

### Acoustic Experience Analytics

This Service Description describes the SaaS Product referred to as Acoustic Experience Analytics. The applicable Order provides pricing and additional details. Terms not defined in this Service Description have the meaning given elsewhere in the Agreement.

#### 1. Overview

##### 1.1 Acoustic Experience Analytics

Acoustic Experience Analytics is an analytics solution for traditional web, native mobile and mobile/responsive web applications. The solution is designed to help Customer understand and improve the overall experience of Customer's end users by analyzing behavioral problems from large and complex data sets. Customer Data including application interactions, device information, and user context will be captured and sent to the Acoustic hosted environment. Acoustic Experience Analytics comes with numerous "out of the box" reports, and dashboards that allow Customer to consume its results nearly immediately. In addition to the predefined reports and dashboards, Customer may customize both reports and dashboards to meet more specific analytic needs.

Customer may select from the following available offerings of Acoustic Experience Analytics:

a. Application Profiles

Included in the subscription fee is the ability to configure up to 10 Application Profiles. Application Profile means a reporting entity with associated permissions assignable to Customer. Typically, an Application Profile has a one-to-one mapping with a single application or website. Customer should consult with the Experience Analytics Lab Services team if they wish to combine multiple application(s) and/or website(s) into a single Application Profile for reporting purposes.

The first Application Profile will be configured by Acoustic and available when Acoustic Experience Analytics is provisioned. If more than 10 Application Profiles are needed, Customer may submit a request to Acoustic Support and Acoustic may agree to such request (such agreement will not be unreasonably withheld).

b. Authorized Users

Included in the subscription fee are 50 Authorized Users. The Experience Analytics Additional Users can be purchased for each additional Authorized User required above the included 50 as described below in Section 1.2.3.

c. Data Retention Periods

The following data retention periods are included in the subscription fee for Acoustic Experience Analytics:

- (1) 12 months of rolling Reporting Data. Reporting Data means metric and dimensions associated with the reports and dashboards in Acoustic Experience Analytics.
- (2) 7 calendar days of rolling Capture Data. Capture Data means data collection from the Experience Analytics software development kit ("SDK").

#### 1.2 Optional Services

##### 1.2.1 Experience Analytics Reporting Data Retention Extension

The Experience Analytics Reporting Data Retention Extension provides the option for Customer to retain certain stored data elements for an additional 12 months of rolling retention of Reporting Data for a total maximum of 24 months of rolling Reporting Data storage.

##### 1.2.2 Experience Analytics Capture Data Retention Extension

The Experience Analytics Capture Data Retention Extension provides the option for Customer to retain certain stored data elements for an extended length of time. Capture Data Retention Extension is

available in the following increments, added onto the base Experience Analytics Capture Data retention of 7 days described in Section 1.1(c)(2):

- 7 additional days
- 14 additional days
- 21 additional days
- 49 additional days
- 77 additional days
- 105 additional days

### **1.2.3 Experience Analytics Additional Users**

Experience Analytics Additional Users provides Customer with the option to purchase additional Authorized Users in addition to the 50 provided in the Acoustic Experience Analytics subscription.

### **1.2.4 Experience Analytics Overstat**

The Experience Analytics Overstat add-on provides usability analytics designed to help Customer understand how Customer's users are interacting with its website and mobile content. Experience Analytics Overstat makes certain usability overlays available, such as heat maps, link analytics, form analytics, attention maps, and accessibility overlays. This solution provides Customer aggregated data across all users and the ability to drill down into individual user sessions to help target usability confusion and struggle and quantify the financial impact.

Included in the subscription fee for Experience Analytics is the following:

- The ability to capture up to 250 snapshots. A snapshot is a page or screen for which usability data can be aggregated and reported on. If more than 250 snapshots are needed, Customer may submit a request to Acoustic Support and Acoustic may agree to such request (such agreement will not be unreasonably withheld).
- 1 month of rolling Reporting Data.

