PREMIER SUCCESS PLAN
FOR B2C CLOUD SERVICES

General. The Premier Success Plan for B2C Commerce Services applies to B2C Commerce Services purchased by Customer from salesforce.com, inc. and its Affiliates, but excluding Demandware, LLC or Demandware, Inc. ("Services"), and will be provided by salesforce.com, inc. and its Affiliates, ("SFDC") to Customer's Users in accordance with this description. Users can submit cases over the Web or by telephone in the manner set forth below. SFDC will use commercially reasonable efforts to promptly respond to each case, and will use commercially reasonable efforts to promptly resolve each case. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in SFDC's reasonable determination.

For clarity, Premier Success Plan does not include implementation of the Services. The Premier Success Plan is for ongoing support and administration of the Customer’s subscription to Services after the Services have been implemented.

Designated Contacts. “Designated Contacts” are Users Customer identifies as primary liaisons between Customer and SFDC for technical support. Customer shall identify and maintain at least one (1) Designated Contact. Customer shall notify SFDC whenever Designated Contact responsibilities are transferred to another User.

Customers’ Designated Contacts shall be responsible for:
1. overseeing Customer’s support case activity,
2. developing and deploying troubleshooting processes within Customer’s organization, and
3. requesting Accelerators.

Customer shall ensure that Designated Contacts:

A. are knowledgeable about the applicable Services in order to help resolve, and to assist SFDC in analyzing and resolving, technical issues, and,
B. have a basic understanding of any problem that is the subject of a case, and the ability to reproduce the problem in order to assist SFDC in diagnosing and triaging it.

Telephone Support. Telephone support in English is available twenty-four (24) hours a day, seven (7) days a week for Severity 1 issues. Customers may inquire about availability of support in other languages. Calls will normally be answered by a triage agent, who will document the case and route it to the appropriate support team for response to Customer.

Main Customer Support telephone numbers are as follows.

North America:

Europe:
- Austria: 0800 281387
- Denmark: 80253640
- France: 0800 902648
- Germany: 0800 0007626
- Ireland: 1800 300242
- Italy: 800 790175
- Netherlands: 08000 220670
- Spain: 900 941693
- Switzerland: 0800 564738
- United Kingdom: 080 82340126

Asia-Pacific:
- Australia: 1800 290859
- China: 40 01206134
- Hong Kong: 800 961851
- Japan: 0066 33813952
Submitting a Case. Users may submit a case in any of the following ways:

2. By telephone call to Customer Support as described above. For Severity Level 1 issues, Customer must telephone Customer Support.

Users will be asked to provide their company name and contact information, and each case will be assigned a unique case number. For assistance with User password resets, Users should use the “Forgot your password?” link on the login page or contact a Designated Contact or Customer system administrator. For assistance with Commerce Cloud usernames and lockouts, Users should contact a Designated Contact or Customer system administrator. For security reasons, SFDC does not provide contact information for Designated Contacts system administrators.

Severity Levels. Issues will be categorized and handled according to an assigned severity level. The case severity level is selected by the User at time of case submission and will be updated by SFDC as follows:

<table>
<thead>
<tr>
<th>Severity Level</th>
<th>Description</th>
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<tbody>
<tr>
<td>Level 1 – Critical</td>
<td>Critical production issue affecting all Users, including system unavailability and data integrity issues with no workaround available.</td>
</tr>
<tr>
<td>Level 2 – Urgent</td>
<td>Major functionality is impacted or performance is significantly degraded. Issue is persistent and affects many Users and/or major functionality. No reasonable workaround is available. Also includes time-sensitive requests such as requests for feature activation or a data export</td>
</tr>
<tr>
<td>Level 3 – High</td>
<td>System performance issue or bug affecting some but not all Users. Short-term workaround is available, but not scalable.</td>
</tr>
<tr>
<td>Level 4 – Medium</td>
<td>Inquiry regarding a routine technical issue; information requested on application capabilities, navigation, installation or configuration; bug affecting a small number of users. Reasonable workaround available. Resolution required as soon as reasonably practicable</td>
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</table>

Target Initial Response Time. SFDC will use commercially reasonable efforts to respond to each case within the applicable response time described in the table below, depending on the severity level set on the case.

<table>
<thead>
<tr>
<th>Target Initial Response Time by Case Severity</th>
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<tbody>
<tr>
<td>Severity Level</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td>2</td>
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<tr>
<td>3</td>
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<tr>
<td>4</td>
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</table>

¹ Severity Level 1 target initial response times are 24x7, including weekends and holidays. Severity Level 1 cases must be submitted via telephone as described above. Severity Level 1 initial response times do not apply to cases submitted via email.

² Severity Level 2, 3 and 4 target initial response times include local business hours only and exclude weekends and holidays and do not apply to cases submitted via e-mail. Infrastructure related cases are only worked during United States EST business hours despite local business time.
Reproducible errors that cannot promptly be resolved will be escalated to higher support tiers for further investigation and analysis.

