LoanLogics with change management to downstream clients—explain new invoice structure.
4. **Data Mapping**: Early workshops with Tim to define mappings from internal system to Tabs usage model.
5. **Exceptions Library**: Maintain a tabulated list of exceptions—VOE vs. bank fee, special contract overrides, field review logic.
6. **Tim as QA Partner**: Build trust with Tim by assigning Vanessa or equivalent to serve as his “peer reviewer” through onboarding.

## **📅 Timeline Expectations**

* **Go-live target**: June–August 2025.
* **Preferred approach**: “Shallow-end first” → test with TES and scale to more complex lines.
* **Dry runs expected**: Trial invoice generation with internal validation in parallel with legacy.