

## Service Description

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### IBM Analytics Professional Services

Upon acceptance of Client's order, this Service Description applies to the Acceleration Services to support your Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

#### 1. Acceleration Service

IBM provides the following remotely delivered services to accelerate Client planning and adoption of cloud analytics offerings.

##### 1.1 Services

The Client may select from the following available services.

##### 1.1.1 IBM Analytics Professional Services, Data Strategy Design

IBM provides this data strategy design engagement (Data Strategy Workshop) as one of the key initial steps to working with a Client to align data strategy and design with Client's key drivers and actionable tasks of an enterprise data strategy. Upon establishing a clear understanding of the business-to-data strategy and objectives, through the usage of data use cases, data requirements and associated design characteristics can be articulated and solidified. The outputs of this Data Strategy Workshop allow Client to proceed to next steps of engaging in a proof of value engagement and/or identifying and elaborating a more comprehensive data topology, data governance, and data lake design criteria for effective deployment of the eventual enterprise solution.

Typical topics covered include:

- Understanding business strategies
- Breaking down user stories
- Identifying specific data stores, owners, content, and lifecycle
- Identifying data sizes and growth
- Validating data security and sensitivity
- Determining profile and quality needs
- Determining metadata management required
- Mapping stores to proposed functional and analytics tooling
- Validating against business objectives and use case

This service provides a maximum of 100 hours of IBM architect, subject matter and industry expert advisory consulting expertise in support of designing with the Client their Data strategy.

##### 1.1.2 IBM Analytics Professional Services, Data Topology Design

IBM provides this data topology design engagement (Data Topology Workshop) as one of the key progressive steps in expanding upon the data strategy and building a roadmap for the enterprise. Flowing logically out of the efforts of defining the business and related data strategies, this Data Topology Workshop dives deeper into the data landscape and topology considerations that must be examined as part of the larger objective of evolving the Client's enterprise data objectives. The data topology provides a static view of data zones, structure, sourcing, and usage. Data flows modeling overlays on top of the topology, providing views of the "active flow" of data movement – including characteristics such as velocity, life cycle and volume.

Typical topics covered include:

- Conceptual modeling of data stores, engines, and flows across a hybrid landscape
- Identifying locations and zones and their respective interfaces required to support business objectives
- Determining best integration and related processing required to support objectives
- Assessing current data architecture and flow capabilities
- Reviewing any current hybrid enterprise efforts

- Documenting maturity and roadmap to a proposed solution
- Producing detailed to-be conceptual architecture models
- Mapping as-is architecture to to-be and describing a roadmap

This service provides a maximum of 100 hours of IBM architect, subject matter and industry expert advisory consulting expertise in support of developing with the Client their Data Topology design.

### **1.1.3 IBM Analytics Professional Services, Data Lake Design**

IBM provides this data lake design engagement (Data Lake Workshop) to establish a common understanding of a hybrid data lake architecture for the Client. This Data Lake Workshop starts with a reaffirmation of what a data lake is and how it can be applied to the Client's situation to provide the maximum benefit to the business as well as speed of deployment. Detail discussions of the Client's current data environment and future requirements will enable the attendees of this session to arrive at an agreed future-state data lake roadmap.

Typical topics covered include:

- Establishing a common understanding of a hybrid cloud secure data lake architecture as part of a deep dive design session covering data flow, security, high availability, disaster recovery, cloud integration and cluster management.
- Clarifying an IBM point of view of a data lake and its distinguishing elements.
- Identifying and validating business priorities and understanding IT and data landscape and gaps, in terms of a data lake scenario.
- Assisting in aligning Business and IT priorities and next steps in building a data lake solution.
- Establishing an execution plan.
- Identifying multi-cloud and hybrid cloud integration, networking and cloud exchange, software stacks and open source, infrastructure and provisioning, hardware and cluster management, capacity planning, data transfers and security, and production automation.

This service provides a maximum of 100 hours of IBM architect, subject matter and industry expert advisory consulting expertise in support of developing with the Client their Data Lake design.

### **1.1.4 IBM Analytics Professional Services, Common Data and Governance Design**

IBM provides this common data and governance design engagement (Governance Workshop) to establish common data and governance approaches. This Governance Workshop starts with a review of common data concepts and data governance requirements. Detailed discussions of the Client's metadata lineage and governance needs will enable the attendees of this session to identify governance gaps and actionable tasks for a long-term data governance strategy.

