

Last Updated: June 8, 2023

Professional Services Package:	Business Critical Services
Professional Services Package Term:	See applicable Order Form for Professional Services Package Term
Scope:	<p>The Business Critical Services Professional Services Package may include the following guidance and assistance, as mutually agreed to by Customer and Twilio:</p> <p><u>Advisory:</u></p> <ul style="list-style-type: none"> ● Strategy and market trends ● Holistic Martech Solution Architecture and Design ● Best practices (technology, people, and process) ● Digital transformation coach <p><u>Technology:</u></p> <ul style="list-style-type: none"> ● Staff Architect <ul style="list-style-type: none"> ○ Enterprise architecture and knowledge of custom solutions ○ Program leadership and technical alignment across workstreams ○ Design and implementation guidance for Customer’s use cases ● Solutions Architect(s) <ul style="list-style-type: none"> ○ Implementation of Twilio Segment CDP <ul style="list-style-type: none"> ■ User definition and permission configuration ■ Customer tracking plan and data architecture ■ Source/Destination configuration ■ Recommendations on third party data ingestion ○ Ongoing enhancements and iterations to solution ○ Services resources to enable end user operations ○ Integration to third party tools <ul style="list-style-type: none"> ■ Functions development and code writing ■ Proactive monitoring and maintenance of Customer’s Segment workspaces and implementation ■ Advanced holistic solution troubleshooting, including integrations to third party solutions ■ Product escalation and request for enhancement process ● Custom Coding <ul style="list-style-type: none"> ○ Custom Source Function ○ Custom Destination Function ○ Custom Integration Build ○ Script which send data into Twilio Segment CDP ○ Query which enriches Segment profiles or emits events via Reverse ETL or SQL Traits ○ Script which wraps analytics.js <p><u>Health Checks:</u></p> <ul style="list-style-type: none"> ● Quarterly or semi-annual analysis and recommendations on Customer’s Twilio Segment workspaces and usage

	<p><u>Knowledge Transfer:</u></p> <ul style="list-style-type: none"> ● Access and support in the development, operation, and/or documentation of Customer's processes relying on Twilio Segment CDP ● Ongoing knowledge transfer and enablement <p><u>Programs/Project Management:</u></p> <ul style="list-style-type: none"> ● Project management and scheduling ● Align to Customer's sprint cycles ● Change management <p><u>Team Composition (which may consist of the following roles):</u></p> <ul style="list-style-type: none"> ● Project Manager ● Staff Solutions Architect ● Advisory Architect ● Resident Solution Architect(s) <ul style="list-style-type: none"> ○ Twilio Segment CDP Specialist ○ Twilio Segment Functions Specialist
<p>Customer Documentation:</p>	<p>The Business Critical Services Professional Services Package may include the following Customer Documentation:</p> <ul style="list-style-type: none"> ● Audit Insights Deck ● Audit Mapping Workbook ● Interactive Data Flows ● Technical Health Check Deck ● Presentation or document summarizing key challenges and recommendations associated with certain guidance topics
<p>Deliverable(s):</p>	<ul style="list-style-type: none"> ● Custom script(s), function(s), query code(s), or integration(s) <p><i>Any support or maintenance for the foregoing Deliverable(s), if applicable, will not be provided after the end of the Professional Services Package Term.</i></p>
<p>Project Hours:</p>	<p>The total number of Project Hours that Customer has purchased for consumption during the applicable Use Period (as defined in the applicable Order Form) are set forth in the applicable Order Form; provided, however, Twilio will provide the Professional Services up to a maximum number of Project Hours per calendar month, which will be equal to the total number of Project Hours set forth in the applicable Order Form for the applicable Use Period divided by the number of months in the Initial Term or applicable Renewal Term (as defined in the applicable Order Form). The Professional Services provided in a calendar month will be deemed delivered and accepted at the end of such calendar month. Activities that consume the Project Hours will be scheduled as mutually agreed to between Customer and Twilio in writing.</p> <p>Project Hours must be consumed by the end of each calendar month during the Professional Services Package Term. Any unused Project Hours in a calendar month will not be available, or otherwise reserved, for consumption in a subsequent calendar month during the Professional Services Package Term. No refunds or credits will be provided to Customer for any unused Project Hours during a calendar month.</p>

Notwithstanding anything to the contrary in the Agreement, if Customer requires Professional Services outside of Twilio Personnel's normal business hours ("**After Hours**"), Customer will notify Twilio in writing upon five (5) business days prior written notice, unless otherwise mutually agreed to in writing between Customer and Twilio. Customer acknowledges that any Professional Services provided After Hours are subject to the availability of Twilio Personnel. The Project Hours for Professional Services provided After Hours will be consumed at a rate of one and a half (1.5) times the normal consumption rate (e.g., one (1) Project Hour will be consumed as one and a half (1.5) Project Hours from the number of Project Hours that Customer has purchased).

If the Professional Services are provided on-site at Customer's place of business, the Project Hours include a portion of hours that are necessary for Twilio Personnel to travel to and from Customer's place of business.