IBM Watson Expert Services

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
IBM provides the following remotely delivered services, which for the purpose of this Service Description are referred to as Cloud Services. All services will be delivered at an IBM location unless otherwise specified. Capitalized terms not otherwise defined in the Agreement are defined in Section 5.

1.1 IBM Watson Expert Services – Design
This Cloud Service assesses the Client's business problem/Use Cases through a Design Thinking workshop for which they may consider building an application that leverages IBM Watson Cloud Services and other IBM solutions.

The Cloud Service requires that Client provides:
- A multidisciplinary team to participate in the workshop; and
- An idea or project.

During this Cloud Service, IBM conducts an IBM Design Thinking workshop with IBM Watson Solution Architects and IBM Watson Designers. The outcome of the Cloud Service is a Minimum Viable Product (MVP) project definition, a roadmap to achieve the MVP, and identification of the associated Watson Services the Client would use to accomplish the MVP.

The Cloud Service scope is as follows:
- Analysis of up to three (3) problem and/or opportunity statements. The breadth, depth and complexity of these statements may mean that less than three (3) can be handled during the workshop.
- The workshop Use Case and target users are defined through discussions between Client and the IBM team.

1.1.1 Activities to be Performed
This Cloud Service includes the following Activities:

Activity 1 – Expert Services Design Preparation
IBM will understand the Client's target users, pain points, opportunities, and wider business and system context in scope for the workshop. IBM will work with the Client remotely to scope the problem and/or opportunity statements that the workshop will focus upon.

Activity 2 – Expert Services Design Workshop
IBM will conduct a two (2) day, hands-on workshop where IBM will help the Client examine the problem and/or opportunity statement(s) and up to three (3) associated target users related to the background materials and information provided. IBM will facilitate the workshop by applying IBM Design Thinking concepts and methods to design the intended user centric outcomes and map IBM Watson cognitive capabilities to support them.

1.2 IBM Watson Expert Services – Learn (2 Day)
This Cloud Service provides enablement services on Watson APIs available on IBM Cloud to the Client through a two (2) day Learn session.

The Cloud Service requires that Client provides:
- A detailed description of the Use Case which includes the associated Personas, business processes, and opportunity statements equivalent to the output produced by an IBM Watson Expert Services Design (Section 1.1);
● Attendance of technical Subject Matter Experts (SMEs) in the Learn session, and relevant stakeholders during the Read Out (Activity 3); and
● Separately acquired entitlements to the identified Watson APIs.

The IBM Watson Expert Services – Learn (2 Day) Cloud Service entitlements and scope consist of:

● A two (2) day (8 hours per day), hands on session;
● A skill transfer for up to two (2) Watson APIs identified by the Client prior to the commencement of the Cloud Service;
● Development of core Watson API skills to build a cognitive application;
● Acquisition of solution development expertise through end to end lab exercises; and
● Access to Watson standard practices and methodology developed by the IBM SMEs.

1.2.1 Activities to be Performed

This Cloud Service includes the following Activities:

**Activity 1 – Watson Expert Services Learn Kickoff Session**

IBM will provide a remotely delivered overview of the Learn session structure and establish the scope of the Learn session. IBM will identify the Client prerequisites that need to be completed prior to the start of Activity 2. IBM will finalize the Use Case from the IBM Watson Expert Services Design (Section 1.1) workshop to identify the technologies that will be addressed as part of the Learn Module.

**Activity 2 – Learn Session**

IBM will provide enablement around the Watson APIs identified in Activity 1, including hands on lab sessions.

**Activity 3 – Read Out**

IBM will review the Learn Session Enablement Roadmap with Client executive sponsors. Client Learn session participants will also be asked to provide Feedback on their experience with Watson technology. The Read Out session will conclude high level discussions on Client’s next steps for solution development.

1.3 IBM Watson Expert Services – Learn (4 Day)

This Cloud Service provides four (4) days of enablement services on Watson APIs available on IBM Cloud to the Client in the format of a two (2) day Learn session, and a two (2) day session for Proof of Concept development, including creation of a Solution Concept Document using IBM Watson API Services available on IBM Cloud. The output of the Learn session is used as input to the IBM Watson Expert Services – Plan Cloud Service in Section 1.4.

