



Unless otherwise defined herein, capitalized terms shall have the meanings ascribed to them in the corresponding Adobe General Terms. “User” means only employees of Customer who are authorized and designated by Customer to access the Digital Marketing Suite using a unique password and login ID, as provided exclusively by Adobe. Unless otherwise specifically limited in the Sales Order, User Passwords and Log-in ID’s for the OnDemand Services shall be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Adobe Customer Support and ClientCare for all Multi-Channel Analytics: Adobe monitors the OMS OnDemand and Managed Services 24x7x365. Adobe provides 24x7x365 access to Adobe ClientCare and the Online Marketing Suite customer support portal. Localized language support is available during local business hours. Customer may utilize up to 2 Supported Users and up to 5 Support Incidents per month. Support includes: Live Phone, Chat, and Email Support from ClientCare; Online Interface for Support Incident Management; Searchable Knowledge Base; and OnDemand Training Modules.

1. **Adobe® Insight.** Adobe Insight provides Customer with a software solution for measuring, collecting, integrating, managing, analyzing, reporting on, and graphically displaying large volumes of structured data. The fee structure for Adobe Insight is set forth within the applicable Service Order, and is based on the number of authorized users and the volume of data being processed. Specifically, Adobe Insight fees are based on the required number of Adobe Insight File Server Units, Adobe Insight Data Processing Units, and Adobe Insight Clients (as defined below). Adobe Insight may also be supplemented by other optional packages described below. The number and type of licenses and features required will vary with Customer’s specific requirements.

Adobe Insight File Server Unit or “FSU” means the software application file-serving foundation of Adobe Insight. FSU’s store and distribute event data across a cluster of Adobe Insight Data Processing Units. Adobe Insight File Server Unit is licensed on a “per server computer” basis.

Adobe Insight Data Processing Unit or “DPU” means the software application data-processing foundation of Adobe Insight. DPU’s read data from an FSU where the data is stored and processed into meaningful dimensions of data and metrics, enabling Users to query the information through the Adobe Insight user interfaces. Adobe Insight Data Processing Unit is licensed on a “per server computer” basis.

Adobe Insight Client means the application that connects to and queries data collected, stored and processed within the FSU and DPU environment, providing interactive visual analysis and report development. Specific capabilities include data discovery, multi-dimensional analysis, dynamic segmentation, data visualization, visual alerting, system administration and other capabilities for data-driven business professionals. Adobe Insight Client is licensed on a “Named User” basis. For purposes of Adobe Insight Client, a “Named User” means a single person to whom a digital certificate is issued to authorize access or use of Adobe Insight Client.

Adobe Insight must include a minimum of one (1) unit each of: Insight Client, FSU, and DPU. DPU’s and FSU’s are licensed on a “per server” basis. Each DPU may support the processing of up to 500 GB of event data. Exceptions to the preceding restrictions may be allowed by mutual agreement of the Parties in the applicable Service Order.

Customer installation and use of Adobe Insight is subject to the specifications set forth within the current version of the Minimum System Requirements for Adobe Insight (“MSR”), which is available at: www.omniture.com/en/terms/insight_sys_req_2010v2

- a. Flexible and Secure Access Control enables the authorization of access requests from system components and access control settings via standards-based “Public Key Infrastructure” (“Public Key Infrastructure” is a security management system including hardware, software, people, processes and policies (including certificate authorities and registration authorities) dedicated to the management of digital certificates for the purpose of achieving secure exchange of electronic information) or Lightweight Directory Access Protocol (“LDAP”) infrastructure support.
- b. External Data Access provides an exposed API, enabling data access by any third-party system.
- c. Universal Data Loading enables the flexible, extensible, continuous and automated loading of data from data sources through structured flat files, XML files and via ODBC connectivity.
- d. Parallel Data Processing enables the continuous and/or batch processing of data across one or more DPU’s.



