MARKETING CLOUD AND SALESFORCE PARDOT PREMIER AND PREMIER+ SUCCESS PLAN
For Salesforce Marketing Cloud Services
(ExactTarget, Predictive Intelligence, Radian6, Advertising Studio, and Social Studio*)
And for Salesforce Pardot Services

General. If purchased, the Premier Success Plan or Premier+ Success Plan will be provided to Customer's Users in accordance with this description for those Salesforce Services currently branded as “ExactTarget”, “Predictive Intelligence”, “Radian6”, “Advertising Studio”, and “Social Studio” (collectively, the “Marketing Cloud Services”) and Salesforce’s Services branded as “Salesforce Pardot”, to the extent Salesforce Pardot customers also have subscriptions to Marketing Cloud Services or Salesforce Services covered by the Salesforce.com Premier or Premier+ (as applicable) Success Plans identified here. Collectively, Marketing Cloud Services and Salesforce Pardot Services are referred to herein as “Covered Services”. This Premier Success Plan or Premier+ Success Plan does not apply to any other products or services provided by Salesforce. Users can submit cases over the Web or by telephone. 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.

Premier Success and Premier+ Success Plans must be purchased for all subscriptions of Covered Services in any given instance of the Covered Services. Therefore, Customer may incur additional Premier or Premier+ Success Plan charges as new subscriptions for included products are added to its instance of the Covered Services. See link below for a full list of included and excluded products. Additionally, only one level of support can be associated with a given instance at any one time. For example, a customer cannot have Premier and Premier+ Success support within the same Marketing Cloud instance.

For clarity, neither the Premier nor the Premier+ Success Plan includes implementation of the Covered Services. The Premier and Premier+ Success Plans are for ongoing support and administration of the Services after the Covered 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’s Designated Contacts shall be responsible for:
1. submitting and/or approving, on behalf of Customer, any account level requested changes/updates,
2. developing and deploying troubleshooting processes within Customer’s organization,
3. resolving password reset, username and lock out issues for Customer, and
4. requesting Accelerators and Admin Assist Services

Customer shall ensure that Designated Contacts:
A. have completed, at a minimum, the basic Services administration trail on Trailhead currently titled “Admin Beginner” and the “Get to Know Marketing Cloud” trail, which are included at no additional charge,
B. are knowledgeable about the applicable Services in order to help resolve, and to assist SFDC in analyzing and resolving technical issues, and
C. 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 such problem.

Telephone Support. Telephone support in English is available 24 hours a day, seven days a week. Telephone support is currently available in French (CET), German (CET), and Spanish (CLT) is available from 8am - 6pm...
GMT, excluding weekends and holidays. Telephone support in Japanese for Severity Level 1 and Level 2 issues (as those Severity Levels are described below) are available twenty-four hours a day on weekdays, and from 9:00 a.m. to 9:00 p.m. JST on weekends, holidays and from December 31–January 3. Telephone support in Japanese for Severity Level 3 and Level 4 issues are available from 9:00 a.m. to 6:00 p.m. JST on weekdays. Telephone support may be provided by a third party translation service engaged by SFDC. Customer may inquire regarding support in other languages.

Main toll-free Customer Support telephone numbers are as follows. A complete list is available on the Help website.

- US toll-free 1-866-614-7375
- UK toll-free: 0800 0921223
- AUS toll-free 1 800 667 638

A complete list of Customer Support telephone numbers, including contact information for support in additional languages, is available at: Contact Us

*Click here for full list of included and excluded products.

**Submitting a Case.** Users may log a case as follows:

*Customers with Subscriptions to Marketing Cloud Services: ExactTarget, Predictive Intelligence and/or Advertising Studio*

For customers with subscription to Marketing Cloud Services: ExactTarget, Predictive Intelligence and/or Advertising Studio, Users may submit a case by using the Help portal in the SFDC application, as follows:

- In the Services, log into Help by clicking “Case,” then providing the requested information and clicking “Submit.”

*Customers with Subscriptions to Marketing Cloud Services: Social Studio or Radian6*

For customers with subscriptions to Marketing Cloud Services branded as “Social Studio” or “Radian6”, Users may submit a case by emailing case details to: marketingcloudpremier@salesforce.com.

*Customers with Subscriptions to both (a) Social Studio Services or Radian6 and (b) Salesforce Services.*

For customers with subscriptions to both Marketing Cloud Services branded as “Social Studio” or “Radian6” and Salesforce subscriptions to products covered by the Salesforce.com Premier or Premier+ (as applicable) Success Plans identified here, Users may submit a case by using the Help portal in the SFDC application, as follows:

- In the Services, log into Help by clicking “Case,” then providing the requested information and clicking "Submit.”

