Schedule of services.

Person Name
ROLE | Department
Organisation name in here

Version   2.01
Dated   4th April 2018

Commercials

This Agreement being for the period specified below (*Subscription Period)*. Services are subject to Sitemorse standard Terms and Conditions, please review at www.Sitemorse.com/terms

Item	Level	
Service Commencement	April 2018	
	Service available any time before 'as req' no additional fee	
Service Renewal	April 2019	
Subscription Period	XX Months	
	invoice Apr., annually renewable.	
Web Site *Primary Address for initial service*	xxxxxx.xx.com	
	Up to X,XXX pages	
	in addition - any site, anytime via managers dashboard (DD)	
Subscription Level	Web / HTML	Unlimited
	PDFs	Unlimited
	Office Docs	Unlimited
Annual Subscription *Exc. Local Sales / Value Added Tax*	Digital Dashboard	**CURRENCY** XX,XXX.00
Validity	Proposal expires, 29th Apr. '18	
**Advisory Client	Panel** *Road map, reference and pre-release*	TBC	
Payment Terms	Annual payment, billed Apr. of each year.	
Offer	SiteImprove [SI] competitive offer – option to move to Sitemorse at any time ahead of the SI renewal date, invoice from ourselves then to coincide with SI renewal.	

Contents Page

Overall – Services breakdown

Sitemorse is offered at 3 levels, we understand that one size doesn't fit especially for those new to such services. The one common component across all services in the inclusion of our Prioritisation Intelligence engine (Machine learning about what goes wrong, who makes what mistakes, likely impact to then report and drive prioritised action) as we are keen to move the market away from endless reporting and bring data science to Governance / QA.

1. **DR – Digital Reporter** this is our entry service aligned to compete directly and offer an upgrade for SiteImprove users. Includes ‚live' content search and policy management and SMARTview.
2. **DD – Digital Dashboard** – A new Governance / QA Dashboard for the Digital Manager allowing you to focus on pro-active analysis and decision making, driving improvements and efficiency. Adds QA to social media and the ability to assess any site at anytime (independently of your main sites). Recall *actual* results for up to 3 years. First level of workflow also included.
3. **DXM – Digital Experience Manager**, Adds full workflow (automated routing and management of actions to individuals), reporting consolidation and daily reporting (live mapping of content consumption vs page exits for example). Executive KPI's and tailored reporting. inCMS™ licence also included^.

There is also a simple upgrade path, when you are ready to progress – billed for the difference and next level of automation, capability made available to you.

Service level	DR	DD	DXM
Which / what site			
Pre - Launch		✅	✅
Main site content [on demand]	✅	✅	✅
Your site content [schedule]	✅	✅	✅
Any site [on demand]		✅	✅
What is being continually assessed			
Pages : unlimited Web (HTML)	✅	✅	✅
unlimited PDF	✅	✅	✅
unlimited mobile			✅
Social		✅ [5]	✅ [10]
Office : unlimited PPTX	✅	✅	✅
unlimited DOC	✅	✅	✅
unlimited XLS	✅	✅	✅
	✅	✅	✅
Files : unlimited Images	✅	✅	✅
unlimited videos	✅	✅	✅
SELF 'Search' Immediate 'live' policy check	✅	✅	✅
Assessment Categories			
Accessibility	✅	✅	✅
Analytics	OPT	OPT	OPT
*Brand	✅	✅	✅
Code (HTML)	✅	✅	✅
Email	✅	✅	✅
Function & Links	✅	✅	✅
Search Optimisation	✅	✅	✅
Trademarks	IP			OPT
Performance	✅	✅	✅
Privacy	DP (inc. GDPR[1])		OPT	OPT
Readability (content)	✅	✅	✅
Spelling	✅	✅	✅

^Base CMS support, 10 users

Assessment Categorisation
(*the rules against which assessments made*)
When looking at web or PDF pages, also social and office docs – Sitemorse reviews your content page by page against various standards, rules or regulations (some 1,500 tests checks and measures).
[1]Options to manage the content being collected, either by form or cookies

Reporting

Sitemorse reports offer teams and individuals prioritisation tasks which are fast, consistent, and enable digital content teams to react to change immediately and improve the user experience.

Rather than endless reporting (potentially one of the greatest failures of modern governance / QA services) Sitemorse has its own [1]intelligence prioritisation engine to review and break down reports – delivering actionable insight, appropriately presented based on role.