The Cloud Service requires that Client provides:

● A detailed description of the Use Case which includes the associated Personas, business processes, and opportunity statements equivalent to the output produced by an IBM Watson Expert Services – Design (Section 1.1);
● Attendance of technical SMEs throughout the Cloud Service, and relevant stakeholders during the Read Out (Activity 4); and
● Separately acquired entitlements to the identified Watson APIs.

The IBM Watson Expert Services – Learn (4 Day) Cloud Service entitlements and scope consist of:

● A two day (8 hours per day), hands on session;
● A skill transfer for up to two (2) Watson APIs identified by the Client prior to the commencement of the Cloud Service;
● A two (2) day Proof of Concept development to cover one (1) Use Case and two (2) Watson API services identified by the Client;
● Development of core Watson API skills to build a cognitive application;
● A working Proof of Concept built from the pre-identified Watson APIs;
● Acquisition of solution development expertise through end to end lab exercises and Proof of Concept development; and
1.3.1 Activities to be Performed
This Cloud Service includes the following Activities:

**Activity 1 – Watson Expert Services Learn Kickoff Session**
IBM will provide a remotely delivered overview of the Learn session structure and establish the scope of the Proof of Concept. IBM will identify the Client prerequisites that need to be completed prior to the start of Activity 2.

**Activity 2 – Learn Session**
IBM will assist Client in developing a Proof of Concept for the identified Use Case through enablement of the appropriate technologies. IBM will provide enablement and hands on lab sessions around the appropriate Watson technologies that will be required to build a Proof of Concept.

**Activity 3 – Learn Proof of Concept Development**
IBM will assist Client in developing a viable Proof of Concept with an agreed upon scope that uses the Watson technologies identified in Activity 1. IBM and Client will build out a Proof of Concept for the scope defined in the Solution Concept Document.

**Activity 4 – Read Out**
IBM will review the Learn session Proof of Concept with Client executive sponsors. The Client team will present an overview of the Proof of Concept and conduct a demonstration. Client Learn session participants will also be asked to provide Feedback on their experience with Watson technology. The Read Out session will conclude high level discussions on Client’s next steps for solution development.

1.4 IBM Watson Expert Services – Plan
This Cloud Service provides Client with a workshop to guide and facilitate the creation and documentation of the Client's Solution Architecture and a prioritized solution Development Roadmap to inform their solution implementation planning.

The Cloud Service requires that Client provides:
- Defined and documented statement of scope, business process flows, Use Cases, and Personas. It is recommended that the Client has completed IBM Watson Expert Services – Design (Section 1.1) and IBM Watson Expert Services – Learn (Sections 1.2 or 1.3) prior to commencement of this Cloud Service;
- Attendance of technical SMEs throughout the Cloud Service, and relevant stakeholders during the Read Out (Activity 4); and
- Separately acquired entitlements to the necessary Watson APIs.

The IBM Watson Expert Services – Plan entitlements and scope consist of:
- A series of workshops with the Client’s development team to define the integration of IBM Watson cognitive capabilities within the Client's solution;
- Up to three (3) Use Cases and the associated Personas, business processes, and opportunity statements provided by the Client. The breadth, depth, and complexity of Use Cases may mean that less than three (3) can be handled during the workshop. The workshop preparation activity will allow the IBM team to work with Client to determine this scope.
- The uses cases covered in these workshops are defined in discussion between Client and the IBM team.

1.4.1 Activities to be Performed
This Cloud Service includes the following Activities:

**Activity 1 – Plan Service Preparation**
Client will remotely identify and assure the availability of all workshop participants, establish, in collaboration with IBM, the schedule and location for the workshop activities, and establish a Client plan to gather all the requisite preparatory materials.
**Activity 2 – Remote Plan Workshops**

IBM will assist Client remotely in gaining a mutual understanding of the business and technical aspects, selecting the target Use Case(s) that are to be the focus of the face-to-face workshop, selecting the candidate Watson capabilities, and identifying any areas requiring clarification before the face-to-face workshop.

