



Service Description

IBM Tealeaf Customer Experience on Cloud

This Service Description describes the Cloud Service IBM provides to Client. Client means the contracting party and its authorized users and recipients of the Cloud Service. The applicable Quotation and Proof of Entitlement (PoE) are provided as separate Transaction Documents.

1. Cloud Service

1.1 IBM Tealeaf CX on Cloud

IBM Tealeaf CX on Cloud is an analytics solution for traditional web, native mobile and mobile/responsive web applications. The solution is designed to help Clients understand and improve the overall end user experience by analyzing behavioral problems from large and complex data sets. Data including application interactions, device information, and user context will be captured and sent to the IBM hosted environment. IBM Tealeaf CX on Cloud comes with numerous "out of the box" reports, and dashboards that allow the Client to consume their results nearly immediately. In addition to the predefined reports and dashboards, users can customize both reports and dashboards to meet more specific analytic needs.

IBM Tealeaf CX on Cloud base package includes the following:

a. Application Profiles

Included in the subscription fee is the ability to configure up to 10 Application Profiles. An Application Profile is a reporting entity with associated permissions assignable to the user. Typically an Application Profile has a one-to-one mapping with a single application or website. Client should consult with the IBM Tealeaf Lab Services team if they wish to combine multiple application(s) and/or website(s) into a single Application Profile for reporting purposes.

The first Application Profile will be configured by IBM and available when the Cloud Service is provisioned. If more than 10 Application Profiles are needed, a request can be submitted to IBM Support and agreed to by IBM and Client. Additional Application Profiles will not be unreasonably withheld.

b. Authorized Users

Included in the subscription fee are 50 Authorized Users. The IBM Tealeaf CX on Cloud Additional Users can be purchased for each additional Authorized User required above the included 50.

c. Data Retention Periods

Included in the subscription fee for the Cloud Service are the following data retention periods:

- (1) 12 months of rolling Reporting Data. Reporting Data is defined as metric and dimensions associated with the reports and dashboards in the Cloud Service.
- (2) Seven (7) calendar days of rolling Capture Data. Capture Data is defined as data collection from the Tealeaf SDK.

1.2 Optional Services

a. IBM Tealeaf CX on Cloud Reporting Data Retention Extension

The Reporting Data Retention Extension provides the option for Client to retain certain stored data elements for an extended length of time, namely:

- Additional 12 months rolling retention of Reporting Data for a total maximum of 24 months of rolling Reporting Data storage.

b. IBM Tealeaf CX on Cloud Capture Data Retention Extension

The Capture Data Retention Extension provides the option for Client to retain certain stored data elements for an extended length of time. Capture Data Retention Extension is available in the following increments, added onto the base Tealeaf CX on Cloud Capture Data retention of 7 days:

- 7 additional days
- 14 additional days
- 21 additional days
- 49 additional days

- 77 additional days
 - 105 additional days
- c. IBM Tealeaf CX on Cloud Additional Users
- Provides the option to purchase additional authorized users in addition to the 50 provided in the IBM Tealeaf CX on Cloud subscription.
- d. IBM Tealeaf CX Overstat on Cloud
- Tealeaf CX Overstat on Cloud is an add-on solution that provides usability analytics designed to help Clients understand how users are interacting with their website and mobile content. Tealeaf CX Overstat on Cloud makes certain usability overlays available such as heat maps, link analytics, form analytics, attention maps, and accessibility overlays. This solution provides the Client aggregated data across all users and the ability to drill down into individual user sessions to help target usability confusion and struggle and quantify the financial impact.
- Included in the subscription fee for IBM Tealeaf CX Overstat on Cloud is the following:
- The ability to capture up to 250 snapshots. A snapshot is a page or screen for which usability data can be aggregated and reported on. If more than 250 snapshots are needed, a request can be submitted to IBM Support and agreed to by IBM and the Client. Additional snapshots will not be unreasonably withheld.
 - One (1) month of rolling reporting data. Reporting data is defined as metric and dimensions associated with the reports and overlays for Tealeaf CX Overstat on Cloud.
- e. IBM Tealeaf CX on Cloud Akamai Connector
- IBM Tealeaf CX on Cloud Akamai Connector is an add-on to IBM Tealeaf CX on Cloud that enables Clients to gain unpredicted insight into Client's business by combining the data access of Akamai with the analytics of IBM Tealeaf CX on Cloud to enhance Client's online experience.
- With IBM Tealeaf Customer Experience's access to all data flowing through Akamai's Content Delivery Network (CDN), Akamai clients are provided with onboarding to the power of Tealeaf Customer Experience while reducing IT dependence and implementation times. Clients can enhance their existing Tealeaf Customer Experience investment with Akamai data.
- Akamai provides network data from their CDNs (Cached Data Network) to IBM Tealeaf CX on Cloud, which helps Clients get more insights into their customers' behavior online. Clients can utilize these additional insights to enhance their customers' experience. For existing Tealeaf Customer Experience Cloud Service Clients, we now support the capture of network data flowing through the cache data network (CDN) of Akamai that is increasingly important as they adopt CDNs and application accelerators. For Akamai clients, we now enable them to adopt a Cloud Service-based customer experience solution without historical data capture limitations.
- Client must be an existing Akamai customer as a prerequisite to subscribing to this Cloud Service.
- Included in the subscription fee for IBM Tealeaf CX on Cloud Akamai Connector is 7 calendar days of rolling Akamai Connector Data.
- Since this is an Add-on the number of users are limited by the base Tealeaf CX on Cloud offering.
- f. IBM Tealeaf CX on Cloud Akamai Connector Capture Data Retention Extension
- This service provides the option for Client to retain certain stored data elements for an extended length of time and is available in the following increments, added to the base Tealeaf CX on Cloud Akamai Connector Capture Data retention period of 7 days:
- 7 additional days
 - 14 additional days
 - 21 additional days
 - 49 additional days
 - 77 additional days
 - 105 additional days