**Cooperation.** SFDC should be able to reproduce errors in order to resolve them. Customer agrees to cooperate and work closely with SFDC to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to Customer's approval on a case-by-case basis, Users may be asked to provide remote access to their instance of B2C Commerce Services and/or desktop system for troubleshooting purposes.

**Escalation Matrix.** The table below outlines the escalation contacts available to Customer, as necessary.

<table>
<thead>
<tr>
<th>Management Level</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Technical Support Duty Manager</td>
</tr>
<tr>
<td>2</td>
<td>Senior Director, Technical Support</td>
</tr>
<tr>
<td>3</td>
<td>VP, Technical Support</td>
</tr>
<tr>
<td>4</td>
<td>SVP, Global Customer Success</td>
</tr>
</tbody>
</table>

**Success Programs.** Premier Success Plan customers may participate in Success Programs. Success Programs include Premier Webinars, Premier Chatter Groups, and Premier Content. Premier Webinars, Premier Content and language availability are limited, and are subject to change without notice in SFDC's sole discretion. Online content may be accessed only via websites designated by SFDC.

Success Program materials are confidential information of SFDC and may not be copied or modified or disclosed or distributed to anyone other than Customers’ Users entitled to receive Premier Success Plan. The Success Programs do not include implementation services, response time commitments for questions asked in Chatter Groups or any warranty on content posted in Chatter Groups. SFDC retains ownership of all intellectual property rights posted and provided in the Success Programs and reserves all rights in the content not expressly granted to the Customer.

**Developer Support.** Developer Support is included in this Premier Success Plan and is available only in English. More information on Developer Support can be found in Help.

**Trailhead.** Additional learning content can be found in Trailhead, at no additional charge.

**Success Guidance.** The Premier Success Plan includes access to a variety of resources with specialized product and market expertise who engage with Customers to assist with Commerce Cloud product adoption and utilization, including sharing advice and guidance related to optimizing Customer’s ongoing use of Commerce Cloud. Customer is responsible for evaluating any advice or guidance received from SFDC and for implementing any such advice and guidance.

**Accelerators:** Customer will have access to Accelerators. Accelerators are designed to provide tailored recommendations and/or best practice guidance with respect to a Customer’s use of its Commerce Cloud subscriptions. Customer may consume Accelerators one at a time, per instance.

Customer’s Designated Contacts may request Commerce Cloud Accelerators by logging a request in their designated Customer Space in the Commerce Cloud Community Portal (Xchange) or through their Success Manager. Accelerator(s)’ delivery time is dependent on mutually agreed upon scheduling between SFDC and Customer and SFDC delivery capacity or other relevant factors.

The Commerce Cloud Accelerator Library is available here: [www.salesforce.com/acceleratorlibrary](http://www.salesforce.com/acceleratorlibrary). Within the Accelerator Library, there are catalogs that correspond to Commerce Cloud Success Plans. Accelerators are subject to geographic availability, and SFDC reserves the right to modify the Accelerator Library and catalogs from time to time at its sole discretion.

Accelerators are available Monday through Friday, during the hours of 9 a.m. to 5 p.m. in the time zone where the
Accelerator resource is located and otherwise in accordance with the description of the Accelerator. Customer acknowledges that Commerce Cloud Accelerators will not be provided on holidays recognized by SFDC, paid time off (e.g., vacation, sick time) in accordance with SFDC’s paid time off policies and SFDC internal training days (collectively “Administrative Days”). For clarity, Commerce Cloud Accelerators are advisory in nature, do not entail implementation services (such as code development or configuration execution), and shall not result in a transfer or assignment of intellectual property rights between the parties. Accelerators are available in English. Customer may inquire about availability in other languages.

**Excluded Items.** Premier Success Plan does not include:

- Assistance with password resets. For password resets, Users should click the “Forgot your password?” link on the login page or contact their system administrator;
- Assistance with usernames. For assistance with usernames, Users should contact their system administrator;
- Assistance with lockouts due to incorrect login attempts. For assistance with SFDC lockouts due to incorrect login attempts, Users should contact their system administrator to unlock the account or wait for the lockout period to expire;
- Assistance with non-SFDC products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with applications, whether authored by SFDC or a third party, unless otherwise specified in our Product Inclusions and Exclusions document linked below;*
- Assistance with installation or configuration of hardware, including computers, hard drives, networks or printers;
- Creation or testing of custom code, including SOQL queries, except as provided under Developer Support; or
- Support for Link cartridges.

**Changes to Premier Success Plan.** SFDC may modify the Premier Success Plan from time to time, provided the level of service under the plan will not materially decrease during a subscription term.

*Click [here](#) for full list of included and excluded products.

Rev February 2020