

Attachment "A" DESCRIPTION OF SERVICES

The following Services, if and as applicable, are provided to you, the Subscriber, as part of the Annual and One-Time Fees indicated on the Order with Vision Critical.

Services do not include the drafting of any legal documents for Subscribers Insight Community or Hubs, which are the sole responsibility of Subscriber and these include but are not limited to, the privacy policy and the terms and conditions of use.

Minimum System Requirements for the Services are found at:

<http://webhelp.vccommunities.com/enus/index.html#Browser%20and%20system%20requirements>

A. Basic Set-Up

a) Insight Community Provisioning

Domain Name Setup – Vision Critical will configure one unique subdomain using a Vision Critical owned domain name, using the subdomain name provided by Subscriber at the time of ordering. The domain name configuration will include configuration of a Vision Critical owned Secure Socket Layer (SSL) certificate for encrypted web traffic. Modification of a domain or subdomain after provisioning is complete will require a separate Statement of Work.

Email Setup – Vision Critical will configure one email address for bi-directional communication between Members and the Vision Critical Member Support team. The email address will be unique and based off of a subdomain requested at the time of ordering. Modification of a domain or subdomain after provisioning is complete will require a separate Statement of Work.

Recruitment Survey – Vision Critical will configure a default Recruitment Survey and default Welcome Survey for recruitment using Vision Critical's most recent best practices template.

Subscriber Admin Creation – Vision Critical will configure one administrator user using the email address identified at the time of ordering.

Datacenter Location – Vision Critical will provision new instances geographically based on the Region selected at the time of ordering. After provisioning is complete, the instance cannot be moved to a new Region.

Language and Locale – Vision Critical will configure new instances using the Primary Language Locale obtained at the time of ordering. Changing Language and/or Locale after provisioning is complete will require a separate Statement of Work.

b) Insight Community Configuration

Theming – Vision Critical will configure one iteration of a unique look and feel throughout the Hub, portal, and activities structured by in-product templates. Creative development is based on customer-supplied name, logo and brand guidelines. Creative will be delivered in a single language. Vision Critical will allocate up to 3 business hours to theming unless defined otherwise by a Statement of Work.

Recruitment Survey Customization – Vision Critical will work with a Subscriber administrator user, for up to 8 business hours, to modify and configure the standard Recruitment Survey unless defined otherwise by a Statement of Work.

Member Hub Content – Vision Critical will configure the Member hub with up to five pieces of client-supplied content (image + text with optional links). Images may be modified to fit hub guidelines. Vision Critical will allocate up to 2 business hours to Hub Content unless defined otherwise by a Statement of Work.

Footer Content, Links, and Legal Documents – Vision Critical will configure consistent and legally-compliant page footers for the member survey and member hub interfaces, with up to five client-supplied links and/or legal documents. Vision Critical will allocate up to 2 business hours to Footer Content unless defined otherwise by a Statement of Work.

Project Management – Vision Critical will provide project management services up to 10 hours, comprised of 1 project kickoff call, up to 3 client status calls, and all required Professional Services internal team coordination to deliver the above Configuration elements.

B. Insight Community Training Passport

Sparq Training Passport provides all of Subscriber's administrators and authorized users of the Customer Insights Application with unlimited access to Vision Critical's public online instructor-led training catalogue, with regularly-scheduled interactive and webinar-style sessions covering all key features of Sparq (including basic authoring, sampling and deployments, study reports, community reports, and analysis), as well as deep-dive topics such as advanced filtering, key third-party services, Member and Stakeholder Hubs, data import/export, and more. Each session takes between 30 minutes and 2 hours. Some sessions are also available as self-paced online courses in the Support Center.

*Please Note: All training is delivered virtually unless onsite training is requested. In such cases, travel and accommodation costs incurred by Vision Critical in connection with training are billed to Subscriber as an additional cost.

C. Software

a) **Customer Intelligence Application**

Sparq is a cloud-based customer intelligence platform that allows Vision Critical subscribers to build relationships with communities of customers. Subscribers can leverage these relationships to receive ongoing, real-time feedback and insight continuously, across the enterprise.

Your Subscription to the customer intelligence platform includes one Insight community and one free member hub (additional costs apply for additional member hubs):

- i. **Insight Community:** An Insight Community represents the member and administrative experiences which includes (but is not limited to) community management tools, themes, URL, and language. The URL for the Insight Community will include the subdomain "visioncritical" and the Insight Community Portals (not Member Hubs) include a "Powered by Vision Critical" or similar designation at the bottom of each page.
- ii. **Member Hubs:** A Member Hub delivers engaging, interactive and visual ways to share content, such as a Sparq insight or web content, with your Insight Community Members (Members). Although switched off by default, Member Hubs have functionality that can be enabled to (a) allow your Members to comment on content you share on the Member Hub, and (b) allow your Members to post their own content to the Member Hub in response to or in addition to any content you share with the community. Admins will have controls to curate and manage Member-generated content. Each platform instance has one Member Hub but additional Member Hubs can be purchased.
- iii. **Customer Success Enablement:** An assigned individual focused on enabling and supporting your adoption and use of the Customer Intelligence Application. Through on-going engagement this can include: monitoring overall community and member health, providing recruitment strategies, best practices and community engagement tracking and guidance.

b) **Stakeholder Hub**

Stakeholder Hubs is a secure, collaborative workspace that centralizes your insights from your Insight Community, making it accessible to the entire organization anytime, anywhere, and from any device.

D. Support

a) **Member Support Services**

Member Support Services are based on the size of the Insight Community: (a) for up to 15,000 Members, Vision Critical will provide 2 hours of Member support per month; (b) for 15,000 to 30,000 Members, Vision Critical will provide 4 hours Member support per month; and (c) for over 30,000 Members, Vision Critical will provide 6 hours Member support per month. Vision Critical will provide unlimited member technical support as required. Vision Critical will serve as the primary and first point of contact for members via email and will route requests to the appropriate party – Subscriber, researcher, technology provider etc. All issues not directly related to the logistic of the Insight Community will be forwarded directly to Subscriber's Designated Support Contact for response.

- i. Member Support is provided by email only and is provided for (i) Primary languages, namely English and French and for (ii) Secondary languages*, namely, Spanish, Chinese (simplified and traditional), German, Japanese, Italian, Bahasa, Danish, Korean, Malay, Polish, Portuguese, Russian, Swedish, Tagalog, Thai and Vietnamese.

*Please note: Support for Secondary languages is limited to existing translated text for common survey related issues only.

- ii. All emails will be acknowledged within 24 hours of receipt excluding weekends and statutory holidays.

b) **Technical Support**

In response to requests from the Designated Support Contact during the Term, Vision Critical will provide technical support in accordance with its Technical Support Policy found here: http://www.visioncritical.com/legal/Technical_Support_Policy.pdf.

D. Other

a) **Contractual Budget**

A retainer or contractual budget allowing you to purchase Professional Services from the professional services catalogue ("**Retainer**"). This Retainer can then be drawn down on throughout a subscription term, on an as needed basis, for professional services to be used in connection with the subscription to Sparq. Retainers must be used within the subscription term of the insight community they relate to and any unused portion of the Retainer cannot be carried over to any subsequent term or renewal term.