## Merchant

Demo date: February 2025  
Scoping start date: March 2025

MSA Signature Date: July 25th 2025  
Onboarding Kick Off Date: Aug 6th 2025

[If Exists] Opt Out Date: none  
Go Live Date:

GTM POC: Jarrett  
Implementation POC: Meg

ERP: Netsuite

Tax Integration: Avalara

### **Key people at Merchant**

### **CFO:** Issac (Not involved)

* **Controller**: Vera (not very emotional - straight face person)

### **System Integrator**: Jai (independent contractor, proponent of Tabs)

* **Sr Acct:** Adam

### **Accountant:** Alex (“Power User”)

### **Accountant:** Keane (“Kenny”)

* **SFDC Admin**: Kevin ??
* **NS Admin:** Carl
* **VP Data & Analytics (Usage)**: Evan Johnson

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| AE/ Implementation Notes Sections [Ops International Team to Ignore]   * Info on how merchant bills      * Is there any important merchant relationship information?  1) What is the merchant temperament? **Detail-oriented, cautious, and audit-focused**, particularly from Vera (Controller). 2) Is there a key POC: (i.e.: who is the buyer/decision maker?) 3) What are the Tabs features that the key POC cares about?   + Auditability (storing contracts, integration with Ironclad/Salesforce)   + Deferred revenue and cash forecasting reports   + Seamless NetSuite integration Flexibility in handling complex, negotiated billing arrangements |
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### Company summary

Human is a global digital security and analytics company based in New York. They specialize in bot detection, fraud prevention, and providing secure, scalable platforms to enterprise clients. The finance and accounting teams operate heavily on NetSuite but have legacy, highly manual billing processes.

Goals (North star)

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

* Reduce a **10-day billing delay** and shorten invoice-to-cash cycles.
* Improve **cash forecasting** and AR visibility.
* Automate manual processes in billing, revenue recognition, and customer account setup.
* Consolidate scattered data sources (Ironclad, Salesforce, Google Drive).
* Support **complex contracts** with usage-based billing, thresholds, minimums, and multiple subsidiaries.
* Provide robust reporting: revenue slicing by product/customer, deferred revenue reconciliation, AR aging, and FP&A support.

### Billing model

* Highly **customized billing** for enterprise customers: usage-based, minimum thresholds, annual and multi-year contracts.
* Parent-child invoice relationships required for resellers combining multiple customer invoices.
* Invoices are currently sent manually in NetSuite with delayed cycles. Tabs will automate invoicing, dunning, and revenue recognition, with full bidirectional sync to NetSuite.

### 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

* See [here](https://docs.google.com/spreadsheets/d/1S6h_q2QvrHkk8tl9eeluDsF_n1pqUvytpFPYomtNHLs/edit?usp=sharing)

### Rewatch Calls

* Rewatch by dates