



1. OBJECTIVE

Adobe Premier Support provides the Customer with an enhanced support experience for eligible Adobe Experience Cloud solutions. Premier Support customers will be assigned a support lead based on the package they have purchased. Premier Support Customers at the Enterprise and Elite levels will also receive Field Services, and for Customers at the Elite levels, access to a named Technical Account Manager (TAM) for certain selected Adobe Experience Cloud solution(s) that will provide proactive guidance to help optimize Customer’s utilization of such solution(s). The Customer will receive the support/services as designated herein based on the level of Premier Support purchased by the Customer.

2. EXTENDED SUPPORT

Adobe will provide Premier Support Customers the following extended Support:

Enhanced Support Services Activities are provided as follows based on level purchased:

Business level	Enterprise level	Elite level
<ul style="list-style-type: none"> • Base Support • Assigned Contact: Account Support Lead -- • Business Support Services • Escalation Management • Proactive Case Monitoring 	<ul style="list-style-type: none"> • Base Support • Assigned Contact: Named Support Engineer -- • Active Escalation management • 24/7 Support on Existing Channels • Service Reviews • Case Reviews • Technical Support Expert Sessions • Adobe Experience Manager as a Cloud Service Feature Adoption 	<ul style="list-style-type: none"> • Base Support • Assigned Contact: Named Support Engineer -- • Active Escalation Management • 24/7 Support on Existing Channels • Support Contact • Service Reviews • Case Reviews • Technical Support Expert Sessions • Event Monitoring • Adobe Experience Manager as a Cloud Service Feature Adoption

The following are the Enhanced Support Services Activities descriptions for Activities in the table above:

<u>Enhanced Support Services Activities</u>	<u>Description of typical Support activities</u>
Base Support	Access for Customer during local business hours* to log issues with Support, including: <ul style="list-style-type: none"> • SLT (Service Level Targets) management, where applicable • Case resolution • Web case submission and knowledge base access

Account Support Lead	<p>A named Account Support Lead assigned to Customer to provide a consistent support experience.</p> <p>Account Support Lead will be available during regular Adobe business hours*.</p>
Named Support Engineer (“NSE”)	<p>A named Support contact will be assigned to Customer to provide a consistent support experience.</p> <p>NSE will acquire knowledge and familiarity with Customer’s environment and business enabling an enhanced support service.</p> <p>NSE will be available during local business hours*.</p>
24/7 Support on Existing Channels	<p>For issues arising outside of Adobe’s local business hours*. Customer can contact a responding support engineer that will route the issue to the correct team to address the matter. The responding support engineer will keep the NSE informed.</p>
Business Support Services	<p>An Account Support Lead will host a monthly webinar covering an overview of business support services.</p>
Active Escalation Management	<p>When Customer initiates an escalation through support tickets, the NSE provides:</p> <ul style="list-style-type: none"> • An escalation point of contact to manage the escalation through to resolution • Regular status reporting on the escalated issue
Escalation Management	<p>Regular status reporting on the escalated issue</p> <ul style="list-style-type: none"> • Provide customer a specific escalation path that is monitored by the Account Support Lead. Responding to with urgency (defined SLTs) and recurring calls on an as needed basis. • Investigate and resolve CRM account issues around authorized contacts. Escalate to Customer Support as needed.
Service Reviews	<p>Service review includes:</p> <ul style="list-style-type: none"> • Align with the appropriate Adobe teams to perform service delivery reviews with Customer (e.g., QBR) • Capturing environment and project information to provide an enhanced support experience

	<ul style="list-style-type: none"> • Root cause analysis for critical Service outages • Coordinating and actively managing Premier Support delivery to provide a personalized enhanced support experience • The NSE working alongside the assigned TAM to coordinate activities, if other support resources are involved, if a TAM is assigned. • Trend reporting on ARD (Average Resolution Day) and OCA (Open Case Aging).
Case Reviews	<p>Customer's NSE will perform check-ins periodically to review any open tickets and new opportunities.</p> <p>Align with Customer on action plans and priority for support issues across all deployed Adobe Experience Cloud solutions as mutually agreed upon in writing at the start of the engagement.</p>
Proactive Case Monitoring	<p>A designated Account Support Lead will actively monitor open cases and take proactive and preventive actions to assist with timely resolution.</p>
Event Monitoring	<p>Event Management covers Event Readiness and Event Monitoring:</p> <ul style="list-style-type: none"> • Manage any Customer facing war room during custom events • Liaise with appropriate Adobe teams during event planning process. • Provide support for global events if required by any assigned accounts • One event monitoring per quarter with a minimum one month's notice prior to actual event date
Technical Support Expert Sessions	<p>An Expert Session consists of a 30-minute conference call with a Technical Support Expert that covers a how-to topic to assist users with a specific solution feature.</p> <ul style="list-style-type: none"> • Up to 2 Expert Sessions per year in Enterprise • Up to 4 Expert Sessions per year in Elite • Contact your assigned support contact to schedule by appointment at a mutually convenient time. <p>Sessions are carried out using a screen sharing software, if needed, that allows a solution expert to walk you through complex or new workflows.</p>
Adobe Experience Manager as a Cloud Service Feature Adoption	<p>For Adobe Experience Manager as a Cloud Service, Customers will receive guidance on how and when to roll out Adobe Experience Manager features to take full advantage of your Adobe Experience Manager as a Cloud Service solution. This also includes custom change management and war rooms that may be needed to plan your Adobe Experience Manager go-live.</p>