### **1.2.5 Experience Analytics Network Capture Add-On**

Network Capture Add-On provides the option for Customer to send its network traffic data to Experience Analytics for additional Customer insights. This add-on supports passive capture of network traffic for all user sessions and allows Customer to configure and evaluate events that track network and sever errors and monitor performance issues that affect user experience. In addition, Customer may evaluate the HTML request and response data to understand the root cause of customer struggle. This add-on requires Customer to install and maintain certain on-premise infrastructure needed to forward network traffic to the cloud environment.

Included in the subscription fee for the Experience Analytics Network Capture Add-On is the following:

- 7 calendar days of rolling Network Capture Data.
- Passive capture application that captures all requests and response of the web application.
- Data transport application that processes the request and response data, filters or encrypts sensitive data and routes the data to Experience Analytics.

### **1.2.6 Experience Analytics Network Capture Data Retention Add-On**

The Network Capture Data Retention Extension Add-On provides the option for Customer to retain certain stored data elements for an additional 7 calendar days of rolling retention of Network Capture Data for a total maximum of 14 days of rolling Reporting Capture Data storage.

### **1.2.7 Experience Analytics Data Export Add-On**

This add-on provides Customer with the capability to export the sessions based on defined criteria. Customer can export the sessions in different formats, depending on Customer's use cases. Customer can conduct data analysis using Experience Analytics raw session data download. In addition, Customer can facilitate resolution of various use cases that require long-term records of online interactions, as Customer can upload the exported file back into Experience Analytics for session replay. Customer can schedule, manage, and monitor the export tasks.

The subscription fee for the Experience Analytics Data Export Add-On includes the following:

- Export capability of Experience Analytics Data within the purchased Experience Analytics retention period.
- 3 additional calendar days of retention of the exported data in Acoustic Cloud Object Storage. Customer must obtain separate storage capacity in order to retain exported data longer than the 3 additional days.
- Experience Analytics Data Export Add-On is entitled based on Monthly Million Interactions. As used in this section, the size of exported data is defined as an "Interaction" where the maximum size of an Interaction of exported data is 20 MB. Interactions that exceed 20MB will be rounded up to the next 20MB increment and count towards Customer's total entitled Monthly Million Interactions. Overage fees will be charged should Customer exceed its total entitled Monthly Million Interactions.

### **1.3 Acceleration Services**

Acceleration Services may be purchased using the Charge Metric and will be invoiced when ordered.

#### **1.3.1 Experience Analytics Onboarding Service**

Experience Analytics Onboarding Service provides the following remote consulting, product training, and configuration for onboarding Customer to Experience Analytics based on the allocation of 48 hours of remotely delivered services listed below:

- Assist Customer with the implementation and instrumentation of the Experience Analytics SDK.
- Training to educate Customer on general product information and overall usage.

Customer may purchase the Experience Analytics Onboarding Service per Engagement with 1 Engagement per Customer. The Experience Analytics Onboarding Service expires 90 days from the date Customer is notified by Acoustic that access to Experience Analytics Onboarding Service is available regardless of whether all hours have been used.

#### **1.3.2 Experience Analytics Quick Start Setup Service**

Experience Analytics Quick Start Setup Services deploys one end-to-end use case, including project management, SDK extensions and configurations for custom data capture needs, optimizations, advance/custom SDK configurations, replay configurations for the defined use case, data validation and 3 analytical reports (funnel report, customer behavior report, business impact report). Experience Analytics Quick Start Setup Services provide 120 hours of remotely delivered deployment services. Experience Analytics Quick Start Setup Services expire 90 days from the start date of the engagement regardless of whether all hours have been used.

#### **1.3.3 Experience Analytics Basic Deployment and Analytics Service**

Experience Analytics Basic Deployment and Analytics Service provides an extended set up package and an ongoing best practices and analytics service available at either 6 or 12 months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The ongoing best practices and analytics services deliver 16 hours per month for Customer's 6 or 12 month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis.

