## Merchant Name: AlphaAI Technologies DBA Tavily Implementation POC: Royce *(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   + They have a PLG motion that Shai is not interested in bringing into Tabs through the integration. He is open to the idea in the future, but today he would like things to be seperate   + Flat Saas platform fee   + Contract will include an amount of credits the customer has bought. The customer might go over this allotment and become a “pay as you go”. Shai plans to handle this in Stripe and potentially bring this to Tabs in the future   + Additional product could be a security layer for 12 months that is also outlined in the contract   + The SLG motion is new, launched within the last couple of months   1) What is the merchant temperament?  Shai is relatively easy going and open to workflows aka he does not seem 100% set in his way. He is located in Israel (+7 hours to New York) but does work late at times  3) What are the Tabs features that the key POC cares about?   * Invoice generation * Revenue schedule automation * Avalara integration * Stripe integration * QB Integration * Hubspot * Plaid connection (Chase) |
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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  
   **Billing Term Breakdown**

* **Create one BT per distinct service period** or product line as listed in the contract.
* **If multiple payment milestones exist for a single service**, create separate BTs for each milestone.

### **Item Name**

* Use the service name from the "Scope of Services" or relevant contract section.
  + e.g., "Aleph Platform Access" or "Partner Agreement Subscription"

### **Item Description**

* Use to clarify user tiers or milestone payments only if helpful.
  + Example: "Initial Payment for 4.5 months" or "Subscription Fee - Renewal Term"

### **Quantity**

* Use quantity listed; default to 1 if none is specified.
  + User Fees: Admin, Editor, Viewer quantities are explicitly listed.

### **Total Price**

* Use exact value from the contract.
  + For milestone-based fees (e.g., $10K for 4.5 months + $24K for 7.5 months), list as separate BTs.
  + For tiered user fees, calculate total based on additional users beyond included count.

### **Service Start Date**

* Use Order Form Effective Date unless a delayed start is indicated (e.g., post-trial or 3 months later).
  + Example: ARIA contract begins 3 months after Order Form Effective Date.

### **Billing Start Date**

* Match Service Start Date unless payment terms specify otherwise.
  + Example: Delayed Net 120 invoicing may mean billing starts later than service start.
  + Always align with milestone due dates if explicitly listed.

### **Months of Service**

* Calculate based on contract language:
  + 4.5 months + 7.5 months = 12 months (split periods)
  + Trial periods (e.g., 3 months) are their own BTs
  + Default to 12 months if term spans one year without further breakdown

### **Frequency**

* **Annual** if contract refers to full-year fees billed once.
* **None** if BTs are milestone- or event-based.
* **Monthly** if contract explicitly states monthly user charges.

### **Net Terms**

* Use stated net terms from Payment Schedule:
  + e.g., "Net 30", "Net 120"
  + If none listed, default to **30**

### **Special Cases**

* **Vertica contract includes a guaranteed minimum spend** and **partner setup fees**:
  + Process setup fees as separate one-time BTs.
  + Guaranteed minimum shortfall is not a BT unless invoiced directly to customer (watch for red flag).
* **Trial Terms (e.g., ARIA)** should be separate BTs with own start dates and prices.

### **Exclusions**

### **User-Based Pricing**

* Create separate BTs for any user tiers **above included counts**.
  + Common usage based products: additional admin users, additional editor users, additional viewers
  + Calculate annual cost and quantity from pricing tables (e.g., $2,000/year per extra Admin).

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 between Aleph and Tabs
  + Integration between Tabs and the Aleph software
  + Aleph is an FP&A software so it is important for their reporting
  + Medium, I do not anticipate them asking for/needing this immediately but soon into the relationship

### 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)*

* Will need to sync with Rebecca and the calls are currently private and in her name
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