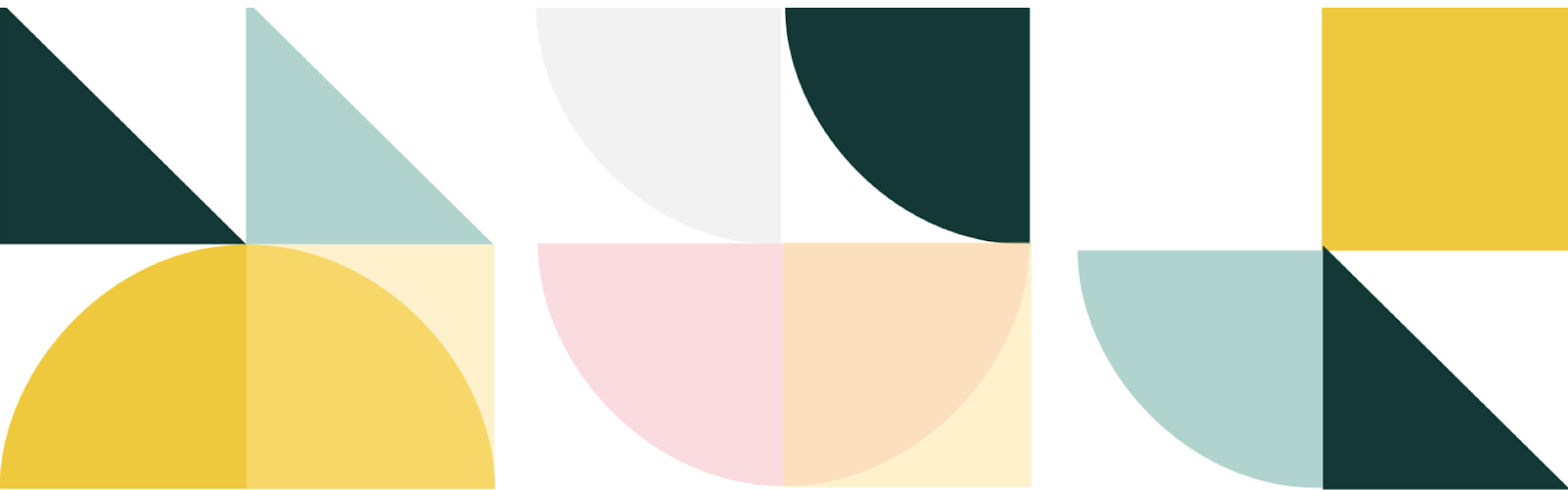


zendesk



Zendesk

Sunshine Conversations Description of Consulting Services

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Zendesk Sunshine Conversation Description of Consulting Services

All Consulting Services described herein are provided pursuant to the respective Sunshine Conversations plan (<https://smooch.io/pricing/>).

Zendesk Launch Lite - Sunshine Conversations Package

Description of Consulting Services:

Zendesk will provide remote consulting to Subscriber as described in the activities below.

Eligibility: This package is only available to new Sunshine Conversation Subscribers of Zendesk, Sunshine Conversation Subscribers implementing a new instance, or Sunshine Conversation Subscribers implementing a new Zendesk product. Deviations from or additions to the Zendesk Sunshine Conversations Launch Lite Package activities outlined in this Description of Consulting Services are considered out of scope. Custom Zendesk implementations are possible through Zendesk Consulting Services.

Project Schedule: Effective Date is defined as the Service Start Date on the applicable Service Order Form. All Consulting Services must be completed **within ninety (90) days** from the Effective Date. Any Consulting Services not consumed within said ninety (90) day period from the Effective Date shall expire with no further credit or refund and shall have no value thereafter.

