Signature Success Plan Terms and Conditions

**General.** Signature Success Plan is a subscription support offering from salesforce.com (“SFDC”) to proactively support Customer’s deployment of certain SFDC’s online Services for which Customer has also purchased a Premier or Premier+ Success Plan (each a “Premier Success Plan”).


If purchased, Signature Success Plan will be provided to Customer for the applicable Services in accordance with this description. The below terms come in addition to the respective terms applicable to Premier Success Plan descriptions referred to above.

**Signature Resources.** SFDC will provide a certain number of Signature Resources, as mentioned in the Quote Special Terms of the Customer’s applicable Order Form, assigned to Customer for the duration of the subscription term for which Customer has purchased Signature Success Plan. The subscription term starts on the Order Start Date and ends on the Order End Date set forth in the applicable Order Form and is not calculated in hours or days. For clarity, a Signature Resource does not deliver implementation services (such as configurations or code) but can lead and contribute to a customer’s success and support efforts and shall not result in a transfer or assignment of intellectual property rights between the parties. A Signature Resource will be available Monday through Friday, during the hours of 9 a.m. to 5 p.m. in the time zone where such the Signature Resource is located, except for holidays recognized by SFDC in the location where the Signature Resource is located, 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”), and otherwise in accordance with the description of the Signature Resource. Customer acknowledges that the Signature Resource will not be available to Customer on Administrative Days.

Signature Resources may be:

- Success Managers, as defined in the Premier Support Plan(s).
- Regional Success Managers, as defined in the Premier Support Plan(s). SFDC will attempt to assign the Regional Success Managers in regional geography(ies) requested by the Customer.

Customer is responsible for evaluating any advice or guidance received from SFDC and for implementing any such advice and guidance.

SFDC’s ability to support Customer geography assignment requests may be restricted by resource availability and in case of unavailability in the chosen region(s), a next best alternative will be provided.

Where Customer’s Order Form mentions that Customer is entitled to multiple Signature Resources for the duration of the Signature Success Plan, the Order Form will also outline the allocation of the Signature Resources between Success Manager(s) and Regional Success Manager(s).

On an annual basis prior to the anniversary of the Order Form Start Date, Customer may request by sending an email to signaturesuccess@salesforce.com, for this allocation to be reviewed. Re-allocation of the Signature Resources is subject to the requested number for each resource being available. Change of resource allocation shall not result in a reduction of the overall number of Signature Resources allocated under the applicable Order Form(s) or in any change in fees paid for the applicable Signature Success subscription. Additional Signature Resources may be subject to additional fees and signature of an applicable Order Form.

**Accelerators.** Accelerators are designed to provide tailored recommendations and/or best practice guidance on Customer’s applicable Salesforce subscriptions. SFDC will provide the Customer with access to Accelerators. Customer may consume Accelerators one at a time, per instance. Customer may request Accelerators by logging a case in the SFDC Help & Training Portal or through their SFDC Success Manager, if applicable. Accelerator(s) delivery time is dependent on mutual scheduling between SFDC and Customer, and SFDC delivery capacity or other relevant factors.

The Accelerator Library is available at [www.salesforce.com/acceleratorlibrary](http://www.salesforce.com/acceleratorlibrary). Within the Accelerator Library, there are catalogs that correspond to Salesforce Success Plans. Access to a catalog of Accelerators is dependent on Success Plan level. 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 will be provided Monday through Friday, during the hours of 9 a.m. to 5 p.m. in the time zone where the Accelerator resource is located, except for holidays recognized by SFDC in the location where the resource providing
Accelerator is located, 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”), and otherwise in accordance with the description of the Accelerator. Customer acknowledges that Accelerator resources will not be available to Customer on Administrative Days. For clarity, Accelerators are advisory in nature, do not entail implementation services (such as code development), 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.

**Premier AppExchange ISV Case Coordination.** SFDC will provide case coordination and escalation management support services for a subset of SFDC ISV Partners. SFDC will provide these support services for cases from the ISV Partner Community and from the Customer’s instance. SFDC will make the list of participating ISV partners available to Signature Success Plan customers through a webpage. SFDC may update the supported ISV partner list from time to time to reflect partner changes.

**Local Language Configuration and Developer Support.** SFDC will provide 12 hours a day/5 business days a week severity 3 and 4 local language configuration and developer support in French, German, and Spanish as per the following: (a) in Spanish from 8AM – 8PM Pacific Time (PT) as well as (b) in French, German, and Spanish from 8AM – 8PM Greenwich Mean Time (GMT). Developer and configuration cases requiring escalation to severity 1 or 2 will be routed to 24 hours a day / 7 days a week English language support. Included developer and configuration support activities and services are defined in the applicable Premier Success Plan defined at the top of this document.

**Designated Support Team.** An Engineer will be assigned to Customer for the duration of the subscription term for which Customer has purchased Signature Success (the “Primary Engineer”). The Primary Engineer will engage with Customer to understand and document key support requirements and challenges relevant to Customer’s subscription to the Services. The Primary Engineer will be assisted by a pool of engineers (“Technical Engineers”) on a 24x7x365 basis to execute support activities as described herein. Technical Engineers will manage Customer’s support cases, in addition to other support related activities outlined below.