g. IBM Tealeaf CX on Cloud Network Capture Add-On

Network Capture Add-On is a hybrid cloud solution that provides the option for Clients to send their network traffic data to IBM Tealeaf CX on Cloud for additional customer insights. This solution supports passive capture of network traffic for all user sessions and allows Client to configure and evaluate events that track network and sever errors and monitor performance issues that affect user experience. In addition, Clients can drill down into individual sessions to evaluate the HTML request and response data to understand the root cause of customer struggle. This solution requires Clients to install and maintain a light set of on-premise infrastructure needed to forward network traffic to the cloud environment.

Included in the subscription fee for the Tealeaf CX on Cloud Network Capture Add-On is the following:

- 7 calendar days of rolling Network Capture Data.
- Passive Capture Application that captures all requests and response of the web application.
- Data Transport Application that processes the request and response data, filters or encrypts sensitive data and routes the data to IBM Tealeaf CX on Cloud.

h. IBM Tealeaf CX on Cloud Network Capture Data Retention Add-On

The Network Capture Data Retention Extension Add-On provides the option for Client to retain certain stored data elements for an extended length of time, namely:

- Additional 7 calendar days rolling retention of Network Capture Data for a total maximum of 14 days of rolling Reporting Capture Data storage.

2. Security Description

This Cloud Service follows IBM's data security and privacy principles for Cloud Services which are available at <http://www.ibm.com/cloud/data-security> and any additional terms provided in this section. Any change to IBM's data security and privacy principals will not degrade the security of the Cloud Service.

This Cloud Service may be used to process content that contains personal data if Client, as the data controller, determines that the technical and organizational security measures are appropriate to the risks presented by the processing and the nature of the data to be protected. Client recognizes that this Cloud Service does not offer features for the protection of sensitive personal data or data subject to additional regulatory requirements. Client acknowledges that IBM has no knowledge of the types of data that have been included in the content, and cannot make an assessment as to the suitability of the Cloud Services or the security protections which are in place.

2.1 Security Features and Responsibilities

The Cloud Service implements the following security features:

- Encryption of data in transit from user's browser or mobile device to the Cloud Service
- Encryption of data at rest within the Cloud Service
- Ability for Cloud Service client to instrument blocking of personal or sensitive data at the point of capture in the browser or application
- Ability for Cloud Service client to instrument blocking or masking server-side within IBM Tealeaf Customer Experience on Cloud

The Cloud Service does encrypt content during data transmission between the IBM network and IBM Tealeaf Customer Experience on Cloud hosted in IBM SoftLayer. The Cloud Service does encrypt content when at rest awaiting data transmission.

This Cloud Service is included in IBM's Privacy Shield certification and applies when Client chooses to have the Cloud Service hosted in a data center located in the United States, and is subject to IBM's Privacy Shield Privacy Policy, available at http://www.ibm.com/privacy/details/us/en/privacy_shield.html.

3. Service Level Agreement

IBM provides the following availability service level agreement ("SLA") for the Cloud Service as specified in a PoE. The SLA is not a warranty. The SLA is available only to Client and applies only to use in production environments.

3.1 Availability Credits

Client must log a Severity 1 support ticket with the IBM technical support help desk within twenty-four (24) hours of first becoming aware that there is a critical business impact and the Cloud Service is not available. Client must reasonably assist IBM with any problem diagnosis and resolution.

