## Merchant Name: Vapi AI Implementation POC: Meg *(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  **PLG (Self-Serve) Billing**  * **Model**: Credit-based, auto-reloading via Stripe. * **Revenue**: ~$9.3M ARR, thousands of customers. * **Process**:    + Customers prepay for credits.   + Credits auto-reload at thresholds ($10–$50).   + Pricing is fractional (per AI call minute).   + Handled fully via Stripe, works well.  **SLG (Enterprise) Billing**  * **Model**: Contract-based billing via QuickBooks. * **Revenue**: ~$5.3M ARR, 38 customers (doubling to ~75 by Jan). * **Process**:    + Manual review of MSAs and contracts.   + Invoices created by hand in QBO.   + Usage tracked in PostHog → reconciled monthly.   + Rev rec, collections, and reporting done in spreadsheets.   + Collections: QBO reminders → spreadsheet aging → manual escalation.   1) What is the merchant temperament?  Amir is Head of Finance and joined a month ago as the first in house finance hire. He’s supported by Tyler and Alex from Punch Financial, one of our partners.  Alex - invoicing collections, Tyler = MEC and Rev reporting (tabs enables move off)  Vapi’s team is strategic, technically savvy, and growth-focused, but currently constrained by manual processes.  Pragmatic but overextended: Amir (Ops/Rev), Alex (Billing), and Tyler (Finance/Exec) are all managing mission-critical revenue ops manually, despite high growth.  Not resistant to change: They are open and even eager to automate — Amir said, “I think we are on the right direction here” after seeing Tabs in action.  Finance-mature but resource-light: They understand rev rec, ARR, DSO, and audits, but outsource accounting to Punch and don’t want to grow headcount.  Audit- and scale-conscious: Tyler specifically emphasized audit readiness and focusing staff time on strategic finance, not spreadsheet gymnastics.  Cautiously collaborative: They're evaluating multiple tools (Tabs, Numeral, Anrok, Ledger), but willing to move fast if the solution is right.  3) What are the Tabs features that the key POC cares about?  The primary point of contact is **Amir Ram**, with strong input from **Alex** (billing) and **Tyler** (finance leadership). Here are the most valued Tabs features: **💼 For Amir (Revenue / Ops)**  * Automated contract ingestion and invoice creation from MSAs. * Usage billing + mid-term overage detection → **triggers for renegotiation/expansion**. * Renewal visibility and alerts for sales/account teams. * **Avoiding hiring** while supporting 2x SLG growth.  **🧾 For Alex (Billing Owner)**  * Replace manual invoicing in QuickBooks. * Automated collections + AR tracking. * Cash app via Plaid + usage of Stripe rails. * In-depth AR and aging analytics to **replace spreadsheets**. * Ability to append usage receipts to invoices.  **📊 For Tyler (Finance/Exec)**  * GAAP-compliant rev rec and journal entry generation. * Month-end close automation and audit readiness. * Consolidated revenue visibility across PLG + SLG. * Forecasting and reporting by product/revenue category. |
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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

Example contracts:

* 271e108b-e691-41f4-b3ed-6dce565a0566
* C6693aa4-3dc2-4e5b-a144-0f098079fefb
* c4661eaa-18f0-4ae5-adc9-18b737634f15
* 67ef7d3f-9a0c-4bfe-8d80-147a3ce5de65

### **Locate Billing Terms**

* Billing terms are always captured in the signed Order Form (usually the first page)  
  
* Each fee type should be processed as its own BT
* Overage BT should **only** be created if noted in contract as a per minute fee or if the billing frequency is specified
  + E.g. 48ed6c86-656a-4ddf-b022-a51237ba2863



* + **Do not** need to create BT for “Additional usage tier”



* Ignore descriptions under "Services" that do not contain pricing

### **Item Name**

* Use the label associated with each line item in the pricing section
  + Examples: "Platform License Fee", "Annual Usage Fee", "Setup / Integration / Training Fee"

### **Quantity**

* Use the quantity noted for each product; if none, default to one
  + Platform, integration, and one-time fees will usually be 1
  + Annual usage fee usually notes the number of included minutes
    - Example above has 600,000 minutes - this would be the quantity

### **Service Start Date**

* Use the contract's "Effective Date" if listed
* If not explicitly provided, use the signature date as a fallback

### **Months of Service**

* Usually listed in “Service Term”
  + If not stated, default to 12
  + Most VAPI contracts state a 12-month initial term

### **Billing Type**

* Flat except for usage BT
* **Only** create usage BT for if a per minute rate is specified or a billing period is specified
  + Per minute usage BT can be billed monthly in arrears
* E.g. for cefcc268-d252-48c5-9c25-3b066387da2e (per minute)
* And 48ed6c86-656a-4ddf-b022-a51237ba2863 (billing period is specified)

### **Total Price**

* Use the price for the individual billing period
* Frequency usually listed in “Total Amount Due” section
* There is often an initial payment that is due at signing
  + The next payment for that billing period should deduct this initial payment
  + In the example above $15k is due at signing and the remaining $120k is due in quarterly installments following
    - The $15k and pilot period is considered the first quarter
  + The total contract amount is $135k - quarterly amount due is $33.75k. Broken down for the 2 products:
    - $11.25k per quarter for platform license
    - $22.5k per quarter for annual usage
  + You would make one BT for “initial payment” in the amount of $15k
  + At the end of the pilot period (30 days), you would invoice for the remaining $18.75k
    - This would be split into 2 products
    - $11.25k - $7.5k (initial payment) = $3.75k for platform license
    - $22.5k - $7.5k (initial payment) = $15k for annual usage
  + Then create BT for the remaining 3 quarterly payments:
    - $11.25k per quarter for platform license
    - $22.5k per quarter for annual usage

### **Billing Start Date**

* Depends on payment frequency (see above)

### **Frequency & Period**

* Determine based on payment terms usually noted in “total amount due”
* If billing schedule is not noted, default to annual, one-time payment

### **Net Terms**

* Look for language in the agreement or terms & conditions (look in “payment and fees” sections)  
  + If stated as "full payment due within 90 days of invoice" → Net 90
  + Due upon signing = net 0
  + If not stated, default to Net 30

### **Billing Timing**

* Bill first of period
* Bill in arrears for usage

### **Integration Item**



### **11. Ignore**

* Do not create BTs for waived line items (e.g., setup fee marked "WAIVED")

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)*

* API integration to PostHog
  + They want to build a connection from PostHog to Tabs on their end for usage data
  + Credit based usage model
  + Low - they’ll build this

### 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 (7/23)
  + https://us-56595.app.gong.io/call?id=4668592166497129899
* Demo (7/28)
  + https://us-56595.app.gong.io/call?id=8482296302047720564
* Implementation and Pricing (7/29)
  + https://us-56595.app.gong.io/call?id=8847966359886219761