**Technical Guidance.** If mentioned in the Quote Special Terms of the Customer’s applicable Order Form, Customer will be entitled to Technical Guidance for the duration of the subscription term for which Customer has purchased Signature Success Plan. Technical Guidance includes access to product and technical experts who engage with Customers to assist with Salesforce product roadmaps and technical adoption of the Salesforce products covered by Signature Success, including sharing advice and guidance related to the technical optimization of the Customer’s solution. For clarity, Technical Guidance does not deliver implementation services (such as configurations or code) but experts can lead and contribute to a customer’s success and support efforts and shall not result in a transfer or assignment of intellectual property rights between the parties.

**Weekly meetings.** During the term of Customer’s Signature Success subscription, the parties will participate in weekly meetings, scheduled upon mutual agreement of the parties, to summarize and review production impacting incidents including discussion of strategies to prevent recurrence of such incidents.

**Customer Designated Contacts.** “Designated Contacts” are Users who are key personnel identified by Customer to serve as primary liaisons between Customer and Technical Engineers for technical support as described herein. Customer shall designate the same individuals as Designated Contacts as it has for its Premier Success Plan and, in addition, may designate additional Users to serve as Designated Contacts, up to an aggregate of 10 Designated Contacts. Customer shall notify SFDC whenever Designated Contact responsibilities are transferred from one individual to another.

Customer’s 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. resolving password reset, username and lockout issues for Customer.

Customer shall ensure that Designated Contacts:

A. for Salesforce Services, have completed, at a minimum, the basic Services administration course currently titled “Administration Essentials”, which is included at no additional charge as part of online training; and

B. for all Services:
   (i) have completed any supplemental training appropriate for the Designated Contact’s specific role or Customer’s use of the Services,
   (ii) are knowledgeable about the applicable Services in order to help resolve, and to assist SFDC in analyzing
and resolving, technical issues, and

(iii) 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.

For clarity, the foregoing responsibilities of Designated Contacts are in addition to the Designated Contacts’ responsibilities as set forth in the applicable Premier Success Plan.

**Severity Levels.** Support Cases will be categorized and handled according to the assigned severity levels as set forth below. The Primary Engineer will have oversight of all Severity Level Support Cases. Technical Engineers will handle cases with Severity Levels 1 and 2 and Premier Success Plan representatives will handle Severity Levels 3 and 4. The case severity level will be determined at the time of case submission, and will be updated by SFDC as follows:

<table>
<thead>
<tr>
<th>Severity Level</th>
<th>Description</th>
<th>Targeted Initial Response Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 – Critical</td>
<td>Critical production issues affecting all Users, including system availability and data integrity issues with no workaround available.</td>
<td>15 minutes</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>
<td>1 hour</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>
<td>4 hours</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>
<td>8 hours</td>
</tr>
</tbody>
</table>

**Severity 1 Case Submission and Handling.** For all Level 1 severity issues (“Severity 1”), Customer shall engage Signature Success support by telephone at 1-855-SFDC-911 (or a regional toll free number), and a Severity 1 case will be logged. Telephone support is available 24 hours a day, seven days a week. SFDC shall provide email and/or telephone updates to Customer regarding its progress toward resolution of Severity 1 issues at regular intervals, initially targeted to be no more than every 30 minutes (or as the parties may otherwise agree) until a resolution or work-around has been provided.

Reproducible errors that cannot promptly be resolved will be escalated to Engineering for further investigation and analysis.

A multi-party bridge line may be established by SFDC, in its discretion, to resolve a Severity 1 issue involving joint/multi-parties. Where two or more customers are experiencing similar Severity 1 issues, Customer may be invited to join a multi-customer bridge line established by SFDC to communicate updates to multiple customers in a scalable manner. If a bridge line is not established, SFDC may provide email and/or telephone updates to Customer regarding its progress toward resolution of the Severity 1 issue at regular intervals, initially targeted to be no more than every 30 minutes (or as the parties may otherwise agree) until a resolution or work-around has been provided.

**Proactive Monitoring.** Proactive Monitoring consists of reviewing certain limits within an instance (or environment) of Customer’s Services and offering suggestions to help manage those limits. For Marketing Cloud Services, Technical Engineers will work with Customer to establish processes for monitoring such limits, which processes may be configured on Customer’s account, such as setting up automated programs and associated steps, system generated sends, as well as other processes as mutually agreed upon by the parties for proactive monitoring and alerting. As part of this monitoring, solutions may be recommended, such as setting up alerts, to facilitate business continuity and prevent disruptions.

Technical Engineers will use commercially reasonable efforts to monitor the above mentioned limits on an as-needed basis, based on Customer’s configuration of, and customizations affecting, Customer’s instance of the Services. Customer is responsible for providing SFDC with configuration and customization timelines at least two weeks in advance of SFDC’s initiating the applicable monitoring processes listed above.
Salesforce Services – Advanced Developer & Deployment Support. Developer Support, which will be provided for Salesforce Services only, includes the following: Analysis and debugging of Force.com Apex and Visualforce code (up to 5,000 lines/case) and troubleshooting of new releases of custom development and related test cases. Additionally, the Technical Engineers will work with Customer in areas related to Customer’s use of the Salesforce Services that require performance optimization. Developer Support does not include creation of code, including SOQL queries, or pre-release regression testing. Developer Support scope is limited to the troubleshooting of Apex and Visualforce code containing 5,000 code lines or less per case.

