



Last Updated: November 10, 2025

Advisory Services Package Name:	Advisory Services: Channel Onboarding
Advisory Services Package Start Date:	The Channel Onboarding 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 Channel Onboarding Package will commence on the Advisory Services Package Start Date for a period of 8 consecutive weeks, unless otherwise extended for a time period agreed to between Customer and Twilio writing.
Available Channels:	The Channel Onboarding 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 • Twilio Segment Connections (including Twilio Segment Protocols) • Twilio Segment Engage • Twilio Segment Linked Audiences • Twilio Segment Unify • Verify • WhatsApp Customer may not change the channel above which it has selected on or after the Advisory Services Package Start Date.



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Sessions and Activities:	The Channel Onboarding 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 57 hours during the duration of the Channel Onboarding Package. If Customer has not used up all 57 hours by the end of the duration of the Channel Onboarding Package, Customer will not (a) be able to use or otherwise reserve the unused hours for any other Advisory Services package or (b) receive any refunds or credits attributable to the unused hours. ● 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
Completion Notice:	Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services (“Completion Notice”). The 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 Advisory Services will be deemed completed.