

Service Description

IBM Universal Behavior Exchange

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

1. Cloud Service

IBM Universal Behavior Exchange is a cloud-based platform that provides the ability to selectively exchange single event, audience, and identity data between applications in order to provide a consistent customer experience.

1.1 Offerings

The Client may select from the following available offerings.

1.1.1 IBM Universal Behavior Exchange Essentials Edition

IBM Universal Behavior Exchange Essentials Edition provides data syndication options utilizing IBM and Partner Applications. Included in the Cloud Service is the following:

- Data syndication between IBM Applications. IBM Application to IBM Application does not require any Application Data Syndication volume.
- Application connectivity for IBM and Partner Applications
- 25 million monthly data syndication Events between IBM and Partner Applications. Data syndication Events include single event and audience segments.

1.1.2 IBM Universal Behavior Exchange Standard Edition

IBM Universal Behavior Exchange Standard Edition provides all the capabilities of the Essentials Edition, plus data syndication options utilizing Proprietary Applications. Included in the Cloud Service is the following:

- Application connectivity for IBM, Partner, and proprietary Applications
- 50 million monthly data syndication Events between IBM and Partner Applications, Partner Applications, or any application and Proprietary Applications. Data syndication Events include single event and audience segments.

1.2 Optional Services

1.2.1 IBM Universal Behavior Exchange Standard Edition AddOn Application Data Syndication

This Cloud Service provides additional Application Data Syndication volume in Million Event increments for providing data syndication between IBM and Partner Applications, Partner Applications, or any application and Proprietary Applications. IBM Application to IBM Application does not require any Application Data Syndication volume.

1.3 Acceleration Services

1.3.1 IBM Universal Behavior Exchange Use Case Consulting Engagement

IBM Universal Behavior Exchange Use Case Consulting Engagement provides consulting services hours to assist and advise on the implementation of client use cases that are supported by UBX. The client must register at least two Applications in their UBX account. At least one Application must be an IBM Application.

The consultant will assist with discovery, initial Universal Behavior Exchange implementation and set up, and advise on the implementation of the use case for up to 20 total hours over a 90 day period. The 90 day period begins at the start of the Engagement. Proprietary Applications and integrations are not in scope for this service.

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=3F2DFD30F06111E4989B60FF8B09BCE8>

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 Cloud Service support handbook at 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 Service Level Objectives

IBM Universal Behavior Exchange Essentials Edition provides only the following service level objective, rather than the above Section 3.1 Service Level Agreement.

Service level objectives are also applicable to IBM Universal Behavior Exchange Standard Edition.

Service level objectives are a goal and do not constitute a warranty to a Client. There is no refund, credit, or remedy available to Client in the event IBM does not meet the service level objectives.

Service Objective:

Service	Objective
Event processing via APIs	Events will be processed off the message queue within three (3) seconds provided the event is within the Event Payload Limit defined below and the subscribing endpoint is able to receive the data.
Audience Processing via APIs	Audience APIs are dependent on source and destination response time. The Cloud Service will ensure timeliness only to its best possible effort.
Re-trying endpoints that are down	Retries are configured to one (1) attempt with time between retries at 100ms.
Support Ticket Processing	Response times for support tickets vary based on severity. Please refer to the SaaS Support Handbook for details.

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:

- Instance is each access to specific configuration of the Cloud Services.
- Engagement is a professional or training service related to the Cloud Services.
- Event is an occurrence of a specific event that is processed by or related to the use of the Cloud Services.

For the purpose of this Cloud Service, Events measured solely between IBM Applications will not count against Client's Event Entitlement

4.2 Remote Services Charges

A remote service will expire 90 days from purchase regardless of whether the remote service has been used.

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 Essentials Edition Charges

IBM Universal Behavior Exchange Essentials Edition is provided at no subscription cost to Clients. Essentials Edition provides for data syndication as follows:

- Between two IBM Applications
- Between IBM and Partner Applications (up to 25 million monthly Events)

Other application data syndication options require a subscription to Universal Behavior Exchange Standard Edition. If Client exceeds 25 million monthly data syndication Events between IBM and Partner Applications, Client may experience decreased performance.

5.2 Integrated Applications

Universal Behavior Exchange recognizes solutions or products integrated with the Cloud Service as applications. An application represents a source or a destination for Event, audience, and profile data that is exchanged with the Cloud Service. The following three application options are available:

- a. IBM Applications – Watson Customer Engagement solutions
- b. Partner Applications – Pre-integrated business partner networks
- c. Proprietary Applications – Custom applications developed and owned by clients

Individual applications may have additional terms about the use of their data and any commercial implications of that exchange are the responsibility of the data publisher to manage. The terms of this Cloud Service do not preclude an application's right to charge for enablement of that endpoint, the data exchanged by that application publisher, or other services or fees associated with data exchanged via IBM Universal Behavior Exchange.

5.3 Event Payloads

For the purpose of this Cloud Service, an Event is data exchanged by an application enabled as an endpoint in the IBM Universal Behavior Exchange solution. Event volumes are the number of event occurrences. Events and event message payloads are subject to the following limitations:

- IBM reserves the right to reject event message payloads exceeding 300KB.
- IBM reserves the right to throttle processing of events in excess of 200 events per second per client account for all subscriber endpoints connected to that account.

The above event message payload sizes and volumes represent the Cloud Service scope for typical event syndication use case scenarios. Client may request limited exception to the above restrictions

which IBM will consider on a case-by-case basis. Exceptions granted or denied are at IBM's sole and exclusive discretion.

5.4 Embedded Data Syndication

IBM utilizes Universal Behavior Exchange as an embedded solution in select IBM software to provide data syndication. Data syndicated as part of a solution where Universal Behavior Exchange is embedded does not count toward Event volume.