Package activities are limited to the Zendesk Sunshine Conversations Messaging platform. Package activities include:

Weekly Consultation: Zendesk may deliver one (1) hour of technical consulting per week over the course of the engagement. Overall engagement duration, including meetings, responding to emails, and impromptu communications associated with weekly consultations, will not exceed a total of twelve (12) hours unless previously agreed to by Zendesk Consultant. Call activities may include:

- Review package activities, timelines, and engagement expectations
- Guide Subscriber through configuration best practices for primary use cases
- Address questions on product functionality, configuration best practices, and implementation tasks

Depending on Subscriber requirements, Subscriber may be required to provide the following resources:



- Point of contact for the engagement
- Relevant development team(s)
- Subject Matter Experts (SMEs)
- Configuration / System Administrator

Zendesk will work with Subscriber to coordinate the Technical Guidance and Design Sessions.. Zendesk will focus on providing technical guidance on implementation use cases and requirements established during the Technical Guidance and Design Sessions.

Technical Guidance: Zendesk will deliver technical guidance and will work with Subscriber to provide best practices and technical guidance around especially complex and technical topics. A Zendesk Technical Architect will work with Subscriber to accelerate Subscriber's use of Zendesk's extensibility and integration features.

Sample topical consulting calls may include::

- **Kickoff Session & Design Introduction:**
 - Introductions
 - Presentation of Zendesk roles and responsibilities
 - Reviewing Subscriber's technical assets
 - Verify and confirm Subscriber's use-case(s)
 - Presentation of the suggested architecture
 - Overview of the features involved
 - Overview of relevant channel activations and processes
 - Technical design assessment and feedback
 - Agreement on dates and times of future sessions
 - Review of technical success criteria
- **Architecture Sessions and Technical Coaching:**
 - Architecture Sessions and In-depth Feature Presentation;
 - Conversation API
 - Notification API
 - Pipeline API
 - Switchboard API
 - Native SDK usage
 - Channel setup
 - Multiparty API
 - Multi-Convo API
 - Guiding Subscriber through their primary use cases
 - Covering action items, timelines, risks, key requirements and recommendation

Zendesk Launch Core - Sunshine Conversations Package

Description of Consulting Services:

Zendesk will provide remote consulting to Subscriber as described in the activities below.

Eligibility: This package is only available to new Subscribers of Zendesk, Subscribers implementing a new instance, or Subscribers implementing a new Zendesk product. Deviations from or additions to the Zendesk Sunshine Conversations Launch Core Package activities outlined in this Description of Consulting Services are considered out of scope. Custom Zendesk implementations are possible through Zendesk Consulting Services

Project Schedule: Effective Date is defined as the Service Start Date on the applicable Service Order Form. All Consulting Services must be completed **within ninety (90) days** from the Effective Date. Any Consulting Services not consumed within said ninety (90) day period from the Effective Date shall expire with no further credit or refund and shall have no value thereafter.

Package activities are limited to the Zendesk Sunshine Conversations Messaging platform. Package activities include:

Weekly Consultation: Zendesk may deliver no more than four (4) hours of technical consulting per week and two (2) hours of project management per week over the course of the engagement. Overall engagement duration, to include meetings, responding to emails, and impromptu communications associated with weekly consultations, will not exceed a total of thirty-six (36) hours of technical consulting and eighteen (18) hours of project management unless previously agreed to by Zendesk Consultant. Activities may include:

- Review package activities, timelines, and engagement expectations
- Guide Subscriber through configuration best practices for primary use cases
- Address questions on product functionality, configuration best practices, and implementation tasks

Depending on Subscriber requirements, Subscriber may be required to provide the following resources:

- Point of contact for the engagement
- Relevant development team(s)
- Subject Matter Experts (SMEs)
- Configuration / System Administrator



Zendesk will work with Subscriber to coordinate the Weekly Consultation Sessions. Zendesk will focus on providing technical consultation on implementation use cases and requirements established during the Weekly Consultation Sessions.

Technical Guidance: Zendesk will deliver technical guidance and will work with Subscriber to provide best practices and technical guidance around especially complex and technical topics. A Zendesk Technical Architect will work with Subscriber to accelerate Subscriber's use of Zendesk's extensibility and integration features.

