

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 focus on building customer capabilities and achieving specific business outcomes through strategic guidance, platform enablement, and Product-led Best Practices methodologies.

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. Customer teams will conclude Launch engagements with the confidence to scale Pendo internally via proven governance best practices and ongoing training via Pendo Academy.

Outcome-Based Engagement

All Enterprise 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
- Outcomes Measured – Customer understands how to measure and demonstrate value through reporting and KPI tracking
- Governance Established – Ongoing ownership structures and process recommendations are shared

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 Premium	Launch Ultimate
Number of applications in scope for Installation Support	1 app	2 apps
Platform Enablement	Included for one team	Included for up to two teams
Use Case Delivery	1 use case	2 use cases
Project Management	Included	Included
Launch Deliverables	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, browser extension deployment, 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.
 - Product learning / education:
 - Five (5) seats for Pendo Essentials and Admin
 - Five (5) certifications for Pendo Essentials and Admin
 - 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, Listen, and Guides 2.0
 - Governance best practices

Use Case Delivery

- For each use case in scope, Pendo will cover the following topics:
 - Discovery of current state, pain points, and user personas for the targeted use case
 - Facilitation of working sessions to ideate and implement a reimagined in-app experience, mapping workflows and prioritizing key actions for guidance
 - Application of product-led methodology and best practices
 - Provide documentation on progress made, areas for continued improvement, and recommendations for next steps

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
- Installation review checklist, including customer-specific configurations and recommendations
- Use Case solution approach and Analytics recommendations
 - Includes page/feature tagging, dashboards, and guides
- Recap document (project summary and recommendations) at project close

Customer Roles and Responsibilities

Customers are expected to:

- Install the Pendo snippet, 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
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.
- 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.

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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