# Pendo Launch Services for Engage

Overview and approach

Pendo's Launch Services for Engage are designed to provide you with a comprehensive framework for success with Pendo. Our Professional Services Consultants and Project Managers will validate your install, provide structured, classroom-style instruction to ensure your teams are confident with Pendo's capabilities, and develop tailored, strategic guidance that ensures long-term success with your product and programs.

Robust onboarding is available for up to 2 applications, and includes hands-on-keyboard assistance to build early momentum via activities such as page and feature tagging, guide building, and integration support. Customer teams will conclude Launch engagements with the confidence to scale Pendo internally via proven governance best practices and ongoing training via Pendo Academy.

Pendo guidance for key Customer Activities:
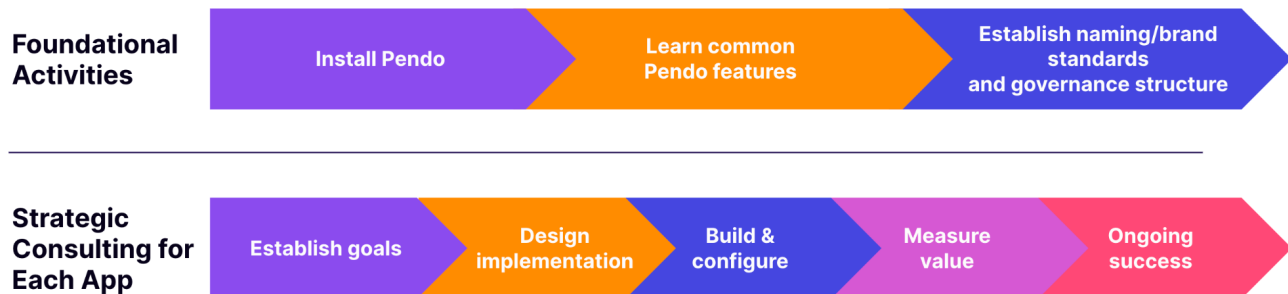
Package options

The table below outlines the package levels available:

Activities	Launch	Launch Plus
Number of applications included in scope for Application Launch Activities (as described below)	**1 app**	**2 apps**
Classroom-style Enablement (as described below in the Core Team Activities)	**Included**	**Included**
Project Management Activities (as described below)	**Included**	**Included**
Hands-On Keyboard Assistance (Expert Services)	**Up to 10 hours**	**Up to 10 hours**
Outcome-based strategic consulting	**1 app**	**2 apps**
Estimated project duration	**16 weeks**	**32 weeks**

Implementation activities

Pendo will be responsible for the following Launch implementation services: core team, application launch, expert services, and project management activities described in more detail below (collectively, the "Professional Services"):

Core Team Activities
- Participate in Pendo Essentials training on the core capabilities of the Pendo subscription, including access to certification exam   - Up to 20 attendees per Essentials session   - Delivered over two subsequent half-day sessions   - For mobile applications, 3 60-minute enablement sessions will be substituted as the training component   - Provide consulting and guidance, leveraging Product-Led approaches and best practices, for: - Defining a foundational governance structure for managing the Pendo subscription   - Provide a Summary and Recommendations document at project close   - Conduct project review session with the Pendo Account Team

Application Launch Activities

- For each application in scope, Pendo will lead the following sessions:
    - Install Review
    - Application Discovery & Pendo Readiness
    - How Pendo can Help
    - Dig into the Data
    - Ideation
    - Implementation
    - Project Recap & Close

Optional Hands-On-Keyboard Assistance

- Activities may including:
    - Guide and in-application content creation
    - Resource Center customization
    - API data aggregation support
    - Collaborative tagging support
- Flexible hours activities will be mutually agreed upon between Customer and Pendo based on available hours from the Pool of Hours per the package purchased

Project Management Activities

- Conduct project kickoff meeting with Customer
- Work with Customer Project Manager to determine the key objectives for the project, and develop associated project management schedule
- Coordinate resources from Pendo to support the project objectives and schedule
- Provide briefings on the project status

Customer roles and responsibilities

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Champion / project manager	Manages projects to ensure alignment to objectives and on-time delivery. Creates the environment to support Pendo. Serves as the main point of contact.	20% FTE
Pendo User	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).	50% FTE

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Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Executive Sponsor	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	10% 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(s).
- After all flexible hours from the Pool of Hours are consumed (per the package selected), Customer is responsible for all additional work. Customer may purchase additional hours if they would like Pendo to support activities beyond what's included in the package.
- The Professional Services expire and must be consumed as outlined below per package options:
  - Launch: 180 days after contract execution
  - Launch Plus: 240 days after contract execution
- The Professional Services include up to the specified number of applications covering the Application Launch Activities as described above. For clarity, Customer must have an active, paid subscription for any application key in scope for the Professional Services.
- Each session can have up to 10 attendees unless otherwise noted above.
- Pendo can provide one onsite visit, at Customer's location, that is up to one day in length for up to two project team members at no additional cost. Additional onsite travel can be contracted via a change request and in accordance with the terms of the Agreement.
- Pendo Professional Services will be performed on a remote basis.

The Launch implementation 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.

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