

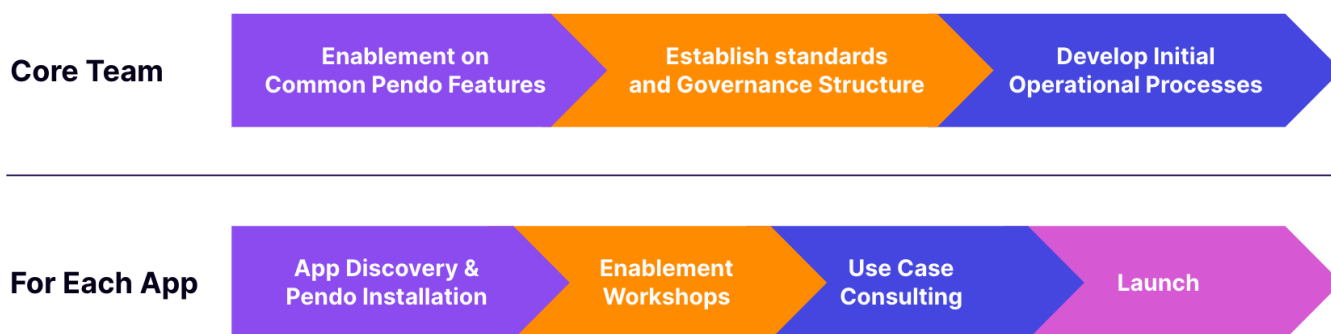
Pendo Enterprise Implementation Services for Engage

Overview and approach

The Pendo enterprise implementation approach is designed to assist customers with launching the Pendo subscription on their applications (based on the package size selected), and enabling a core team of users to develop product operations capabilities, a tailored governance framework, and the change management required to maintain and manage the Pendo subscription in their organization. A Pendo Strategy Consultant and Project Manager will be assigned to lead the implementation, using an iterative approach that leverages Pendo's Product-Led best practices and techniques.

For each Customer application in scope (based on the package selected), Pendo will provide targeted enablement on the use case and configuration strategy needed to achieve the Customers' business outcomes. In addition, Pendo will provide guidance and support to install, validate, and launch Pendo within the organization. The Customer will also have access to training on Pendo product functionality.

The enterprise 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.



* Pendo will assign a Project Manager to work with the Customer and develop a project schedule based on the Customer's prioritization of applications.

Package options

The table below outlines the package levels available.

Activities	Small	Medium	Large
Number of applications included in scope for Application launch activities (as described below)	1-2 apps	3-5 apps	6-10 apps
Number of Pendo Essentials on-demand training seats (as described below in the Core team activities)	10 seats	25 seats	50 seats
Core team activities (as described below)	Yes	Yes	Yes
Project management activities (as described below)	Yes	Yes	Yes
Pool of hours for Expert Services activities (as described below)	16 hours	32 hours	48 hours
Estimated project duration	8 weeks	12 weeks	16 weeks

Implementation activities

Pendo will be responsible for core team, application launch, expert services, and project management activities described as follows (collectively, the “Professional Services”):

Core team activities
<ul style="list-style-type: none"> ● Participate in Pendo Essentials training on the core capabilities of the Pendo subscription, including access to certification exam <ul style="list-style-type: none"> ○ Number of Pendo Essentials seats included are based on package purchased ● Provide consulting and guidance, leveraging Product-Led approaches and best practices, for: <ul style="list-style-type: none"> ○ Developing product operations capabilities ○ Defining a governance structure for managing the Pendo subscription ○ Defining change management strategy ● Provide a Summary and Recommendations document will be provided at project close ● Conduct knowledge transfer and review session with the Customer Success organization

Application launch activities
<ul style="list-style-type: none"> ● For each application in scope, Pendo will lead the following: <ul style="list-style-type: none"> ○ Installation discovery and Install Review session ○ Analysis and design consulting of priority use cases ○ Product enablement for implemented use cases ○ Build, validation and launch support

Expert services activities

- Expert Services activities may include:
 - Guide and in-application content creation
 - Resource Center integrations
 - API data management
- Expert Services 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 the Customer
- Work with the 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 project to ensure alignment to objectives and on-time delivery. Creates the environment to support Pendo. Serves as the main point of contact.	20% FTE
Accelerator	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
Executive Sponsor	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	10% FTE

Pendo roles and responsibilities

Role	Responsibilities
Champion	Leads project activities, completes project management tasks, and facilitates cross-functional team work.
Accelerator	Provides leadership and guidance on best practices, design, configuration and enablement of Pendo subscription capabilities and Product Led Organization best practices.
Executive Sponsor	Perform Expert Services tasks as outlined above in consultation with the Customer, within the allocated Pool of Hours per the package selected.

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 Expert Service hours from the Pool of Hours are consumed (per the package selected), Customer is responsible for all technical configuration activities including any API integrations, in-app content creation, or advanced data management. The Customer may purchase additional Expert Services if they would like Pendo to perform additional technical configuration activities beyond what's included in the package.
- The Professional Services expire and must be consumed as outlined below per package options:
 - Small: 90 days after contract execution
 - Medium: 120 days after contract execution
 - Large: 150 days after contract execution
- The Professional Services includes 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. The Professional Services will be performed on a remote basis.