- Experience Analytics Basic Deployment and Analytics 6 Month Service provides 208 hours of services combining an extended set up package and ongoing analytics service for 6 months. This Experience Analytics Basic Deployment and Analytics Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- Experience Analytics Basic Deployment and Analytics 12 Month Service provides 304 hours of services combining an extended set up package and ongoing analytics service for twelve months. This Experience Analytics Basic Deployment and Analytics Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

#### **1.3.4 Experience Analytics Standard Deployment and Analytics Service**

Experience Analytics Standard Deployment and Analytics Service provides an extended set up package, a best practices package, and an ongoing best practices and analytics service available at either 6 or 12 months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs,

SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The best practices package provides 80 hours of remotely delivered custom experience investigation and a business impact analysis. The ongoing best practices and analytics services deliver 40 hours per month for Customer's 6 or 12 month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis.

- Experience Analytics Standard Deployment and Analytics 6 Month Service provides 432 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for six months. This Experience Analytics Basic Deployment and Analytics Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- Experience Analytics Standard Deployment and Analytics 12 Month Service provides 672 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for twelve months. This Experience Analytics Basic Deployment and Analytics Service expires 395 days from the start of the engagement regardless of whether all hours have been used.

### **1.3.5 Experience Analytics Advanced Deployment and Analytics 12 Months Service**

Experience Analytics Advanced Deployment and Analytics 12 Month Service provides 1,080 hours of services combining an extended set up package, a best practices package, an ongoing best practices and analytics service for 12 months, and the AVP One-point Program for 12 months. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation and a 'known issues KPI analysis' report. The best practices package provides 80 hours of remotely delivered customer experience investigation and a business impact analysis. The ongoing best practices and analytics services delivers 64 hours per month for 12 months of remotely delivered services which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis and data science services. The AVP One-point program delivers 10 hours per month (total 120 hours) of remotely delivered personalized support service, with a named contact. This Experience Analytics Advanced Deployment and Analytics Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

### **1.3.6 Experience Analytics Mobile App Integration Add-on Service**

Experience Analytics Mobile App Integration Add-on Service can be added on to any of the Deployment and Analytics Service Engagements described in Section 1.3.3, Section 1.3.4, or Section 1.3.5 to provide integration to one (1) Mobile Application. Multiples of this part can be purchased if integration is required for multiple Mobile Apps. This Service includes 48 hours of remotely delivered services that delivers a Mobile SDK setup. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

### **1.3.7 Experience Analytics Replay Configuration Add-on Service**

Experience Analytics Replay Configuration Add-on Service can be added on to any of the Deployment and Analytics Service Engagements described in Section 1.3.3, Section 1.3.4, or Section 1.3.5 to provide replay configuration for 1 specific use case. It delivers 96 hours of remotely delivered services, which includes replay SDK configuration, session replay configuration, and a replay technology workshop. This add-on expires 90 days from the start date of the engagement regardless of whether all hours have been used.

### **1.3.8 Experience Analytics Customer Experience Investigation Service**

Experience Analytics Customer Experience Investigation Service Engagement delivers 40 hours of remotely delivered services, which includes evaluation of customer experience goals and opportunities and developing a roadmap for increasing usage and value of Experience Analytics. This Experience Analytics Customer Experience Investigation Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

### **1.3.9 Experience Analytics Known Issues KPI Analysis Service**

Experience Analytics Known Issues KPI Analysis Service delivers 16 hours of remotely delivered services, which includes proactive monitoring of known site issues in real time and creating alerts and top

mover reporting. This Experience Analytics Known Issues KPI Analysis Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

### 1.3.10 Experience Analytics Business Impact Analysis Service

Experience Analytics Business Impact Analysis Service delivers 40 hours of remotely delivered services. Experience Analytics Business Impact Analysis Service focuses on improvements in alignment with business and IT goals. Experience Analytics Business Impact Analysis Service prioritizes website issues based on business impact, and provides pre-emptive issue resolution. This Experience Analytics Business Impact Analysis Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

### 1.3.11 Experience Analytics Basic Ongoing Service

Experience Analytics Basic Ongoing Service is a remotely delivered subscription service that delivers 16 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. Experience Analytics Basic Ongoing Service includes data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month. This Experience Analytics Basic Ongoing Service will co-terminate with Customer's Experience Analytics subscription.