A support ticket claim for failure to meet an SLA must be submitted within three (3) business days after the end of the contracted month. Compensation for a valid SLA claim will be a credit against a future invoice for the Cloud Service based on the duration of time during which production system processing for the Cloud Service is not available ("Downtime"). Downtime is measured from the time Client reports the event until the time the Cloud Service is restored and does not include time related to a scheduled or announced maintenance outage; causes beyond IBM's control; problems with Client or third party content or technology, designs or instructions; unsupported system configurations and platforms or other Client errors; or Client-caused security incident or Client security testing. IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service during each contracted month, as shown in the table below. The total compensation with respect to any contracted month cannot exceed ten (10) percent of one twelfth (1/12th) of the annual charge for the Cloud Service.

3.2 Service Levels

Availability of the Cloud Service during a contracted month

Availability during a contracted month	Compensation (% of monthly subscription fee* for contracted month that is the subject of a claim)
< 99.9%	2%
< 99.0%	5%
< 95.0%	10%

* If the Cloud Service was acquired from an IBM Business Partner, the monthly subscription fee will be calculated on the then-current list price for the Cloud Service in effect for the contracted month which is the subject of a claim, discounted at a rate of 50%. IBM will make a rebate directly available to Client.

Availability, expressed as a percentage, is calculated as: the total number of minutes in a contracted month, minus the total number of minutes of Downtime in the contracted month, divided by the total number of minutes in the contracted month.

Example: 50 minutes total Downtime during contracted month

$ \begin{array}{r} 43,200 \text{ total minutes in a 30 day contracted month} \\ - 50 \text{ minutes Downtime} \\ \hline = 43,150 \text{ minutes} \\ \\ 43,200 \text{ total minutes} \end{array} $	<p>= 2% Availability credit for 99.8% availability during the contracted month</p>
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3.3 Exclusion

The SLA is not available for Cloud Services identified as "Akamai Connectors".

4. Technical Support

Technical support for the Cloud Service is provided via email, online support system and by phone as described below. Technical support is offered with the Cloud Service and is not available as a separate offering.

Severity	Severity Definition	Response Time Objectives During Support Hours
1	Critical business impact/service down: Business critical functionality is inoperable or critical interface has failed. This usually applies to a production environment and indicates an inability to access services resulting in a critical impact on operations. This condition requires an immediate solution.	Within 1 hour
2	Significant business impact: A service business feature or function of the service is severely restricted in its use or Client is in jeopardy of missing business deadlines.	Within 2 business hours
3	Minor business impact: Indicates the service or functionality is usable and it is not a critical impact on operations.	Within 4 business hours
4	Minimal business impact: An inquiry or non-technical request	Within 1 business day

5. Entitlement and Billing Information

5.1 Charge Metrics

The Cloud Service is available under the charge metric specified in the Transaction Document:

- a. **Million Interactions (MIs)** – is a unit of measure by which the Cloud Service can be obtained. An Interaction is a digital interaction with an application captured by the Cloud Service, either at the network level (e.g., a request and response pair ("Hit") over http or https) or otherwise. Sufficient MI entitlements must be obtained to cover the number of Interactions processed during the measurement period specified in Client's PoE or Transaction Document.
- b. **Engagement** – is a unit of measure by which the services can be obtained. An Engagement consists of professional and/or training services related to the Cloud Service. Sufficient entitlements must be obtained to cover each Engagement.
- c. **Authorized User** – is a unit of measure by which the Cloud Service can be obtained. Client must obtain separate, dedicated entitlements for each unique Authorized User given access to the Cloud Service in any manner directly or indirectly (for example: via a multiplexing program, device, or application server) through any means. Sufficient entitlements must be obtained to cover the number of Authorized Users given access to the Cloud Service during the measurement period specified in Client's PoE or Transaction Document.

5.2 Partial Month Charges

A partial month charge as specified in the Transaction Document may be assessed on a pro-rated basis.

5.3 Overage Charges

If Client's actual usage of the Cloud Service in any quarter (based on a calendar year beginning January 1) exceeds three (3) times the entitlement specified in a PoE or Transaction Document, then Client will be invoiced for the overage in accordance with the overage rates specified in the applicable PoE or Transaction Document.

5.4 Remote Setup Service Charges and Description

Setup services are purchased using the Engagement charge metric and will be invoiced when ordered.

- a. **IBM Tealeaf CX on Cloud Onboarding Service**
This onboarding service provides the following remote consulting, product training, and configuration for onboarding Client to IBM Tealeaf CX on Cloud based on the allocation of 48 hours of remotely delivered services listed below:
 - Assist Client with the implementation and instrumentation of the Tealeaf software development kit (SDK).
 - Training to educate Client on general product information and overall usage.