Reporting (who / what)	DR	DD	DXM
Own Branded interface		✓	✓
Data feed, unlimited 'API' calls		✓	✓
Editor Priority Top 10 pages *(login free)*	✓	✓	✓
Actions, highlighted page view	✓	✓	✓
Section Owner Top 10 pages	✓	✓	✓
Prioritisation by category	✓	✓	✓
Digital Manager Dashboard		✓	✓
Content Priorities	✓	✓	✓
Prioritisation by category	✓	✓	✓
KPI's (inc flash report)	✓	✓	✓
Alerts	✓	✓	✓
Daily PI vs key pages			✓
Daily PI vs content consumption			✓
Daily PI vs content updates			✓
Historic view		✓3 yrs.	✓7 yrs.
Digital Director Consolidated KPI's		✓	✓
View - by Country		OPT	✓
View - by Brand		OPT	✓
View - by Manger (provider I / E)		OPT	✓
Prioritised actions - consolidated			✓
Alerts		✓	✓
Social team Actions, by priority		✓	✓
Alerts		✓	✓
KPI's (inc flash report)		✓	✓
Developer Diagnostic (site - prioritised)	✓	✓	✓
Diagnostic (Consolidated - prioritised)			OPT
Diagnostic (Consolidated - by Cat)			OPT
Detail, by diagnostic, source view	✓	✓	✓
Detail, by diagnostic, by category	✓	✓	✓
Inventory			
Assets, *Files* (by type)	✓	✓	✓
Telephone Number (OFCOM)	✓	✓	✓
Emails	✓	✓	✓
Link profile (inc variation)	✓	✓	✓
Domain Detail	✓	✓	✓
Directory Map	✓	✓	✓
Server identities	✓	✓	✓
Technology reliance	✓	✓	✓

[1]intelligence prioritisation engine – no code to add to pages. Factoring in error occurrence, likely impact, against page value model, assessing content consumption, update frequency and site / page position (subject to service level).

SMARTview

SMARTview is a module within Sitemorse which enables the entire content community to assess their own pages, through their browser, on-demand, whenever they want. SMARTview can be rolled out, undisruptively, to the whole user community, quickly and effectively.

Once your Sitemorse account is configured for your organisation, it takes each user less than a minute to set up SMARTview for themselves, without the need for any software or technical knowledge.

SMARTview	DR	DD	DXM
Any browser, unlimited usage	☑	☑	☑
Link check	☑	☑	☑
Email Check	☑	☑	☑
Spelling check	☑	☑	☑
Search Optimized	☑	☑	☑
Page load check	☑	☑	☑
Accessibility check	☑	☑	☑
Brand check	☑	☑	☑
Assets - oversize	☑	☑	☑

Heartbeat

Heartbeat is the Sitemorse availability and monitoring system that offers Digital Managers 'at a glance', dashboard style, essential information on poor response times, downtime, hacking etc in a traffic light colour-coded interactive map format.

Uniquely for the non-technical users we have time-based clocks to show periods of slow response or availability issues

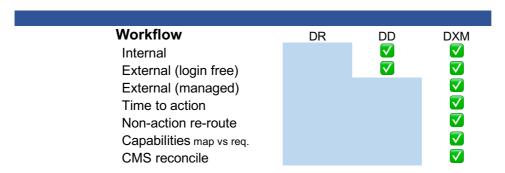| Heartbeat	DR	DD	DXM
Availability (every 5 mins)	☑	☑	☑
Uptime (every 5 mins)	☑	☑	☑
Response (every 5 mins)	☑	☑	☑
Every continent	☑	☑	☑
Own 'response' target mgmt.	☑	☑	☑
Provider - SLA mgmt.	☑	☑	☑
Service provider - reporting	☑	☑	☑
Service provider - reclaim	☑	☑	☑
Service provider - alerting	☑	☑	☑
Threshold management	☑	☑	☑
Content *Must* | *Must not* (hourly)	☑	☑	☑
Bad 'content' alert	☑	☑	☑
Location change | move	☑	☑	☑
Manager | Exec. Time Clocks	☑	☑	☑
Developer view - inc download	☑	☑	☑
IT reporting view - inc download	☑	☑	☑
Journey monitoring		OPT	OPT
Email alerts - unlimited	☑	☑	☑
SMS alerts - unlimited	☑	☑	☑

inCMS™

Sitemorse can be seamlessly embedded within a number of CMSs – the key initial benefit being the removal any new training, or support for a new service for editors. Sitemorse is *present* automatically when creating or editing content - standards being checked and managers can ensure rules are consistently applied ahead of page release.

inCMS™ also feeding the recording archive of created content, recording of every published asset (stored for 7 years – the actual produced page) along with providing capabilities reporting, by individual or team.

inCMS™	DR	DD	DXM
Page 'link'	✅	✅	✅
Content updates		OPT	✅
Publishing Control		OPT	✅
Task manager		OPT	✅
Archive feed | Store		OPT (7yrs)	OPT (7yrs)

Workflow

As an option to your service – fed from the CMS and based on prioritisation intelligence the automation of the allocation of content actions. In addition to this, service owner (or those with appointed sectional responsibly) can allocate action, prioritised within and externally to the organisation.

Workflow	DR	DD	DXM
Internal		✅	✅
External (login free)		✅	✅
External (managed)			✅
Time to action			✅
Non-action re-route			✅
Capabilities map vs req.			✅
CMS reconcile			✅

Support Services

Various service options - fast tracked deployment, specific workshops offered to help drive usage and service success. Our focus is making the service the work for you – it's not just about software to use. Attendance is on an unlimited basis, although we wouldn't suggest a content editor joining a developer.

