



CUSTOMER ENABLEMENT AND SUPPORT POLICY

Customer's Order Form will specify the Customer Enablement and support services Customer is eligible to receive, which are subject to the following policy.

Part I – Customer Enablement

Optimizely's customer enablement program ("**Customer Enablement**") pairs the Customer with Optimizely's Customer Success Manager ("**CSM**") team, who coordinates training and resources that cover platform training, strategy concepts, and best practices for the applicable Optimizely Service(s). Customer's CSM support will be assigned based on the Customer's region, and Customer Enablement is limited to the Customer's teams with responsibility for the Customer Properties.

A. Onboarding. Unless otherwise specified, the Customer Enablement program will include an onboarding program managed by a CSM designed to enable the Customer team to execute campaigns that attempt to drive business value. During onboarding, the Customer team will learn the following topics: how to use the platform, strategy & ideation, and interpreting results. These sessions may be delivered via online group training, or the online self-paced Academy. Private or on-site sessions may be arranged for an additional fee (to be agreed in advance between Optimizely and the Customer). Prior to onboarding, Customer must designate a single point of contact authorized to plan and schedule all subsequent sessions.

B. Growth. Following onboarding, Customer will continue to receive periodic support designed to evolve their experience optimization program.

Customer Enablement sessions included in the current pricing will be delivered remotely via group web sessions, or may be offered via the online self-paced Academy. Onsite sessions at Customer's location and one-on-one virtual sessions may be arranged for an additional fee (to be agreed in advance between Optimizely and the Customer).

Part II – Support Policy

In addition to Customer Enablement, Optimizely offers two support plans: "Standard Support" and "Priority Support."

A. Incident Submission and Customer Cooperation (applicable to all plans with web or phone support).

Customer may report errors or abnormal behavior in the Optimizely Service ("**Incidents**") through the communication channels specified on the Order Form or subsequently designated by Optimizely. Customer must provide information and cooperation to Optimizely as reasonably required for Optimizely to provide Support, which includes:

- Severity of the issue based on below definitions
- Aspects of the Optimizely Service that are unavailable or not functioning correctly.
- Start time of the Incident and the Incident's impact on users.
- List of steps to reproduce the Incident.
- Relevant log files or data.
- Wording of any error message.
- Experiment ID#.

B. Standard Support

Optimizely provides Standard Support during normal business hours for the region, as set out below ("**Available Working Hours**"). Customers are associated to one region for support and may only access Standard Support for the selected region.

Americas: Monday-Friday, 6AM-6PM Pacific Time, excluding major U.S. holidays;

EMEA: Monday-Friday, 9AM-6PM Central European time, excluding major holidays in the Netherlands;

APAC: Monday-Friday, 9AM-6PM Australian Eastern Standard Time (Sydney), excluding major Australian holidays;

All Standard Support responses will occur during Available Working Hours of the customer's primary region (APAC, EMEA or Americas).

Standard Support Customers can have a maximum of three Authorized Users within one region report Incidents to Optimizely.

C. Priority Support

Priority Support Customers have access to Standard Support for their region and in addition also receive 24x7 support for Severity Level 1 Incidents and the enhanced First Response Times as described in *Section D. Incident Response*.

Priority Support Customers also have access to phone support in addition to raising support tickets on the web.

Priority Support Customers can have an unlimited number of Authorized Users report Incidents to Optimizely.

Priority Support Customers will be supported globally by the team in alignment with the location of the ticket submitter for expedited issue resolution.



D. Incident Response.

Customers must assign an initial severity level to each Incident they submit. Optimizely then reviews the Incident report and assigns a final severity level to the Incident (the “**Severity Level**”) and prioritizes its responses and updates based on the Severity Level, as set out below and in accordance Customer’s support plan.

Severity Level	Description	Standard Support First Response Time*	Priority Support First Response Time*
1 - Critical	Customer website/application is unusable or unresponsive. An Optimizely Service is causing a catastrophic problem to the Customer’s production website or mobile application, such as a complete loss of availability. Customer is persistently unable to continue essential operations and no temporary workaround exists (e.g. pausing the experiment or campaign).	1 business day (during Available Working Hours)	1 hour (24x7)
2 - Urgent	Key features of the Optimizely Service are unusable. The Optimizely Service is persistently not operating in accordance with the Documentation. Performance of key features is degraded for the majority of Customer’s visitors. No reasonable workaround is available.	1 business day (during Available Working Hours)	2 hours (during Available Working Hours)
3 - High	Normal usage of the Optimizely Service is affected. The Optimizely Service is not operating in accordance with the Documentation. Performance of non-business critical features are degraded for the majority of Customer’s visitors.	1 business day (during Available Working Hours)	4 hours (during Available Working Hours)
4 - Medium	Low-impact issue / request for information. Enquiry regarding a non-critical technical issue or request for information on Optimizely’s capabilities; a minor bug; or any issue with a reasonable workaround available.	1 business day (during Available Working Hours)	8 hours (during Available Working Hours)

*First response time refers to the timeframe in which a customer submits an Incident request and the Optimizely Technical Support Engineer responds with a solution or clarification questions.

Part III – Exclusions

Optimizely is not responsible for, and Optimizely’s Support and Customer Enablement do not cover, issues or Incidents arising from: **(i)** Customer’s equipment, software, network connections or other infrastructure; **(ii)** use of the Optimizely Service by Customer in a manner not consistent with the Documentation; **(iii)** modifications to the Optimizely Service by any party other than Optimizely; **(iv)** third party systems, acts, or omissions; **(v)** general Internet problems, force majeure events (as described in the Governing Agreement), or other factors outside of Optimizely’s reasonable control; or **(vi)** Free Access Subscriptions (including Starter plans) or Beta Releases. All terms and conditions of the Governing Agreement between Customer and Optimizely apply fully to Customer Enablement and Support. Terms not expressly defined here have the same meanings as in the Governing Agreement.

Customer Enablement and Support Policy – 7 July 2017