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- e. Data Integration enables the integration of external lookup table data containing a common key with the event data available to a DPU or FSU. The amount of external lookup table data capable of being integrated is limited to 500 MB for every five (5) licensed DPU’s.
 - f. Data Dimensionalization enables the creation of flexible data schemas and complex fully-correlated dimensional model support.
 - g. Metrics Algebra enables the use of User defined calculations that can be applied and persisted across the correlated dimensional model.
 - h. Ad Hoc Visual Query and Analysis enables ad hoc, point-and-click query definitions and delivers immediate and incremental results in multiple graphical and tabular formats to help make complex information easy to understand.
 - i. Dynamic Segmentation enables the ad hoc definition, application, and export of segments and filters for any query definable against available multi-dimensional data.
 - j. Ad Hoc Report Design enables the point-and-click creation of detailed reports and the configuration of their scheduled output.
 - k. Geographic Analysis provides advanced globe/earth visualizations and related functionality to enable the geographic plotting of data.
2. **Adobe® Insight Report.** Adobe Insight Report enables the publishing and distribution of any report, workspace, dashboard, or alert configured via the Adobe Insight Client graphical user interface. Adobe Insight Report can be configured to meet scheduled reporting requirements, or to generate and publish reports based upon the occurrence of trigger events, thresholds, or calculated conditions. Adobe Insight Report supports the publishing of information in XLS, .PNG, or .CSV file formats, and distribution via electronic mail and/or an online portal. Reports generated by Adobe Insight Report may be kept available for various time periods as an archive of output information. Adobe Insight Report is licensed on a “per server” basis, and requires the Adobe Insight to be enabled prior to use.
 3. **Adobe® Insight Sensor.** Adobe Insight Sensor is a data acquisition software application that securely collects HTTP requests made to web and application servers on which the application is installed. Adobe Insight Sensor is architected to support a multitude of web and J2EE application servers including but not limited to Microsoft’s IIS, Apache, IBM’s IHS and Websphere, Weblogic, AOLServer, Tomcat, and JBoss running on common operating systems including Windows, Linux, AIX, and Solaris. Adobe Insight Sensor is licensed on a “per Web Server” basis, and requires the Adobe Insight platform to be enabled prior to use. For purposes of Insight Sensor, a “Web Server” means a physical instance of a web server computer.
 4. **Adobe® Insight Special Use License.** Adobe Insight Special Use Licenses are reduced-fee, restricted licenses that are offered to existing Customers for the following limited uses:
 - a. Testing Package. Usage is limited to testing implementation and configuration of the software applications as a part of a systems-testing environment (which is distinct and separate from Customer’s production environment). Package includes the right to use two (2) DPU’s and one (1) Adobe Insight Client.
 - b. Failover Package. Usage is limited to non-concurrent use with Customer’s production environment and may only be used in a production environment when or if the production environment fails. This package includes the right to use the same quantity of Adobe Insight licenses which have been licensed by Customer for use in a production environment.
 - c. Data Transformation Functionality. Customer is authorized to configure an FSU to provide the following functionality: (i) event data pre-processing where extraction and transformation of raw event data is required prior to storage and distribution; and (ii) enable the extraction and transformation of acquired event data into customizable formats as required by other software applications, and enable the distribution of that data on a continuous or scheduled batch basis.
 - d. Repeater Functionality. Customer is authorized to configure an FSU to provide the following functionality: (i) event data replication that supports the receipt of event data from one or more sources and replication to one or more other FSU’s; and (ii) enable data replication to redundant facilities for disaster recovery purposes.



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The fee structure for Adobe Insight Special Use License is set forth on the applicable Service Order. Adobe Insight Special Use License is only available to current Adobe Insight Customers for the purpose of supporting or enhancing standard Adobe Insight installations.

5. **Adobe® Insight Data Service.** For an annual fee and as an optional add-on to Adobe Insight, Customer may elect to purchase a subscription to install and use a data service with the DPU’s licensed by Customer. The data is provided “as is” by Digital Envoy, Inc. and is updated on a periodic basis. The data service provides the following data fields to be plotted on a globe enabled by Adobe Insight: name, area code, ASN (Autonomous System Number), carrier, CBSA (Core Based Statistical Area), city, company, connection, country, CSA (Consolidated Statistical Area), DMA (Designated Market Area), domain, latitude, longitude, primary language, proxy name, region/state code, time zone and zip code.
6. **Adobe® Insight Query API.** The Insight Query API (“Insight API”) provides Customer a means to access Customer Data programmatically through an application programming interface, and thereby configure dashboards and other reporting applications that process Customer Data within the Insight API. Customers are prohibited from using the Insight API to configure applications for the purpose of distributing such applications to third parties. Adobe Insight API fees are set forth in the applicable Service Order and are based upon the quantity of Adobe Insight DPU licenses that are implemented by Customer.
7. **Adobe® Insight Dashboard.** The Insight Dashboard provides Customer a web browser accessible interface that allows Customer to access its data contained within Adobe Insight for the purpose of performing limited analysis and filtering of configured dimensions and measures. The use of Insight Dashboard requires Customer to have applicable licenses of the Insight Query API. Each license unit of Insight Dashboard provides the Customer with up to fifty (50) designated users authorized to access Insight Dashboard. Adobe Insight Dashboard fees are set forth in the applicable Service Order.