Pendo Adopt Implementation Services

Overview and approach

Pendo's Adopt Complete Services is designed to provide you with a comprehensive framework for success with Pendo. Our Professional Services Consultants and Project Managers will validate your deployment, provide structured, classroom-style instruction to ensure your teams are confident with Pendo's capabilities, and develop tailored, strategic guidance that ensures long-term success with your internal business use cases.

Robust onboarding is available for one strategic business outcome and includes hands-on-keyboard assistance to build early momentum via activities such as page and feature tagging and guide building geared toward your specified business process or outcome. Customer teams will conclude Adopt Complete engagements with the confidence to scale Pendo to other internal applications via proven governance best practices and ongoing training via Pendo Academy.

Pendo guidance for key Customer Activities:

Project Milestones	Plan	Ready	Enablement	Strategic Consulting	Transition

Journey	Kick Off	Technical Discovery	Deployment Review	Core Enablement	Value & Process Discovery	Governance	Final Session

Package options

The table below outlines the package levels available:

Activities	Adopt Complete
Business value outcomes launched in engagement	**1 outcome**
Classroom-style Enablement or individual sessions (as described below in the Core Team Activities)	**Included**
Project Management Activities (as described below)	**Included**
Hands-On Keyboard Assistance (Expert Services)	**Up to 40 hours**
Estimated project duration	**16 weeks**

Implementation activities

Pendo will be responsible for the following Adopt Complete implementation services: core team, application launch, expert services, and project management activities described in more detail below (collectively, the "Professional Services"):

Core Team Activities
- Two (2) Virtual Discovery Workshops   - Business Discovery Workshop: Review, define, and prioritize the value outcomes that we will focus on throughout the engagement, delivered over one (1) hour-long session   - Process Discovery Workshop: Serve as a demo of your application for your consultant as well as a review of the crucial elements of your business workflow, delivered over one (1) 90-minute session   - Enablement Option #1: Participate in individual training sessions on the core capabilities of the Pendo subscription   - Up to 10 attendees in each session   - Delivered over five (5), one (1)-hour sessions   - Two (2) Tagging sessions   - Two (2) Guidance sessions   - One (1) Analytics session   - Enablement Option #2: Participate in Pendo Essentials training on the core capabilities of the Pendo subscription, including access to certification exam   - Over 10 attendees per Essentials session (max cap of 25)   - Delivered over two (2) subsequent half-day sessions   - Provide guidance for defining a foundational governance structure for managing the Pendo subscription   - Provide a Summary and Recommendations document at project close   - Conduct project review session with the Pendo Account Team

Application Launch Activities

- For each strategic business outcome, Pendo will lead the following sessions:
  - Architecture & Deployment Review
  - Analytics Review
  - Guidance Design
  - Guidance Validation and Publication
  - Guide Iteration
  - Governance and Continued Maintenance
  - Additional Enablement (if needed)
  - Outcomes-Focused Consulting Sessions
  - Troubleshooting
  - Project Recap & Close

Hands-On-Keyboard Assistance

- Activities may include:
  - Collaborative tagging support
  - Guide and in-application content creation
  - API data aggregation support
- 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 Customer Project Manager to determine the key objectives for the project, and develop the 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 projects to ensure alignment to objectives and on-time delivery. Creates the environment to support Pendo. Serves as the main point of contact.	20% FTE

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Pendo User	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 Launcher is deployed for their application(s) during the Deployment 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

Assumptions

- Customer will provide temporary access to the relevant Pendo subscription and application(s) as needed for Pendo to provide the Professional Services.
- Customer will deploy the Pendo Launcher extension to relevant user endpoints in advance of the Consulting phase of the project.
- Pendo will not modify Customer or third-party application code.
- No additional implementation assistance is included outside of the defined sessions and bucket of Professional Services Engineering hours.
- The Professional Services will be performed on a remote basis.
- The Professional Services expire and must be consumed within 180 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 and ensure that all software provided by Customer in connection with the project is properly licensed to Customer.

The Adopt Complete 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.

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