



Case Study

LineVision is an innovative technology monitoring company setting the standard in overhead power line monitoring, dynamic line ratings and asset management for electric utilities and pipeline operators.

PROBLEM

LineVision was using an overly complex system to manage revenue recognition.

SOLUTION SUMMARY

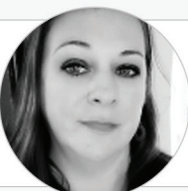
We have a very strange rev rec policy. TrueRev works with the way we bill because we bill differently than we recognize revenue. After switching over to TrueRev, I'm more confident in the accuracy of LineVision's reported data. I'm also saving significant time on a weekly basis - it takes maybe 10 minutes to put in a new contract.

CUSTOMER PROFILE

- › **Website:** www.linevisioninc.com
- › **LinkedIn:** [in](#)
- › **Company location:** Somerville, Massachusetts
- › **Industry:** Utilities
- › **Founding year:** 2018
- › **Number of employees:** 51 - 200 employee range (from LinkedIn)

USER PROFILE

- › **Name:** Kristen Morris [in](#)
- › **Position at company:** Business/People & Finance Operations Manager



I love it. We have a very strange rev rec policy but it works well for me because it's very flexible... takes maybe 10 minutes to put in a contract.

KRISTEN MORRIS | Business/People Finance | Operations Manager

Q What is the main problem that you were trying solve that prompted you to reach out to TrueRev? How were you managing this problem before TrueRev?

A Prior to switching over to TrueRev, LineVision was using another financial operations platform (SaaSOptics) to manage their contracts and revenue and expense recognition. After Kristen started, however, she quickly realized that SaaSOptics was overly complicated and hard to use and that their data was all over the place. After several months she decided it was not going to be worth her time to try and unravel it and decided to look for better and more cost-effective solutions. She explained, "we just needed it for reporting basically, so we wanted to try something simpler."

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

A Kristen logs into TrueRev daily since she handles all of LineVision's invoicing, customer subscriptions, revenue recognition, and investor reporting. Previously, LineVision stored all of their contract documents in a Google Share drive. She now finds it much more organized to store documents in TrueRev where they can be accessed without leaving the app.

Recommendation:

Strong recommendation. "I love the software. It saves me so much time and I feel really confident about the data." Would recommend TrueRev to any small to medium sized SaaS company.

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.

TrueRev Value

Easy to set-up, high touch support, simplicity in design in use.

Q How was the onboarding process with TrueRev?

A The process for onboarding LineVision onto TrueRev was seamless with personal assistance provided whenever needed. "On boarding has been great. A lot of personal attention ... people get back to me almost within an hour if I have a question."

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

A Once Kristen decided to explore alternatives, she did a Google search for SaaS revenue software that integrates with QuickBooks Online (the accounting platform that LineVision uses), and was able to demo several products with various price points. "I did probably about 5 demos with different companies, evaluated price points, and really liked TrueRev's pricing. It made the most sense to me. TrueRev works with the way we bill because we bill differently than we recognize revenue. It was more flexible and it was more affordable. TrueRev's price was much better than SaaSOptics."

After switching over to TrueRev, Kristen is much more confident in the accuracy of LineVision's reported data, and is also saving significant time on a weekly basis. When asked how much time the product was saving her, she explained "honestly, it's a lot. We had to tell our CEO that I had no confidence in our data so time was being wasted every week. I spent over 80 hours or longer trying to unravel the mess, and now that everything is uploaded, it takes an hour or two a week to look at it or run a report."

Contact TrueRev to Learn More

 www.truerev.com

