



# SERVICE LEVEL AGREEMENT

## 1. PLATFORM AVAILABILITY

### 1.1 Service Commitment

Sprinklr shall use reasonable commercial efforts to (i) monitor and maintain the Platform host servers and to ensure connectivity, availability and operation of the host servers on the World Wide Web consistent with Sprinklr's Availability Targets set forth below; (ii) monitor hardware and systems software and environmental controls; and (iii) provide Sprinklr's standard activity and service level reporting.

### 1.2 Availability Target

Sprinklr shall use commercially reasonable efforts to maintain Availability of the Platform 99.5% of the time during each calendar monthly reporting period, excluding (i) Scheduled Maintenance Windows; (ii) unavailability caused by acts or omissions of Customer or its agents; (iii) unavailability caused by network unavailability or bandwidth limitations outside of the Sprinklr network; (iv) issues arising from problems in the software, firmware or hardware of Sprinklr's suppliers; (v) hacks, malicious introduction of viruses, disabling devices, and other forms of attacks that disrupt access to the Platform; (vi) power outages or other telecommunications or Internet failures; and (vii) events outside of Sprinklr's control ("Availability Target"). In the case of subsections (iv) and (v), such events shall be included in the calculation of Availability if the outage could have been prevented by reasonable and customary precautions in the hosting industry, which precautions were not taken.

The Availability of the Platform for a given calendar month will be calculated according to the following formula (referred to herein as the "Availability"): Where: Total minutes in the month= TMM; Total minutes in month Unavailable = TMU; and: Availability = ((TMM-TMU) x 100)/TMM. Sprinklr's records and data will be the sole basis for all SLA calculations and determinations.

### 1.3 Right to Terminate

If Sprinklr fails to meet the Availability Target for two (2) consecutive calendar months or for any three (3) calendar months within any twelve (12) month period, then by notice given within thirty (30) days after the end of the month which triggered Customer's right to terminate, Customer may terminate the Agreement effective thirty (30) days after receipt of the notice, and receive a refund of any pre-paid fees for periods after the effective date of termination. The provisions of this SLA state Customers sole and exclusive remedy for any service level deficiencies of any kind.

### 1.4 Scheduled Maintenance

Sprinklr has a Scheduled Maintenance Window of 5:00am US ET Saturday to 8:00am US ET Saturday; provided that it may change the maintenance window to a different period on advance notice to Customer. Sprinklr makes every effort to minimize impact for Customers using the platform. Sprinklr accomplishes this by typically utilizing only one or two maintenance windows per month, and performing operations to minimize Customer impact.

"Scheduled Maintenance Window" means the designated time periods during which Sprinklr may limit or suspend access to the Sprinklr Platform or software so that planned maintenance may be performed.

### 1.5 Emergency Maintenance

Sprinklr reserves the right to perform any required emergency maintenance work outside of the Scheduled Maintenance window. Sprinklr will use reasonable efforts to notify Customer before commencing any emergency maintenance outside of the Scheduled Maintenance window and will use reasonable efforts to limit impact to Client.

## 2. SUPPORT PACKAGES

SILVER SUPPORT PACKAGE	
<b>Assigned Resources</b>	Technical Support Pooled Resource
<b>Technical Support</b>	12 x 5 local business hours support via phone, email and web channels Authorized customer contacts: 5 Users
<b>Response Time</b>	Critical Problems: 24 hours Significant Problems: 24 hours Less Significant Problems: 24 hours Minor Problems: 48 hours
<b>Administration</b>	n/a
<b>Customer Community</b>	Unlimited access
<b>Knowledge Portal</b>	Unlimited access
<b>Training</b>	Access to Standard Online Content Repository

GOLD SUPPORT PACKAGE	
<b>Assigned Resources</b>	Designated Support Resource
<b>Technical Support</b>	Critical/Significant Problems: 24 x 7 support via phone, email and web channels Less Significant and Minor Problems: 12 x 5 local business hours support via phone, email and web channels Authorized Customer Contacts: 20 Users
<b>Response Times</b>	Critical Problems: 2 hours Significant Problems: 4 hours Less Significant Problems: 8 hours Minor Problems: 48 hours
<b>Administration</b>	Two mentoring sessions (each one hour) per year
<b>Customer Community</b>	Unlimited access
<b>Knowledge Portal</b>	Unlimited access
<b>Training</b>	Access to Premium Online Content Repository

