

WoC Software Description

This World of Content Software Description specifies the Services ordered by Client under an applicable Order Form.

- **Subscriptions**

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| 1.1 | Software Subscriptions License |
| 1.1.2 | Product Content Syndication - Consumer Goods & Electronics License (by World of Content) |
| | <ul style="list-style-type: none">• Full Content Syndication Platform License to access WoC Solution for Consumer Goods.• All major functionalities of the solution including but not limited to: A+ Content without support, Data management, Syndication.• Usage for one (1) Language (Data) and ten (10) Retail Export Channels. |
| 1.2 | Additional Software Subscriptions |
| 1.2.1 | Data Management Service (DMS) (by World of Content) |

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| | <p>This service automatically captures product data from a digital artwork using OCR. The technique is trained to automatically recognize mandatory data attributes for the purpose of GDSN. Through AI, the data is incorporated within the GDSN data model without manual intervention.</p> |
| I.2.2 | <p>Additional Data Language (by World of Content)</p> |
| | <ul style="list-style-type: none"> • Product Content Syndication by World of Content extended by an additional Language (Data). • Incl. Volume: one (1) Language (Data) |
| I.2.3 | <p>Additional Retail Export Channels - Consumer Goods & Electronics (by World of Content)</p> |
| | <ul style="list-style-type: none"> • Provides additional Export Channels to the Product Content Syndication by World of Content allowing the export of data to Retail channels such as Tesco, Albert Heijn, etc on a per country basis. • Incl. Volume: one (1) Retail Export Channel |
| I.2.4 | <p>Additional Marketplace Export Channels - Consumer Goods & Electronics (by World of Content)</p> |
| | <ul style="list-style-type: none"> • Provides additional Export Channels to the Product Content Syndication by World of Content allowing the export of data to Marketplace channels such as Amazon or Bol.com on a per country basis. • Incl. Volume: one (1) Marketplace Export Channel. |

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| I.2.5 | GDSN datapool connection & support Add-on (by World of Content) |
| | <ul style="list-style-type: none"> • Provides to Product Content Syndication by World of Content the access and support towards GDSN data pools on a per datapool & per country basis. • Incl.Volume: one (1) Datapool for one (1) country |
| I.2.6 | Automated Import Connection - API Add-on (by World of Content) |
| | <ul style="list-style-type: none"> • Provides to Product Content Syndication by World of Content) an automated import connection on a per datasource basis, to avoid manual importing of data via Excel uploads or manual data entry (typing). This includes the setup and maintenance of the automated import connection over time. Example of Data Sources could be: PIM, MDM, ERP, etc. • Incl.Volume: 1 Datasource |
| I.3 | Support Services Subscriptions |
| I.3.1 | Product and Account Support (by World of Content) ¹ |
| | Product and Account Support is provided by World of Content subject to the specifications in the applicable MSA and relevant Schedule. |

¹ Subject to the specifications in the Product and Account Support Service Level Agreement.

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| | <p>Product and Account Support experts reactively answer Client submitted tickets about either a malfunction of the World of Content Software or questions on functionality, scope or configurations of the World of Content Software. The Client is requested to give as many details as possible, such as links, concrete examples, or screenshots.</p> <p>When communicating malfunctions of the World of Content Software to World of Content, the Client shall reasonably self-diagnose the impact and recommend, in good faith, to World of Content an appropriate Severity Level designation. World of Content shall validate given Severity Level designation or notify Client of a change in the Severity Level designation to a higher or lower level, giving a reason for such change.</p> <p>When communicating non-system issues to World of Content, these can be questions about the functionality of the World of Content Software, scope or best practices in regard to specific setups. The Client will be provided with help articles, step by step explanations or roadmap outlooks in case certain functionalities are planned, but not available yet. If a desired functionality is not available or in the pipeline, the Client can issue a feature request.</p> <p>World of Content responds to Support Incidents based on Severity Levels (as defined below) during Local Office Hours, according to the Central European Time (CET) time zone, as specified in the Product and Account Support Service Level Agreement Schedule of the Master Services Agreement.</p> |
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