FOR ACCOUNTING PLATFORMS

Keep the customers **you'd lose to an ERP.**

As product brands scale, they outgrow accounting software on inventory, not the ledger. To get real demand planning and product data they graduate to an ERP, and you lose the account. Tightly gives them exactly that layer, so they don't have to move. **They keep their books with you; Tightly gives them the rest.**

HOW TIGHTLY FITS

1 · BOOKS
On your platform

The customer runs finance exactly where they already are.

2 · PLANNING
In Tightly

ML forecast, merchandise plan, open-to-buy and product data (PIM), the parts they'd leave for an ERP to get.

3 · CONNECT
Around both

Tightly links their store, 3PL and suppliers, so they scale without ripping out finance.

✦ The trigger to leave you is almost always inventory, not accounting. **Remove the trigger and the account stays.**

MUTUALLY BENEFICIAL, THREE WAYS

FOR THE PLATFORM

- Retention, keep customers who would churn to an ERP.
- A growth story for your scaling merchants.
- A planning partner instead of a rival's suite pulling them away.

FOR YOUR CUSTOMERS

- Enterprise-grade demand planning and product data, no ERP migration.
- One product catalog, connected to store, 3PL and suppliers.
- Live in weeks, finance stays put.

FOR TIGHTLY

- Distribution into your SMB base.
- A clean cost and PO signal.
- The finance layer our brands already run.

THE INTEGRATION

Tightly connects to the accounting platform for cost and PO data, holds the product catalog (PIM), and links the store, 3PL and suppliers. No ERP required.

THE ASK

A 30-minute session to scope a pilot with a handful of scaling customers.

Then a co-sell and retention motion, positioned as the reason they don't need an ERP.