## Merchant : Extole

**Demo date:** 8/21/25  
**Scoping start date:** Aug 22, 2025

**MSA Signature Date:** Sep 23, 2025  
**Onboarding Kick Off Date:** Oct 7, 2025

[If Exists] Opt Out Date: N/A  
**Go Live Date:** **TBC** *(flexible by EoY)*

GTM POC: Ally  
Implementation POC: **TBC**

ERP: QBO

Tax Integration: No Tax

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Key people at Merchant

* **CFO**: Robert Costanzo (Economic Buyer)
* **Finance Manager**: Kelly Nguyen (co- End-User)
  + Kelly once mentioned a colleague, Veronica Corghencea (Moldova-based Accountant), who “handles a lot of the AR Management”, but Veronica wasn’t involved in this process whatsoever

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| AE/ Implementation Notes Sections [Ops International Team to Ignore]   * **Info on how merchant bills:**   + **Implementation fees** – separate line item on initial invoice   + **Subscription invoices** – annual, quarterly, or monthly SaaS platform fees   + *[see more context under Feature Requests]* **Passthrough invoices -** Extole alerts its Corporate customers to refill their gift cards / rewards ‘balance’ when the balance drops below a threshold (e.g. once below $1,000, Extole invoices for a top-up (e.g., $20,000), then Extole immediately pays their rewards provider. **Note:** this is NOT revenue and therefore will be handled in a separate Tabs instance so as not to muddy collections, A/R Aging, revrec, etc. These invoices will be handled manually by the merchant. * Is there any important merchant relationship information?  **1) What is the merchant temperament?**   + Very technically competent finance team; Rob has historically built a ton of automations across their prev. patchwork of systems. We review API docs with him directly. He and Kelly both manually key in all contract terms into SFDC, so they are both SFDC power-users.   + **Key POC:** Rob (CFO) and Kelly (Finance Manager) were on just about every call together.     1. Rob is the boss, but consulted Kelly on every aspect of product functionality “What do you think of this Kelly? Do you have a sense of how this would work for you?”     2. Rob is very interested in the AI story / where Tabs can go. Deeply understands how Tabs becomes a foundational (and therefore sticky) element of FinOps and wants to see Tabs innovate on querying functionality “e.g. what's the AR concentration of my top client; how do different customer segments differ in likelihood of churn”     3. Kelly always joins video off   + **What are the Tabs features that the key POC cares about?**     1. values Tabs ensuring invoices are correct on the first pass, syncing properly to QuickBooks [their biggest pain is contract ingestion and managing renewals / mid-cycle changes, which is 100% manual today]     2. Rob wants to ensure data captured in Tabs (contract components, revenue schedules) can flow back into Salesforce via APIs [above what Tabs syncs back, he will likely build his own automations via our end points to pull in fields relevant for other Extole functions     3. RevRec: Spent time on how Tabs will know what hasn’t been billed yet, how to accrue revenue     4. Rob asked detailed questions about how configuration and rollout work, emphasizing the importance of an all-at-once implementation (vs. piecemeal)     5. See bottom for info on separate platform instance for passthrough invoices |
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### Company summary

Extole is an enterprise referral SaaS platform that powers customer referral/rewards programs for consumer-facing businesses (fintechs, consumer apps, health brands). Their platform helps brands drive customer acquisition and engagement by leveraging word-of-mouth referrals, rewards distribution, and loyalty incentives. They offer tools to design, launch, automate, and optimize campaigns (e.g. “refer-a-friend”, “drop-a-hint”), with integrated reward fulfillment, fraud control, analytics, and API integrations.

