

Last Updated: June 8, 2023

Advisory Services Package:	Jumpstart Lite / Jumpstart Lite (Free)
Advisory Services Package Term:	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.
Scope:	<u>Planning:</u> Twilio will assist Customer plan and prioritize setting up Connections, Protocols, and Twilio Engage, if applicable, which may include the following: • Prioritizing use cases for Connections • Inventorying user Journeys • Support Customer in aligning on a Spec: Semantic Events • Planning new Twilio Segment CDP events • Planning around Protocols capabilities • Guidance on Identity Resolution methodologies • Prioritizing Twilio Engage use cases • Planning Twilio Engage Spaces • Planning Audiences and Computed Traits • Converting use case business rules into Audience requirements • Aligning requirements with data flowing into Twilio Engage • Planning any net new events or traits required to activate selected use cases <u>Implementation Guidance:</u> Twilio will provide implementation guidance for Connections, Protocols, and Twilio Engage, where applicable, which may include the following: • Using Twilio's API methods • Configuring Protocols capabilities • Debugging data collection from Sources • Configuring Destinations with Connections and/or Twilio Engage • Building Computed Traits and Audiences in Twilio Engage • Configuring Audiences to be activated via Twilio native channels • Configuring Computed Traits relevant to Audience definitions • Viewing basic campaign metrics in the Twilio Segment CDP UI <u>Technical Health Check for Jumpstart Lite:</u> Twilio will provide a one-time strategic assessment of quarterly trends and underlying drivers within Customer's Twilio Segment workspace, which may include the following: • Auditing overall Twilio Segment workspace data volume, throughput, and schema trends • Auditing quarterly Source/Destination variety, volume, and interconnection trends • Auditing quarterly team usage and success engineering ticket resolution/escalation trends • Synthesizing trends into key insights around underlying drivers • Recommendations on how to mitigate issues or improve core metrics
Customer Documentation:	• Jumpstart Lite Workbook • Technical Health Check Deck

Project Hours:

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.

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.

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.