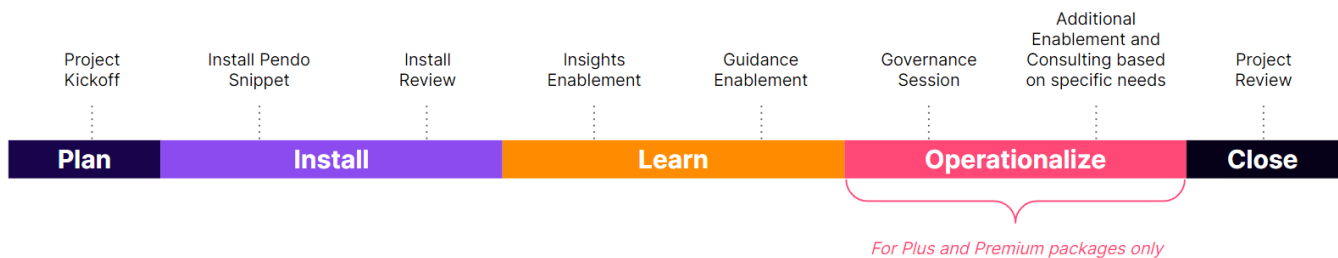


# Pendo Quick Start Services for Engage

## Onboarding approach

The Pendo quick start approach is designed to assist customers with launching the Pendo subscription on their applications (based on the package size selected), and enabling users on core Pendo functionality to help customers get value quickly.

Pendo's Onboarding Approach consists of five phases - Plan, Install, Learn, Operationalize, and Close - with specific activities in each phase, which collectively are Pendo's "Professional Services."



## Package options

The table below outlines the package levels available.

Activities	Standard	Plus	Premium
Standard Sessions (as described in the below "Onboarding Activities" table)	✓	✓	✓
E-mail Q&A with Consultant during engagement	✓	✓	✓
Governance Guidance	N/A	1 session	1 session
Pool of Hours for Additional Sessions listed in the "Onboarding Activities" table below	0 hours	4 hours	10 hours
Assigned Pendo project manager	No	No	Yes
Estimated duration	4 weeks	8 weeks	16 weeks

## Onboarding activities

Standard sessions Included with all package levels	Available additional sessions for Plus and Premium packages *
<ul style="list-style-type: none"> <li>● Install review session (for one application)</li> <li>● Project kickoff</li> <li>● Insights enablement session</li> <li>● Guidance enablement session</li> <li>● Project review and transition to Customer Success</li> </ul>	<ul style="list-style-type: none"> <li>● Additional governance session for managing Pendo across multiple applications</li> <li>● Additional standard sessions for other applications or teams:               <ul style="list-style-type: none"> <li>○ Install review session (for additional applications)</li> <li>○ Insights enablement session</li> <li>○ Guidance enablement session</li> <li>○ Mobile enablement session</li> <li>○ Feedback enablement session</li> </ul> </li> <li>● Consultant-led use case enablement sessions for the following topics:               <ul style="list-style-type: none"> <li>○ Goal setting</li> <li>○ New feature launch</li> <li>○ Product-led onboarding</li> <li>○ Support ticket deflection</li> </ul> </li> <li>● Consultant-led office hour session for miscellaneous enablement and Q&amp;A</li> <li>● PS engineer Led session (for advanced technical concepts)</li> </ul>

\* Specific session topics for Plus and Premium Package will be agreed upon within 2 weeks of the date of Project Kickoff. Each session is 1-2 hours in length, depending on the topic specified and Customer availability and subject to the package level's Pool of Hours.

## Customer roles and responsibilities

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
<b>Champion</b>	Manages project, and ensures on-time delivery. Creates the environment to support Pendo. Serves as the main point of contact.	10% FTE

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
<b>Accelerator</b>	Enables project success at the ground level. Manages the Pendo subscription on a day-to-day basis including activities such as tagging, template design, and implementation and adoption of the Pendo solution. Ensures Pendo is installed on their application during the Install Review session(s) Technical Readiness stage	20% FTE
<b>Executive Sponsor</b>	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	5% FTE

## Assumptions

- Customer will install Pendo code on the applicable Customer or third-party application(s) and provide access to Customer's Pendo subscription and such application(s) as needed to provide Professional Services.
- Pendo will not modify Customer application code. For clarity, Customer is responsible for installing the Pendo code snippet in its application.
- The Professional Services expire and must be consumed as outlined below per package option:
  - Standard: 60 days after contract execution
  - Plus: 90 days after contract execution
  - Premium: 150 days contract execution
- Each session can have up to 10 attendees. If additional attendees are required, Pendo will work with the Customer to determine whether additional sessions are needed (subject to the applicable Pool of Hours).
- Customer must have an active, paid subscription for any application key in scope for the Professional Services.
- For PS Engineer Led sessions, a Pendo PS Engineer resource will be assigned based on mutually agreed upon session timing and availability.
- The Professional Services will be performed on a remote basis

The quick start services performed by Pendo in accordance with this Services Description are referred to as "Professional Services." This Services Description is incorporated into the Pendo Order Form or other ordering document between Pendo and a customer covering the purchase of applicable Professional Services.

*Last updated: August 24, 2022*