The IBM Tealeaf CX on Cloud Onboarding Service is purchased per Engagement with one Engagement per Client. The Remote Service expires 90 days from the date Client is notified by IBM that access to the Cloud Service is available regardless of whether all hours have been used.

b. IBM Tealeaf CX on Cloud Quick Start Setup Service

Tealeaf CX on Cloud Quick Start Setup Services deploys one end-to-end use case including project management, SDK extensions and configurations for custom data capture needs, optimizations, advance/custom SDK configurations, Replay configurations for the defined use case, data validation and 3 analytical reports (Funnel Report, Customer Behavior Report, business Impact Report). This service provides 120 hours of remotely delivered deployment services. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

c. IBM Tealeaf CX on Cloud Basic Deployment and Analytics Service

Tealeaf CX on Cloud Basic Deployment and Analytics Service provides an extended set up package and an ongoing best practices and analytics service available at either six (6) or twelve (12) months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The ongoing best practices and analytics services deliver 16 hours per month for Client's six or twelve month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis.

- IBM Tealeaf CX on Cloud Basic Deployment and Analytics 6 Months Service provides 208 hours of services combining an extended set up package and ongoing analytics service for six months. This Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- IBM Tealeaf CX on Cloud Basic Deployment and Analytics 12 Months Service provides 304 hours of services combining an extended set up package and ongoing analytics service for twelve months. This Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

d. IBM Tealeaf CX on Cloud Standard Deployment and Analytics Service

Tealeaf CX on Cloud Standard Deployment and Analytics Service provides an extended set up package, a best practices package, and an ongoing best practices and analytics service available at either six (6) or twelve (12) months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The best practices package provides 80 hours of remotely delivered custom experience investigation and a business impact analysis. The ongoing best practices and analytics services deliver 40 hours per month for Client's six or twelve month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis.

- IBM Tealeaf CX on Cloud Standard Deployment and Analytics 6 Months Service provides 432 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for six months. This Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- IBM Tealeaf CX on Cloud Standard Deployment and Analytics 12 Months Service provides 672 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for twelve months. This Service expires 395 days from the start of the engagement regardless of whether all hours have been used.

e. IBM Tealeaf CX on Cloud Advanced Deployment and Analytics 12 Months Service

Tealeaf CX on Cloud Advanced Deployment & Analytics 12 Months Service provides 1,080 hours of services combining an extended set up package, a best practices package, an ongoing best practices and analytics service for 12 months, and the AVP One-point Program for 12 months. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation and a 'known issues KPI

analysis' report. The best practices package provides 80 hours of remotely delivered customer experience investigation and a business impact analysis. The ongoing best practices and analytics services delivers 64 hours per month for 12 months of remotely delivered services which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis and data science services. The AVP One-point program delivers 10 hours per month (total 120 hours) of remotely delivered personalized support service, with a named contact. This Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

f. IBM Tealeaf CX on Cloud Mobile App Integration Add-on Service

Tealeaf CX on Cloud Mobile App Integration Add-on can be added on to any of the Deployment and Analytics Service Engagements to provide integration to one (1) Mobile Application. Multiples of this part can be purchased if integration is required for multiple Mobile Apps. This Service includes 48 hours of remotely delivered services that delivers a Mobile SDK setup. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

g. IBM Tealeaf CX on Cloud Replay Configuration Add-on Service

Tealeaf CX on Cloud Replay Configuration Add-on can be added on to any of the Deployment and Analytics Service Engagements to provide Replay configuration for one (1) specific use case. It delivers 96 hours of remotely delivered services, which includes Replay SDK configuration, session Replay configuration, and a Replay technology workshop. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

h. IBM Tealeaf CX on Cloud Customer Experience Investigation Service

Tealeaf CX on Cloud Customer Experience Investigation Service Engagement delivers 40 hours of remotely delivered services, which includes evaluation of customer experience goals and opportunities and developing a roadmap for increasing usage and value of Tealeaf CX on Cloud. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

i. IBM Tealeaf CX on Cloud Known Issues KPI Analysis Service

Tealeaf CX on Cloud Known Issues KPI Analysis Service delivers 16 hours of remotely delivered services, which includes proactive monitoring of known site issues in real time and creating alerts and top mover reporting. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

j. IBM Tealeaf CX on Cloud Business Impact Analysis Service

Tealeaf CX on Cloud Business Impact Analysis Service delivers 40 hours of remotely delivered services. It focuses on improvements in alignment with business and IT goals. It prioritizes website issues based on business impact, and provides pre-emptive issue resolution. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

