



Outside In Service Management

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Part 1 - Introduction

This document outlines Outside In standard service levels and the standard service management process.

This approach can be customised to meet a customer's specific needs, and this will be scoped and custom priced according to the needs.

Part 2 - Service Level Agreements (SLA)

2.1 Standard SLA

This is the standard support SLA used for Outside In applications with our customers. This Standard SLA is offered within the price of the solutions.

The Standard SLA offers:

- One working day response (24 hours)
- Working hours 830-530, Monday to Friday, Excluding Bank Holidays
- Daily updates to ticket originator via the ticketing system
- Target resolution time within 5 working days. We aim to resolve issues as soon as possible and ideally within 5 days. We stop the clock in relation to the SLA when we make this fix available to the customer (or pushed to customer's org if approval given).

The Standard SLA does not offer service credits related to resolution or response times.

All tickets and our performance in relation to this will be discussed at the periodic reviews if these are taken.

2.2 Enhanced SLA

For most the standard SLA is sufficient but the Enhanced SLA offers a priority track for issue resolution, a more stringent resolution target and a service credit scheme.

An Enhanced SLA is available to customers where the use of our applications is seen as business-critical.

The Enhanced SLA is not included in the standard pricing of our services, but an incremental charge at 15% of annual license fees for all users.

The Enhanced SLA offers:

- Four working hour responses with priority status in the support queue
- Extended working hours of 0700-2200, 7 days, 365 days/year (tickets can be logged 24 hours but SLA measurement is to these hours)
- Ticket updates every 4 working hours
- Target resolution time of 3 working days. We aim to fix the issue inside 3 days and make any fix available to the customer (or pushed to customer's org if approval given) in this timeframe.

Service credits (enhanced SLA)

For Enhanced SLA customers we offer service credits when we fail to meet response time and fault resolution targets.

Service credits are applicable to issues shown to be caused by bugs and faults in Outside In applications and exclude issues related to Salesforce or the configuration of Salesforce that are outside of our control.

For Enhanced SLA agreements, service credits will be reported quarterly in the month following the end of the calendar quarter in April, July, October and January.

Response time credits:

- response within 4 working hours: no credits
- response in over 4 hours but inside a working day: 1 service credit
- response takes more than one working day: 2 service credits

Fix time credits:

- fix 3 working days or less : no credits
- fix 4-5 working days : 1 service credit
- fix 6-8 working days : 2 service credits
- fix 9-12 working days : 4 service credits
- fix 12+ working days : 6 service credits

Service credit rebates are applied when a total of service credits reaches a limit in each quarter. Service credits are reset quarterly. Service credit rebates are in the form of credit notes that can be applied to future services invoices with Outside In, no cash alternative is offered.

- 5-7 Credits per quarter - 5% rebate of quarterly fees
- 8 - 10 credits per quarter - 10% rebate of quarterly fees
- 11-13 credits per quarter - 30% rebate of quarterly fees
- >13 credits per quarter - 50% rebate of quarterly fees (This is the maximum level of service credit rebate)

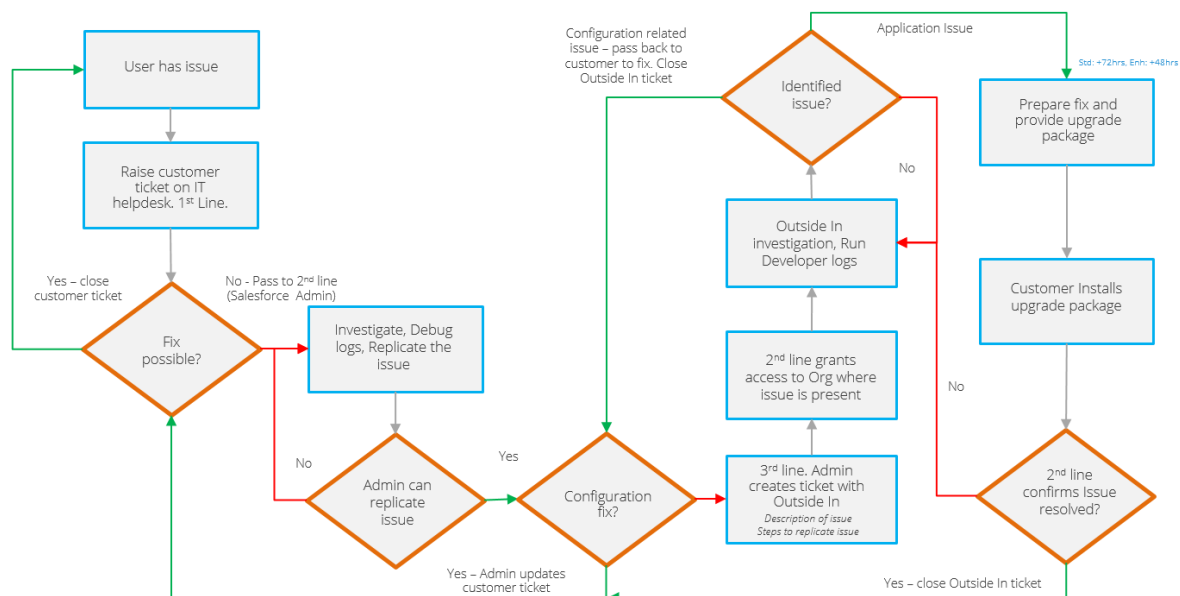
Part 3 - Service management process overview

Our service management process, related to the support of our applications, is described below.

