



Last Updated: November 10, 2025

Advisory Services Package Name:	Advisory Services: Program Management
Advisory Services Package Start Date:	The Program Management Package will commence on a date mutually agreed to between Customer and Twilio in writing.
Duration of Advisory Services Package:	Notwithstanding anything to the contrary in the applicable Order Form, the Program Management Package will commence on the Advisory Services Package Start Date and continue for an initial period of 12 months. After the initial 12 month period, the Program Management Package will automatically continue for successive 12 month periods, unless the applicable Order Form is terminated or Customer opts out of all future successive 12 month periods by providing Twilio with at least 30 days written notice prior to the commencement of the next successive 12 month period.
Available Channels:	The Program Management Package will apply to only 1 of the available channels below, which Customer will select and inform Twilio in writing prior to the Advisory Services Package Start Date: • Programmable Messaging • Programmable Voice • Programmable Video • Twilio Flex • Twilio Segment Customer Data Platform • Twilio Verify Customer may not change the channel above which it has selected on or after the Advisory Services Package Start Date.



Sessions and Activities:

The Program Management Package may include the sessions and activities below, as mutually agreed upon between Customer and Twilio in writing. The sessions and activities below will not exceed a total of 23 hours per calendar month during the duration of the Program Management Package. If Customer has not used up all 23 hours by the end of a calendar month, Customer will not (a) be able to use or otherwise reserve the unused hours for a subsequent calendar month or any other Advisory Services package or (b) receive any refunds or credits attributable to the unused hours in a given calendar month.

Channel Onboarding Sessions and Activities: The Channel Onboarding Sessions and Activities below will be delivered once over a period not to exceed 8 weeks and will not occur during the same time as the Monthly Sessions and Activities below.

- Kick Off: Project Outline and Discovery Session
- Architecture Proposal: Delivery and Review Session
- Strategy Implementation: Working Session and Examples of Twilio Product Compliance Best Practices
- Platform UI / Console Education Session
- Program Deployment and Progress Session
- Program Health Check
- Project Review and Close Session
- General Q&A and Support via Email
- Troubleshooting Assistance
- Usage and Optimization Reviews
- Twilio Flex Template Overview - *Available only if Customer selects Twilio Flex as its channel*
- Twilio Flex Plugin Development Best Practices - *Available only if Customer selects Twilio Flex as its channel*

Monthly Sessions and Activities:

- 4 Virtual Sessions with Twilio Personnel - *The topic of each virtual session will be mutually agreed to in writing between Customer and Twilio*
- General Q&A and Support via Email
- Usage and Optimization Reviews
- Detailed Project Tracker
- Communication Regarding Relevant Industry Updates via Email
- Collaborative Working Sessions with Twilio Engineering, Product Management, and Customer Support, as needed



Completion Notice:

Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services (“***Completion Notice***”). The foregoing Advisory Services will be deemed completed upon Customer’s confirmation in writing of the same to Twilio via email. If Customer does not provide written confirmation of completion to Twilio via email within seven (7) days of the date of the Completion Notice, the foregoing Advisory Services will be deemed completed.