

## Service Description

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### IBM Tealeaf Customer Experience on Cloud

This Service Description describes the Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

#### 1. Cloud Service

##### 1.1 IBM Tealeaf Customer Experience on Cloud

The Client may select from the following available offerings.

##### 1.1.1 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

##### 1.2.1 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.

### **1.2.2 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

### **1.2.3 IBM Tealeaf CX on Cloud Additional Users**

This service provides Client with the option to purchase additional authorized users in addition to the 50 provided in the IBM Tealeaf CX on Cloud subscription.

### **1.2.4 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.

### **1.2.5 IBM Tealeaf CX on Cloud Akamai Connector**

The Tealeaf CX on Cloud Akamai Connector enables Clients to send Akamai network data to Tealeaf CX on Cloud, such as error codes, BOT and cached traffic. This augments the data available to Tealeaf CX on Cloud's behavior analytics to help Clients understand and improve their end user experience. The Client must be an existing Akamai Client. The number of users are limited by the Client's base Tealeaf CX on Cloud subscription. Included in the Tealeaf CX on Cloud Akamai Connector subscription fee is seven (7) calendar days of rolling Capture Data.

This Cloud Service is entitled based on Monthly Million Interactions. An "Interaction" is defined as an HTTP request "Hit" to an Akamai server to access an object. The maximum size of an Akamai Hit is 100 KB of transmitted data. If an Akamai Hit size exceeds 100 KB, the total number of Akamai Hit size will be divided by 100 KB, rounded up to the next whole number, to determine the total number of Interactions counted towards Client's Monthly Million Interaction entitlements. Overage fees will be charged should Client exceed their total entitled Monthly Million Interactions.

### **1.2.6 IBM Tealeaf CX on Cloud Akamai Connector Capture Data Retention Extension**

The Tealeaf CX on Cloud Akamai Connector Capture Data Retention provides the Client with the option to retain certain stored data elements for an extended length of time. Capture Data Retention Extension is available in the following increments, adding onto the base Tealeaf CX on Cloud subscription's Capture Data Retention of seven (7) calendar days. The Client should have the same number of calendar days of rolling Capture Data Retention for the base Tealeaf CX on Cloud subscription and the Tealeaf CX on Cloud Akamai Connector add-on.

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

- 49 additional days
- 77 additional days
- 105 additional days

### 1.2.7 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.

### 1.2.8 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.

### 1.2.9 IBM Tealeaf CX on Cloud Data Export Add-On

Session export provides the capability to export the sessions based on defined criteria. Clients can export the sessions as different formats depending on their use cases. Clients can conduct data analysis using Tealeaf CX on Cloud raw session data download. In addition, Clients can facilitate resolution of various use cases that require long-term records of online interactions, as Clients can upload the exported file back into the Tealeaf CX on Cloud UI for session replay. Clients can schedule, manage, and monitor the export tasks.

Included in the subscription fee for the Tealeaf CX on Cloud Data Export Add-on is the following:

- Export capability of Tealeaf CX on Cloud Data within the purchased Tealeaf CX on Cloud retention period.
- Three additional calendar days retention of the exported data in IBM Cloud Object Storage. Client must obtain separate storage capacity in order to retain exported data longer than the 3 additional days.
- This Cloud Service is entitled based on Monthly Million Interactions. The size of exported data is defined as an "Interaction" where the maximum size of an Interaction of exported data is 20 MB. Interactions that exceed 20MB will be rounded up to the next 20MB increment and count towards Client's total entitled Monthly Million Interactions. Overage fees will be charged should Client exceed their total entitled Monthly Million Interactions.

## 1.3 Acceleration Services

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

### 1.3.1 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.

### **1.3.2 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.

### **1.3.3 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.

### **1.3.4 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.

### **1.3.5 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.

#### **1.3.6 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.

#### **1.3.7 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.

#### **1.3.8 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.

#### **1.3.9 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.

#### **1.3.10 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.

#### **1.3.11 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.

#### **1.3.12 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.

#### **1.3.13 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.

### 1.3.14 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.

## 2. Data Processing and Protection Data Sheets

IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and the Data Processing and Protection Data Sheet(s) (referred to as data sheet(s) or DPA Exhibit(s)) in the links below provide additional data protection information for the Cloud Services and its options regarding the types of Content that may be processed, the processing activities involved, the data protection features, and specifics on retention and return of Content. The DPA applies if and to the extent the European General Data Protection Regulation (EU/2016/679) (GDPR) applies to personal data contained in Content.

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1402004226022>

## 3. Service Levels and Technical Support

### 3.1 Service Level Agreement

IBM provides the Client with the following availability service level agreement (SLA). IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service as shown in the table below. The availability percentage is calculated as the total number of minutes in a contracted month, minus the total number of minutes of Service Down in the contracted month, divided by the total number of minutes in the contracted month. The Service Down definition, the claim process and how to contact IBM regarding service availability issues are in IBM's SaaS support overview at [https://www.ibm.com/software/support/saas\\_support\\_overview.html](https://www.ibm.com/software/support/saas_support_overview.html).

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%
Less than 99.0%	5%
Less than 95.0%	10%

\* The subscription fee is the contracted price for the month which is subject to the claim.

#### 3.1.1 Exclusion

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

### 3.2 Technical Support

Technical support for the Cloud Service, including support contact details, severity levels, support hours of availability, response times, and other support information and processes, is found by selecting the Cloud Service in the IBM support guide available at <https://www.ibm.com/support/home/pages/support-guide/>.

## 4. Charges

### 4.1 Charge Metrics

The charge metric(s) for the Cloud Service are specified in the Transaction Document.

The following charge metrics apply to this Cloud Service:

- Authorized User is a unique user authorized to access to the Cloud Services in any manner directly or indirectly (for example, through a multiplexing program, device or application server) through any means.

- Engagement is a professional or training service related to the Cloud Services.
- Interactions 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 entitlements must be obtained to cover the number of Interactions processed during the measurement period specified in Client's PoE or Transaction Document.

When a packet quantity is specified for Overage, excess use will be charged for the number of whole packets to cover the excess use.

## 5. Additional Terms

For Cloud Service Agreements (or equivalent base cloud agreements) executed prior to January 1, 2019, the terms available at <https://www.ibm.com/acs> apply.

### 5.1 Enabling Software

Enabling Software is provided to Client under the following terms:

Enabling Software	Applicable License Terms (if any)
IBM Tealeaf CX on Cloud – Android SDK	<a href="https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses">https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses</a>
IBM Tealeaf CX on Cloud – iOS SDK	<a href="https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses">https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses</a>
IBM Tealeaf UI Capture SDK	<a href="https://github.com/ibm-watson-cxa/IBMTealeaf/blob/master/Licenses/LA_en">https://github.com/ibm-watson-cxa/IBMTealeaf/blob/master/Licenses/LA_en</a>

### 5.2 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.

### 5.3 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 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.

### 5.4 Data Use

The following prevails over anything to the contrary in the Content and Data Protection section of the base Cloud Service terms between the parties: IBM will not use or disclose the results arising from Client's use of the Cloud Service that are unique to your Content (Insights) or that otherwise identify Client. IBM may however use Content and other information (except for Insights) that results from Content in the course of providing the Cloud Service that has been anonymized; so that the data is rendered into a form that no longer constitutes personal data. IBM will use such data only for research, testing, and offering development.