

Last Updated: June 8, 2023

<b>Advisory Services Package:</b>	Connections Jumpstart
<b>Advisory Services Package Term:</b>	Notwithstanding anything to the contrary in the applicable Order Form, the provision of the Advisory Services will commence on the date of last signature on the applicable Order Form 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 last signature on the applicable Order Form, unless Customer and Twilio mutually agree to extend the Advisory Services Package Term in writing.
<b>Scope:</b>	<p><u>Strategic Planning Support:</u> Twilio will assist Customer plan and prioritize setting up Connections, which may include assisting Customer with the following:</p> <ul style="list-style-type: none"> <li>● Prioritizing Connections use cases</li> <li>● Inventorying user funnels</li> <li>● Aligning on standards for event and property names</li> <li>● Guiding on Identity Resolution methodologies</li> </ul> <p><u>Implementation Guidance:</u> Twilio will assist Customer implement Connections, which may include the guidance regarding the following:</p> <ul style="list-style-type: none"> <li>● How to use Twilio Segment CDP's API methods</li> <li>● Debug data collection from Sources</li> <li>● Configuring Destinations with Connections</li> </ul>
<b>Customer Documentation:</b>	<ul style="list-style-type: none"> <li>● Connections Jumpstart implementation Deck</li> <li>● Connections Workbook</li> <li>● Implementation Manual</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>