Goals (North star)

**What is the merchant's goal?**

* **For Rob:** (strategic and system-level)
  + **End-to-End Process Automation**: Wants Tabs to cover the *entire contract-to-revenue cycle* so the team isn’t juggling multiple partial tools
  + **System Consolidation / Cost Savings**: Hopes Tabs can *replace other tools* like YayPay (invoice automation) and Wise Layer, reducing cost and complexity
* **For Kelly:** (operational and process-focused)
  + **Journal Entries & Accruals**: Seeks automation for creating and posting rev rec journal entries into QuickBooks, including accruals for unbilled revenue
  + **Error Reduction**: Hopes Tabs will *eliminate manual miskeys* that currently cause missed or incorrect invoices
  + **Collections Visibility**: Needs clear reporting on which customers owe what, to prioritize follow-ups and improve collections

**What pain are we solving?**

* Manual invoicing: Rob + Kelly are BOTH manually read 10-30 contracts / mo to input the billing objects into SFDC, then generate invoices via SFDC download>YayPay>QBO (WiseLayer reactively for contract error detection)
* Revenue Leakage: have forgotten to invoice (gave a $20k example, didn't realize until months later)
* Manually tracking 50-75 renewals/Q (amendments to start dates/upsells)
* Manually handling revrec (especially hard with mid-month contract changes)
* Current cash forecasting "isn't going to cut it"; "it matters a lot to see if an invoice is being paid net 30 or 60 and if it's going to be Sep or next Jan"

**Their current order-to-cash process:**

* Salesforce Opportunity → Rob & Kelly manually interpret contract → enter into Salesforce billing objects
* Salesforce report → export → SaasAnt bulk upload to QBO
* QuickBooks generates invoices → ACH/check/CC payments
* Veronica handles AR, collections, AP portal uploads
* Rob & Kelly reconcile monthly; rev rec manual

**Why are they buying Tabs?** Rob and Kelly chose Tabs to eliminate manual, error-prone finance work and replace their patchwork of tools with one system that automates contract ingestion, billing, AR reporting, and revenue recognition  
  
**Is there an opt out clause?** No

### **Billing model**

* **Implementation fees** – separate line item on initial invoice
* **Subscription invoices** – annual, quarterly, or monthly SaaS platform fees
* *[see more context under Feature Requests]* **Passthrough invoices -** Extole alerts its Corporate customers to refill their gift cards / rewards ‘balance’ when the balance drops below a threshold (e.g. once below $1,000, Extole invoices for a top-up (e.g., $20,000), then Extole immediately pays their rewards provider. **Note:** this is NOT revenue and therefore will be handled in a separate Tabs instance so as not to muddy collections, A/R Aging, revrec, etc. These invoices will be handled manually by the merchant.

### Contract Processing Steps

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)

* Any important information on events billing

Integration Items Processing (if necessary)

* 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)

