## Merchant Name *(AE to fill): Crelate* Implementation POC: Jean *(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 Subscription fee for number of users and what modules they choose to adopt. Can be annual, quarterly, semi-annual, or monthly. Also charge for implementation services. Quantities are set upon contract signature. This is not usage and addendums are signed when users are added for the outstanding amount they will be billed for in the term   1) What is the merchant temperament?  Very chill. Clark (VP of Finance and Ops, <https://www.linkedin.com/in/clarkmahy/>) and Chris (Controller/Accountant, <https://www.linkedin.com/in/cburks/>) are a two person finance team managing AR for 1000+ customers. They have the ick from Chargebee and are MASSIVE proponents of AI. This was an initiative and priority handed down from their CEO. Really want to be involved in product feedback and pushing us towards our next phase of growth.  3) What are the Tabs features that the key POC cares about?  **Contract Management:** They want to see products by customer pulled from their contracts rather than living in their contracts in google drive  **Invoicing:** Auto population of invoices and invoice schedule. They have no way to track which payment terms customers have. Want an easy way to schedule invoices upon contract being finished processing.  **Collections:** No visibility into accurate AR aging today and cash forecasting. With a large customer base, its very hard to understand which invoices are outstanding by customer  **Payments:** Want to push Credit Card fees onto their customers with Tabs. They are currently losing ~$250k per year in Stripe fees. Huge value add for them and immediate win for Tabs  **Reporting:** Doing Rev Rec and ARR reporting in Excel today. Debating whether to do this in Tabs or Rillet.  **Source of Truth for Finance:** Want one source of truth for finance, which can be either Tabs or Rillet. Want to have the systems working in tandem and closing the loop as a bi-lateral source of truth  **Cash Application:** A seamless way to reconcile invoice payments and decrease DSO |
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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. Locate BTs: All billable terms are found in the "Subscription Purchase Form" and "Professional Services Statement of Work (SOW)" sections of the contract PDFs.
   2. Item Name:
      1. Use the product name from the "Name" column in the pricing tables.
      2. Examples: "Crelate Recruit - Business Plus", "New User Classroom"
   3. Quantity:
      1. Use the "QTY" column in the contract table.
      2. If not listed, default to 1.
      3. For Insights Agent and Discovery Agent, use [this](https://docs.google.com/spreadsheets/d/1_YcQ7iUqUtG1WpWwzcT2Oohw0oey3CW15DCRxs-2kzs/edit?gid=1580331931#gid=1580331931) sheet for qty
   4. Total Price:
      1. Use the subtotal listed per line item.
      2. Process discount inline
      3. Example: "New User Classroom" is discounted \$495.00 → create a \$-495 BT.
   5. Billing Start Date:
      1. Use the explicitly stated Billing Start Date if listed.
   6. Service Start Date:
      1. Use the same as the Billing Start Date unless another service commencement date is listed.
   7. Months of Service\*\*:
      1. Use term length if stated.
      2. Defaults if above is not stated:
         1. For subscription items, use 12 months.
         2. For one-time services (e.g., trainings), use 1 month.
   8. Frequency:
      1. For subscription lines, use contract billing frequency.
      2. For one-time items like "New User Classroom", set to \*\*None\*\*.
   9. Net Terms:
      1. As listed in the contract.
      2. If listed as "Due upon receipt" → use 0 for Net Terms.
   10. Integration Item\*\*:
       1. Leave blank
   11. Ignore:
       1. No items need to be ignored in these contracts. All listed billable or discounted items should be processed.
   12. Implementation Fees:
       1. Sometimes flat rate - implementation on the contract
          1. For example: $5000 40% upfront and 60% on completion
          2. Set 60% to six months in the future
   13. Amendment Type: Mid Cycle Upsell
       1. Context: Customer has existing contract with active billing terms, new contract is signed mid cycle.
       2. Guidance: When new items come in they should be prorated to match the remaining period of the current contract cycle and kick in the existing invoice cadence. Add new items to the existing contract not on the new contract
   14. Amendment Type: Churns
       1. Context: Customer has existing contract with active billing terms, new contract is ingested indicating churned status
       2. Guidance: Shorten all current billing terms to the new end date, adjust revenue recognition for new shortened period as well
   15. Amendment Type: Replacement Upsell
       1. Context: Customer has existing contract with active billing terms, new contract is signed mid cycle that replaces the existing one
       2. Guidance: End the current contract as you would a churn by shortening the current billing terms and revenue recognition. With the new contract use that as the new invoice cadence moving forward. If items were pre-paid upfront or between invoices then ensure credits are added a new negative amount billing term on the new contract titled Credit for {item\_name}.
