

Service Description

IBM MetroPulse

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

1. Cloud Service

IBM MetroPulse is a modular advanced analytics cloud platform tailored for consumer goods and retailer industries. MetroPulse helps your organization to predict and address local market demand on a street-by-street basis with hyper-local data combined with your enterprise data. The hyper-local data sets are sourced from the MetroPulse Data Lake and combined with Client data (Content) to generate hyper-local insights (Derived Content). Demand patterns and drivers are identified through preconfigured advanced analytics; recommendations and issues are surfaced in an interactive dashboard, indicating net impact on revenue and profit, so that users across supply chain, sales, merchandising, operations, and marketing can swiftly prioritize required actions.

1.1 Offerings

The Client may select from the following available offerings.

1.1.1 IBM MetroPulse Asset Allocator Module

The Asset Allocator Module displays neighborhood attributes to identify underserved neighborhoods for new asset placement. It takes the potential of the neighborhood and competitive points of sales into account and ranks candidate locations for new asset placement. The module also provides visibility of underperforming assets to be removed.

Asset Allocator Core Module

<p>IBM MetroPulse Asset Allocator Module Metro</p>	<p>A Metro subscription provides Authorized Users with the right to use the IBM MetroPulse Asset Allocator Module for a single metropolitan area as defined by IBM (Metro). A Metro subscription requires access to demographic and point-of-interest data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for 50 Authorized Users for each Metro subscription.</p>
<p>IBM MetroPulse Asset Allocator Module Enterprise</p>	<p>An Enterprise subscription provides Authorized Users with the right to use the IBM MetroPulse Asset Allocator Module for any geographical area in scope of the IBM MetroPulse Data Lake subscription. An Enterprise subscription requires access to demographic and point-of-interest data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for 250 Authorized Users for each Enterprise subscription.</p>

1.1.2 IBM MetroPulse Product Mix Module

The Product Mix module displays neighborhood attributes to identify points of sale with ineffective product mix using clustering algorithms and recommends the optimal mix to act on and implement. The Product Mix Module also provides a what-if simulation tool to aggregate improvement of sales and expected uplift based on recommendations.

Product Mix Module

IBM MetroPulse Product Mix Module Metro	<p>A Metro subscription provides Authorized Users with the right to use the IBM MetroPulse Product Mix module for a single Metro. A Metro subscription requires access to demographic and point-of-interest data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for 10 Authorized Users, 1000 SKUs and 1000 Locations (Entity IDs) for each Metro subscription.</p>
IBM MetroPulse Product Mix Module Enterprise	<p>An Enterprise subscription provides Authorized Users with the right to use the IBM MetroPulse Product Mix module for any geographical area in scope – of IBM MetroPulse Data Lake subscription. An Enterprise subscription requires access to demographic data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for an unlimited number of Authorized Users, 1000 SKUs and 10000 Locations (Entity IDs) for each Enterprise subscription.</p>

1.1.3 IBM MetroPulse Demand Forecasting Module

The Demand Forecasting Module alerts Authorized Users to predicted variances in demand versus original forecast on a location by location basis. The module provides the ability to drill-down from category to SKU level and helps Authorized Users understand key sales drivers and identify future stock-outs and over-stock.

Demand Forecasting Module

IBM MetroPulse Demand Forecasting Module Metro	<p>A Metro subscription provides Authorized Users with the right to use the IBM MetroPulse Demand Forecasting Module for a single Metro. A Metro subscription requires access to demographic, weather (historical and forecast) and event data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for 10 Authorized Users, 1000 SKUs and 1000 Locations (Entity IDs) for each Metro subscription.</p>
IBM MetroPulse Demand Forecasting Module Enterprise	<p>An Enterprise subscription provides Authorized Users with the right to use the IBM MetroPulse Demand Forecasting module for any geographical area in scope of the IBM MetroPulse Data Lake subscription. An Enterprise subscription requires access to demographic, weather (historical and forecast) and event data from the IBM MetroPulse Data Lake for the specific geographical area in scope.</p> <p>Each Instance of this Cloud Service provides the Client with entitlements for an unlimited number of Authorized Users, 1000 SKUs and 10000 Locations (Entity IDs) for each Enterprise subscription.</p>

1.1.4 IBM MetroPulse Data Lake

The MetroPulse Data Lake contains curated data sets that are used by the MetroPulse modules. Demographic, point-of-interest, weather (historical and forecast) and event data is available for use by the MetroPulse advanced analytics modules.

This Cloud Service enables integration between IBM MetroPulse module(s) and the MetroPulse Data Lake for use of core hyper-local data sets based on Metro areas or country-based geographical areas as determined by IBM (National) for the following types:

- IBM MetroPulse Data Lake Module Access Type 1 Metro
- IBM MetroPulse Data Lake Module Access Type 2 Metro

- IBM MetroPulse Data Lake Module Access Type 3 Metro
- IBM MetroPulse Data Lake Module Access Type 1 National
- IBM MetroPulse Data Lake Module Access Type 2 National
- IBM MetroPulse Data Lake Module Access Type 3 National

Categorization of city and geographical regions by type is maintained at <https://www.ibm.com/support/knowledgecenter/SSLJEF/welcome.html>.