### 1.3.12 Experience Analytics Standard Ongoing Service

Experience Analytics Standard Ongoing Service is a remotely delivered subscription service that delivers 40 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. Experience Analytics Standard Ongoing Service includes data capture configuration, data validation, report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month. This Experience Analytics Standard Ongoing Service will co-terminate with the Experience Analytics subscription.

### 1.3.13 Experience Analytics Advanced Ongoing Service

Experience Analytics Advanced Ongoing Service is a remotely delivered subscription service that delivers 64 hours of remotely delivered ongoing best practices and analytics services per month within each entitlement. Experience Analytics Advanced Ongoing Service includes data capture configuration, data validation, report configuration, customer experience investigation, business impact analysis and data science services and the AVP One-point program delivers 10 hours per month of remotely delivered personalized support service, with a named contact. Unused hours do not roll over month to month. This Experience Analytics Advanced Ongoing Service will co-terminate with the Experience Analytics subscription.

### 1.3.14 Experience Analytics AVP One-Point Ongoing Service

Experience Analytics AVP One-Point Ongoing Service is a remotely delivered subscription service that delivers 10 hours per month of personalized support services within each entitlement. Experience Analytics AVP One-Point Ongoing Service provides a personalized support service with a technical single point of contact in support of Experience Analytics. Unused hours do not roll over month to month. This Experience Analytics AVP One-Point Ongoing Service will co-terminate with Customer's Experience Analytics subscription.

## 2. Service Levels

### 2.1 Service Level Agreement

Acoustic provides the Customer with the following availability service level agreement (SLA). Acoustic will apply the highest applicable compensation based on the cumulative availability of the SaaS Product 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 Acoustic regarding service availability issues are in Acoustic's SaaS support overview at [acoustic.com/acoustic-terms/](https://acoustic.com/acoustic-terms/).

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%

Availability	Credit (% of monthly subscription fee*)
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.

### 2.1.1 Exclusion

The SLA is not available for SaaS Products identified as "Connectors".

## 3. Charges

### 3.1 Charge Metrics

The following Charge Metrics apply to this SaaS Product:

- As used herein, Authorized User means a unique user authorized to access to Acoustic Experience Analytics in any manner directly or indirectly (for example, through a multiplexing program, device or application server) through any means.
- Engagement means a professional or training service related to Acoustic Experience Analytics.
- Interaction means a unit of measure by which Acoustic Experience Analytics can be obtained. An Interaction is a digital interaction with an application captured by the SaaS Product, either at the network level (e.g., a request and response pair ("Hit") over http or https) or otherwise.

When a packet quantity is specified for Overage, excess use will be charged for the number of whole packets to cover the excess use.

## 4. Additional Terms

### 4.1 Data Smoothing Charges

If actual usage of Acoustic Experience Analytics during a 12-month subscription period exceeds 12 times the entitlement specified in the Agreement, then Customer will be invoiced for the overage in accordance with the overage rates specified in the Agreement.

### 4.2 No Protected Health Information or Regulated Content

The SaaS Product is not designed to comply with the Health Insurance Portability and Accountability Act ("HIPAA") or other data protection laws governing the processing of health data and may not be used for the transmission or storage of any Protected Health Information or other similar health data that is subject to data protection laws.

The SaaS Product is not designed to comply with the Payment Card Industry (PCI) standard and may not be used for the transmission or storage of any Cardholder Data.

### 4.3 Data Retention

All data is stored and removed based on a rolling window of time which is built around the concept of first in, first out. Data is stored for a set amount of time and is then discarded as the specified time window expires. The rolling data retention window begins as soon as data starts flowing into the system and is updated daily.

By purchasing a subscription to Experience Analytics, Customer is allotted a specific amount of data storage based on its monthly MI entitlement. This storage allotment is available to Customer within its Experience Analytics solution. If Customer goes beyond the allotted storage, Customer must come back into compliance with the storage limit by cleaning up old events, dimensions and reports. If Customer does not perform this action in 30 days, its data retention period will reduce in order to account for the increased storage.