**Activity 3 – Face-to-Face Workshop**

Client will create and document the Solution Architecture for the targeted business process facilitated by the IBM team during this face-to-face workshop. This process will include performing a Viability Assessment and the creation of a Development Roadmap that will guide the future detailed design work by the Client team.

**Activity 4 – Workshop Read Out**

Workshop participants will present to the executive sponsors a summary of the results of the workshop as means to inform them and obtain their Feedback.

### 1.5 IBM Watson Expert Services – Build

This Cloud Service advises Client on building a Watson technology prototype solution in the format of a one (1) day planning session followed by IBM support during two (2) sprints of Client led prototype development. Each sprint will conclude with a playback presenting progress and plan for the next sprint. During Sprint 2 IBM will work with the Client to create a pilot deployment plan.

The Cloud Service requires that Client provides:

- Use Case identification, appropriate technologies, and data and architecture decisions based on the results from prior Watson Expert Services engagements or equivalent;
- Attendance of technical SMEs throughout the Cloud Service, and relevant stakeholders during the Sprint 2 playback (Activity 4); and
- Separately acquired entitlements to the necessary Watson APIs.

The IBM Watson Expert Services – Build entitlements and scope consist of:

- A prototype planning workshop with the Client's development team for establishing the scope of the specific project; and
- Limitations and restrictions required by different technologies, specified to ensure prototype viability and success. The scope will adhere to general restrictions and limitations set for key technologies that may be employed in this project.

#### 1.5.1 Activities to be Performed

This Cloud Service includes the following Activities:

**Activity 1 – Build Module Kickoff Meeting**

IBM will facilitate a 60-90 minute remote kickoff meeting to review inputs, people, data, schedule, and other prerequisites necessary to run a successful project.

**Activity 2 – Prototype Planning Session**

IBM and Client will review inputs necessary to demonstrate the "to be" User Scenario from a functional prototype in this one (1) day face-to-face meeting. These inputs should be prepared in prior Expert Services engagements and are Client responsibilities. In addition, IBM will share standard project methods and plans to formalize a plan for the prototype.

**Activity 3 – Sprint 1**

IBM will review activities completed to date and provide corrective guidance, if required, with respect to the IBM Watson prototype development. The sprint will occur during a two (2) week period. The initial support will be face-to-face for three (3) days to begin the development. The remainder of Sprint 1 support will be conducted remotely.

**Activity 4 – Sprint 2**

IBM and Client will incorporate feedback from Sprint 1 to enhance the prototype during this one (1) week sprint. The iterative creation of the prototype aligns the project team and stakeholders with end user
expectations. IBM and Client will also create a pilot deployment plan. Sprint 2 will be supported remotely, and the Sprint 2 playback will be held at an IBM location.

**Activity 5 – Project Management**

IBM and Client will provide project management for their respective responsibilities. This activity will provide: technical direction and control of IBM personnel, a framework for project planning, communications, reporting, procedural and contractual activity.

1.6 **IBM Watson Expert Services – Deploy**

This Cloud Service advises Client on deploying a pilot IBM Watson solution in the format of an enablement session, followed by IBM support during three (3) remote sprints of Client led Watson pilot implementation. Each sprint will conclude with a playback that will present progress and plan for the next sprint.

Client should have previously completed the following IBM Watson Expert Services – Design (Section 1.1), IBM Watson Expert Services – Learn (Sections 1.2 or 1.3), IBM Watson Expert Services – Plan (Section 1.4), and IBM Watson Expert Services – Build (Section 1.5), or equivalent.

This Cloud Service requires that Client provides:

- A defined statement of scope, business process flows, Use Cases, Personas, Solution Architecture defining the scope of the Watson technologies to be used in the solution, and experience with Watson technology.
- Attendance of technical SMEs throughout the Cloud Service, and relevant stakeholders during the Read Out; and
- Separately acquired entitlements to the necessary Watson APIs.

During IBM Watson Expert Services – Deploy, IBM will conduct a deployment enablement session with the Client’s Development Team. This session will validate the User Scenario, architecture, and prototype (if available), including definition of high-level functional and non-functional requirements. This Cloud Service will focus on the deployment of IBM Watson API service components as well as their integration into the pilot solution.