* 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

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

### Feature Requests

FR 1

* **What is it:** separate Tabs instance for manual management of Extole’s passthrough invoices
* **Why it's important:** Extole wants invoices to look the same between their typical invoices and these
* **Urgency:** flexible, scope during Implementation [we had set the expectation that this
* **Further Context**:[this is what we proposed in terms of workflows](https://mail-attachment.googleusercontent.com/attachment/u/0/?ui=2&ik=36ecad4f5c&attid=0.1&permmsgid=msg-f:1843971117265530555&th=199719f61cb12ebb&view=att&disp=inline&realattid=f_mfv4jmqd0&zw&saddbat=ANGjdJ8xTB2F6TnKGGhGmMPyY9kWdvBKDygbQhCCz_WbVXfx16PP5lUC_KppOMEughDyz5ptntdDUeqL31y9ZzUr5nNVSQTMwugcQqGbSc7AcTq5M1iYeh0YRXq9HoJ5BugOk9eP1_xlP9Q5ny8c9VyWk9M4N1-D1__8RSQOSQlUw2AlJrtfbnaaoM2w9tk1Dz5cVlUTg_Hkj5mIlzPJfPZOXJEM37a5Pt_tl7TJFiScU4ZL8R39KbEO_ar-wqI5EtdBN6s8CfVAxEsaIj_klwG_DBHVlez8dq3VZ2mIUKCYoCkv7KiZT_5jQUJyf-uH_A53oOaIqFMvQrcBQvfx-Dndu0G28Opi0JdZ6b1Gh_Vhjedw-MQeDvxZ5UV3I6kHpPGmC120uzWDMdFoJ1Z2_lxVgt8W8_udGjB8BvJ7cBgzLUs2Jqk83DOK4P_RlY8RUwpUfUsoSXuoInKH2NghRYtsN-0lkwBK0TawFyAB0QCCdAAEKjPB1k17stdLrDyA6VtinM8x78bVFdYPB5kyZ7SrPrF6z6Ah2oS14DT5D9DwhXdwH7W4zldMhgBMYa0nBB58OprbVoKhSW6cPGSCAzWASQ94hhAmFnmcytkgVj57ZXEk_LKt0SzTeurDuQbqQCiDoSN09PiC-Pu7NC5S3WkwzTwwtsOfeneSDOQa1I4e_BmPeOYdU4sl5cma2VZzGw5cI5LjTzZ80inl1-w8KlESq-2fij4J1wooFNPq5ECBA_ZTUJC94jjINXni_D-8aXGZp77RcUzE0hguAM4DLk1cnZC1DFgJ23wUQ85iw7P95BMsKDPZOG3nsOCLRp5wu_ZssCcSrQ7J99ezl107fOoRRR8TdOkaZGA5GuRVNIH3hp0SZlDUIMlA-aLjqy5N9IXP3NntBI9Fkiy30fugkYYjVy8O8Z7Zd9Pr_CMuBERLH6Vgw7Uk9GRRq-dAiPx1kLyKdrnnSWEUiLd2HVEgt9rUqGO-u75P9GYNzi78Ycs-VuJpjCcz6ELetn9-VDHqz0g5aZSxB6Ms-Uc03prq)
  + **Our email response to Rob/Kelly on 9.22:**
    - “Separate Tabs instance for passthrough invoices:I reached out internally, and we can support this. One callout that we will only do Cash App in the main instance so that we do not clutter your Slack channels as most transactions in that instance will not be relevant. Instead, you'd cash app in Quickbooks for those invoices and that would flow through into Tabs Instance #2. I've attached a quick diagram outlining the differences. **One note:** this is something we would typically up-charge for, but given we're excited for @Ally Lombard to get her first few deals on the board, we're going to waive that charge.”
* *Please let me (Ally) know if this causes major issues during Implementation, as we set very clear expectations on these throughout the sale process*

FR 2

* Pulling in invoice descriptions and PO numbers from SFDC
  + **Our email response to Rob/Kelly on 9.22:** “If it isn't explicitly on the contract, the easiest way is to use a custom field in SFDC and match it to a custom field in Tabs. This takes ~2 minutes to set up.”

FR 3

* Invoice descriptions "have a typical format that we like to go and follow"
  + **Our email response to Rob/Kelly on 9.22:** “We can easily standardize the language included on the billing items on the invoice to ensure they include details around invoicing frequency. If there are other custom fields that you want on invoice that are standard (as in you want the field on all invoices) across all customers, we can set those up during implementation.”

### Rewatch Calls

* [Intro Disco 8.18](https://us-56595.app.gong.io/call?id=3397853849305233289)
* [Standard Demo 8.21](https://us-56595.app.gong.io/call?id=6592925626357568175)
* [Demo Debrief, Pricing, SFDC Scoping 8.22](https://us-56595.app.gong.io/call?id=707212479506730942)
* [Further Technical Scoping, Workflow Diagramming 8.29](https://us-56595.app.gong.io/call?id=2788253532478776117)
* [Final Technical Scoping 9.9](https://us-56595.app.gong.io/call?id=8290570138741892073)
* [Tabs AI Story w Ali 9.12](https://us-56595.app.gong.io/call?id=8797860505816832327)
* [Final Technical Questions/Requests, Finalize Commercials, Implementation Timeline 9.18](https://us-56595.app.gong.io/call?id=9068621960620530909)
* (passthrough invoices, generating JEs in QBO, API endpoints, whitelabeling invoice email domain)