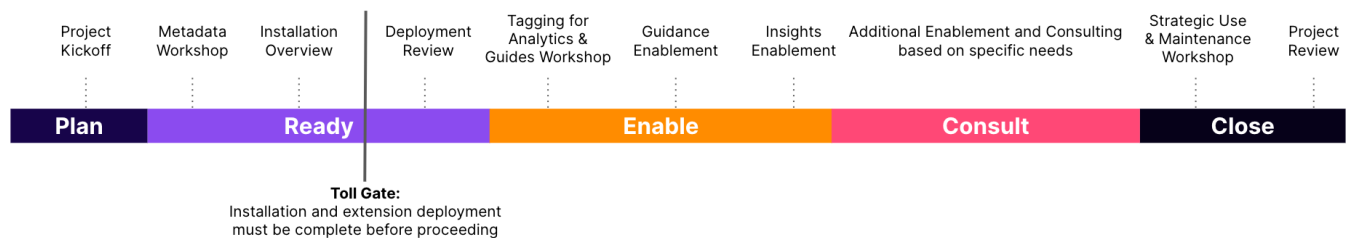


Pendo Adopt Implementation Services

Onboarding Approach

Pendo's Onboarding Approach consists of the following phases - Plan, Ready, Enable, Consult, and Close - with specific activities in each phase, which collectively are Pendo's "Professional Services."



Onboarding Activities

Phase	Activities
Plan	<ul style="list-style-type: none"> • Project Kickoff
Ready	<ul style="list-style-type: none"> • Metadata Workshop • Installation Overview Workshop • Support of Customer installation of the Pendo code and deployment of the browser extension • Toll Gate to ensure installation and extension deployment are complete before proceeding
Enable	<ul style="list-style-type: none"> • Tagging for Analytics & Guides Workshop • Enablement on insights and guidance enablement to align with business objectives
Consult *	<ul style="list-style-type: none"> • Additional hours (as detailed in the relevant "Package Options" section below) for additional enablement, consulting, or build-related activities. Topics may include: <ul style="list-style-type: none"> ○ Assist Customer with creating custom tags and guide steps ○ Additional enablement or consulting on any of the above topics ○ Guide and in-app content creation

	<ul style="list-style-type: none"> ○ API data management ○ Review guides for efficacy and adoption ○ Path, workflow, and/or core events creation ○ Sustaining outcomes / reinforcement planning ○ Office hours
Close	<ul style="list-style-type: none"> ● Strategic Use and Maintenance Review ● Project Review

* Specific topics for these consulting sessions will be agreed upon within 2 weeks of the Project Kickoff.

Customer Roles and Responsibilities

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Champion	Manages project, and ensures on-time delivery. Defines digital adoption strategy for the business. Identifies area of opportunity to look at multiple applications to better understand employees behaviors and processes. Creates the environment to support Pendo. Serves as the main point of contact.	10% FTE
Technical Implementation Manager	Generally resides within IT. Directs installation and deployment activities. Assigns resources to install code and deploy extensions.	20% FTE
Digital Adoption Strategist	Identifies desired KPIs. Creates data-driven strategy from Pendo analytics. Engages other business partners around insights derived from Pendo. Provides strategic view on guides and stories to build in Pendo. Actively validates guides before deployment into production.	10% FTE
Pendo Analyst *	Reviews analytics regularly to identify potential areas for improvement. Builds and maintains guides. Defines paths and core events. Establishes dashboard views based on user need. Owns Pendo technical configuration and validation.	20% FTE
Executive Sponsor	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	5% FTE

* Customers without in-house resources to perform technical configuration, or front-end development activities, may purchase Pendo Expert Services at an additional cost.

Package Options

The table below outlines the included activities for the package levels available.

Activities	Small	Medium	Large
Ready Phase Activities: <ul style="list-style-type: none"> • Metadata Workshop • Installation Overview Workshop • Support of Customer installation of the Pendo code and deployment of the browser extension (if applicable) 	Yes	Yes	Yes
Enable Phase Activities: <ul style="list-style-type: none"> • Tagging workshop • Guidance enablement using Customer environment and data • Insights enablement using Customer environment and data 	Yes	Yes	Yes
Consult Phase: <ul style="list-style-type: none"> • Number of additional hours included to be used based on Customer needs 	8 Hours	20 Hours	32 Hours
Close Phase: <ul style="list-style-type: none"> • Project Review 	Yes	Yes	Yes
Estimated project duration	8 weeks	12 weeks	16 weeks

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 deploying the Pendo Launcher extension to user endpoints to enable the Pendo solution functionality.
- The Professional Services expire and must be consumed as outlined below per package options:
 - Small: 60 days after contract execution
 - Medium: 90 days after contract execution
 - Large: 120 days after 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.
- Customer must have an active, paid subscription for any Application Key in scope for the Professional Services.

- Customer must have the Pendo browser extension installed and reviewed before any Enable phase activities will occur.
- For additional enablement and consulting sessions, a Pendo consulting resource will be assigned based on mutually agreed upon session timing and availability.
- The Professional Services will be performed on a remote basis.

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.