

Pendo Commercial Launch Services

Onboarding Approach

Pendo Commercial Launch Services ("Professional Services") are outcome-based implementation engagements delivered by Pendo.io, Inc. ("Pendo") to empower Commercial Customers to achieve success with the Pendo platform ("Subscription Services"). These services focus on building customer capabilities and achieving specific business outcomes through strategic guidance, platform enablement, and Product-led Best Practices methodologies.

Pendo's Professional Services Consultants partner with Customers to achieve measurable milestones that drive platform adoption, user engagement, and business value realization. Customer teams will conclude Launch engagements with the confidence to scale Pendo internally via Product-Led best practices and ongoing training via Pendo Academy.

Outcome-Based Engagement

All Commercial Launch Services are designed to support customers through the following milestones:

- Installed – Pendo is installed in the production environments of the relevant applications and validated
- Training Completed – Customer teams are enabled on core Pendo features and modules
- Change Introduced – Initial use case is deployed, such as in-app guides and user analytics dashboards
- Governance Established – Ongoing ownership structures and process recommendations are shared (Launch Plus Only)

These milestones correspond to Pendo's Product-Led Onboarding Journey and ensure a consistent path to platform value realization.

Launch Services Options

The table below outlines the options available, as explained below in "Implementation Activities":

Activities	Launch	Launch Plus
Number of applications in scope for Installation Support	1 app	2 apps
Platform Enablement	Included for one team	Included for up to two teams
Consultant	Included	Included
Launch Deliverables	Included	Included
Governance	Not Included	Included

Implementation Activities

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

Installation Support

- Provide consultation on the technical deployment of the Pendo snippet or mobile installation
- Advise on metadata requirements and provide guidance on a standardized implementation approach
- Pendo will perform an installation review to validate that the initial Pendo installation is functioning as expected

Platform Enablement

- Provide core product training to build foundational knowledge and use case baselines through Pendo configuration and reporting.
 - Use case-focused enablement topics can include the following, as identified and recommended by the Pendo team:
 - Tagging
 - Analytics (includes dashboards and segments)
 - Guides
 - Optional Topics as recommended by the Pendo team:
 - Session Replay, NPS, Resource Center, etc.
 - Governance best practices (Launch Plus Only)

Consultant Activities

- Conduct project kickoff meeting with Customer
- Facilitate discussions on key objectives for the engagement, align on priority for Launch activities, and coordinate schedules
- Coordinate resources from Pendo to support the project objectives and schedule
- Share proven best practices and implementation strategies
- Hands-on resource for guide configuration, tagging support, and additional configuration needs
- Provide regular project status updates
- Deliver project recap session, including a value recap and outcome validation

Launch Deliverables

- Kick off deck
- Installation review checklist, including customer-specific configurations and recommendations
- Initial use case is deployed, such as tagging, in-app guides, and user analytics dashboards
- Recap document (project summary and recommendations) at project close

Customer Roles and Responsibilities

Customers are expected to:

- Install the Pendo snippet or SDK
- Provide access to relevant applications and environments
- Assign key roles (see below)
- Participate in required planning, 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 consultant to manage schedules, resources, and risks to ensure on-time delivery.	10% FTE

Assumptions

- Customer will install Pendo code on the applicable Customer 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 expire and must be consumed as outlined below per package options:
 - Launch: 60 days after contract execution
 - Launch Plus: 90 days after contract execution
- 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 will be performed remotely. Onsite travel can be contracted via a change request and in accordance with the terms of the Agreement.

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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