Technical Engineers will help troubleshoot issues that may arise due to SFDC’s major releases (currently three per year for the Salesforce Services) by partnering with Customer’s Designated Contacts and leveraging SFDC product teams. Additionally, Technical Engineers will be made available on an on-call basis to help with Customer’s Salesforce deployment. On-call deployment support will be limited to one deployment per month. As part of deployment support, Technical Engineers will help troubleshoot issues that might result in deployment failure.

Developer and Deployment Support does not offer Architecture best practices, recommendations, or changes. Advanced Developer & Deployment Support is available only in English.

<table>
<thead>
<tr>
<th>Developer &amp; Deployment Support Categories/Types</th>
<th>Included in Signature Success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Force.com Code (Apex) and Force.com Pages (Visualforce)</strong></td>
<td></td>
</tr>
<tr>
<td>Functional description of objects, methods and properties</td>
<td>Y</td>
</tr>
<tr>
<td>Explanation of governor limits</td>
<td>Y</td>
</tr>
<tr>
<td>Apex query performance and troubleshooting</td>
<td>Y</td>
</tr>
<tr>
<td>Salesforce error message troubleshooting and analysis</td>
<td>Y</td>
</tr>
<tr>
<td>Force.com Apex and Visualforce best practices</td>
<td>Y</td>
</tr>
<tr>
<td>Analysis and debugging of Force.com Apex and Visualforce (up to 5000 lines/case)</td>
<td>Y</td>
</tr>
<tr>
<td><strong>Force.com Web Services API</strong></td>
<td></td>
</tr>
<tr>
<td>Clarification of API documentation</td>
<td>Y</td>
</tr>
<tr>
<td>API performance troubleshooting</td>
<td>Y</td>
</tr>
<tr>
<td>Salesforce API error message troubleshooting and analysis</td>
<td>Y</td>
</tr>
<tr>
<td>Salesforce API best practices</td>
<td>Y</td>
</tr>
<tr>
<td><strong>Salesforce.com-supported Developer Toolkits (AJAX Toolkit, Force.com Migration Toolkit, Force.com IDE, etc.)</strong></td>
<td></td>
</tr>
<tr>
<td>Salesforce error message troubleshooting</td>
<td>Y</td>
</tr>
<tr>
<td>Toolkit best practices</td>
<td>Y</td>
</tr>
<tr>
<td><strong>Deployment Support</strong></td>
<td></td>
</tr>
<tr>
<td>Release of Force.com, Apex, Visual Force code into Salesforce org</td>
<td>Y</td>
</tr>
<tr>
<td>Integration using Salesforce APIs</td>
<td>Y</td>
</tr>
</tbody>
</table>

Salesforce Services – Code Reviews.

1. **Goals of Code Reviews**: By combining Signature Success’s understanding of a Customer’s Orgs with industry-
leading tools to help:

- Optimize application performance
- Ensure coding standards compliance
- Identify potential risk areas and prevent business disruptions

2. **Areas of focus**: APEX, VisualForce, APIs, Code Coverage, DB CPU, Reports.

As part of the Code Review, the Signature Success team runs a copy of the Customer’s production Org (only meta data) through a third party tool. Data is not shared with any third parties.

To schedule your code review, Customer should contact its Primary Engineer. Code Reviews are subject to capacity and to one (1) Code Review every 6 months.

**Post Critical Incident (Severity 1) Communications.**

1. **Post Critical Incident Meetings**: Following any critical incident, upon Customer’s request, the parties will meet to debrief regarding the incident response. To the extent possible the parties will collaborate to perform a root cause analysis and evaluate strategies designed to prevent a recurrence of such critical incident.

**Change Management and Communications.** The Signature Success team will include communications to Customer from SFDC in accordance with the following timelines:

1. **Patch Releases for Products**: Customer will have access to ‘Known Issues Site’ showing when issues have been resolved and patching has been completed;
2. **Emergency Releases (E-Releases)**: SFDC will make a Customer Chatter group available to notify Customer of timing of any E-Releases; and
3. **Unannounced System Maintenance**: The Signature Success team will evaluate whether any unannounced System Maintenance is likely to adversely impact Customer and, if so, will notify Customer promptly after such evaluation is complete.

**Partnership & Cooperation.** SFDC must 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, Designated Contacts may be asked to provide remote access to their SFDC application and/or desktop system for troubleshooting purposes.

**Travel Expenses.** Any T&E expenses incurred by SFDC resources will be separately invoiced to Customer. Customer shall pay such invoice(s) in accordance with the invoicing terms of its master subscription agreement. SFDC seeks to minimize travel to Customer to contain expenses, seeking a travel schedule alternating work performed onsite with work performed remotely.

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

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