TrueRev

intento
Case Study

The **Intento Enterprise MT Hub** connects MT models trained on multiple platforms (such as Amazon, Google AutoML or Microsoft Cognitive Services) with many enterprise software systems.

PROBLEM

Inten.to's process of maintaining revenue in excel spreadsheets was not only extremely time consuming but also proving to be inaccurate.
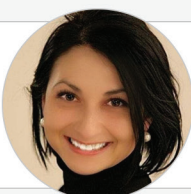
SOLUTION

Implementing the TrueRev solution just made sense, *"It's super logical to see everything in one platform ... TrueRev will definitely help us to understand when we should accrue the revenue because it has the line items for unbilled, deferred and revenue recognized."*

CUSTOMER PROFILE

» **Website**: www.inten.to

» **Company location**: Berkeley, CA (headquarters; international company with employees working all over the world)

» **Industry**: IT Services & IT Consulting

» **Founding year**: 2016

» **Number of employees**: 51-200 employee range from LinkedIn

USER PROFILE

» **Name:** Lucy Zaikina in

» **Position at company**: Revenue Operations

" *With TrueRev it is super easy to manage our contracts and revenue recognition all in one platform.*

LUCY ZAIKINA | Revenue Operations

www.**truerev**.com

Q How has switching to TrueRev helped address this problem? How much time/resources are being saved?

A Lucy was extremely excited about the significant improvement TrueRev stands to make for Inten.to once they make the full switch over to using the platform at the start of the 2023 calendar year. For her, the TrueRev solution just made sense, "*It's super logical to see everything in one platform ... TrueRev will definitely help us to understand when we should accrue the revenue because it has the line items for billed, deferred and revenues*."

She went on to explain the significant time that TrueRev will be able to save her and her team. "*I think next year it will take us about 1 hour to close revenue each month. Today it takes us days to complete revenue each month which leads to more than 10 days to fully close our books*."

Beyond just time, Lucy is also excited about the increased accuracy and sophistication her team will gain by using the platform. "*TrueRev allows us to separate the revenues in between Enterprise and SMB customers ... super cool because it has really helped our management team to track the KPIs and see the revenue trends of how we are performing*."

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[LinkedIn]

Q How do you use the product/how often are you logging in?

A Currently Lucy logs into TrueRev several times each week "*Once fully using TrueRev the accounting staff will record only 3 numbers from TrueRev: totals for unbilled, totals for deferred revenue and totals for recognition and that's it. Simple and easy.*"

Q Would you recommend using TrueRev? If so, who would you recommend using it to?

A Lucy strongly recommends TrueRev to any mid-sized SaaS company. "*For mid-sized companies it's a must have. You don't have to spend your time just recording all of these numbers in excel sheets. All you have to do is just enter the contract balance one time in the system and the system will record everything automatically.*"

💬 **Recommendation:**

Strong recommendation. "*TrueRev is a must have for any SMB SaaS. Super logical to see everything in one platform!*"

ABOUT **TRUEREV**

TrueRev is a Financial Operations (FinOps) Platform that helps SMBs with customer orders/renewals, billing, revenue recognition and SaaS metrics on a single platform.