Typical topics covered include:

- Performing a deep dive session covering metadata lineage, governance catalog, data quality, data lifecycle management, and entity management.
- Incorporating common data best practices, metadata lineage, data governance, and analytics into the Client's short and long-term data strategy.
- Reviewing Chief Data Officer success and industry data strategies.
- Reviewing common data concepts and best practices.
- Exploring Master Data Management and Entity Analytics, data models and structures, metadata and governance catalogs, data quality and profiling, and open source and governance support.

This service provides a maximum of 100 hours of IBM architect, subject matter and industry expert advisory consulting expertise in support of developing with the Client their Common Data and Governance design.

### **1.1.5 IBM Analytics Professional Services, Solution Architectural Consultancy**

IBM provides this remotely delivered architectural consultation service (Consultancy Service) to assist Clients with their identification and documentation of actionable use cases, defining migration approach, defining business value, expectations, current state, and future state, or high-level roadmaps pertaining to Client's analytics solution architecture design, build and implementation.

Each Engagement of this Consultancy Service includes consultation and delivery of a maximum of 40 person-hours via virtual sessions.

#### **Activity 1 – Conduct Project Kickoff Meeting**

IBM will conduct a kick-off meeting for up to two (2) hours on a mutually agreed to date at the commencement of this Consultancy Service to:

- review Client requirements for the Consultancy Service;
- understand Client objectives for the Consultancy Service;
- define Client and IBM roles and responsibilities for the Consultancy Service;
- document planned activities, priorities and timelines for the Consultancy Service; and
- verify scope of Client goals to assess required quantity of Consultancy Service to purchase.

If a quantity of more than one (1) of this part is purchased in a single order, only one (1) project kick-off meeting will be held.

#### **Activity 2 – Solution Architectural Consultancy**

As prioritized and defined in Activity 1, and as time permits, IBM will spend the remainder of the forty (40) hours to perform interviews, review documentation and perform prioritized activities defined in Activity 1 that can include:

- use case design and validation;
- delivery proposal development;
- defining migration approach;
- Client data assessment;
- use case demonstration and pilots; or
- solution validation.

Client provides a person who will be the focal point for IBM communications relative to the Consultancy Service and will have the authority to act on behalf of the Client in all matters regarding the Consultancy Service.

Client will ensure that staff is available to provide such assistance as IBM reasonably requires to provide the Consultancy Service. Client will ensure that staff has the appropriate skills and experience. If any of staff fails to perform as required, Client will make suitable additional or alternative staff available.

### **1.1.6 IBM Analytics Professional Services, One Day Solution Architectural Consultancy**

IBM provides this remotely delivered architectural consultation service (One Day Consultancy Service) to assist Clients with their identification and documentation of actionable use cases, defining migration approach, defining business value, expectations, current state, and future state, or high-level roadmaps pertaining to Client's analytics solution architecture design, build and implementation.

Each Engagement of this One Day Consultancy Service includes consultation and delivery of a maximum of 8 person-hours via virtual sessions.

#### **Activity 1 – Conduct Project Kickoff Meeting**

IBM will conduct a kick-off meeting for up to two (2) hours on a mutually agreed to date at the commencement of this One Day Consultancy Service to:

- review Client requirements for the One Day Consultancy Service;
- understand Client objectives for the One Day Consultancy Service;
- define Client and IBM roles and responsibilities for the One Day Consultancy Service;
- document planned activities, priorities and timelines for the One Day Consultancy Service; and
- verify scope of Client goals to assess required quantity of One Day Consultancy Service to purchase.

If a quantity of more than one (1) of this part is purchased in a single order, only one (1) project kick-off meeting will be held.

## **Activity 2 – Solution Architectural Consultancy**

As prioritized and defined in Activity 1, and as time permits, IBM will spend the remainder of the eight (8) hours to perform interviews, review documentation and perform prioritized activities defined in Activity 1 that can include:

- use case design and validation;
- delivery proposal development;
- defining migration approach;
- Client data assessment;
- use case demonstration and pilots; or
- solution validation.

Client provides a person who will be the focal point for IBM communications relative to the One Day Consultancy Service and will have the authority to act on behalf of the Client in all matters regarding the One Day Consultancy Service.

Client will ensure that staff is available to provide such assistance as IBM reasonably requires to provide the One Day Consultancy Service. Client will ensure that staff has the appropriate skills and experience. If any of staff fails to perform as required, Client will make suitable additional or alternative staff available.

### **1.1.7 IBM Analytics Professional Services, Solution Build Assistance**

IBM will provide Solution build assistance (Build Service) that can be applied against scoped solution build projects.

Each Engagement of this Build Service includes consultation and delivery of a maximum of 40 person hours via virtual sessions.

