**PARTNER PREMIER SUCCESS PLAN FOR CLOUD RESELLERS**

**GENERAL**

**Partner Premier Success Plan for Cloud Resellers**, if purchased, will help authorized Cloud Resellers deliver world-class support to their customers and drive customer success.

Salesforce will use commercially reasonable efforts to promptly respond to each case within response times described in the table below, based on the severity level set on the 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 Salesforce’s reasonable determination.

<table>
<thead>
<tr>
<th>Case Type</th>
<th>Severity Level</th>
<th>Target Response Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Support Cases</td>
<td>1</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2 hours</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4 hours</td>
</tr>
<tr>
<td>Partner Program Related Cases</td>
<td>All</td>
<td>1 Business Day</td>
</tr>
</tbody>
</table>

**CLOUD RESELLER PROGRAM CUSTOMER SUPPORT REQUIREMENTS**

Cloud Reseller will designate a sufficient number of employees to act as support agents and will engage such agents to provide Users (including both Users employed by Cloud Reseller itself, and Users employed by Cloud Reseller’s end customer(s), with Tier 1 and Tier 2 support (as described below) in local language for the Services at a level materially comparable to the Standard Support provided by Salesforce to its own direct customers as described in the Standard Success Plan at [https://www.salesforce.com/company/legal/agreements.jsp](https://www.salesforce.com/company/legal/agreements.jsp) as updated from time to time or located at a different url. Cloud Reseller will resolve all Service related issues, which requests are reasonably resolvable by Cloud Reseller with the training, knowledge base and tools made available by Salesforce.

- Tier 1 - Support agents who focus on broad area of product knowledge and who are generalists are a User’s first point of contact. These agents take all inbound calls, chats, and cases and resolve what they can and otherwise create and brand cases to route to Tier 2 if unable to resolve.
- Tier 2 - Support agents who focus on product specialization (i.e., mobile, configuration, developer, reporting, etc.). These agents take ownership of cases in the escalated queue and respond to and work directly with Users to solve cases. Tier 2 agents have more technical and product experience. Tier 1 agents will route to Tier 2 if they are unable to resolve the issue.

If a Cloud Reseller has exercised full resolution diligence and has exhausted its resources for resolving a support case but is unable to resolve it, such Cloud Reseller may escalate such support case to Salesforce via Salesforce’s case management tools, provided that Salesforce will work only with Cloud Reseller’s designated support agents, and will not work directly with any other Users. Salesforce may require Cloud Reseller to manage support cases between Cloud Reseller and its Users in a case management tool. Salesforce will monitor cases escalated to Salesforce, and if Salesforce determines in its discretion that any cases escalated to Salesforce are solvable by Cloud Reseller, Salesforce will notify Cloud Reseller of such occurrences and Cloud Reseller will remedy the issue and implement a plan to prevent such erroneous escalations from occurring in the future. Communications between Cloud Reseller and Salesforce will be in English.

Cloud Resellers must ensure that all support agents are highly trained and certified with the most current Salesforce support standards. Certification requirements for each Tier are listed below and must be completed through Salesforce’s certification program, with prerequisite training done through Trailhead:

- Tier 1 Support Agent Certification Requirements: Salesforce Administrator / Salesforce Advanced Administrator / Marketing Cloud Email Specialist Certification (if reselling and providing customer support for Marketing Cloud)
- Tier 2 Support Agent Certification Requirements: Salesforce Certified Administrator / Salesforce Certified Advanced Administrator / Salesforce Certified App Builder / Salesforce Platform Developer I, II / Marketing Cloud Email
One or more of a Cloud Reseller’s end customers may choose to purchase Premier Success directly from Salesforce, rather than utilizing the support made available by such Cloud Reseller, however in no event shall a Cloud Reseller be relieved of the obligation to maintain the required certifications and offer the required support described herein.

CLOUD RESELLER SUCCESS ACCOUNT MANAGER

Partner Premier for Cloud Resellers includes a designated Success Account Manager who will provide:

- Case management, including proactive coordination and escalation of open cases;
- Annual success review of metrics such as case trends and escalations, to identify how Cloud Reseller Partner can use SFDC support offerings more effectively; and
- Information on best practices for implementation of new Salesforce products and features.
- Develop relationships with key business and R&D stakeholders and become an expert on your solution.
- Regular cadence calls
- Builds out key internal communication to ensure overall case mgmt of your issues by support organization.
- Ensure prompt and complete resolution of escalated technical challenges.
- Advocate for your product feature, bug fix priorities within Salesforce.
- Works with you to ensure you are leveraging the program and achieving success.
- Provide assistance on customer success best practices, including Release Readiness
- Review key reseller partner metrics / data around customer support and success (See above on Key Performance Indicators.)

CLOUD RESELLERS CUSTOMER SUCCESS KEY PERFORMANCE INDICATORS (KPIs)

Cloud Reseller purchasing Premier Success will be subject to review by Salesforce Success managers, including assessment of Key Performance Indicators (KPIs) as described below. Cloud Resellers will be responsible for capturing and reporting KPIs tied directly to the customer support they provide to their end customers.

KPIs will be agreed upon by Salesforce and Cloud Reseller at the start of program enrollment, and may be adjusted by mutual agreement throughout the engagement as business and program needs change. KPIs may include but will not be limited to the following:

- Customer Satisfaction (CSAT)
- Response time SLA
- Average Days Open (Backlog)
- Average Days to Close

Each Cloud Reseller must monitor its KPIs and provide quarterly reporting to Salesforce. Salesforce may also monitor a Cloud Reseller’s KPIs based on escalations received from such Cloud Reseller. KPI results unsatisfactory to Salesforce may result a mutually agreed upon action plan including additional training, additional certification requirements, and/or revision of previously established KPIs.

