

Optimizely Premium Support Services

1. Optimizely Premium Support Services

The below defined Services are all optional Services that can be provided to Customer as "à la carte" or as included components with Enhanced or Premium Support packages. For the Services to be agreed, they must be included in Agreement under the Order Form information. Each optional Service come with additional fees and may also have the option of tiers within the Service. Such tier level must be defined in Order Form.

1.1 Named Technical Advisor (Optional)

The Named Technical Advisor is a named advisor to Customers providing valuable guidance for technical operations and optimization of their services. The Named Technical Advisor understands the customers' business needs and will interface with the customer in the management of technical issues as well as collaborating in planning, implementation and skills and knowledge transfer of Optimizely Managed Services. The Named Technical Advisor will escalate and drive satisfactory resolution of customers' technical support, service and infrastructure issues based on Optimizely Services. This Service is provided during Business Hours only. Business Hours are based on the Region defined in MSA under the Order Form information for this option to be available for Customer. Please see Appendix 1 for more information about this Service.

1.2 24/7/365 Service Request Availability (Optional)

Optimizely Services as standard includes deployments and service requests within the Services 12/5/365 (Business Days) based on Region defined in MSA. If the Customer wants to have possibility to deploy to the agreed Service(s) 24/7/365 (i.e. during weekends and holidays) or have Optimizely handle Service Requests 24/7/365, this require an upgrade with this optional Service. This Service must be defined in Order Form information in MSA for this option to be available for Customer. Please contact Support@Optimizely.com or your Sales Representative for more information about this Service.

Support Hours of Operations	Target Initial Response Time	Target Resolution Time	Reason for Outage (RFO) time
24/7/365	Within 6 Hours	Within 12 Hours	N/A

1.3 Optimizely SLO upgrade to SLA (Optional)

Optimizely Services as standard work with Service Level Objectives that we strive to accomplish. SLOs are not warranted under Service Level Agreement and any target response times defined in Standard Support does not warrant for Service Credits if targets are not met. For SLO for Initial response time for P1 issues to be guaranteed and warranted under SLA it is required that Customer procure this optional upgrade SLO Service. This Service must be defined in Order Form information in MSA for this option to be available for Customer. Please contact Support@Optimizely.com or your Sales Representative for more information about this Service.

1.4 Initial Response Time Priority 1 Incident (Optional)

Optimizely Services as standard work with Service Level Objectives that we strive to accomplish. For a Major Incident under Standard Support, Optimizely has a target initial response time of no more than 30 minutes. This target initial response time can be upgraded so that new target would be 15-minute initial response time. This Service must be defined in Order Form information in MSA for this option to be available for Customer. Please contact Support@Optimizely.com or your Sales Representative for more information about this Service.

Appendix 1 - Named Technical Advisor

At a glance

The Named Technical Advisor (“NTA”) is a named technical resource assigned to a Customer to advise them and provide valuable guidance for technical operations and optimization of their services. The Named Technical Advisor understands the customers’ business needs and will interface with the customer in the management of technical issues as well as collaborating in planning, implementation and skills and knowledge transfer of Optimizely Managed Services. The Named Technical Advisor will escalate and drive satisfactory resolution of customers’ technical support, service and infrastructure issues based on Optimizely Services. This Service is provided during Business Hours only.

Optimizely NTAs are uniquely qualified to support your digital transformation journey and provide unrivalled product knowledge and proven skills to help you streamline and improve operations of your Optimizely platform.

Key benefits

- Customer Advocacy
- Insight and Planning
- Analytics and Measurements
- Best Practices
- Risk Mitigation
- Special Programs Access

How we work with our customers

- We collaborate and listen
- We set strategic objectives and execute with measurable outcomes
- We ask innovative questions and provide actionable answers
- We imagine new possibilities and deliver unrivalled insight
- We embrace challenges and tackle complexity with rigor
- We transfer knowledge, skills, and confidence—enabling you to efficiently run and operate your Optimizely environments

Named Technical Advisor Offers

- **Access**
 - A named technical liaison between you and Optimizely
- **Strategy**
 - Align your IT business priorities
 - Address capability gaps
- **Maximize Investments**
 - Accelerate solution benefits
 - Work to optimize utilization of Optimizely's platform.
 - Deliver best practices

All NTA Services utilize standard and proven methodology specifically designed to deliver desired IT business outcomes.

Key outcomes

Ensure your business and technical needs are understood throughout Optimizely

- Maximize and accelerate solution adoption and value realization
- Prevent issues and resolve challenges faster
- Leverage new capabilities quickly
- Optimize Optimizely solutions
- Create closer connection to Optimizely through leadership and peers

PRICING AND SCOPING

DELIVERABLES	PLATINUM	GOLD	SILVER
WEEKLY STATUS CALL:	X	X	-
QUARTERLY PLANNING MEETING:	X	X	-
MONTHLY HOURS REPORT:	X	X	X
AVAILABILITY ON CHAT:	Business hours	Business hours	Business hours
HOURS INCLUDED:	24	12	4

Please contact your sales representative for current pricing.

Subscribed NTA hours per month expire at the end of business last day of the month. Hours do not roll-over or accumulate. Additional required hours are billed on an hourly basis.