1.6.1 **Activities to be Performed**

This Cloud Service includes the following Activities:

**Activity 1 – Expert Services Deploy Kickoff Meeting**

IBM will conduct a 60-90-minute remote kickoff meeting to review inputs, people, data, schedule, and other prerequisites necessary to run a successful project. The kickoff meeting will occur a minimum of two (2) weeks prior to the start of the project, with all resulting prerequisites completed one (1) week prior to Sprint 0.

**Activity 2 – Sprint 0 – Deployment Enablement**

IBM and Client will review inputs necessary to demonstrate business and user goals within a functional pilot. IBM will share standard project methods and plans to formalize initial sprints for the pilot, should a plan not exist from prior IBM Watson Expert Services Cloud Services. Sprint 0 lasts for a duration of two (2) weeks.

**Activity 3 – Sprint 1 – Deployment Checkpoint One**

IBM will review actions completed to date and provide corrective guidance, if required, with respect to the IBM Watson pilot deployment. The support will occur during the second week of the two (2) week sprint.

**Activity 4 – Sprint 2 – Deployment Checkpoint Two**

IBM and Client will incorporate feedback from Sprint 1 to enhance the pilot during this two (2) week sprint. The iterative creation of the prototype aligns the project team and stakeholders with end user expectations. Accuracy, precision, and reliability will be priorities, as well as preparation for any operational requirements for deployment. Sprint 2 will be supported by IBM during the second week of the sprint.

**Activity 5 – Sprint 3 – Deployment Review**

IBM will support Sprint 3 remotely by incorporating Sprint 2 feedback, and reviewing deployment readiness of the pilot solution. Sprint 3 is two (2) weeks in duration.
**Activity 6 – Project Management**

IBM and Client will provide project management for their respective responsibilities. The purpose of this activity is to provide technical direction and control of IBM personnel and to provide a framework for project planning, communications, reporting, procedural and contractual activity.

1.7 **IBM Watson Expert Services – On Demand Consulting (Standard)**

IBM Watson Expert Services On Demand Consulting provides Client with access to IBM’s cognitive expert resources remotely on a supplemental basis, during all phases of a project lifecycle for a period of three (3) months after the Client is onboarded to the IBM On Demand Consulting Client Success Portal.

This Cloud Service includes:

   a. Unlimited Q&A to Watson Experts through requests submitted via the IBM On Demand Consulting Client Success Portal.


This Cloud Service is focused on assisting Clients working with the following generally available (not ‘deprecated’, ‘experimental’, or ‘beta’) products:

- Watson APIs available on IBM Cloud
- Watson Knowledge Studio
- Watson Virtual Agent
- Watson Business Solutions

This Cloud Service aims to assist across a broad range of topics including:

- Solution Architecture
- Deployment planning
- Operational best practice
- Upgrade or Migration assistance
- API Mentoring
- Diagnostic coaching
- Testing / Performance tuning guidance
- Knowledge / Skill Sharing / Mentoring
- Existing / Legacy Solution Maintenance

The Cloud Service will be provided for up to five (5) authorized users nominated by Client.

This Cloud Service does not replace the role of the IBM Support organization which should continue to be the handler for technical problems. Technical incidents are out of scope of this Cloud Service. IBM will make available the IBM software as a service support guide which provides technical support contact information and other information and processes for specific products.

IBM will make commercially reasonable efforts to respond within 16 standard service hours (2 business days) between the hours of eight (8) AM and five (5) PM Monday to Friday at the work location of the IBM personnel, excluding local holidays. Questions considered out of scope will be processed with guidance on the most appropriate alternative route for the customer to obtain the required assistance. This Cloud Service is available in English only.

1.8 **IBM Watson Expert Services – On Demand Consulting (Premium)**

IBM Watson Expert Services On Demand Consulting provides the Client with access to IBM’s cognitive expert resources remotely on a supplemental basis, during all phases of a project lifecycle for a period of three (3) months after the Client is onboarded to the IBM On Demand Consulting Client Success Portal.