*Customers with Subscriptions to Salesforce Pardot Services*

For customers with subscriptions to Salesforce Pardot Services, Users may submit a case in the manner as set forth above based on whether the Customer’s User submitting the case has access to Marketing Cloud Services or Services covered by the Salesforce.com Premier or Premier+ (as applicable) Success Plans identified here.
**All Services**

For each case logged in the manner as set forth above, Users will be asked to provide the Customer name and the User’s contact information. Each case will be assigned a unique case number.

*For Severity Level 1 issues (as defined below), Users must call Customer Support at the telephone numbers listed below:*

- US toll-free: 1-866-614-7375
- UK toll-free: 0800 0921223
- AUS toll-free 1 800 667 638

A complete list of Customer Support telephone numbers, including contact information for support in additional languages, is available at: [Contact Us](#)

**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>
</tr>
</tbody>
</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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</thead>
<tbody>
<tr>
<td><strong>Severity Level</strong></td>
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<tr>
<td>-------------------</td>
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<tr>
<td>1</td>
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</tbody>
</table>
Severity Level 1 and 2 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 and 2 target initial response times do not apply to cases submitted via email.

Severity Level 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 email.

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

**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, Users may be asked to provide remote access to their instance of the Covered 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>Level</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Level</strong></td>
<td>Supervisor, Marketing Cloud &amp; Salesforce Pardot Support</td>
</tr>
<tr>
<td><strong>2nd Level</strong></td>
<td>Manager, Marketing Cloud &amp; Salesforce Pardot Support</td>
</tr>
<tr>
<td><strong>3rd Level</strong></td>
<td>Director, Marketing Cloud &amp; Salesforce Pardot Support</td>
</tr>
<tr>
<td><strong>4th Level</strong></td>
<td>VP, Marketing Cloud &amp; Salesforce Pardot Support</td>
</tr>
</tbody>
</table>

**Success Programs.** Premier Success Plan and Premier+ Success Plan Customers may participate in Success Programs. Success Programs in English include unlimited access to Premier Webinars, Premier Chatter Groups, and Premier Content. Success Programs in languages other than English are limited and 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 or Premier+ Success Plan. Success Programs do not include implementation services, response time commitments for question 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.

**Success Manager.** The Premier Success Plan and Premier+ Success Plan include access to Success Managers. Success Managers are product and market experts who engage with Customers to assist with Salesforce product adoption and utilization, including sharing advice and guidance related to optimizing Customer’s ongoing use of Salesforce. Customer is responsible for evaluating any advice or guidance received from SFDC and for implementing any such advice and guidance.

**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 in accordance with the terms of this Success Plan. Customer may consume Accelerators one at a time, per instance. Additional Accelerators may be available for purchase for an additional fee. Concurrent use of Accelerators may only occur where Customer has purchased one or more additional Accelerators for an additional fee. Customer may request Accelerators by logging a case on the SFDC Help 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 here: 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 the Success Plan level purchased by Customer. However, Accelerators designated for use with Marketing Cloud Services may only be used in connection with Marketing Cloud Services, and Accelerators designated for use with Salesforce Pardot Services may only be used in connection with Salesforce Pardot Services. 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, 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.

**Developer Services.** Developer Support is included in the Premier and Premier+ Success Plans. Developer Support 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.

**Admin Assist (aka Configuration Services).** If Customer purchases the Premier+ Success Plan option, SFDC will perform the Admin Assist tasks listed in the Help website, accessible via help.salesforce.com or login to the applicable Covered Service, upon request and as available by product. SFDC administrators will work in tandem
with the Customer’s Designated Contacts to execute the Admin Assist Cases based on Customer’s design specifications. Customer is responsible for gathering business and functional requirements, design specifications, change management approvals, and documentation of configuration, and for designing and/or delivering training materials. Customer’s Designated Contact(s) will act as Customer’s sole contact(s) for submitting configuration cases on behalf of Customer. Configuration cases are assigned Severity level 4.

The Premier+ Success Plan does not include implementation of any Covered Services, data migrations, data management or manipulation (de-duping, merging, cleansing), software installs/uninstalls/customization, or creation and implementation of custom code. Configuration Services are available only in English.

**Excluded Items.** Neither the Premier Success Plan nor the Premier+ Success Plan includes:
- Assistance with 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 non-Marketing Cloud or non-Salesforce Pardot products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;
- Assistance with any Marketplace, AppExchange or HubExchange applications, whether authored by SFDC 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 SQL queries and AMPscript, except as provided under Developer Support.

**Changes to Marketing Cloud and Salesforce Pardot Premier and Premier+ Success Plans.** SFDC may modify the Premier Success Plan and Premier+ Success Plan from time to time, provided the level of service under either plan will not materially decrease during a subscription term.