PARTNER PROGRAM SUPPORT

Premier Support for Cloud Resellers includes Partner Program Support, which addresses sales and licensing issues and program inquiries, and includes advance notification of planned maintenance and downtimes that would impact operations, including the beginning and end times of such events.

PREMIER DEVELOPER SUPPORT

Partner Premier Success Plan for Cloud Resellers includes Premier Developer Support, pursuant to which Salesforce will review, subject the terms herein, Partner-written code for Salesforce’s Force.com platform and provide assistance with issues encountered during development, as further described below. Premier Developer Support does not include creation of code, including SQL queries, or pre-release regression testing. Such custom development support is available for purchase from Salesforce in the form of a Salesforce professional services engagement, or may be available for purchase from third-party Salesforce partners. Premier Developer Support scope is limited to the review of code containing 200 code lines or less.
Force.com code (Apex) & Force.com pages (Visualforce)
  ● Explanation of governor limits
  ● Salesforce error message troubleshooting
  ● Error-related code review of Force.com classes and triggers (up to 200 lines)
  ● Force.com code and Force.com Visualforce best practices and recommendations

Web Services API
  ● Salesforce error message troubleshooting
  ● SOAP message capture and review
  ● Web Services API best practices and recommendations

Salesforce-supported Developer Toolkits (AJAX, Force.com Migration, Force.com IDE, etc.)
  ● Salesforce error message troubleshooting
  ● Toolkit best practices and recommendations

**LANGUAGE AND TELEPHONE SUPPORT HOURS**
Cloud Resellers purchasing Premier Support will have telephone support in English available on a 24×7 basis, via routing between Salesforce’s global support offices based on the time of the day, as follows: English
  ● 6:00 a.m. – 6:00 p.m. Pacific Time: (866) 614-7375 (Americas)
  ● 8:00 a.m. – 6:00 p.m. GMT: +00-800-404-54045 (Dublin)
  ● 8:00 a.m. – 5:00 p.m. Sydney time: +1800-789-984 (Sydney)
Cloud Resellers that initiate telephone support to the nearest global support office will have their calls routed to another support office during off hours. Please inquire regarding support in other languages / regions.

**LOGGING A CASE**
If Cloud Reseller has a technical or program related question they may open a case through one of 3 support channels:
  ● Salesforce Partner Community - can click on the Support Tab within the Partner Community and log the case.
    Salesforce typically provides Partner Community credentials via email when a Partner enrolls in the Salesforce Partner Program.
  ● By calling into Partner Premier Support using provided company passcode
  ● Contacting their designated Success Manager (if phone / Partner Community are not available).
  ● For Severity Level 1 issues, Partner must call Support.

**COOPERATION AND REVIEWS**
Salesforce must be able to reproduce errors in order to resolve them. Cloud Reseller agrees to cooperate and work closely with Salesforce to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to Cloud Reseller’s approval on a case-by-case basis, Users may be asked to provide remote access to their Salesforce application and/or desktop system for troubleshooting purposes.

**SEVERITY LEVELS**
Reproducible errors that cannot promptly be resolved will be escalated to higher support tiers for further investigation and analysis. Issues will be generally categorized and handled according to an assigned severity level. The case severity level is selected by Cloud Reseller at time of case submission, and will be updated by SFDC as follows:

<table>
<thead>
<tr>
<th>Level</th>
<th>Description and Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1 – Critical</strong></td>
<td>Critical production issue affecting all users, including system unavailability, data integrity issues, or bugs having a significant impact. No workaround available. Resolution required immediately.</td>
</tr>
<tr>
<td><strong>Level 2 – Urgent</strong></td>
<td>Major functionality is impacted or significant performance degradation is experienced. Issue is persistent and affects many users and/or major functionality. No reasonable workaround available. Also includes time-sensitive requests such as requests for feature activation or a data export. Resolution required as soon as reasonably possible.</td>
</tr>
</tbody>
</table>
**Level 3 – High**
System performance issue or bug affecting some but not all users. Short-term workaround is available, but not scalable. Resolution will be prioritized by QA.

**Level 4 – Medium**
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.

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**ESCALATION MATRIX**
The table below outlines the escalation contacts available to Cloud Reseller, as necessary.

<table>
<thead>
<tr>
<th>Level</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Level</td>
<td>Reseller Success Manager / Channel Account Manager</td>
</tr>
<tr>
<td>2nd Level</td>
<td>Director, Partner Technical Support / Director, Partner Success</td>
</tr>
<tr>
<td>3rd Level</td>
<td>SVP, Global Technical Support / VP, Partner Success</td>
</tr>
</tbody>
</table>

**EXCLUDED ITEMS**
Partner Premier Success for Cloud Resellers does not include the following:

- Direct support for Cloud Reseller customers. See “Cloud Reseller Customer Support Requirements” section above
- Training (if instruction on use of the Salesforce Service is likely to exceed 30 minutes, Cloud Reseller will be referred to Salesforce's Training and Certification or Consulting groups as appropriate);
- Assistance with non-Salesforce products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with products, services or technologies that are not part of Salesforce's core applications, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with AppExchange applications, whether authored by Salesforce or a third party;
- Assistance with installation or configuration of hardware, including computers, hard drives, networks or printers; or
- Creation or testing of custom code, including queries, except as provided under Partner Premier Developer Support above. Requests for creation or testing of custom code other than as specified in that section will be referred to Salesforce Consulting and will be scoped on a time and materials basis. at then current rates.

**CHANGES TO PARTNER PREMIER SUCCESS PLAN FOR CLOUD RESELLERS**
Salesforce may change its Partner Premier Success for Cloud Resellers offering from time to time at its sole discretion.