This Cloud Service includes:

   a. Unlimited Q&A to Watson Experts through requests submitted via the IBM On Demand Consulting Client Success Portal for ten (10) users.


   c. Weekly Interlock calls, lasting no longer than one (1) hour, hosted by IBM to discuss Client project(s), questions, concerns, as well as potential services;
d. Forty eight (48) hours of mentoring time to be used for activities as requested by Client during the term of this Cloud Service. The scope of work to be performed during this activity as well as the dates and location (remotely delivered or at an IBM location) shall be mutually agreed to by both parties in writing prior to the rendering of the service. SME mentoring time can be used all at once or for multiple activities, but must be scheduled in a minimum of eight (8) hour blocks when at an IBM location or one (1) hour blocks for remote. SME mentoring time is non-refundable and will expire at the end of the three (3) month term.

This Cloud Service is focused on assisting Clients with working with the following generally available (not 'deprecated', 'experimental', or 'beta') products:

- Watson APIs available on IBM Cloud
- Watson Knowledge Studio
- Watson Virtual Agent
- Watson Business Solutions

This Cloud Service aims to assist across a broad range of topics including:

- Solution Architecture
- Deployment planning
- Operational best practice
- Upgrade or Migration assistance
- API Mentoring
- Diagnostic coaching
- Testing / Performance tuning guidance
- Knowledge / Skill Sharing / Mentoring
- Existing / Legacy Solution Maintenance

This Cloud Service will be provided for ten (10) authorized users nominated by Client.

This Cloud Service does not replace the role of the IBM Support organization which should continue to be the handler for technical problems. Technical incidents are out of scope of this Cloud Service. IBM will make available the IBM Software as a service support guide which provides technical support contact information and other information and processes for specific products.

IBM will make commercially reasonable efforts to respond within 16 standard service hours (2 business days) between the hours of eight (8) AM and five (5) PM Monday to Friday at the work location of the IBM personnel, excluding local holidays. Questions considered out of scope will be processed with guidance on the most appropriate alternative route for the customer to obtain the required assistance. The Cloud Service is available in English only.

2. **Entitlement and Billing Information**

2.1 **Charge Metrics**

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

- 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.

2.2 **Remote Services Charges**

A remote service charge will be billed at the rate specified in the Transaction Document for such remote service and will expire 90 days from purchase regardless of whether the remote service has been used.

2.3 **Billing Frequency**

Based on selected billing frequency, IBM will invoice Client the charges due at the beginning of the billing frequency term, except for overage and usage type of charges which will be invoiced in arrears.
3. **Additional Terms**

3.1 **General**

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

Client may suggest that IBM enhance IBM's products or services ("Feedback"). Client is under no obligation to provide Feedback and IBM is free to use all Feedback that Client provides.

3.2 **Service Activities and Responsibilities**

IBM will provide Client with a Service Activities and Responsibilities document further describing IBM and Client responsibilities specific to each Activity performed. Client agrees to perform the Activities outlined in this Service Description with IBM based on further guidance within the Service Activities and Responsibilities document.

3.3 **Deliverables**

The following items will be delivered to the Client. All items will be delivered in soft copy format.

Client will own the copyright in Project Materials.

3.3.1 **Deliverables for IBM Watson Expert Services – Design (Section 1.1)**

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
</table>
| Design Workshop Read Out* | Read out in a presentation format that summarizes the workshop exercises and their findings. The read out will include a synthesis of the following:  
  ● Empathy maps for the target users;  
  ● "As is" scenarios;  
  ● Ideation and needs statements for target users;  
  ● "To be" scenarios for target users;  
  ● Prioritization of up to three (3) "to be" scenarios aligned to IBM Watson cognitive capabilities; and  
  ● High-level roadmap to implement the up to three (3) "to be" scenarios. | Project Material |

*Includes IBM Existing Works.

3.3.2 **Deliverables for IBM Watson Expert Services – Learn (2 day) (Section 1.2)**

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prerequisites Document Template*</td>
<td>The Prerequisites Document Template will be presented and reviewed during the kickoff session. The client is expected to complete the document as instructed prior to the engagement.</td>
<td>Project Material</td>
</tr>
<tr>
<td>Learn Workbook*</td>
<td>Consists of critical details of the engagement and captures all the action items identified and accomplished as part of the enablement session.</td>
<td>Project Material</td>
</tr>
<tr>
<td>Learn Module Feedback Summary*</td>
<td>Document feedback from Client developers on their experience with Watson technologies and provide recommended next steps for the Proof of Concept</td>
<td>Project Material</td>
</tr>
</tbody>
</table>

*Includes IBM Existing Works.