Sample topical consulting calls may include:

- **Kickoff session & design consultation:**
 - Introductions
 - Supporting roles and responsibilities
 - Reviewing Subscriber's technical assets
 - Verify and confirm Subscriber's use case
 - Overview of the features involved
 - Overview of relevant channel activations and processes
 - Presentation of the suggested architecture
 - Technical design assessment and feedback
 - Agreement on dates and times of future sessions
 - Technical Success Criteria
- **Architecture sessions and technical coaching:**
 - Architecture Sessions and In-depth Feature Presentation;
 - Conversation API
 - Notification API
 - Pipeline API
 - Switchboard API
 - Native SDK usage
 - Channel setup
 - Multiparty API
 - Multi-Convo API
 - Guiding Subscriber through their primary use cases
 - Covering action items, timelines, risks, key requirements and recommendations.
- **Proof Of Concept development:**
 - Prepare & present a simplified example of the suggested architecture
 - Share sample code and implementation recommendations

Project Management: Zendesk will provide an Engagement Manager who will be Subscriber's main point of contact throughout the engagement. During the project kickoff, the Zendesk Engagement Manager will discuss timeline constraints with Subscriber and ensure that all parties agree to a Project Plan. Both Parties will mutually agree on launch and success measures as a

component of the project. The Zendesk Engagement Manager responsibilities may include:

- Creating and managing a Project Workbook that will define the tasks, dependencies, timelines, budget, action items and resources for the project.
- Authorizing the provision of Zendesk personnel and managing assigned Zendesk personnel according to the defined scope of the project
- Creating, maintaining, executing, and monitoring project plans
- Providing weekly status reports focusing on budgets, scope, and timeline
- Managing any major changes in scope and notification to Subscriber of such change
- Managing stakeholder and Subscriber expectations and resolving issues escalated by Subscriber Project Manager
- Identifying and mitigating project risks and issues. Issue tracking until resolution is achieved.
- Formulating and executing communication plans
- Providing direction and support to project teams within scope of the project

Engagement Assumptions:

- Subscriber will provide a designated Project Manager that will manage the appropriate resources and tasks at Subscriber
- Subscriber will provide at least one resource that will be the primary Zendesk Administrator and be responsible for all activities during the engagement
- All consulting services are to be delivered remotely unless specifically stated otherwise all activities will be performed remotely by Zendesk personnel
- Subscriber is responsible for scheduling and coordinating workflow testing and user acceptance testing (UAT)
- All activities as defined in this Description of Consulting Services will be performed in Subscriber's production instance unless specifically stated otherwise
- Package documentation and deliverables available in English only
- The Consulting Services are limited to a single Zendesk instance
- The Consulting Services are limited to a single language within the Zendesk instance
- Time allocated for each activity is not transferable to any other activity, unless specifically noted otherwise
- All unused time for any activity or deliverable shall expire with no further credit or refund and shall have no value thereafter
- Any services not expressly included in the above Description of Consulting Services are considered out of scope
- Any cancellations less than two (2) business days prior to agreed package activity dates are subject to forfeiture of the cancelled Zendesk Package Activity
- Go-Live is defined as Subscriber sending production data through the Sunshine Conversations platform

Zendesk Assist Package

Base Package: Zendesk Assist Lite Subscription - 10 hours per year

Base Package: Zendesk Assist Core Subscription - 50 hours per year

Zendesk Assist packages are subscription packages only available to Subscribers with an existing Sunshine Conversations Lite Launch or Core Launch package. The Subscriber may elect to terminate as of the end of the current Subscription Term by providing written notice to Zendesk (email to support@zendesk.com) no less than thirty (30) days prior to the end of such Subscription Term. Unless the subscription is so terminated, and unless Subscriber has opted out of automatic renewal for their applicable subscription to the Service, the subscription will renew for a period that is coterminous with Subscriber's applicable subscription to the Service.

Description of Consulting Services:

The Zendesk Sunshine Conversations Assist package is designed to provide flexibility and access to experienced technical resources to Subscribers who require such support on an ongoing basis. Through the Zendesk Sunshine Conversations Assist package, Zendesk will provide remote technical guidance, developer guidance, and administrative support known as "Consulting Services" to Subscribers as described in the activities below.

