

Service Description

IBM Watson Commerce Insights

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

1. Cloud Service

IBM Watson Commerce Insights is a solution that helps Clients make better and more informed decisions based on analytical and business data with key insights for business users in the areas of online and omni-channel merchandising.

Watson Commerce Insights can integrate with the following eCommerce platforms and data sources to provide the insights.

Platforms currently include:

- IBM Digital Commerce or IBM WebSphere Commerce V7 Feature Pack 3 or higher
- Third-party eCommerce platforms – requires additional integration.

Data sources include:

- Product and category information feed from IBM Digital Commerce or IBM WebSphere Commerce or other eCommerce sources
- Web analytics data from IBM Digital Analytics, Google Analytics, or Adobe Analytics
- Inventory data from the inventory system
- Cost data from cost source(s)
- Sales plan data for products and categories

In addition, the Cloud Service permits ingestion of Order Lines of completed transaction orders from omni-channel transactional sources used within Client's business (Omni-Channel Order Data), up to the maximums per month specified for each offering below. Ingestion of Omni-Channel Order Data beyond these Order Line maximums requires the purchase of the IBM Watson Commerce Insights Hundred Thousand Order Lines add-on described below.

1.1 Offerings

The Client may select from the following available offerings.

1.1.1 IBM Digital Commerce-Add On-Watson Commerce Insights Monitor

This Cloud Service provides the following features:

- a. In-season omnichannel business views
- b. Analytics in context to how the business user works (e.g., eCommerce store view)
- c. Pre-configured data sources
- d. Business assists such as actionable views for comparisons (to plan, to past) and ranking views
- e. Automated actions such as category sequencing conditions
- f. Omni-Channel Order Data limit: 2.5 Million Order Lines per month

1.1.2 IBM Digital Commerce-Add On-Watson Commerce Insights Learn

This Cloud Service provides the following features:

- a. All capabilities of Watson Commerce Insights Monitor
- b. Notifications identifying abnormal business conditions (revenue, margin) that need attention with supporting evidence and recommended actions.
- c. Omni-Channel Order Data limit: 12.5 Million Order Lines per month

1.2 Optional Services

The following Add-Ons can be purchased with either IBM Watson Commerce Insights Monitor or IBM Watson Commerce Insights Learn.

1.2.1 IBM Digital Commerce-Add On-Watson Commerce Insights Hundred Thousand Order Lines

Each entitlement to this add-on permits the ingestion of an additional one hundred thousand Order Lines per month of Omni-Channel Order Data beyond the maximums stated for the applicable offering above.

1.2.2 IBM Digital Commerce-Add On-Watson Commerce Insights Analyzer

The Watson Commerce Insights Analyzer add-on includes access and use of IBM Watson Analytics Professional and provides an automated data load of Client's web analytics data from the Cloud Service into Watson Analytics Professional (the Loaded Analytics Data).

Watson Analytics Professional is a multi-user environment that includes all of the following capabilities:

- a. Load data from .xls, .xlsx or .csv files, supported cloud services or supported relational data base management systems (RBDMS), containing no more than 10,000,000 rows and 500 columns.
- b. Total storage of 100 GB
- c. Single tenant where data storage includes source files loaded into the cloud environment and content created within the application.
- d. Connection to IBM Cognos Analytics Reports
- e. Export to PPT file format.
- f. Infographics
- g. Templates
- h. Connections to: DropBox, Box, and Microsoft OneDrive

Watson Analytics Professional may be used in support of the Cloud Service only and is further restricted to use only with the Loaded Analytics Data and additional Client data added from the Analytics Exchange that extends the Loaded Analytics Data. In addition, use of Watson Analytics Professional in support of the Cloud Service under this Watson Commerce Insights Analyzer add-on excludes access to and use of Twitter Content, which is prohibited.

1.2.3 IBM Digital Commerce-Add On-Watson Commerce Insights Analyzer Storage 50 Gigabyte

Available as an add-on to a monthly subscription of IBM Watson Commerce Insights Analyzer, each entitlement to this Cloud Service provides an additional 50 GB of storage for content beyond the 100 GB maximum permitted under the terms of the IBM Watson Analytics Professional offering.

1.3 Acceleration Services

1.3.1 IBM Digital Commerce-Add On-Watson Commerce Insights Readiness Planning Service

This set-up service provides up to 8 hours of remote consulting time for startup activities related to building a technical and business roll-out plan for IBM Watson Commerce Insights. IBM will review with the Client the features of IBM Watson Commerce Insights and the potential data integrations available. IBM will assist the Client in building a roll-out project plan that may be spread over multiple site updates over time. The roll-out plan may cover data integrations, viewing the data in the business tools, viewing the data in the customer experience, and taking action in the connected eCommerce platform, as appropriate and possible in the Client environment.

Purchase of this set-up service is at additional charge and is required with a purchase of the Cloud Service. This remotely delivered set-up service is purchased per Engagement as specified in Client's Transaction Document. Regardless of whether all hours have been used, this service will be considered complete upon delivery and review of a softcopy of the roll-out plan with the Client.

1.3.2 IBM Digital Commerce-Add On-Watson Commerce Insights Technical Deployment Assistance

This optional set-up service provides up to 40 hours of remote consulting time for startup activities related to executing the technical roll-out plan for IBM Watson Commerce Insights. Guidance will be provided to the Client for executing the overall roll-out plan with tasks assigned to the Client, the Systems Integrator (if the Client is using one), and IBM. For the work that IBM executes, a knowledge transfer will be provided to the Client, or the Systems Integrator (if the Client is using one), so that the Client can

maintain and update any changes in the future as appropriate. IBM makes no guarantee that the original number of hours purchased will be sufficient to execute the roll-out plan.

This remotely delivered set-up service is purchased per Engagement as specified in Client's Transaction Document. Regardless of whether all hours have been used, this service will be considered complete upon delivery of the jointly planned and assigned technical tasks within the contracted number of hours.

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=F941B2C058B711E5AAAA084C1D9D5D44>

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.

3.2 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.
- Gigabyte (GB) is defined as 2 to the 30th power bytes of data processed by, used, stored or configured in the Cloud Services.
- Order Lines is a line item on an order managed or processed by the Cloud Services.

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 Test Account Authorized Usage

Upon request, and upon agreement by IBM, IBM may provide Client with access to a separate instance of the Cloud Service for pre-production development and testing purposes (a "Test Account"). A Test Account is provided under the terms below.

Clients of the Cloud Service may request one (1) Test Account of the Cloud Service for testing integrations with Client's eCommerce site(s) before going live into production. The Client may use the Test Account for development and testing purposes only (including and limited to functional and/or integration testing) and may not use the Test Account for production purposes. The Test Account is limited to use by up to and including three Authorized Users at no additional charge.

IBM provides the Test Account without obligation of support and "AS IS", WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE WARRANTY OF TITLE, NON-INFRINGEMENT OR NON-INTERFERENCE AND ANY IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. Client should take precautions to avoid any loss of data that might result when the Test Account can no longer be used.

6. Overriding Terms

6.1 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 subject to removing personal identifiers; so that any personal data can no longer be attributed to a specific individual without the use of additional information. IBM will use such data only for research, testing, and offering development.