3.3.3 **Deliverables for IBM Watson Expert Services – Learn (4 day) (Section 1.3)**

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prerequisites Document Template*</td>
<td>The Prerequisites Document Template will be presented and reviewed during the kick off session. The Client is expected to complete the document as instructed prior to the engagement.</td>
<td>Project Material</td>
</tr>
<tr>
<td>Solution Concept Document Template*</td>
<td>The Solution Concept Document template will be used to establish the scope and Plan for the POC</td>
<td>Project Material</td>
</tr>
</tbody>
</table>
### 3.3.4 Deliverables for IBM Watson Expert Services – Plan (Section 1.4)

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learn Workbook</strong></td>
<td>Consists of critical details of the engagement and captures all the action items identified and accomplished as part of the enablement session.</td>
<td>Project Material</td>
</tr>
<tr>
<td><strong>Learn Module Feedback Summary</strong></td>
<td>Document feedback from Client developers on their experience with Watson technologies and provide recommended next steps for the Proof of Concept.</td>
<td>Project Material</td>
</tr>
</tbody>
</table>

*Includes IBM Existing Works.

### 3.3.5 Deliverables for IBM Watson Expert Services – Build (Section 1.5)

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Inventory Template</strong></td>
<td>Documents the metadata that describes the content used by actors in the business process. This metadata is used to determine solution implementation and operational requirements on the Solution Architecture.</td>
<td>Project Material</td>
</tr>
<tr>
<td><strong>Solution Architecture Workbook Template</strong></td>
<td>A predefined set of templates that documents the structure of a solution (business scope, to-be process flows, logical component model, High Level Operational Model, component interaction diagrams, risks, issues), a Viability Assessment, and a Development Roadmap. This set of templates is in the form of MSWord, MS Powerpoint, MSExcel or JPG suited to the type of information to be captured.</td>
<td>Project Material</td>
</tr>
<tr>
<td><strong>Workshop Read Out Summary Presentation Template</strong></td>
<td>A pro forma read out presentation template in MS PPT format that is used to guide the creation of the read out presentation by the development team.</td>
<td>Project Material</td>
</tr>
</tbody>
</table>

*Includes IBM Existing Works.

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*Includes IBM Existing Works.
### 3.3.6 Deliverables for IBM Watson Expert Services – Deploy (Section 1.6)

<table>
<thead>
<tr>
<th>Item to be delivered</th>
<th>Purpose and Content</th>
<th>Deliverable Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert Services Deploy Prerequisites*</td>
<td>Prerequisites to ensure a successful engagement. Prerequisites include Use Cases, User Scenarios, and architecture for the proposed solution.</td>
<td>Project Material</td>
</tr>
<tr>
<td>Supporting Methodology Documents (As Appropriate) *</td>
<td>Based on prior Expert Services modules, certain Use Case Scenario, Solution Design Documents, User Scenario, and other documents may be useful to aid the engagement. Documents will be provided on an as available basis</td>
<td>Project Material</td>
</tr>
<tr>
<td>Template Implementation Plan *</td>
<td>Baseline activities for implementing a solution against Watson APIs. This implementation plan is activity and methodology centric.</td>
<td>Project Material</td>
</tr>
</tbody>
</table>

*Includes IBM Existing Works

### 4. Licenses Granted

#### 4.1 License to Existing Works

To the extent that Existing Works are embedded in any Project Materials or in items delivered to Client under this Service Description, IBM grants Client an irrevocable (subject to Client’s payment obligations), nonexclusive, worldwide license to use, execute, reproduce, display, perform and prepare derivatives of Existing Works that are not Existing Licensed Works.