Eligibility: The Zendesk Sunshine Conversations Assist package does not include implementation services and is only available to existing Subscribers of Zendesk for already-implemented Zendesk Sunshine Conversations products. New Subscribers or Subscribers implementing a new instance or new Zendesk product must complete implementation of new products or instances, as determined solely by Zendesk, before delivery of Zendesk Sunshine Conversations Assist can begin for those products. Deviations from or additions to Zendesk Sunshine Conversations Assist package activities outlined in this Description of Consulting Services are considered out of scope.

Schedule: Effective Date is defined as the Service Start Date on the applicable Service Order Form. Each Zendesk Assist package includes a yearly resource hours allocation as set out below as of the Effective Date through the Service End Date on the applicable Service Order Form ("Subscription Term"). To the extent the Subscriber has a Subscription Term that includes a partial calendar year, the package will include hours for the partial calendar year calculated on a pro rata basis, rounded up to the nearest whole hour.



The Zendesk Sunshine Conversations Assist package includes Consulting Services with a Zendesk Consulting Services Personnel. The time spent in planning and managing the Consulting Services will consume available hours from the package. All tasks executed under the Zendesk Sunshine Conversations Assist package will be performed by Zendesk Consulting Services Personnel with input, prioritization, and approval from the Subscriber.

Consulting hours in the package are designed to be allocated and consumed on a yearly basis as of the Effective Date. Any allocated hours will not be carried forward to a subsequent year and will be forfeited with no refund or credits.

Deliverable: Zendesk offers different consulting services based on the business needs of Subscriber. The yearly effort is delineated based on the Service Order Form and will be governed by this Description of Consulting Services per the following table:

Zendesk Assist Package	Lite	Core
Yearly Allocated Hours	10 hrs	50 hrs

Assist Lite: Zendesk includes no more than ten (10) one (1) hour sessions of consulting services over the term of the engagement, scheduled no less than ten (10) business days in advance. Maximum number of sessions shall not exceed one (1) per week.

Assist Core: Zendesk includes no more than fifty (50) one (1) hour sessions of consulting services over the term of the engagement unless previously agreed to by Zendesk Consultant. Maximum usage per week is no more than four (4) hours, scheduled no less than ten (10) business days in advance..

Scope: Subscriber may use this package to complete the following tasks (subject to estimation by Zendesk and within the bounds of monthly hours limitations):

- Integration guidance for architecture and development on functionality the subscriber is looking to deploy
- Technical guidance to help design and validate solutions
- Zendesk Sunshine Conversations API guidance
- Zendesk Sunshine Conversations mobile SDKs guidance
- Consulting on Zendesk Early Adopter Program (“EAP”) features wherein Subscriber agrees to “Early Access Program Agreement”
- All services to be provided remotely
- Guidance on custom development and code reviews for Subscriber-built deliverables



using the Zendesk Sunshine Conversations API and mobile SDKs.

- Assistance with troubleshooting integrations into Zendesk products

Out of Scope: The tasks listed as in scope above are the only activities in scope for the Zendesk Sunshine Conversations Assist package. For the avoidance of any doubt, the following services are explicitly out of scope:

- Development or deployment of any new custom code or scripts
- Any migration, manipulation, creation, deletion, or updates of Subscriber user data
- Product implementations
- Formal training, certifications or training events
- Translation services

Engagement Assumptions: This package requires Subscriber's active participation and coordination for success. The following requirements must be met. Delay by Subscriber with respect to the below items may cause delay or inhibit Zendesk's ability to provide the Services.

- Subscriber must have purchased and fully implemented Zendesk products
- Subscriber will provide at least one resource that will be the primary point of contact with the appropriate Zendesk Sunshine Conversations Administrator access and be responsible for coordinating all Subscriber activities during the engagement
- Subscriber is responsible for the configuration of the Zendesk Sunshine Conversations instance during the term of this contract, except specific deliverables agreed to during planning sessions
- Package activities will be delivered in English or French
- All work to be completed during business hours, Monday - Friday in the region from which Zendesk resources are assigned
- Package activities requiring specific Zendesk Developer skill sets may require up to two (2) weeks advance notice before resource is available