*Adobe’s local business hours (except during Adobe holidays) map to the Customer’s local time zones as follows:

- Americas: 6am – 5pm PST, or
- EMEA: 9am – 5pm (GMT), or
- JPN: 9am-5pm (JST), or
- APAC: 9am – 5pm (AUS-EST)

Targeted Response Times:**

Business level	Enterprise level	Elite level
<ul style="list-style-type: none"> • Level 1 (Critical) – 1 hour • Level 2 (Urgent) – 2 business hours • Level 3 (Important) – 4 business hours • Level 4 (Minor) – 1 business day 	<ul style="list-style-type: none"> • Level 1 (Critical) – 30 minutes • Level 2 (Urgent) – 1 business hour • Level 3 (Important) – 2 business hours • Level 4 (Minor) – 1 business day 	<ul style="list-style-type: none"> • Level 1 (Critical) – 15 minutes • Level 2 (Urgent) – 30 business minutes • Level 3 (Important) – 1 business hour • Level 4 (Minor) – 1 business day

**If Customer also receives support services for a product under non-Premier support terms, and the Targeted Response Times provided under those terms are different from those above, then to the extent of the differences, the faster of the applicable Targeted Response Times will apply for such product. For Customers currently receiving support under non-Premier Magento specific and Marketo specific support terms, for purposes of the Targeted Response Times in the table above, to the extent such terms use “P” or “Priority” level designations therein, as applicable, such designations shall be deemed to mean the corresponding “Level” designation above (e.g. P1 or Priority 1 shall mean Level 1, P2 or Priority 2 shall mean Level 2, etc.) and the descriptions of such levels shall be as described in such applicable support terms, provided, however, for Marketo products, there may not be a Level 4.

3. PROFESSIONAL SERVICES: FIELD SERVICES ACTIVITIES FOR ENTERPRISE AND ELITE LEVELS

For Enterprise and Elite level Customers, Adobe will assign Field Services resources on the selected and eligible Adobe Experience Cloud solutions. Field Services may include, among possibly other typical activities, launch advisory services based on foundational best practices related to configuration, setup, and launch, and other expert guidance on the Customer’s implementation to assist the Customer in aligning to best practices. A mutually agreed project collaboration plan will be created by Field Services and Customer at the start of the engagement detailing the activities to be performed during the engagement based on the descriptions of the typical activities set forth below. Customer will be provided with a designated Adobe Field Services lead to provide oversight during a defined services engagement.

Note, any issues inherent to the Adobe solution, and not specific to the Customer’s implementation or configuration, that are discovered via diagnosis will be deemed out of scope for Field Services and will be referred to the NSE.

Initial Launch Planning and Discovery Review activities will be required in year 1 for new deployments of a solution.

Limitations: Field Service resources may only be used for the activities listed below and are not to exceed the total number of activities defined in the Sales Order. Individually recommended activities listed in the table below are not to exceed 40 hours each per year except Initial Launch Planning and Discovery Review. While Initial Launch Planning and Discovery Review activities are being provided in the first year, no other activities will be provided during such time. The activities under these terms are not interchangeable with any other Adobe Professional Services engagement(s), and there will be no credit or refund for any unused hours.

Notwithstanding any contrary terms, Initial Launch Planning and Discovery Review activities will be limited to a design and architecture review for Adobe Experience Manager and Magento Customers at the Enterprise Level of Premier Support.

