SUPERIOR COMPETITIVE ADVANTAGE

Keys: ✅ Have it ❌ Don't have it ✔ Kind a have it - not entirely comparable

DESCRIPTION	Xceleran		COMPETITION	
QSP with Intuit / Intuit Partner	✅	2 Years	✅	
QuickBooks Integrator	✅	19 Years	❌	
Years in Business	✅	18 Years (18 brand A, 5 brand B), QBO Integrator 18 Years, QSP 2 Years	✅	12 to 30 + Years
# Current Employees	✅	108, growing & agile, North American (could go Global)	✅	20 to 65
Current Size/Client Load	✅	7,189 total growing 20%+ / year & ready to scale 1,222 over $5M in sales 5,967 under $5M in sales	✅	500 to 3,500
Number of Franchisees	✅	1,228	✅	300 to 10,000
Home Warranty Work Orders Processed w/ Statuses	✅	10,631,250	❌	None
Invoice $'s Processed by XSI Software (end of 2023)	✅	$16,340,592,034	❌	None
ISV - Independent Software Vendor	✅		❌	Not Available
MSP - Managed Service Provider	✅		✅	
Independent Software Vendor Benefits:				
For Franchisors:				
KPI Measuring Tool (measuring of Franchisees)	✅		❌	None
Royalty Calculator	✅		❌	None
Reputation Management Measuring Tool	Coming Q2, '24		❌	None
QBO Integration	✅		❌	None
Custom Integrations / Database Platform	✅		❌	None
COA Software Tool used by Intuit & XSI	✅		✔	None
For Franchisees:	✅		❌	None
Billing / Virtual Terminal Module	✅		❌	None
Customer Scheduler / Customer Engagemnet Center	✅		❌	None
KPI Measurement Tool	✅		❌	None
Reputation Management: (getting Reviews... Google, for instance)	✅		❌	None
Review Solicitation - Automated	✅		❌	None
Review Monitor	Coming Q2, '24		❌	None
Review Removal Service	✅		❌	None
Reputation Management Analytics	✅		❌	None
Recruiting Software - ATS - Applicant Tracking System	✅		❌	None
Managed Service Provider Benefits:				
QBO Software Discount	✅	QBO 30% off first 12 months with 10% off for Life OR Rebate to $0 or more	✅	Range of discounts, offset by charging for other services such as Training, Onboarding, etc...
Discounts to $0 cost for QBO through Rebating	✅	Rebating Program is Flexible	❌	
Humanitarian Cause Donation through Rebating	✅	Coming Q2, '24	❌	
Custom Integration with Franchise / Dealer Network Software	✅	18 years experience building custom integrations	❌	
Onboarding @ $0 Cost for Franchisor or Franchisee	✅		❌	
Onboarding Costs - Paid For	✅	XSI prefers to perform $0 Cost Onboarding IF costs need to be charged, then it's $15 / hour for Migration and $35 / hour for QBO Training XSI's Prices are the lowest in the industry Capped $ Figures can be arranged	✔	This is costly from our competitors. Hourly rates can be as high as $85 / hour There are set up fee's with some. Flat rates can range from $275 to Higher.
Migration of QBD to QBO @ $0 Cost	✅	Premium Onboarding ONLY (no other way at XSI)	❌	No Competitors does $0 support without large fee's for onbaording or training
Migration Assistance: Desktop to Online	✅	XSI prefers to perform $0 Cost Onboarding IF costs need to be charged, then it's $15 / hour for Migration and $35 / hour for QBO Training XSI's Prices are the lowest in the industry Capped $ Figures can be arranged	✅	Set up fees from some competitors. Rates can be from $300 to $500 flat rate. Hourly rates are very high ... As high as $300 / hour.
Support for Life at $0 Cost	✅	As long as the customer is paying through XSI for general QBO, QBO Payroll, and QBO Time, then Support is $0 for Life	❌	Most competitors roll ongoing support over to Intuit.
Training at $0 Cost	✅	QBO Training is $0 for the first 90 days. IF the customer is using other XSI Software and/or Merchant Services, then Training is $0 for Life.	❌	No competitor does training at $0 cost.
Support/training: SU POS Integration help	✅	XSI has 3 Top Merchant Services Companies Integrated with QBO and XSI's Software. Others can be discussed.	✔	Very little support by our Competitors for Merchant Services relative to XSI's integration expertise
COA Implementation @ $0 Cost	✅		❌	
Bookkeeping services	✅	$15 to $35 / hour depending on Skill Set OR Flat Rate Pricing based on # of Monthly Transactions or Scope of Services Packages from $200 / mo. upward. Packages can go as low as $0 through Rebating Program	✔	Competitors range from $90 per hour to flat rates of $300 on average. Some have lower flat rates but are limited by number of transactions or the like.
*QuickBooks vs. Other Software	✅	XSI Offers Bookkeeping Services for ANY Software Platform. QBO is always preferred given XSI's QSP Status	❌	
Build Business Credit with Credit Reporting	✅	Coming Q3, 2024	❌	