



MARKETPLACE

Connecting Valuable Services and Products
to Scale Your Home Services Business



A Platform for the Home Services Industry

The explosive growth in mobile usage and the rise of the on-demand economy is creating immense pressure for residential contractors to adopt new technologies and address evolving consumer expectations. Home services contractors in the plumbing, HVAC, and electrical (PHE) industry have traditionally found it challenging to implement and adopt new technologies due to:

1. A lack of synchronization between disparate solutions like marketing automation, reputation management, payments and their core scheduling and dispatching software
2. The high cost of implementation and training required to adopt new solutions

ServiceTitan, the #1 enterprise software for residential contractors, have recognized this pain point and want to revolutionize the way home services businesses access and embrace new technologies. ServiceTitan is the first of its kind to launch ServiceTitan Marketplace, allowing residential contractors to discover best-in-class software apps and related services that seamlessly integrate with ServiceTitan to create the technology platform for the modern home services business.

CHALLENGES TODAY

The PHE home services industry is typically not known for disruptive advancements in technology, particularly in the business management category. Up until the last few years, residential contractors have been given limited choices between using pen and paper or antiquated software to run their day-to-day business.

Recognizing this challenge and opportunity to help residential

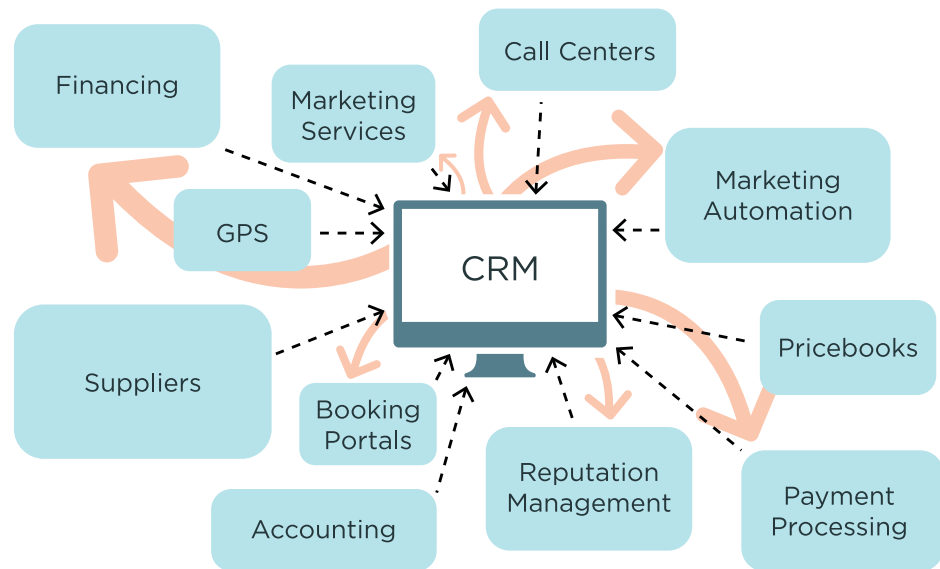
contractors is the main reason ServiceTitan was born and became one of the few technology companies who made a leap to provide cloud-based software. And ServiceTitan isn't the only company paying attention to the PHE industry - now there are hundreds of best-in-class services and cloud-based products offering a solution at every step of the business lifecycle, from call booking to financing and payment processing.



Thus, a new challenge arises for residential plumbing, HVAC, and electrical companies

- 1** The home services industry is both blessed and plagued by many powerful, yet disparate technologies. How do business owners keep up with the newest or best services and products to help take their company to the next level?
- 2** These technologies are quickly becoming essential to enable an effective business, but how do they all work together? How do business owners ensure the systems communicate with each other and share data to get a comprehensive view of their performance?

Figure 1
Disparate Solutions working with a Customer Relationship Management (CRM) Software



POSSIBILITIES FOR TOMORROW

With new technologies launching everyday, home services companies who wish to try different products and services are often left to cobble together a slew of disparate tools and bridge the gaps between them. The reality is most technologies that serve the home services sector do not work together efficiently. There is no

streamlined communication and data is not shared across different systems. The result? Missed opportunities and money left on the table across the business operation.

But what if there was a way to connect different systems and services together? How would it work?



Let's Look at a Couple of Examples

EXAMPLE 1

Marketing Automation

Say your marketing team wants to re-engage customers who have a 10-yr old water heater and are overdue for a replacement. Before your team can fire off an email drip campaign and bring in more sales, they need to find a list of customers who match the profile. So, how do they go about finding the list today? They might search your business management software, CRM system, or cabinet of customer files, do some data manipulation and mapping, and then import the file into your Marketing Automation Software. This method is cumbersome, especially if you want to run multiple campaigns with

different audience segments. Now, imagine if your Marketing Automation Software can receive customer information immediately as they are captured by your office or field staff. Imagine if your Marketing Automation Software can receive information such as equipment age, job type, open estimates, and service history about a customer directly from your business management software. This would save your team the headache of going back and forth between systems and give them back time to develop the best messaging and design that will drive conversion.

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EXAMPLE 2

Online Booking

Consumers are searching for appointments and booking online more frequently, from restaurant reservations on OpenTable to doctor appointments with Kaiser Permanente. The majority of residential contractors today have followed this trend to allow customers the ability to request an appointment on their website. Giving customers the choice to book online is great, but integrating online bookings into business manage-

ment software would be a game changer. The key to integrated online booking with software is providing accurate technician availabilities in real-time across these booking channels and capturing incoming leads on the business management software schedule board. This would save your team the headache of taking data from one software and manually entering it into your business management software.



