

1. SUPPORT OFFERINGS

The below defined offerings can be provided to customers as Standard or Premium Support packages. For the offering to be agreed, it must be included in Agreement under the Order Form information.

2. MATRIX OF FEATURES PROVIDED WITHIN EACH OFFERING

SUPPORT FEATURE	<u>Standard</u>	<u>Premium</u>
Help Center	Yes	Yes
Access to Support portal	Yes	Yes
Optimizely response method	Portal, Email	Portal, Email, Phone
Incident Support	24/7/365	24/7/365
Service Request Support	12/5 Business Days (8am to 8pm CET/EST/AEDT)	24/7/365
Target Initial Response time for P1 Incident support	30 minutes	15 minutes
Service Level Agreement	99.7%	99.9%
24/7 Advanced Service Level Objectives	No	Yes
24/7/365 Prioritized Technical Support	No	Yes
Designated Technical Support Engineer	No	Yes
Designated Team Routing	No	Yes
Premium Support Health Check Review	No	Yes
Technical Account Manager	Not Available	10 Credits

3. FEATURE DESCRIPTIONS

“Help center” Refers to our online Academy where training and learning courses are presented. Our online community including documentation for all our products, developer and user guides, and release notes - <https://world.optimizely.com/>

“Incident Support” Incident management support refers to the structured and systematic approach of addressing and resolving disruptions in the normal functioning of services. Its primary responsibilities include effectively and efficiently handling incidents and timely restoring services, all while maintaining clear communication with the affected customers.

Support Level Contact Details

Support Level	Support Hours of Operation	How to Contact Optimizely	Incident & Problem Handling	Service Request
Standard	24/7/365	Web	It will always be handled 24/7/365	12/5 Business Days (8am to 8pm CET/EST/AEDT)
Premium	24/7/365	Web / Email / Phone	It will always be handled 24/7/365	24/7/365 Target initial response time (SLO): within 6 hours

“Target Initial Response time for P1 Incident support” Optimizely works with Service Level Objectives that we strive to

accomplish. For a Priority 1 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 by choosing Premium offering.

“24x7 Advanced Service Level Objectives” 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 packages do not warrant for Service Credits if targets are not met. For SLO for Initial response time for P1 incidents to be guaranteed and warranted under SLA it is required that Customer procure Premium Support package. This Service must be defined in Order Form for this option to be available for Customer.

24/7 Advanced Service Level Objectives - Incidents

Priority	Target Initial Response Time	Continuous reply time
Priority 1	15min	30 min
Priority 2	2 hours	4 hours
Priority 3	24 hours	24 hours
Priority 4	48 hours	3 business days

Call to be set up after 60 minutes to share status and next steps. Frequency on upcoming status calls is decided on the initial status call. 30-minute continuous reply time on urgent issues to expedite resolution until solves or priority downgraded.

Service Level Objectives – Service Requests

	Target Initial Response Time	Continuous reply time
24/7/365	6 hours	Within 12 hours

“24x7/365 Prioritized Technical Support” All issues go to the top of the queue 24/7 driven by advanced service level objectives.

“Designated Technical Support Engineer” Optimizely will name a Designated Support Engineer aligned with primary business hours for Premium Support Customers to curate a Personalized Support profile that documents all critical workflows, integrations, and speak to holistic solutions that 100% map to your custom footprint so we can get to the heart of the solution fastest. Your designated Technical Support Engineer advocates for you with Product and Engineering stakeholders to expedite resolution

“Dedicated Team Routing” Requests are routed to your Designated Technical Support Engineer, including other named resources who knows your custom implementation to provide answers that matter

“Premium Support Health Check Review” includes an evaluation of the customer’s environment and operations to ensure optimal performance, security, and reliability. A review of current access, contact information and previous month's tickets together with learnings and observations is also part of the review.

“Technical Account Manager” A Technical Account Manager (TAM) serves as a dedicated expert resource, functioning as a Solutions Architect for up to 4 hours a month, with deep product knowledge to provide technical consulting, support, and strategic guidance as a program expands.