1.2 Optional Services

1.2.1 Asset Allocator Module Add-Ons

The following add-ons are available if Client requires additional entitlements to Authorized Users:

IBM MetroPulse Asset Allocator Module User Extension	An Asset Allocator Module User Extension provides the Client with additional Authorized User entitlements.
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1.2.2 Product Mix Module Add-Ons

The following module add-ons are available if Client requires additional entitlements to Authorized Users, SKUs or Locations (Entity IDs):

IBM MetroPulse Product Mix Module User Extension	A Product Mix Module User Extension provides the Client with additional Authorized User entitlements.
IBM MetroPulse Product Mix Module SKU Extension	A Product Mix Module SKU Extension provides the Client with additional SKU entitlements measured in Hundred SKUs.
IBM MetroPulse Product Mix Module Location Extension	A Product Mix Module Location Extension provides the Client with additional Location entitlements measured in Hundred Entity IDs.

1.2.3 Demand Forecasting Module Add-Ons

The following module add-ons are available if Client requires additional entitlements to Authorized Users, SKUs or Locations (Entity IDs):

IBM MetroPulse Demand Forecasting Module User Extension	A Demand Forecasting Module User Extension provides the Client with additional Authorized User entitlements.
IBM MetroPulse Demand Forecasting Module SKU Extension	A Demand Forecasting Module SKU Extension provides the Client with additional SKU entitlements measured in Hundred SKUs.
IBM MetroPulse Demand Forecasting Module Location Extension	A Demand Forecasting Module Location Extension provides the Client with additional Location entitlements measured in Hundred Entity IDs.

1.2.4 IBM MetroPulse Module Integration

This Cloud Service enables outbound integration from IBM MetroPulse modules to Client systems through API Calls. Data available for integration via this Cloud Service is Derived Content only.

1.3 Acceleration Services

1.3.1 IBM MetroPulse Module Integration Setup

Client will be charged for the IBM MetroPulse Module Integration Setup to provision the IBM MetroPulse Module Integration.

1.3.2 IBM MetroPulse Module Services

These remote service engagements support the Client with the deployment of MetroPulse module(s) to the Client's requirements including configuration, customization, data loading, and predictive model tuning.

IBM MetroPulse Module Services Essential	This Service provides up to 560 hours of remotely delivered advanced analytics services for one module.
IBM MetroPulse Module Services Standard	This Service provides up to 800 hours of remotely delivered advanced analytics services for up to two modules.
IBM MetroPulse Module Services Premium	This Service provides up to 1040 hours of remotely delivered advanced analytics services for up to three modules.

IBM MetroPulse Module Services expire 90 days from the start date of the engagement regardless of whether all hours have been used. If either the required engagement duration is longer than 90 days or there is a need to travel to a Client location (on site) then additional fees and billing terms for such services will be ordered separately and specified in a Statement of Work.

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=699E95700A6711E8BE1A0F0F1F3F9A88>

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. Responsibilities

4.1 Client will:

- a. Provide product, financial and other data (Content) as outlined in the relevant IBM Import Data Specification Document for the applicable Cloud Service offering in accordance with agreed timelines.
- b. Provide resources to address any issues related to Content in a timely manner.

4.2 IBM will:

- a. Provide a copy of the current IBM Import Data Specification Document upon signed agreement. The IBM Import Data Specification Document is subject to modification by IBM from time to time, in its sole discretion.
- b. Receive and load Content on a weekly or daily cadence and maintain the inbound data translation interfaces using standard tools.
- c. Perform its standard data validation on the Content. Data validation consists of automated jobs running and checking Content for potential errors and anomalies.

Additional work could be required if Client modifies the format of Content following initial deployment, requests transmission of Content back to Client in a different format or requests that IBM modify data maps and automation scripts. In the case of a data restatement by Client, IBM will work with Client to determine whether a reload of the restated historical data and a remodel of the affected product categories is warranted. Additional fees and billing terms for such services will be ordered separately and specified in a Statement of Work.

5. Charges

5.1 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.
- Instance is each access to a specific configuration of the Cloud Services.
- Item is a single geographical area for which required data is available. It is an occurrence of a specific item that is managed by, processed by, or related to the use of the Cloud Service.
- SKUs (Stock Keeping Unit) is the highest number of unique items in a supplier or distributors catalog concurrently published, managed or processed by the Cloud Services during the measurement period.
- Entity ID is a unique physical retail location for each entity that interacts with the Cloud Services.
- API Call is the invocation of the Cloud Services through a programmable interface.

6. 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.