## Merchant Name *(AE to fill) Valence* Implementation POC: Dani *(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 Valence bills for licenses for monthly active users, usually as a flat SaaS fee, but occasionally with overages 1) What is the merchant temperament?   We are working primarily with our fractional Partner CFO Neusha and Accountant Nydia - they are very sharp and excited to work with Tabs. If we nail this for them they will bring more accounts to us from their book of business 3) What are the Tabs features that the key POC cares about?  Today the merchant is manually invoicing and using Maxio for Rev Rec. They are excited about Tabs truly automating order to cash end to end. Anything we can do to make AP portal submissions less of a pain for them will also be appreciated  **Pain points:**   * Difficulty with basic accounting tasks like creating invoices and calculating taxes in their current system, Maxio, which they describe as 'super clunky'.Disconnected manual workflows and using Maxio only for revenue recognition, not invoicing * Difficulties with enterprise customer invoicing due to AP portals * The need to unify everything, automate invoicing, simplify audits, and provide scalability without needing to hire more people * Challenges with contract changes, such as a credit in one contract and a rollforward in another * Lack of integration between Maxio and QuickBooks, resulting in the need for manual reconciliations. General concerns about Maxio’s revenue recognition functionality. * A desire to reduce resource allocation and get the company's cash sooner, as they are currently not earning interest on it. * Challenges with Maxio automatically creating invoices years in advance, making it difficult to see what is current and due. * Issues with locking dates and deferred revenue calculations not aligning with their accounting system, QuickBooks. * Frustration about past-due invoices that the previous team did not properly follow up on, which is a nightmare for the finance team. * 45 customers   + Nestle |
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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)*

* **General**
  + Create one BT per billed item per contract year. If a flat amount is billed annually (e.g., $450,000/year), that should be one BT per year.
  + Look for any specific invoicing cadence under payment terms that might split up the payments
    - For example: "Valence will invoice 50% of the Annual fee on the First day of the contract to be paid within 90 days. Valence will invoice the second half of the Annual fee after 6 months of usage to be paid within 90 days."
* **Billing Start Date:**
  + Use the contract effective date unless the contract specifies the subscription term.
  + If invoice timing language is included (e.g. "invoiced 50% on execution"), reflect that as billing start date for that portion.
* **Service Start Date:**
  + Use contract effective date or subscription start date
* **Months of Service:**
  + Use full duration of service term
* **Frequency:**
  + Set to Annual for all contracts, unless explicitly broken up into quarterly/monthly billing.
  + If the entire contract value is invoiced at once, frequency can still be set to Annual (since service spans a year).
    - Look for any specific invoicing cadence under payment terms that change the frequency
      * For example: "Valence will invoice 50% of the Annual fee on the First day of the contract to be paid within 90 days. Valence will invoice the second half of the Annual fee after 6 months of usage to be paid within 90 days."
* **Net Terms:**
  + Use contract language if stated (e.g., "payment due within 90 days").
  + Default to 30 if terms not specified.
* **Quantity:**
  + Use listed quantity if specified (e.g., 1,600 licenses for BMS).
  + If pricing is flat and covers unlimited users, quantity = 1.
* **Item Name and Description:**
  + Item Name = the labeled service or license type (e.g., "Annual Software License").
  + Description = optional; can be left blank unless contract provides helpful breakdown (e.g., tier pricing or tool access).
* **Integration Items:**
  + All BTs should be “Annual Platform Package”
* **Revenue Category (“Category for rev rec”)**
  + Need to set Revenue Category for each BT using the below mapping



* + If it isn’t clear which revenue category to select, please leave blank

| **Item Name** | **Revenue Category** |
| --- | --- |
| Annual License Fees | Annual License Fees |
| Annual Platform Fee | Annual Platform Fee |
| Technical Setup and Technical Support | Technical Setup and Technical Support |
| Services -OR- Service Fees | Technical Setup and Technical Support |
| Discount | Discount |
| Sales Tax | Sales Tax |

* **Overages / Usage Tiers:**
  + Do not process any usage BTs
* **Refunds or Net Pricing:**
  + If the contract shows refunds or credit for earlier purchases, will most likely be treated as a discount and should be a negative BT
* **Ignore:**
  + Optional services not listed as committed charges
  + Any usage BTs
* **Slackbot:**
  + For Reviewers: please send slack bot for the first invoice after processing is complete

1. 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)
2. Default Service Term
   1. If None Listed, Ops Default is 1 Year
3. Default Net Payment Terms
   1. If None, Ops Default is 0
4. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
5. 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?
  + See above

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)*

* FR 1
  + What is it
  + Why it's important
  + Urgency

### 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)*

* Intro call with Ben, Neusha and Nydia - <https://us-56595.app.gong.io/call?id=485412808090721045>
* Tabs Custom demo - <https://us-56595.app.gong.io/call?id=8041510543403927996>
* Initial negotiation call - <https://us-56595.app.gong.io/call?id=3419186319880921633>
* Final negotiation call - <https://us-56595.app.gong.io/call?id=32578183688853985>