5.5 Remote Ongoing Subscription Services and Description

Ongoing subscription services are purchased using the Engagement charge metric and will be invoiced when ordered.

a. IBM Tealeaf CX on Cloud Basic Ongoing Service

Tealeaf CX on Cloud Basic Ongoing Service is a remotely delivered subscription service that delivers 16 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. It includes data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month. This service will co-terminate with the Tealeaf CX on Cloud subscription.

b. IBM Tealeaf CX on Cloud Standard Ongoing Service

Tealeaf CX on Cloud Standard Ongoing Service is a remotely delivered subscription service that delivers 40 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. It includes data capture configuration, data validation, report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month. This service will co-terminate with the Tealeaf CX on Cloud subscription.

c. **IBM Tealeaf CX on Cloud Advanced Ongoing Service**

Tealeaf CX on Cloud Advanced Ongoing Service is a remotely delivered subscription service that delivers 64 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. It includes data capture configuration, data validation, report configuration, customer experience investigation, business impact analysis and data science services and the AVP One-point program delivers 10 hours per month of remotely delivered personalized support service, with a named contact. Unused hours do not roll over month to month. This service will co-terminate with the Tealeaf CX on Cloud subscription.

d. **IBM Tealeaf CX on Cloud AVP One-Point Ongoing Service**

Tealeaf CX on Cloud AVP One-Point Ongoing Service is a remotely delivered subscription service that delivers 10 hours per month of personalized support services within each entitlement. It provides a personalized support service with a technical single point of contact in support of Tealeaf CX on Cloud. Unused hours do not roll over month to month. This service will co-terminate with the Tealeaf CX on Cloud subscription.

6. Term and Renewal Options

The term of the Cloud Service begins on the date IBM notifies Client of their access to the Cloud Service, as documented in the PoE. The PoE will specify whether the Cloud Service renews automatically, proceeds on a continuous use basis, or terminates at the end of the term.

For automatic renewal, unless Client provides written notice not to renew at least 90 days prior to the term expiration date, the Cloud Service will automatically renew for the term specified in the PoE.

For continuous use, the Cloud Service will continue to be available on a month to month basis until Client provides 90 days written notice of termination. The Cloud Service will remain available to the end of the calendar month after such 90 day period.

7. Enabling Software

This Cloud Service includes enabling software, which should be used only in connection with Client's use of the Cloud Service for the Cloud Service term. If the enabling software contains sample code, Client may make derivative works of the sample code for use with the Cloud Service. If enabling software is accompanied by a separate license agreement, the term of such license agreement(s) also applies, as limited by this section. In the event of conflict, the terms of this Service Description prevail over any such accompanying license agreement. Client is responsible to remove enabling software upon expiration or termination of the Cloud Service.

8. Additional Information

8.1 General

Client agrees IBM may publicly refer to Client as a subscriber to the Cloud Service in a publicity or marketing communication.

8.2 No Personal Health Information or Regulated Content

The Cloud Service is not designed to comply with HIPAA and may not be used for the transmission or storage of any Personal Health Information.

The Cloud Service is not designed to comply with the Payment Card Industry (PCI) standard and may not be used for the transmission or storage of any PCI Information.

Akamai customers should not send domains with PCI information.

8.3 Data Retention

All data is stored and removed based on a rolling window of time which is built around the concept of first in, first out. Data is stored for a set amount of time and is then discarded as the specified time window expires. The rolling data retention window begins as soon as data starts flowing into the system and is updated daily.

By purchasing a subscription to IBM Tealeaf CX on Cloud, the Client is allotted a specific amount of data storage based on their monthly MI entitlement. This storage allotment is available to Client within their IBM Tealeaf CX on Cloud solution. If the Client goes beyond the allotted storage they must either come back into compliance with the storage limit by cleaning up old events, dimensions and reports. If the

Client does not perform this action in 30 days, their data retention period will reduce in order to account for the increased storage.

8.4 Data Usage

For the purposes of the Cloud Service offering identified as "Akamai Connector" offering, an Interaction is defined as a "Hit". A "Hit" is an HTTP request to an Akamai server to access an object. The max size of a hit will be 100 KB of transmitted data. If the interaction size exceeds 100 KB, then Client will be charged for another Akamai Connector interaction. No Akamai Connector Interaction can be larger than 100 KB.

8.5 Use of Client Data by IBM

Client data may be utilized by IBM for internal research, testing, and development in a non-production environment provided IBM first removes all characteristics which may reveal Client's identity or proprietary business processes. Client may elect for their data not to be used for such non-production purposes by contacting Technical Support.