#### **Activity 1 – Conduct Project Kickoff Meeting**

IBM will conduct a kick-off meeting for up to two (2) hours on a mutually agreed to date at the commencement of this Build Service to:

- review Client requirements for the Build Service;
- understand Client objectives for the Build Service;
- define Client and IBM roles and responsibilities for the Build Service;
- document planned activities, priorities and timelines for the Build Service; and
- verify scope of Client goals to assess required quantity of Build Service to purchase.

If a quantity of more than one (1) of this part is purchased in a single order, only one (1) project kick-off meeting will be held.

#### **Activity 2 – Solution Build Assistance**

As prioritized and defined in Activity 1, and as time permits, IBM will spend the remainder of the forty (40) hours to perform interviews, review documentation and perform prioritized activities defined in Activity 1 that can include:

- defining data movement use cases;
- coaching on expertise-proven practices for reports, dashboards, and other systems tooling;
- guided assistance and advice on preparation, execution and validation for data loading; or
- other administrative and configuration topics of interest.

Client provides a person who will be the focal point for IBM communications relative to the Build Service and will have the authority to act on behalf of the Client in all matters regarding the Build Service.

Client will ensure that staff is available to provide such assistance as IBM reasonably requires to provide the Build Service. Client will ensure that staff has the appropriate skills and experience. If any of staff fails to perform as required, Client will make suitable additional or alternative staff available.

### 1.1.8 IBM Analytics Professional Services, One Day Solution Build Assistance

IBM will provide Solution build assistance (One Day Build Service) that can be applied against scoped solution build projects.

Each Engagement of this One Day Build Service includes consultation and delivery of a maximum of 8 person hours via virtual sessions.

#### Activity 1 – Conduct Project Kickoff Meeting

IBM will conduct a kick-off meeting for up to two (2) hours on a mutually agreed to date at the commencement of this One Day Build Service to:

- review Client requirements for the One Day Build Service;
- understand Client objectives for the One Day Build Service;
- define Client and IBM roles and responsibilities for the One Day Build Service;
- document planned activities, priorities and timelines for the One Day Build Service; and
- verify scope of Client goals to assess required quantity of One Day Build Service to purchase.

If a quantity of more than one (1) of this part is purchased in a single order, only one (1) project kick-off meeting will be held.

#### Activity 2 – Solution Build Assistance

As prioritized and defined in Activity 1, and as time permits, IBM will spend the remainder of the eight (8) hours to perform interviews, review documentation and perform prioritized activities defined in Activity 1 that can include:

- defining data movement use cases;
- coaching on expertise-proven practices for reports, dashboards, and other systems tooling;
- guided assistance and advice on preparation, execution and validation for data loading; or
- other administrative and configuration topics of interest.

Client provides a person who will be the focal point for IBM communications relative to the One Day Build Service and will have the authority to act on behalf of the Client in all matters regarding the One Day Build Service.

Client will ensure that staff is available to provide such assistance as IBM reasonably requires to provide the One Day Build Service. Client will ensure that staff has the appropriate skills and experience. If any of staff fails to perform as required, Client will make suitable additional or alternative staff available.

## 2. Data Processing and Protection Data Sheets

No applicable Data Sheet for this Service Description.

### Personal Data Processing

- a. This Service is not intended for the processing of Personal Data subject to the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679). Therefore, Client is obligated to ensure, under its own responsibility, that no Personal Data are or will be processed by IBM as a Processor on behalf of the Client as part of the Service provision falling inside the scope of the GDPR.
- b. Client shall communicate to IBM in writing, without undue delay, any anticipated change affecting Client's obligation set out in the previous Section and shall instruct IBM on GDPR-applicable requirements. In such case, the parties then shall agree to enter into IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and an applicable DPA Exhibit consistent with the law.

## 3. Service Levels and Technical Support

No Service Level Agreement or Technical Support is available for this Service Description.

## 4. Entitlement and Billing Information

### 4.1 Charge Metrics

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

- Engagement is a professional or training service related to the Cloud Services.

## **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 Additional Engagement Term**

Each Engagement purchased by the Client is based on the following key assumptions:

- a. No support of Client's systems – including Cloud Services, hardware, or software purchased from IBM or any supplier – is provided in the purchase of an Engagement.
- b. If required, when shipping or transferring data, the Client will provide data using an encryption method supported by their software/systems.
- c. If required, source data will be in an accessible database, or made available in delimited text format following recommended data formatting specifications provided by IBM.

The completion of the effort depends on the full commitment and participation of Client management and personnel.

### **5.2 Additional Client Responsibilities**

- a. Client will provide access to Client systems and resources for IBM to perform activities requested by Client.
- b. Client will make appropriate personnel available to assist IBM in the performance of its responsibilities.