[v]Xxxxxx – indicates online tutorial available

Training

15 mins	[v]Service intro - Editor	Online tutorial
15 mins	[v]Service intro - SMARTview	2 per week
30 mins	[v]Service intro - Section Owner	Twice weekly
30 mins	Service intro - Manager	Weekly
45 mins	Service intro - Developer	weekly
15 mins	[v]Category introduction	Level 'Manager'
60 mins	[v]Category detailed Q&A	Level 'Developer (schedule online)
15 mins	[v]Content manager - Priorities	Level 'Manager'
45 mins	Content manager - Workflow	Monthly - Level 'Manager'
20 mins	[v]QA / Governance Dashboard	Weekly
45 mins	[v]Using Diagnostics	Level 'Developer'

NB – training courses fully available from Qtr. 2, 2018

Support

Support	DR	DD	DXM
Knowledge Based	✅	✅	✅
Unlimited Email	✅	✅	✅
Unlimited Telephone	✅	✅	✅
Onsite		OPT	OPT
Support Incidents	OPT	✅[6]	✅[12]
Site Q&A 'client' Workshop	£775.00	£775.00	£775.00
**Priorities - client results	£140.00	£140.00	✅
***Managed Deployment		£1,475.00	£1,475.00
Premium support	12.5%	12.5%	✅

Brand Deployment	Review of own Brand rules | Style guide included
	Rules are reviewed and presented in a list of those that can be automated for commercial sign off. A stand-alone brand assessment runs with the new Brand module for final approval, before implementing across the service.
Managed Deployment	1. *Initial call to understand score, aspirations and driving improvement*
	2. *Quick Start and Wins: 6 weeks, supported service delivered against our results and reports.*
	optional
	2 priorities workshops and staged page levels of assessments.
Notes	Additional development days for custom support / features, £775.00 per day (min ½ day) *reduced client rate*.

[*]Brand module, has 3 levels of policy configured as standard (circa 20 rules pre-defined), localisation of polices subject to review of client standards / styles.
[**]Indicates the equivalent monthly subscription, billed annually in advance.
[***]Denotes a one-off payment

Usage

The contract is subject to the following:

- Your use of the Included Services is based on your subscription level. If you exceed the level, we will notify you that continued use in excess may subject you to additional charges. These will be agreed and documented in a change order.

    o Service includes 10% subscription flex, based on a fair usage policy *(up to 4 times per year, increase the number of pages by 10% without additional fee)*

Supplier Setup

A proforma invoice containing full company details will follow within 3 days. If you have a supplier form for completion, please send over at your earliest convenience.

Signatures

(for clients issuing PO, or formal confirm 'by email', <mark>signed document is optional)</mark>

By signing below, each party acknowledges that it has carefully read and agrees to be bound by the terms of this Agreement.

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Sitemorse (UK Sales) Ltd   Name in here

Name: xxxxxxxx xxxxxx   Name:

Date: 4th April 2018   Date:

About Sitemorse

Sitemorse is registered in England, the company is 100% privately owned with no external investors - staff being the shareholders with no bank borrowing, overdraft or external funding. Although UK based clients are situated in each of the continents across the globe.

We built, and own, the software and are not answerable to any Venture Capital Board or similar, in terms of the operation and running of the company. The Founders of the business remain part and parcel of the running of the company today - probably the first company to bring automation to the Content Governance market (first services running nearly 15 years ago, oldest client/user 13 years!)

Sitemorse owns its own Intellectual Property (IP), has no reliance on third party licensed products or services, and all development and investment costs are fully paid. Against its own Service Level Agreement, over the last 10 years, the company has achieved 99.82% against a target of 99.7%.

Sitemorse is software offering Content QA & Governance with 3 core capabilities; we are the first to bring Data Science and Machine learning capabilities to join up publishing, and experience management – focusing corrective actions on what matters.

> **inCMS™** - Embed governance and quality standards within your CMS to reduce training and support. Importantly ensure right first-time publishing, along with removing the need for editors to every 'see' Sitemorse (actions delivered within the CMS).

> **LIVE content** - What to assess, and audit 'when' - systems to intelligently manage standards, rules, and regulations, and then embed these across all organizational digital touchpoints. Looking at content based on its importance. Recording of published content, changes / updates stored for up to 7 years.

> **Reporting** – Corrective reporting based on prioritization intelligence, focusing actions based on roles, capability and availability. Management KPI's, technical detail (line in code) and content actions highlighted in page. Publisher capability, training needs, time to fix – unique perspective on indivdual, team or supplier capability.

It helps organizations ensure a great online user experience, and one that is continually optimized whilst adhering to internal standards and external compliance regulations.

It is a cloud-hosted solution, which can demonstrate an in-depth and thorough capability across tests, checks and measures, giving Digital Managers and teams the confidence that their website delivers the best possible, accessible, usable, and compliant experience for all.

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