### 5. Definitions

**Content** – Content consists of all data, software, and information that Client or IBM or its authorized users provides, authorizes access to, or inputs to the Cloud Service (respectively “Client Content” and “IBM Content”). Content includes, but is not limited to data, databases, content corpora, dictionaries, question-answer pairs, and other annotated training data or any other information provided by or on behalf of Client or IBM under this Service Description for the purpose of using such materials with IBM Watson. For clarity, a party’s Content does not include any publicly-available content or the Content of the other party.

**Related Content** of a party is any metadata, ontologies, taxonomies, organization, structure, schema, or knowledge graph instances derived solely from such party’s Content whether provided by that party or created under the Service Description and used to ingest such party’s Content into IBM Watson. Related Content created under the Service Description will not be delivered to Client.

**Development Roadmap** – A set of high level development tasks describing what is required to implement a solution and/or address areas of concerns, and their associated interdependencies to be used as input to the creation of a detailed development plan.

**Existing Works** – Works of authorship, IBM Content and other items that are delivered and/or made accessible to Client, but not created, under this Service Description, and any modifications or enhancements of such works or items made under this Service Description. Some Existing Works are subject to a separate license agreement or cloud subscription agreement (“Existing Licensed Works”). An example of an Existing Licensed Work is IBM Watson, including Watson Enhancements, and IBM Content and IBM Related Content. IBM is the exclusive owner of Existing Works. Existing Works include modifications or enhancements made to the delivered items of this Cloud Service.

**High Level Operational Model** – A definition of the interconnections and interactions between the IT systems involved in a solution. Identifies the physical boundaries and serves as a context for identifying non-functional requirements of a solution.

**IBM Cloud** – IBM Cloud is the cloud platform in which Client deploys applications that Client develops with Watson Developer Cloud services.

**IBM Design Thinking** – IBM Design Thinking is a framework for teams to understand and deliver great user outcomes at the speed and scale of the enterprise. Using IBM Design Thinking begins with a focus on user outcomes, a multidisciplinary team, and a spirit of restless reinvention. IBM has put these pieces together in a powerful behavioral model and a set of key practices to scale design thinking to even the most complex projects.

**IBM Watson** – An IBM computer system consisting of a cognitive systems platform using natural language processing, text signal and image processing, machine learning technologies, or other cognitive
capabilities for analyzing and processing data and content. IBM Watson includes, for example, IBM Watson corpus, IBM Watson models, IBM Watson algorithms, application programming interfaces (APIs) and associated software, services and tooling, and any derivative works or, modifications or enhancements to the foregoing. IBM Watson Conversation, IBM Watson Discovery and IBM Watson Knowledge Studio are IBM branded offerings delivered as cloud services and are a subset of IBM Watson offerings.

**Persona** – A prototypical description of an individual who acts in a particular set of roles relative to a business process within an enterprise. These are also known as an actor or target user. This description captures the essence of the individuals involved in the provided business processes. This essence includes topics such as: the scope of business responsibility and goals, their mode of work (e.g. works in office, travels).

**Project Materials** – Works of authorship that IBM develops for, and delivers to, Client under this Service Description. Project Materials exclude Existing Works.

**Proof of Concept** – A Proof of Concept (POC) is an activity where the objective is to demonstrate feasibility of the application of a technology (or set of technologies) to meet a desired business outcome. A POC is not an end-to-end solution but produces enough demonstrable artifacts for positive confirmation that the technology with appropriate assumptions, could meet a desired business outcome. A POC differs from a Proof of Technology (POT) in that a POC will use actual business content (e.g. an actual business related Use Case) as the basis for the POC.

**Solution Architecture** – A description of the structure, interaction and requirements of the IT components that support discrete and focused business operation or activity for an enterprise.

**Use Case** – A set of actions, events or steps, typically between an actor and a system, to achieve an intended outcome. The actor can be a human or other external system.

**User Scenario** – An end to end description of the end-user’s interaction with the IBM Watson solution and associated systems to define the high level scope, functional and non-functional requirements for the Solution. This detail helps inform design and Solution decisions. User Scenario is not a Project Material.

**Viability Assessment** – A review of the Solution Architecture focused on determining the feasibility of building the solution defined. Provides a list of issues and potential mediation actions for any identified problem areas.