       3. Business, Business Plus: if it doesn't have one of those three then its a replacement (distinguishing replacement vs addon upsell)
       4. Process discounts with discounts on garage
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)*

* HS Integration
  + HS integration with Tabs to sync back payment data and customer information
  + They want sales to do their thing in HS and Tabs to be their source of truth for subscription data
  + Will want to set up during implementation
* Rillet Integration
  + Want Rillet and Tabs to integrate similar to our QBO integration
  + Rillet will be their ERP and they do not want to do manual work. Need one source of truth for finance
  + High
* Auto-Renewals to generate new invoices
  + Upon auto-renewal, want another year of invoicing and contracts to be generated in Tabs
  + Have a large customer base and many with autorenewals that they just want to reup for another year
  + Medium
* Historical Data Imported to Tabs
  + Want ARR, Rev Rec, and invoicing historicals pulled into Tabs
  + They want Tabs + Rillet to be their source of truth for AR and finance, and believe this happens with the historicals
  + High post opt-out. We will not be doing any historical work pre 1/1/25 until they commit to moving forward with Tabs after 7/1/25

### 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 2/19
  + <https://us-56595.app.gong.io/call?id=6778647446069222392>
  + Dicussed: **Crelate is replacing Chargebee by July 1st** due to data integrity issues and manual processes; they may keep QuickBooks but need a scalable AR and revrec solution that integrates with their proprietary app and improves billing logic.
  + **Tabs offers a strong fit** with its AI-driven revenue automation, contract-based invoicing, two-way integrations (including HubSpot), ability to push credit card fees to customers, and flat-fee pricing with no implementation costs.
* Demo 2/26 - <https://us-56595.app.gong.io/call?id=2335353236226648390>
  + Discussed: **End-to-end AR and revenue automation** Tabs automates invoicing, collections, revenue recognition, renewals, and reporting from contract execution—reducing manual work, improving accuracy, and syncing data back to the ERP (e.g., QuickBooks).
  + **Customizable, audit-friendly workflows** Tabs supports granular rev rec by SKU/category, handles billing changes mid-cycle, syncs with HubSpot, and offers flexible controls for things like credit card fee logic, user permissions, and contract exception handling.
* Sync with Chris on ROI ¾ - <https://us-56595.app.gong.io/call?id=6192031423013469678>
  + Discussed: Discussing the key focus areas for Chris's team, which are accuracy of numbers, cost, and efficiency
  + Reviewing the ROI calculations and metrics such as reduced DSO, increased revenue capture, and decreased operational costs
  + Addressing the accuracy issues with Chris's current solution, Chart B
* Sandbox Walkthrough and ERP convo 3/7 - <https://us-56595.app.gong.io/call?id=2456141497461099247>
  + Discussed: Tabs' AI-powered technology can automate the contract ingestion and revenue recognition process, extracting key terms with 90-95% accuracy and providing a 100% accurate audit layer.
  + Tabs' platform can integrate with the client's existing QuickBooks system with a one-click process, allowing them to pull legacy data and start automating their workflows without significant development work.
* Product Updates 3/11 - <https://us-56595.app.gong.io/call?id=8675916270037419868>
  + ***NOTE: All of what we discussed here are not requirements for implementation. Specifically, they will not be customizing the payments portal or pulling products from our API***
* Call with Crelate CS team 3/24 - <https://us-56595.app.gong.io/call?id=5070163611962506640>
  + Discussed: Autorenewals in Tabs and Adendums mid contract
* Partnership Alignment 3/31 - <https://us-56595.app.gong.io/call?id=8851219177822041794>
  + Discussed Rillet integration with Tabs, and need to haves versus nice to haves