Your business management software is the heart of your business. It allows you to answer phone calls, dispatch technicians, search for customers, process payments, and manage the back office operation. The bottom line is that the software does your day-to-day operations but does not typically offer niche services and products such as GPS devices. There are many business management softwares out there today, but few offer connectivity to the secondary services and products that most businesses use. The user is left logging in and out of multiple software throughout the day.

ENTER THE PLATFORM

RESTful APIs and webhooks have changed the way softwares talk to each other. Technology has moved away from the client/server architecture (obtain a disk, insert it, install

it) to a model where everything is in the “cloud” via Software as a Service (SaaS). With SaaS business management solutions, the use of APIs and webhooks enable the software to talk to other softwares in real-time. There is no downloading then uploading a flat file. Everything is passed back and forth in real-time.

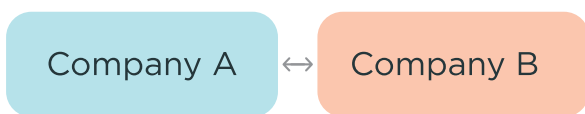
APIs became popular in the mid 2000s but recently evolved in the last five years as a significant driver for process improvement between software companies. The ability for business management software to integrate with the myriad of secondary softwares on the market has given rise to the “platform”. A business management platform in the home services industry exposes all major pieces of the business process flow to receive and send information to all

Figure 2

Client/Server vs. Cloud-Based Companies

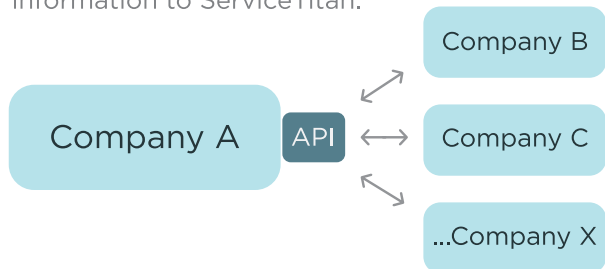
Legacy Client / Server Companies

Development teams from two companies needed to sit together and figure out how to work with each other.



Cloud SaaS Companies

With APIs, Hooks, etc., any software company can pull, push or update information to ServiceTitan.





technologies. There is tremendous value in connecting all these technologies. The best way to do that today is via APIs, but they all must connect to a central API within a business management platform that has this capability.

The leading cloud-based home services management platform today is ServiceTitan. ServiceTitan is powerful yet easy-to-use, combining scheduling, dispatch, invoicing, sales, marketing, reporting and more in a mobile, cloud-based platform. It is integrated with the top home services software tools to provide and truly end-to-end experience. The relationships between ServiceTitan and partners are delivered through the ServiceTitan Marketplace.

Figure 3

Streamlined Technologies in the Home Services Industry with Integrations





ServiceTitan Marketplace

A Marketplace For **SERVICETITAN CUSTOMERS**

The ServiceTitan Marketplace connects you with a wide range of value-added services and innovative products to help grow your business and improve the customer experience.

FIND THE RIGHT PARTNERS

Browse a major list of approved partners and see the value and benefits they bring.

SIGN UP WITH PARTNERS

Get details on how to sign up with a partner and launch an integration through dedicated partner pages.

GROW YOUR BUSINESS

Apply integrations and services your operations and share data to benefit your business.

A Marketplace For **SERVICETITAN PARTNERS**

The ServiceTitan Marketplace allows you to package and offer your services / products with the ServiceTitan platform to provide value to the world's best residential contractors. Sign up now to be part of the major launch in the future.

BUILD ON SERVICETITAN'S CLOUD PLATFORM

Integrate directly into ServiceTitan via APIs to enhance processes and share data.

EXPAND YOUR CUSTOMER BASE

List on the #1 home services marketplace and showcase the value of your product and services to ServiceTitan customers.

MAKE EXISTING CUSTOMERS HAPPY

Provide your existing customers with an experience of your product that is fully integrated into a home services management platform.



About ServiceTitan

ServiceTitan launched in 2013 and has grown rapidly due to the incredible success of its initial customers. The company was recently named as one of the Top 100 tech companies in Los Angeles by Built in L.A. ServiceTitan is now the software of choice for members of organizations like Nexstar, Service Roundtable, PHCC, QSC, and major national brands like Mr. Rooter, Aire Serv, and Mr. Electric, and hundreds of the world's most successful home service businesses including George Brazil.

ServiceTitan is a cloud-based home services management software platform that helps home service companies streamline operations, improve customer service, and grow their business. ServiceTitan's end-to-end solution for the multi-billion dollar residential home service industry includes CRM, intelligent dispatch, comprehensive reporting, marketing management tools, mobile connectivity for field techs, and QuickBooks integration. ServiceTitan brings a fully operational modern SaaS infrastructure to an industry traditionally underserved by software.

DEFINITIONS

Application Programming Interface (API)

is a set of protocols for building software applications. An API allows one software application to talk with another software application securely over the Internet. A software company releases its API to the public so that other software developers can build products that are powered by its service.

Webhooks are HTTP POST requests that occur when an event is triggered in a web application. A software implementing webhooks will POST a message to a URL when triggered. No request is required for a webhook, it just sends the data when available.



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