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

### Key people at Merchant

### Accountant: Richard Coppolino (DM, Main User)

### CFO: Nathan Mayer (CFO, EB)

### Director of FP&A: N/A

### Customer service rep who is really involved: N/A

### Account Receivable POC: :N/a

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| Notes Sections   *(AE to fill if they have, Implementation to be completion DRI on handoff)*   * Info on how merchant bills   **Billing Models:**   * **Subscriptions:** Core SaaS/telecom services billed monthly, quarterly, or annually depending on the contract. * **Milestone/Project Billing:** For implementations and professional services; milestones sometimes tied to go-live events, sometimes estimated timelines (30/60/90 days). Communicated that this will be fully manual for invoice, revenue, and service adjustments. * **One-Time Hardware Sales:** Devices/equipment billed as discrete line items. * **Training/Professional Services:** Typically billed as annual or one-time line items alongside service contracts. * ***Consumer/PLG Side: Exists but small/immaterial — not a focus for automation. Tabs will not be owning this workflow - defined in SOW and in email***   **Systems in Use:**   * **Salesforce:** Used for estimates/opportunities; not structured with full CPQ or item tagging. * **Stripe:** Used for setting up subscriptions and processing ACH/credit card payments. * **QuickBooks Online (QBO):** Ledger of record. Many manual adjustments at period close. Revenue schedules and renewals tracked in **spreadsheets**. * **Tax:** Avalara for sales tax.   **International (NOT IN SCOPE FOR TABSl:**   * ~10% business internationally (e.g., Mexico, Taiwan). Current process is ad hoc. * Invoicing can be in foreign currencies, but FX/withholdings handled manually in QBO.   1) What is the merchant temperament?  **Eager but cautious:** Richard is only a week into his role but wants to move quickly - stated multiple times he’d like to make a decision “in the next few days.”  **Practical:** Comfortable with some manual workarounds as long as Tabs handles the bulk of automation.  **Scaling mindset:** Emphasis on putting in systems that can support Cape today but also scale over 12–36 months  **Detail-oriented / accounting-minded:** Asks pointed questions about journal entries, period locking, withholdings, COGS/inventory accounting.  **Collaborative but new:** Admits he’s still learning Cape’s systems; open to guidance. Wants to “rip the bandaid off” with a solution he can iterate on rather than over-engineer up front.  3) What are the Tabs features that the key POC cares about?  **Contract Ingestion (AI/LLM):** Reliance on **PDF order forms as source of truth** rather than Salesforce fields. Resonated strongly given Cape’s non-standard, redlined defense contracts.  **Invoicing Automation:** Auto-generation and scheduling of invoices from contract terms (subscription + milestone). Visibility and review in Tabs before sending.  **QuickBooks Online Integration:**   * Bilateral sync (customers, invoices, payments, journal entries). * Locks and period controls mirrored from QBO. * Mapping to revenue accounts.   **Payments & Collections:**   * Stripe + Plaid integrations for credit card, ACH, and US bank feeds. * Auto-matching of payments to invoices (with manual reconciliation if needed). * Automated collections/dunning with visibility into customer invoice opens.   **Revenue Recognition & Reporting:**   * Automated rev rec schedules from contracts. * ARR reporting, deferred revenue waterfall, aging and cash forecasting. * Ability to track renewals and NDR (moving away from spreadsheets).   **Auditability & Controls:**   * Audit trails for invoice sends, email opens, and credit memos. * Month-end close checklist (billing complete, unmatched payments, flux analysis).   **Avalara Integration:** Native support for sales tax. |
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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
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) *(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)*

* Disco (9/22)
  + <https://us-56595.app.gong.io/call?id=8947170929940109126>
* Technical and Contract Review (9/24)
  + <https://us-56595.app.gong.io/call?id=8623706712652347312>
* Partnership Alignment (9/29)
  + <https://us-56595.app.gong.io/call?id=1949061146316619319>