Field Services Activities	Description of typical Field Services Activities
Initial Launch Planning and Discovery Review (Mandatory for new instance.)	<p>Field Services will begin the engagement with a remote project kickoff session. During the kickoff, Field Services will provide introductions, prepare and review the project collaboration plan, and make recommendations.</p> <p>Typical launch planning activities include:</p> <ul style="list-style-type: none"> • Initial launch advisory support following best practices • Initial launch on-site planning review workshop • Initial launch architecture and design review with recommendations • Initial launch go-live readiness assessment with recommendations • Initial launch multi-solution architecture review, diagnostic review, and roadmap • Initial launch engagement summary and roadmap
Checkpoint Assessment	<p>Checkpoint to assess Customers's adoption and maturity with their solution. Customer and Field Services will determine together whether to focus on lighter assessment of multiple solutions or deeper assessment of one solution and frequency of checkpoint assessments.</p>
Health Check (Lite Sub-Property)	<ul style="list-style-type: none"> • Assess a specific section of a site or app Customer wants to validate or fix. Assessment will provide a readout of findings and recommendations • Make necessary configuration or code changes based on health check <p><i>Note: This is not a full site or app health check. See note on limitations for field services hours.</i></p>
Basic Integration Setup	Provide baseline support for the configuration of a single solution integration
Basic solution setup or configuration*	<p>Basic set up or configuration of one of the following:</p> <ul style="list-style-type: none"> • Basic data source onboarding or trait and segment setup • Basic module updates, fixes, or changes • Basic workflow creation or updates
In-solution execution	Limited execution support for a specific campaign, test, personalization or solution activity
Insights Activation	<ul style="list-style-type: none"> • Basic set-up or configuration of a report or dashboard • Perform simple analysis and creation of actionable insights
Incremental Implementation	Incremental basic solution implementation & configuration
Solution Troubleshooting	Responsive technical troubleshooting & issue resolution for custom code or non-standard configurations
Customization Best Practices for Adobe Experience Manager as a Cloud Service	<p>Analyze the impact of adding a specific feature to Adobe Experience Manager as a Cloud Service to assist the implementation. This may include:</p> <ul style="list-style-type: none"> • Evaluating if the feature is a customization or an extension • Regression test knowledge transition post go-live • Caching, network, SSL guidance • External integration connectivity
Extension break-fix support for Adobe Experience Manager as a Cloud Service	<p>Participate in responsive technical troubleshooting & issue resolution including:</p> <ul style="list-style-type: none"> • Non-Standard Configuration • Integration • Data/content • Custom code • Customization performance <p>Configure custom monitoring (For Adobe Experience Manager Elite Customers only)</p>
Cloud Manager Deployment Advisory Services for	Provide guidance around technical governance to assist Adobe Experience Manager Customers in implementing standardized processes for their cloud environment

Adobe Experience Manager as a Cloud Service	including any of the following areas: <ul style="list-style-type: none"> • Assist with the setup of cloud manager continuous integration pipeline • Review current testing and deployment process in the cloud • Analyze testing and code coverage results • Advise Customer on best practices for improving code coverage results • Advise Customer on asset/content management and migration best practices • Review security, permissions, and access to Adobe Experience Manager as a Cloud Service Cloud environments and solutions
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4. TECHNICAL ACCOUNT MANAGEMENT ENHANCED SUPPORT SERVICES FOR ELITE LEVELS

For the Elite levels, Adobe will assign a TAM to provide proactive guidance on the selected Adobe Experience Cloud solutions for selected Customer business units. Any limit on the number of Adobe Experience Cloud solutions and Customer business units included in this service will be set forth in the Sales Order, as applicable. Adobe Premier Support team and Customer will mutually create a service delivery plan at the commencement of the services that outlines the activities, objectives, and solutions covered by TAM services. The TAM will be available during Adobe’s local business hours (9 a.m. to 5 p.m.) in the Customer’s time zone except for Adobe holidays. The following are descriptions of typical activities for TAM Enhanced Support Services.

<u>Enhanced Services Activities</u>	<u>Description of typical TAM activities</u>
Environment Review	High-level Environment Review (does not include custom code) for a single solution consisting of reviewing solution deployment, configuration, integrations, and overall architecture, including: <ul style="list-style-type: none"> • Review solution deployment, configuration, and overall architecture, including integrations • Analyze solution capability, tool utilization, and performance • Assess operational processes and procedures • Capture current support and performance benchmarks • Identify risks and mitigations for solution deployment • Establish and review standards for optimal use and performance • Review and document data-source, trait and segment configuration
Solution Roadmap Review	<ul style="list-style-type: none"> • Review Customer’s project roadmap • Share Adobe solution roadmap (including EOL, key features, etc.) • Identify gaps and opportunities to make recommendations for alignment • Capture business goals and risks for alignment
Maintenance & Monitoring	<ul style="list-style-type: none"> • Review available updates and make qualified recommendations • Advise and guide on regular system maintenance tasks • Check and guide on Adobe Experience Cloud solution health and performance monitoring • Simulate environments to expediate issue resolution • Inform Customer about any service packs and security patches • Review business-critical workflows, reports, and testing plans to coordinate action avoid delays, and errors • Provide guidance on campaign, test, or personalization results • Establish testing protocols for faster investigation and resolution of issues • Facilitate custom change management for Adobe Experience Manager as a Cloud Service Customers including war rooms and go-live activity.