PLATINUM SUPPORT PACKAGE	
<b>Assigned Resources</b>	Dedicated Support Resource
<b>Technical Support</b>	Critical/Significant Problems: 24 x 7 support via phone, email and web channels Less Significant and Minor Problems: 12 x 5 local business hours support via phone, email and web channels Authorized Customer Contacts: Unlimited
<b>Response Times</b>	Critical Problems: 1 hour Significant Problems: 2 hours Less Significant Problems: 8 hours Minor Problems: 48 hours
<b>Administration</b>	Four mentoring sessions (each one hour) per year
<b>Customer Community</b>	Unlimited access
<b>Knowledge Portal</b>	Unlimited access
<b>Training</b>	Access to Premium Online Content Repository

The following modules have differing support times:

- Communities (fka Get Satisfaction): Monday – Friday, 9am – 5pm US ET, excluding national holidays
- Ratings & Reviews (fka Pluck): Monday – Friday, 9am – 5pm US CT, excluding national holidays
- Location/Brand Intelligence (fka NewBrand): Monday - Friday 9am - 5pm US EST, excluding national holidays

## Target Resolution Time

Classification	Target Resolution or Mitigation
Critical	4 hours
Significant	8 hours
Less Significant	3 weeks, or specific release
Minor	Case by case basis, future releases

## Problem Classification and Definition

Classification	Target Resolution or Mitigation
Critical	Platform is completely unavailable or performance is so poor as to render the Platform unusable. No work-around exists
Significant	A major functionality of the Platform is unusable which results in limited functionality or affects a large number of users
Less Significant	Loss of a function or resource that does not seriously affect the Platform's functionality.
Minor	Minor bugs and all other requests for service; such as general usage questions, tasks or enhancement requests.

**"Problem"** does not include any problem with or damage to the Platform to the extent caused by: (i) Customer's negligence, abuse, misuse, improper handling and/or use, (ii) modifications by anyone other than Sprinklr or its contractors; (iii) failure to operate the Platform in accordance with the user guides; or (iv) events outside of Sprinklr's control.

**Response Time:** Period of time between receipt of the issue description by Sprinklr Support and initial response to Customer.

**Resolution Time:** Period of time in which Sprinklr Support will diagnose and resolve a Problem or provide a mitigation to the Problem. Target Resolution Time begins at the end of the applicable Response Time period. Resolution is not applicable if there is a dependency on an external vendor, for example Facebook or Twitter.

**Notification:** Sprinklr proactively monitors the Platform, systems and connectivity. Sprinklr will notify Customer promptly regarding any major site outages or any unplanned maintenance procedures. Customer shall provide a contact list of key personnel with current contact information for escalation within Customer's organization for such notifications.

### 3. SUCCESS PACKAGES

#### SILVER SUCCESS PACKAGE

Designated Success Manager  
Shared offsite resource  
Platform guidance  
Education on continuing scope of Sprinklr platform  
Coaching on Sprinklr and industry best practices  
Adoption of the Sprinklr platform  
Conduct business reviews to benchmark progress

#### GOLD SUCCESS PACKAGE

Designated Success Director  
Shared offsite resource  
Acts as program manager to engage Sprinklr service resources  
Platform guidance  
Education on continuing scope of Sprinklr platform  
Coaching on Sprinklr and industry best practices  
Adoption of the Sprinklr platform  
Conduct business reviews to benchmark progress

#### PLATINUM SUCCESS PACKAGE

Dedicated local Success Director  
Acts as program manager to engage Sprinklr service resources  
Strategic resource  
Social sophistication maturity assessment  
Build custom roadmap for social sophistication  
Additional in-market offsite resources  
Platform guidance  
Education on continuing scope of Sprinklr platform  
Coaching on Sprinklr and industry best practices  
Adoption of the Sprinklr platform  
Conduct business reviews to benchmark progress

## 4. STORAGE PACKAGES

### SILVER STORAGE PACKAGE

Customers gets the ability to store Sprinklr's Platform data for rolling 12 months period  
Unlimited Cloud Data Storage for the most recent 12 months of customer data  
60 days historical reporting data will be made available  
New and modified listening queries will auto-backfill 60 days of data  
Data will not be accessible beyond the 12 months storage period

### GOLD STORAGE PACKAGE

Customers gets the ability to store Sprinklr's Platform data for rolling 36 month period  
Reporting (Channel Dependent) and Listening customers will be provided one time 24 months data backfill during initial enablement process  
New and modified listening queries will auto backfill 90 days of data  
Data will not be accessible beyond the 36 months storage period

### PLATINUM SUCCESS PACKAGE

Customers gets the ability to store Sprinklr's Platform data for rolling 84 month period  
Reporting (Channel Dependent) and Listening customers will be provided one time 24 months data backfill during initial enablement process  
New and modified listening queries will auto backfill 90 days of data  
Data will not be accessible beyond the 84 months storage period