## Merchant

Demo date:   
Scoping start date: Jun 27, 2024

MSA Signature Date: Jul 26, 2024  
Onboarding Kick Off Date: Aug 5, 2024

[If Exists] Opt Out Date: Implementation kickoff. Opt out if not SOC Type 2 compliant by June 2025, and SOC Type 1 compliant by September 2024.  
Go Live Date: Sep 1, 2024

GTM POC: Nick  
Implementation POC: Royce

ERP: QBO

Tax Integration: No Tax

### 

### Key people at Merchant

### Accountant: Areeb Urfani, Senior Manager (Finance) and Shadid Talukder, Senior FP&A Analyst

### CFO: Alamin Mollick, CFO

### Customer service rep who is really involved: Areeb and Shadid

* Account Receivable POC: Areeb
* Billing POC: Areeb

### etc.

### Company summary

AI for customer experience:

Customer experience defines your reputation, success, and longevity in today’s banking environment. Don’t ask users to settle for less; empower them to self-serve any time of the day through AI designed for your financial institution.

Customer-assisted AI, available through voice and digital channels, offers quick and user-friendly solutions. Customers can obtain information 24/7, be routed to a human easily for more complex needs, while also receiving a greater experience from an expert who has all the information they need at their fingertips. Our AI solutions ensure reduced call transfer, reduce and remove wait times, improve first call resolution and opens doors to new prospects.

Goals (North star)

What is the merchant's goal? What pain are we solving? Why are they buying Tabs?

They are a scaling business that has complexity across their contracts. They bill for implementation, subscription, and usage based billing for # of calls. Manually sending invoices out of QBO and calculating billing in a google sheet. Using us for contract management and building the billing schedules. Not using usage billing today, but moving towards it.  
  
Is there an opt out clause? If so, what is the merchant looking for so that they don’t feel the need to exercise it?

Opt out waived at start of implementation. Also can opt out of contract if we are not SOC Type 2 compliant by June 2025, and SOC Type 1 compliant by September 2024.  
  
AE Notes

Any important relationship information  
  
1) What is Merchant Temperament?

Areeb is very smart and has a great relationship with Ali. Shadid has evaluated every other competitor in the industry and never moved forward. They are very technical - easy to work with just have a tendency to continue to dig if we don’t put up boundaries.

2) Is the key POC the buyer/decision maker?

Areeb Urfani and Shadid Talukder

3) What are the Tabs features the key POC care about?

Contract Management. Billing Schedules. QBO Sync. Usage billing inputs

### Billing model

* Info on how merchant bills

Flat fee implementation and subscription. Usage billing for # of API calls and # of calls

* How contract is broken up

MSA and OF are separate. OF includes billable items. 2 pages of items to be billed. Net 30 generally and monthly.

* One off things to know about merchant

Hiring a new controller who will be a main user of Tabs. Onboarding this new rep in early August.

### Billing model

* Are the unique things about the customer creation process for this merchant?

N/A

### Contract Processing Steps

1. Steps to process
2. Anything to ignore in contracts?
3. Specifics processing things 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

They roll up multiple usage events into one billable item. Plan is for them to run this script in their sheet, then input this to Tabs to populate the invoices with one billable item for “usage”

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 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
  + Why it's important
  + Urgency

### Rewatch Calls

* Disco Call
  + <https://tabs.rewatch.com/video/e8tq1rw4ddysufqn-hold-intro-to-tabs-june-10-2024>
* Demo Call
  + <https://tabs.rewatch.com/video/igg6equn63gplqya-areeb-and-nicholas-gatti-june-21-2024>
* Technical/Scoping Call w/ Arjun
  + <https://tabs.rewatch.com/video/g9s63o4wncedx7eh-posh-tabs-technical-sync-june-27-2024>
* Contract Red Lines Call
  + <https://tabs.rewatch.com/video/c5dv1udcdlx2zbzg-posh-tabs-contract-sync-july-19-2024>