Release Preparation and Review	<ul style="list-style-type: none"> • Subscribe the Customer to ongoing release notes • Provide tailored release information based on Customer requirements • Review and understand maintenance release schedules • Perform focused sessions to demonstrate new features • Provide release impact analysis and guidance • Review Customer release and deployment plan
Knowledge Transfer	<ul style="list-style-type: none"> • Conduct technical Q&A • Host themed, expert sessions • Impart guidance and best practice on process, people and technology • Apply key learnings from other projects, helping avoid common issues and pitfalls • Support solution adoption initiatives • Contribute to Customers' knowledge management infrastructure • Provide enablement on new solution integrations
Upgrade/Migration Planning	<ul style="list-style-type: none"> • Qualify upgrade/migration path and options • Capture requirements for migration or solution upgrade • Review upgrade/migration plan • Make recommendations to assist with successful upgrade/migration
Event Readiness	<ul style="list-style-type: none"> • Capture event roadmap (go-lives, campaigns, solution launches, roll-outs, upgrades, migrations) • Support and guide during event preparation phase • Review volume/load forecasting • Review event action plan, including resource requirements and coverage • Define support protocol for the critical event period • Notify and coordinate Adobe internal teams • Share event summary and key learnings

5. GENERAL ASSUMPTIONS

The delivery of Adobe Premier Support is subject to the following:

- (A) Adobe only provides Adobe Premier Support services in relation to the applicable selected Adobe Experience Cloud solution.
- (B) Customer must identify a single project manager to drive feedback, approvals (alignment), and stakeholder participation on an ongoing basis across requirements and implementation practices
- (C) Customer's project manager will coordinate Customer's responsibilities, including, if applicable: any activities, due dates, resources, and internal development for Customer's team. Customer's platform owner will prioritize the tasks to be performed by the Adobe consultant(s). Customer must provide all necessary information, resources and work requirements to Adobe before Adobe commences providing the services under this engagement. If any information, resources, work requirements or decisions to be made by Customer are delayed (e.g. Customer platform owner not being available), Adobe will not be responsible for the consequences of such delays.
- (D) Adobe will perform the Field Service activities for no greater than the number of hours specified in the accompanying Sales Order.
- (E) Adobe will perform the TAM services only for the number of Adobe Experience Cloud products and Customer business units specified in accompanying the Sales Order if limits for such are provided in the Sales Order.
- (F) Customer acknowledges that there is no express or implied commitment from Adobe that all activities listed as recommended or typical can or will be completed in the duration of their Premier Support program.
- (G) Customer must provide access to their environments from remote locations.
- (H) Customer's resources will provide timely responses to requests from Adobe.

- (I) Customer must participate in discovery workshops and provide access to stakeholders for interviews and requirements.
- (J) Adobe's consultant(s) will work under the reasonable supervision and direction of Customer.
- (K) Any additional Services, including additional consulting hours, may be purchased via a new Sales Order.
- (L) Once service delivery and implementation plans are agreed to, any changes must be mutually agreed and documented.
- (M) Customer agrees that the rates specified in the Sales Order may not apply to any other Adobe services.
- (N) Except to the extent travel expenses are otherwise included for a specific service in the Sales Order, Customer will be responsible for all reasonable travel expenses, hotel accommodations, and any other out of pocket expenses properly and reasonably incurred by Adobe in connection with any TAM (if applicable) or Field Service work to be performed on-site at the Customer's facilities, if applicable. Such TAM and Field Services travel expenses will be charged to Customer at cost.
- (O) All travel, if applicable, is regional and requires at least two weeks advance notice.
- (P) Adobe typically requires a four-week scheduling lead-time from Premier Support purchase. This timeframe may be expedited but is dependent on Adobe resource availability.
- (Q) Adobe does not guarantee resolution times for any Extended Support.
- (R) Field Services may be performed using off-shore or on-shore resources or a mixture of both. Field Services activities may be performed outside of the Customer's main business hour time zone. Field Services when performed using off-shore resources will be provided in English language.
- (S) Customer is ultimately responsible for developing all scripts, components, or templates.
- (T) Customer is responsible for conducting any testing.
- (U) Adobe shall have no liability for any delays or other damages caused by Customer's failure to meet its obligations or the requirements set out in this SOW.