

Last Updated: June 8, 2023

<b>Advisory Services Package:</b>	Architecture Audit
<b>Advisory Services Package Term:</b>	Notwithstanding anything to the contrary in the applicable Order Form, the Professional Services will commence on the date the Order Form Term (as defined in the applicable Order Form) begins and end the earlier of (a) the consumption of all Project Hours set forth in the applicable Order Form or (b) the one (1) year anniversary of the date of commencement date on the applicable Order Form.
<b>Scope:</b>	<p><u>Strategic Twilio Segment Workspace Assessment:</u> Twilio will provide a strategic assessment of Customer's data architecture, which may include the following:</p> <ul style="list-style-type: none"> <li>● Assessing customer's full data architecture</li> <li>● Assessing data pains/gains/goals/fears</li> <li>● Building current/future data flow diagrams</li> <li>● Recommending architecture refinements and improvements</li> </ul> <p><u>Strategic Schema Assessment:</u> Twilio will provide a strategic assessment of Customer's existing Twilio Segment CDP events, which may include the following:</p> <ul style="list-style-type: none"> <li>● Assessing schemas across Sources</li> <li>● Auditing existing schema quality</li> <li>● Reconciling event names with Twilio standards</li> <li>● Inventorying events against props and traits against Sources</li> <li>● Recommending schema consolidation and naming improvements</li> </ul>
<b>Customer Documentation:</b>	<ul style="list-style-type: none"> <li>● Audit Insights Deck</li> <li>● Interactive Data Flows</li> </ul>
<b>Project Hours:</b>	<p>The Project Hours that Customer has purchased are set forth in the applicable Order Form. Activities that consume the Project Hours will be scheduled as mutually agreed to between Customer and Twilio in writing. The Advisory Services will be deemed delivered and accepted as Project Hours are consumed.</p> <p>Project Hours must be consumed by the end of the Advisory Services Package Term. Any unused Project Hours will not be available, or otherwise reserved, for consumption after the Advisory Services Package Term. No refunds or credits will be provided to Customer for any unused Project Hours.</p> <p>If the Advisory Services are provided on-site at Customer's place of business, the Project Hours include a portion of hours that are necessary for Twilio Personnel to travel to and from Customer's place of business.</p>