

World of Content Professional Services Description

This Services Documentation specifies the Professional Services ordered by Client under an applicable Order Form.

- **World of Content Professional Services**

The Scope of these Professional Services is agreed to in a separate Scoping Document. Each Scoping Document will identify the number of Professional Services' hours necessary for the provision of any package below and fulfillment of the identified Scope. Client and Provider will then enter into an Order Form specifying the term and pricing of any Scoping Document.

I.	Managed Services World of Content Software and Dedicated Support Package
	<p>Managed Services World of Content Software and Dedicated Support Package covers initial setup of the Client's user account according to best practices, setup of account and initiation of Client's desired activities through a dedicated World of Content solutions expert. The account and workings on the software will be optimized and structured according to Client's wishes. The Scoping Document may specify any other specific service included in this Package. Requests may either be sent by email or communicated in any requested call, as preferred by the Client. Upon request, World of Content will provide documentation for the Client's user account setup and/or insights into it in scheduled calls, as part of the Professional Services hours included in the Managed Services World of Content Software and Dedicated Support Package.</p> <p>The Managed Services World of Content Software and Dedicated Support Package exclusively covers Services within the World of Content Software and does not involve World of Content to access or operate any third-party tools or systems. The Managed Services World of Content Software and Dedicated Support Package includes the migration of data and initial set-up.</p>

	<p>The Managed Services World of Content Software and Dedicated Support Package does not include World of Content being in direct contact with any third-party providers. Such communication needs to be handled exclusively via the Client. The Managed Services World of Content Software and Dedicated Support Package does not cover the proactive consulting on best practices outside of the World of Content Software.</p> <p>World of Content conducts the Managed Services World of Content Software and Dedicated Support Package under the assumption that the Client will provide key personnel for the period of its duration. This includes at least one person, but ideally a team, who has knowledge about the injected data and its structure, access to an updating data source, strategy with the software and credentials of any external service relied upon, and who oversees the completion of the Managed Services as well as the need for and usage of Professional Services hours included in the package. Invalidation of this assumption may alter the scope of services required and may result in additional cost.</p> <p>The Managed Services World of Content Software and Dedicated Support Package may be ordered at least four weeks before the desired start date. Upon receipt of the request and within three Business Days from receipt, World of Content will provide a Scoping Document where the specific Managed Services applicable to the use case and necessary Dedicated Support Professional Services hours will be indicated.</p> <p>If the submitted Scoping Document cannot be feasibly achieved with the included Professional Services hours, World of Content will provide an estimate on the total amount of Professional Services hours required per month and a new contract will need to be concluded.</p>
II.	<p>Guided Software Training and Onboarding Package</p>
	<p>The Guided Platform Training Package is conducted via remote video calls by a World of Content Software Trainer. The Scoping Document will indicate the total hours of training purchased with the Order and what topics will be addressed in the training, which can be chosen freely by the Client.</p> <p>World of Content's objective is to make the Client's team independent and confident users of the World of Content Software, who are capable of its setup, rollout, and ongoing administration. World of Content's conducts the Guided Software Training and Onboarding Package under the assumption that the Client will provide key personnel throughout its duration. This includes at least one person, but ideally a team, who will be trained as an administrator of the software and oversees the completion of the Guided Software Training and Onboarding Package as well as the</p>

	<p>need for and usage of Professional Services hours included in this package. Invalidation of this assumption may alter the scope of Services required and may result in additional cost.</p> <p>The Guided Software Training and Onboarding Package is provided to Client within 90 days upon execution of the relevant initial Order Form, or, if agreed by the Parties, within 90 days at a later point during the runtime of the applicable Order Form. Upon expiry of this period or the included Professional Services hours, the Services provided as part of the Guided Software Training and Onboarding Package are provided to Client exclusively at the hourly rates for the provision of Professional Services specified in any separate Order Form that Client and Provider may enter into.</p>
II.	<p>Guided Implementation Consulting</p>
	<p>Guided Implementation Consulting is conducted via remote video/phone calls and/or email by a World of Content solutions' expert. The World of Content solutions expert will own the project management of the Client's technical World of Content software implementation.</p> <p>The objective of the implementation is to guide the Client through the setup of their individual World of Content software instance, as detailed in the Scoping Document. The scope of the guided implementation is agreed upon in the Scoping Document and may only cover a portion of the full scope. Consulting is limited to features within the World of Content software and does not include involvement in third-party tools.</p> <p>After successful completion of the Guided Implementation Consulting, the Client will have expert knowledge about the individual account setup and be able to maintain it independently.</p> <p>Interactions can be for a range of tasks connected to the agreed scope, including (but not limited to):</p> <ul style="list-style-type: none"> ● Project planning and tracking; ● Status updates in form or regular meetings and proactive updates; ● Hands-on support in the setup of various configurations;

	<ul style="list-style-type: none"> • Guidance on setting up API connections; • Proactive best practices/consultation regarding account setup and functionality to ensure highest possible processing speed and meet user management requirements; <p>World of Content conducts this service under the assumption that the Client will provide key personnel for the period of the Guided Implementation Consulting. This includes at least one person, but ideally a team, who participated in a platform training and/or has foundational knowledge about the World of Content software, has knowledge about the data and its structure, access to how the client wishes to work with World of Content software and desired outcome, has access to any necessary credential, and oversees the completion of the Guided Implementation Consulting as well as the need for and usage of Professional Services hours included in the package. Invalidation of this assumption may alter the scope of Services required and may result in additional costs. The period of the Guided Implementation Consulting will not be extended free of charge to account for delays caused by the Client.</p> <p>If the submitted Scoping Document cannot be feasibly achieved with the ordered Professional Services hours, World of Content will provide an estimate on the total amount of Professional Services hours required. All overage hours required to achieve the agreed Scope in excess of the Professional Services hours included in the Guided Implementation Consulting are charged separately and subject to a separate agreement with Client.</p>
V.	Managed Migration Package
	<p>Managed import and/or export migration will be conducted by a World of Content solutions expert.</p> <p>Managed import migration includes the migration to a new data source, including adjustment of configuration to data source setup, and remapping of attributes in the World of Content software, as well as a test run before the launch day of the provided new data source. Within this test run the World of Content solutions expert will point out what exactly changed from the former data source to the new one and create an overview on which attributes need to be remapped/adjusted. According to the time schedule provided by the Client, World of Content will ensure deactivation of export updates during data source switch and activate exports after successful migration.</p>

Managed export migration includes the migration to a new export channel destination, such as switching from a feed delivery to an API delivery or vice versa. The World of Content solutions expert conducting the migration will ensure that all attributes are mapped to the channel's requirements, that the provided credentials are leading to a successful upload of data, and the export is completed without errors on World of Content's side.

World of Content's conducts the Managed Migration Package under the assumption that the Client will provide key personnel for the duration of the period of the Managed Migration Package. This includes at least one person, but ideally a team, who has knowledge about the injected data and its structure, access to credentials, and oversees the need for and usage of the provided Professional Service hours. Invalidation of this assumption may alter the scope of Services required and may result in additional costs.

If the submitted Scoping Document cannot be feasibly achieved with the Professional Service hours included in the Managed Migration Package, World of Content's will provide an estimate of Professional Service hours. All overage hours required to achieve the agreed Scope in excess of the Professional Services hours included in the Managed Migration Package are charged separately and subject to a separate agreement with Client.

The Managed Migration Package needs to be ordered at least two weeks before the desired migration date.