3.1 Process Overview

We expect three lines of support for a user encountering an issue related to the usage of our applications.

First and second-line support sits within the customer's IT support environment with Outside In providing third line support on issues related to application bugs and errors.



3.1.1 First line Support: IT Helpdesk

The customer's support helpdesk will take the first line of support calls from a user and completes an initial investigation of the IT-related issues. A ticket is created in the customer's service management system.

Where this cannot be resolved by the helpdesk it will require the subject matter expertise of a Salesforce administrator and the ticket is passed to the second line support.

3.1.2 Second line support: Salesforce Administrator/Subject Matter Expert

The customer's Salesforce administrator(s) will provide second line support to a customer ticket.

They will investigate more fully the issues faced by the user and undertake internal testing, investigation and checks, running debug logs where necessary, to identify the cause of the issue.

Testing should check administration rights associated with the customer org such as (though not exclusively) permissions, profiles, page layouts, field-level security, hierarchy and license management. This must be completed before raising a support ticket with Outside In to prevent the possibility of incremental support charges. Information related to these checks may be requested when the ticket is raised with Outside In.

Admins must be able to replicate the issue.

Where this can be fixed through configuration this should be completed. For issues unrelated to the customer-specific configuration, and proven to relate to Outside In applications, raise a ticket on Outside In.

3.1.3 Submitting a ticket to Outside In

To be covered under, and measured by, our SLA all tickets must be raised on the Outside In support system - emails and phone calls without a ticket are neither covered or measured.

Submit a ticket should be done in one of two ways:

1. via the Outside In Website on the Support page <https://oism.co.uk/support-ticket>
2. Via a support email help@outsidein.freshdesk.com :

Tickets need to contain the following information:

- Name of person submitting the ticket
- Email
- Phone number
- Description of the issue faced
- Detail the steps we need to take to replicate the issue
- Confirmation that you have granted login access to Outside In Sales & Marketing.

Our SLA ticket clock starts when a ticket containing all of the required information and access is raised on our Ticketing system.

3.1.4 Third line support: Outside In

On completion of these investigations, and where an issue continues to prevent usage of the applications, the second line administrator (or via their designated ticketing process) will submit a ticket with Outside In (see details of how to raise a ticket in 3.1.3).

At this stage, the Salesforce Administrator **must Grant login access** for 'Outside In Sales & Marketing Ltd' into a Salesforce org where the issue is present. This may be in a staging or sandbox org, but if necessary access to production org. The access should be granted using a user who is affected by the issue to ensure that we are able to replicate and isolate the issue.

We also need Admin level access to be able to run Developer specific debug logs.

The ticket clock for the SLA (and associated service credits for Enhanced SLA customers) starts when this ticket is raised with Outside In and you have granted access.

3.1.5 Outside In Investigation and fix

Outside in will investigate the issue, run relevant logs and attempt to isolate the issue within the SLA targets (< 24 hours for Enhanced and <48 Hours for Standard SLA).

When the issue has been isolated we will communicate the next steps to resolve the issue to the customer:

1. Where the issue relates to the customer configuration, rather than the Application package, details will be passed back to the Customer for resolution.
2. Where the issue is identified as part of the application package, Outside In will create a new package containing the fix and make this available to the customer.
3. Where we have permission to push the upgrade we will do so, otherwise, we will send details of the upgrade process to the Salesforce Administrator.

3.1.6. Fixing issues not caused by Outside In

We aim to support customers to the best of our ability but there have been times where we have incurred significant costs to fix issues not caused by the performance of our applications.

Some are Salesforce related issues and these should be resolved using a customer's standard Salesforce support arrangement.

Other issues relate to the set-up and configuration of a customer's instance of Salesforce, these are the responsibility of the Salesforce administrator.

Where Outside In is asked to identify, troubleshoot, debug and investigate issues, and these are related to the customer's configuration rather than issues with our applications, and the checks detailed in the paragraph above have not been completed, there may be an incremental support charge of up to £2,000 per incident to cover this work. In extreme cases we may refuse to complete the investigation until the local works are completed in house.

3.1.7 Ticket closure and feedback.

On confirmation that the issue is resolved, we will close our ticket. The 2nd line contact should close the customer ticket.

We strive to improve our service at every interaction and to help with this we ask that you provide feedback for every ticket raised. When a ticket is closed we will ask in the footer "How did we do?" - please select Great! Okay or Bad and then provide a few notes to explain your reasoning. This feedback is really important to us.