



# CampusOptics Case Study

**CampusOptics** provides a comprehensive campus safety platform designed specifically for the needs of Higher Education. CampusOptics helps campus safety professionals improve collaboration, reduce institutional risk and enhance safety culture.

## CUSTOMER PROBLEM

Managing revenue recognition by customer and products in complex spreadsheets.

## SOLUTION SUMMARY

Previous founding experience taught me that the longer you keep doing revenue on spreadsheets, the harder it becomes to trust the accuracy of revenue and deferred revenue. You can't really do daily rev rec in excel.

## CUSTOMER PROFILE

- › **Website:** [www.campusoptics.com](http://www.campusoptics.com)
- › **Company location:** Higher Education
- › **Industry:** Austin, TX
- › **Founding year:** 2019
- Number of employees:** 11-50 employee range (from LinkedIn)

## USER PROFILE

- › **Name:** Joe Price 
- › **Position at company:** CEO
- › **Previous:** Co-Founder of AcademicWorks



“ I log into TrueRev every time we sign a new customer and every time somebody's contract renews.

**JOE PRICE** | CEO

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

**A** For Campus Optics, the main pain point was managing revenue recognition on spreadsheets. Campus Optics CEO, Joe Price, knew from previous founding experience that the longer you keep doing revenue on spreadsheets, the harder it becomes to trust the accuracy of revenue and deferred revenue.

Because of this, Joe made sure the Company found a solution before revenue recognition became a problem for his new business. He found TrueRev when CampusOptics had less than 10 customers.

Now, with dozens of active customers, the company has not looked back since and TrueRev has proven to be a tremendous asset as they have continued to grow.

**"You can't do proper revenue recognition in excel. It's a huge time suck."**

**Q** How was the onboarding process with TrueRev?

**A** The TrueRev team is *"always responsive when I have a question - which hasn't come up very often."*

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

**A** For Price and CampusOptics, the problem at hand has always been explicitly clear and TrueRev has always fit the bill in terms of the solution. ***"It's always solved the main problem that I was trying to solve."***

The inaccuracy is so high using Excel and in terms of time saved, I would say multiple hours every week. ***Keep in mind that this is for several dozen customers, the time wasted increases exponentially with growth."***

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

**A** Price logs into TrueRev every time CampusOptics signs a new customer and every time somebody's contract renews (just to make sure the renewal is triggered correctly), which is happening with greater frequency as the company grows. He also noted that Campus Optics accounting team uses it to close the books each month & quarter.



### Recommendation:

Strong recommendation. ***"Any SMB using Quickbooks, and who doesn't want to pay \$20K+ for SaaS Optics, should really take a look at TrueRev."***

### 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.



Contact TrueRev to Learn More

 [www.truev.com](http://www.truev.com)