Merchant: Raina Music

Demo date: April 9, 2025  
Scoping start date: n/a

MSA Signature Date: April 18, 2025  
Onboarding Kick Off Date: Apr 24, 2025

[If Exists] Opt Out Date: none  
Go Live Date: May 19, 2025 (told him 2 - 3 week timeline)

GTM POC: Kat  
Implementation POC: Dani

ERP: QBO

Tax Integration: No Tax

Key people at Merchant

* Director of Operations: Saagar Chandiramani (Admin/Champion)
* CEO: Vikas Sapra (EB)
* Admin assistant: Was not met in the process, reports to Saagar

| Notes Sections [Ops International Team to Ignore] *(AE/ Implementation to fill)*   * Info on how merchant bills   + Manually setting up subscriptions after onboarding forms are submitted.   + Generating invoices through Stripe.   + Handling overdue payments manually via an admin assistant.   + Reconciling payments with QuickBooks through their accountant. * Is there any important merchant relationship information?   + Inbound, no person relationships to merchants * What is the merchant temperament?   + Saagar: Very nice, will be the day-to-day admin   + Vikas: A bit of rambler, he might hop on for the first call but he should be pretty hands off * Is there a key POC: (i.e.: who is the buyer/decision maker?)   + Director of Operations: Saagar Chandiramani (Admin/Champion)   + CEO: Vikas Sapra (EB) * What are the Tabs features that the key POC cares about?   + Better managing follow-ups for delinquent payments   + Improving check reconciliation   + Streamlining subscription setup   + Setting up infrastructure for reporting down the road. |
| --- |

Company summary  
*(AE to fill)*

Summary of what company does:

Raina Music is a B2B music service that provides curated music solutions for top hospitality brands like Kimpton and Tower Group. They operate on a subscription-based model, offering licensed DJ mixes and playlists tailored to clients' needs. Their services also include providing physical hardware players that manage music within venues. A key feature of their offering is a client dashboard that integrates music management, billing, and customer support. Around $45k a month mrr (half a million arr)

Goals (North star)  
*(AE/ Implementation to fill)*

What is the merchant's goal? What pain are we solving?

Overview:

* + Better managing follow-ups for delinquent payments
  + Improving check reconciliation
  + Streamlining subscription setup
  + Setting up infrastructure for reporting down the road.

Details:

* Billing Complexity: Clients often have multiple entities (e.g., separate LLCs), creating challenges in reconciling payments across different accounts.
  + Clients have multiple different venues with different billing entities but Stripe only allows one vendor within the system even though clients have multiple different venues → have to pay different ACH accounts which makes a complex reconciliation process
* Manual Processes: **Tasks like setting up subscriptions**, reconciling payments, and tracking overdue invoices are time-consuming (admin is handling).
  + Once the onboarding form is completed, there is the manual process of going in and setting up their contract, issuing out all the initial invoices, setting up the subscription (could be lost revenue, 10 - 15 new clients a month, each one takes 5 minutes…around a hour on a month)
  + Tracking collections: Everyone pays on a different schedule so difficult to track (some of net 30, some of net 60) which trickles down to rev rec
* Integration Limitations: Stripe's API is difficult to use without engineering resources, forcing reliance on tools like Zapier for integrations (recently built out a client dashboard)
* Payment Inconsistencies: Issues with Stripe's auto-pay functionality lead to missed payments, each client pays differently → check
  + Take a picture of the check, store the image of it, note down the check number, reconcile with Stripe, mark it as paid, double check customer isn’t getting reminders
    - ACH Debit
    - Credit Card
* Client Visibility: Limited options for clients to manage their payment portals independently.
* No visibility currently (will be important in 2026)

Why Tabs/What’s Important to Raina:

* **Easy implementation from moving data from Stripe to Tabs**
  + Will want to set up autopayment for a lot of customer subscriptions
* Automates contract ingestion using AI to create error-free invoices directly from DocuSign contracts.
* Handles the entire order-to-cash process, including invoicing, dunning (payment reminders), and reconciliation.
* Offers a centralized platform for managing various payment methods (ACH, credit cards, checks) while still leveraging Stripe's payment rails.
  + Checks will be important for them
* Provides direct integration with QuickBooks for seamless reconciliation.
* Will want to set up an API eventually with Zapier to trigger when a customer has been onboarded to their business (not pressing)
  + They know they will not need Zapier anymore to create clients in Stripe
* Future State: A flow where we can shut off service for customers that are ridiculous late on payments (1 - 2 customers a year get shut off so does not happen a lot, no big expectations but would be interested in a future state where we could build together)

Is there an opt out clause? If so, what is the merchant looking for so they do not exercise it?

* No.

Billing model  
*(AE/ Implementation to fill)*

* 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  
*(Implementation/Success to fill)*

### **1. Steps to process**

* BT Location:
  + BTs are typically found in the Statement of Work (SOW) section of each contract.
* Billing Start Date:
  + Find the contract effective date or date listed in the SOW for service start
  + Check if there is language specifying billing is at the beginning of the month, use the first of the effective date month
    - “Client will be invoiced on the 1st of each month for the upcoming month’s Service Fees for all Zones selected under this SOW.”
  + Otherwise, just use the effective date
* Service Start Date:
  + Same as Billing Start Date
* Months of Service:
  + Default to 12 months
  + Use 0 months for one-time fees (e.g., Initial Programming Fees, Hardware Costs).
* Quantity:
  + Use listed quantity
* Total Price:
  + Use the listed price per line item.
  + For monthly subscriptions, calculate total price as monthly fee × number of zones if applicable.
  + For annual contracts, use the total annual price stated, or sum monthly fees × 12 months if needed.
* Frequency:
  + Monthly for recurring services
  + Year for any annual fees
  + None for one-time fees like Initial Programming or Hardware.
* Net Terms:
  + Default to 30
* Usage BTs note: Any line item that is “per” an event will be usage

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)  
*(Implementation/Success to fill)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Implementation/Success to fill)*

* 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)  
*(Implementation/Success to fill)*

* 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  
*(Implementation/Success to fill)*

* 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/Implementation/Success to fill)*

* FR 1
  + What is it
    - Will want to set up an API eventually with Zapier to trigger when a customer has been onboarded to their business (not pressing)
    - Future State: A flow where we can shut off service for customers that are ridiculous late on payments (1 - 2 customers a year get shut off so does not happen a lot, no big expectations but would be interested in a future state where we could build together)

Rewatch Calls  
*(AE/Implementation/Success to fill)*

* Rewatch by dates
  + [Disco](https://us-56595.app.gong.io/call?id=4549772679750650796)
  + [Demo](https://us-56595.app.gong.io/call?id=6779001437520255177)
  + [Deeper Demo](https://us-56595.app.gong.io/call?id=3813899247270347563)