## Merchant Name: Balto Implementation POC: Michael *(IM to fill)* CX POC: *[IMP to Add]*

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| Notes Sections   *(AE to fill if they have, Implementation to be completion DRI on handoff)*   * Info on how merchant bills   **Direct billing:** Balto bills most customers directly on standard contracts, typically invoicing on signature with quarterly invoicing thereafter.  **RingCentral channel:** They also have a **reseller/OEM model with RingCentral**, where RingCentral sends them notices of signed deals. Balto then compiles all active subscriptions and **bills RingCentral monthly**, including separate implementation fees invoiced individually.  They handle all this largely manually today - entering contracts into QuickBooks, tracking implementation status, and building rev rec + invoice schedules in spreadsheets.  1) What is the merchant temperament?  Pragmatic & ROI-focused: Erin and Travis are practical operators, focused on doing more with less and only investing in “need-to-haves,” not nice-to-haves.  Scaling lean: They want to handle 50% YoY growth without layering on headcount — staying small but mighty, with Tabs helping automate and streamline.  Cautious but open: Friendly, detail-oriented, and want clear proof of time savings, cash acceleration, and a solid path to reducing manual work.  3) What are the Tabs features that the key POC cares about?  **Free up the finance team & eliminate manual work**   * Travis spends **multiple days a month** on spreadsheets for rev rec, variance analysis, invoice reconciliation & reporting. * Erin expects Tabs to save them “**a month a year or more**” in team time.   **Reduce DSO & accelerate cash**   * Currently **~65 day DSO**. Tabs will streamline invoicing & collections, help shorten cash cycles, and drive more predictability.   **Scale without adding headcount**   * Tabs is key to helping them grow 50%+ YoY **without hiring more finance staff**, by automating billing, rev rec & collections.   **Centralize billing, rev rec & audit trail — get out of spreadsheets**   * Today: heavy reliance on spreadsheets, even Kanban boards to track late collections. * Future state: clean, automated systems with full contract & revenue audit trail, better for close & eventual audits.   **Lay groundwork for stronger cash forecasting & board-level visibility**   * Board is very focused on cash & runway. Tabs will help build more accurate cash forecasts (tying in actual days-to-pay & collections patterns). |
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### Billing model *(Entire Section: Implementation to fill section)*

* Are there unique things about the customer creation process for this merchant?
* Information on how merchant bills
* How contract is broken up
* One off things to know about the merchant

### Contract Processing Steps *(Entire Section: Implementation/Success to fill Post-Go Live)*

1. Steps to process
   1. Mark SOWs as processed with no BTs. Process other docs.
   2. Integration item should be closest match
      1. all products with the word "overage" should be tied to Additional Users integration item
   3. Usage in arrears

1. Anything to ignore in contracts?
2. 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)
3. Default Service Term
   1. If None Listed, Ops Default is 1 Year
4. Default Net Payment Terms
   1. If None, Ops Default is 0
5. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
6. 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) *(Entire Section: Implementation/Success to fill Post-Go Live)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Entire Section: Implementation/Success to fill Post-Go Live)*

* 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)  
*(Entire Section: Implementation/Success to fill Post-Go Live)*

* 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 *(Entire Section: Implementation/Success to fill Post-Go Live)*

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

### Feature Requests *(AE to fill for all requests prior to Imp handoff, Imp to fill prior to go-live/Success to fill to fill Post-Go Live)*

* FR 1
  + What is it
  + Why it's important
  + Urgency

### Merchant Calls *(AE to fill for all videos prior to Imp involvement, Imp to fill prior to go-live/Success to fill to fill Post-Go Live)*

* Intro call - <https://us-56595.app.gong.io/call?id=4393660962890085919>
* Custom demo - <https://us-56595.app.gong.io/call?id=3356056612378108091>
* Pricing call - <https://us-56595.app.gong.io/call?id=2572629922987527934>
* ROI call with Rebecca - <https://us-56595.app.gong.io/call?id=975483269103209412>