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**ACCOUNTING & AUDIT**

# Tally Street Raises Seed Funding to Bring Customer Insights to Small and Medium-sized Businesses

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Tally Street's solution is built for B2B companies who want to retain customers, grow repeat business, and minimize customer credit risk. Small businesses and their advisors are already heavy spreadsheet users, and they don't want yet-another dashboard, so the customer insights are distributed in reports, spreadsheets and via CRMs such as HubSpot and Salesforce.

CEO Brian Suthoff was inspired to start Tally Street after building both a VC-backed, mobile analytics and marketing company, which was recently [acquired by Upland Software](#), and then bootstrapping a liquor distributorship.

As cofounder of Localytics, Suthoff built products to help large enterprises deliver more personalized experiences and boost customer and revenue retention. "Large companies had tools like Localytics and we had insanely talented analysts and software engineers to build whatever we needed", Suthoff explained, "but I had neither of those things when growing a small, not so high-tech business."

One thing all small and medium-sized businesses (SMBs) do have is accounting software, which is typically brimming with customer data and transactions. So Suthoff and cofounders Jim Hall and Steve Frank built a "virtual analyst" that finds the customer stories hiding in accounting data without requiring SMBs to have their own data scientists. Using AI, statistics and smart software, Tally Street automatically analyzes customer retention, flags changes in purchasing and payment behaviors, and more.

Tally Street is already integrated with QuickBooks, Sage Intacct and Xero. Direct integrations with other accounting platforms are planned. Last week Tally Street started invite-only access to an integration with HubSpot. The new CRM integration supports revenue operations by passing customer insights from accounting systems into HubSpot.

The Series Seed was led by Launchpad Venture Group. Tally Street had a previous investment from The Association of International Certified Professional Accountants and CPA.com, who invested in the company as part of their [startup accelerator](#) earlier this year. "Intuitive solutions like Tally Street are transforming the accounting profession as automation of analysis and transactional tasks create

opportunities for CPAs and CFOs to provide more strategic advisory services,” said Kacee Johnson, Strategic Advisor at CPA.com.

**Tally Street** helps uncover the customer stories and insights trapped in accounting data. Businesses know more about their most valuable and profitable customers, what products drive repeat business, and those presenting the most risk. Businesses grow sales and improve cash flow by better aligning finance and revenue operations with sales, marketing and customer success. Tally Street is based in Boston, MA.

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