Pendo Enterprise Launch Services

Onboarding Approach

Pendo Enterprise Launch Services ("Professional Services") are outcome-based implementation engagements delivered by Pendo.io, Inc. ("Pendo") to empower Enterprise Customers to achieve success with the Pendo platform ("Subscription Services"). These services help customers achieve their business goals by combining strategic guidance, platform enablement and product-led best practices.

Pendo Professional Services teams, including Engagement Managers and Consultants, partner with Customers to achieve measurable milestones that drive platform adoption, user engagement, and business value realization. Customers will conclude Launch engagements with the confidence to use Pendo to achieve their goals, extend its use to new use cases, and scale across applications and teams while following best practices for governance.

Outcome-Based Engagement

All Enterprise Launch Services are designed to support customers through the following five value milestones, consistent with Pendo's Professional Services Delivery Methodology:

- **Use Case Identified** - Core implementation objectives, problem definitions, target execution plans, and expected business value are defined and confirmed with the Customer
- **Install Completed** – Pendo is installed in the production environment(s) of the relevant application(s) and data collection and technical set up is validated
- **Enablement Completed** – Customer stakeholders gain foundational expertise across essential Pendo platform capabilities, ensuring key tagging taxonomy, analytics, audience segmentation, and in-app guidance are established for successful use case implementation
- **Use Case Launched** – Customer successfully launches targeted in-application messaging or workflow enhancements aligned directly with established strategic business goals
- **Outcomes Measured** – Customer stakeholders can assess and quantify engagement results leveraging Pendo reporting tools and analytics

Launch Services Options

The table below outlines the Launch Service options available, with activities explained in more detail below under "Implementation Activities":

Activities	Launch Premium	Launch Ultimate
Number of applications in scope for Installation Support	**1 app (Web or *Mobile)**	**2 apps (Web or *Mobile or one of each)**
Platform Enablement, Governance Recommendations & Best Practices	**Included for one team**	**Included for up to two teams**
Use Case Delivery (Support through all five value milestones)	**1 use case**	**2 use cases**
Configuration Assistance	**Included**	**Included**
Pendo Project Manager	**Not Included**	**Included**
Launch Deliverables	**Included**	**Included**

***iOS and Android are considered separate mobile applications.** *If implementation support is needed in both iOS and Android, this would be considered as two applications and therefore a Launch Ultimate package, at minimum, would be needed.*

Implementation Activities

Pendo will be responsible for the following Launch implementation services: project kickoff, installation support, platform enablement, governance recommendations, support with use case delivery, configuration assistance, project management activities, and launch deliverables described in more detail below (collectively, the "Professional Services"):

Installation Support Includes
• Consultation on the technical deployment of the Pendo snippet, browser extension deployment, or mobile installation • Advisement on metadata requirements and provide guidance on a standardized implementation approach • A pre-installation architecture review to support the planning of the installation, identify any technical considerations upfront and align on visitor and account id strategy • A review of the Pendo installation to validate that the initial installation is functioning as expected

Platform Enablement Includes

- Provide core product training to build foundational knowledge and establish use case baselines through Pendo configuration and reporting.
    - Access to product learning / education via Pendo Academy with free certification exams.
    - Enablement topics can include the following as identified and recommended by the Pendo team:
        - Tagging
        - Analytics
        - Guides & Segments
        - Sentiment (e.g., NPS, CSAT)
        - Integrations
        - Optional Topics as recommended by the Pendo team:
            - Session Replay, Listen, Orchestrate, Agent Analytics
    - Governance recommendations and best practices

Use Case Delivery

For each use case agreed to for onboarding, Pendo will guide the customer from discovery through implementation and value realization:

- **Discovery & Prioritization** – Facilitate a Use Case Discovery Workshop to define business goals and success metrics, identify key user personas and behaviors, and uncover challenges and pain points; use an effort-vs-impact framework to align on the primary use case for the engagement
- **Workflow Mapping & Tagging Prioritization** – Conduct a reverse demo of key workflows, map step-by-step user journeys, and identify high-priority tagging points needed to support the use case
- **Implementation** – Apply product-led methodology and best practices to build and launch the initial in-app experience (e.g., an in-app guide or product change) tied to the use case objective
- **Value Realization** – Track results against the defined goal, summarize the impact of the implemented experience, and provide a value summary along with recommendations for continued improvement and next steps

Configuration Assistance

In support of the primary use case(s), Pendo will provide guided, co-building support for key activities such as:

- Page and feature tagging for key workflows
- In-app guide building tied to use case objective(s)
- Segment creation tied to key personas
- Report and dashboard building with Pendo Analytics tied to use case objective(s)

Access to the customer's application where Pendo is installed will be required in order to perform configuration assistance activities such as tagging and guide building.

This does not include full build-out or ongoing maintenance by the Pendo team. Additional or ongoing configuration needs can be supported through Pendo Expert Services.

Project Management Activities
• Conduct project kickoff meeting with Customer • Facilitate project planning, reverse demo, and discovery calls as needed to discuss key objectives for the engagement, align on priority for Launch activities, and coordinate schedules • Work with Customer Project Manager to develop associated project management schedule including alignment on timelines, milestones, and project health criteria • Coordinate resources from Pendo to support the project objectives and schedule • Provide regular project status updates • Deliver project recap session, including a value recap and outcome validation

Deliverables
• Kick off deck • Project plan • Use Case Discovery Workshop documentation • Implementation Summary Documentation (captures key installation, tagging, and governance decisions made throughout the engagement) • Project review deck (project summary, outcomes achieved, and recommendations for continued success)

Customer Roles and Responsibilities

Customers are expected to:

- Install the Pendo snippet, mobile SDK, or browser extension
- Provide access to relevant applications and environments
- Assign key roles (see below)
- Participate in required discovery, enablement, and validation activities
- Align internally to define and adopt Pendo governance and processes

Recommended project roles and associated time commitment is as follows:

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Executive Sponsor	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	10% FTE
Champion	Primary point of contact who will oversee adoption of Pendo and establish metrics for success.	10% FTE
Technical Owner	Technical owner of the Pendo solution, ensures proper configuration and installation of Pendo on apps, and initial metadata. The majority of effort is in the first 30 days.	5% FTE

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Pendo User	Enables project success at the ground level. Manages the Pendo subscription on a day-to-day basis including activities such as tagging, template design, and implementation and adoption of the Pendo solution. Ensures Pendo is installed on their application during the Install Review session(s).	20% FTE
Project Manager	Works closely with Pendo engagement manager to manage schedules, resources, and risks to ensure on-time delivery.	10% FTE

Assumptions

- Customer will install Pendo code on the applicable Customer or third-party application(s) and provide access to Customer's Pendo subscription and such application(s) as needed to provide Professional Services.
- Pendo will not modify Customer application code. For clarity, Customer is responsible for installing the Pendo code snippet in its application(s).
- The Professional Services include up to the specified number of applications and use cases covering the Implementation Activities as described above. For clarity, Customer must have an active, paid subscription for any application key in scope for the Professional Services.
- The Professional Services expire and must be consumed within 180 days after execution of the Order Form or other ordering document between Pendo and the Customer
- Pendo can provide one onsite visit, at Customer's location, that is up to one day in length for up to two project team members at no additional cost. Additional onsite travel can be contracted via a change request and in accordance with the terms of the Agreement.
- Pendo Professional Services will be performed on a remote basis during the working hours of 9am-5pm in the Consultant's local timezone, during working days (Monday-Friday).

The Launch implementation services performed by Pendo in accordance with this Services Description are referred to as "Professional Services." This Services Description is incorporated into the Pendo Order Form or other ordering document between Pendo and a customer covering the purchase of applicable Professional Services.

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