

General. If purchased separately, Premium Support Plan will support services to the Customer by this description. Users can submit cases over the Web at <http://help.vidizmo.com> or by telephone to designated VIDIZMO support contact. VIDIZMO will use commercially reasonable efforts to promptly respond to each case and will use commercially reasonable efforts to resolve each case promptly. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in VIDIZMO’s reasonable determination according to Tiered Support Process diagram in this document.

Designated Contacts. “Designated Contacts” are VIDIZMO Support Member & Customer’s Users identified as primary liaisons between Customer and VIDIZMO’s for technical support. Customer Designate between one (1) to (2) Contacts. Customer may be charged an additional fee for Designated Contacts more than four (4) at any given time. Customer shall notify VIDIZMO whenever Designated Contact responsibilities are transferred to another individual.

Customers’ Designated Contacts shall be responsible for:

1. Overseeing Customer’s support case activity,
2. Developing and deploying troubleshooting processes within Customer’s organization, and
3. Resolving password reset, username and lockout issues for Customer.

Customer shall ensure that Designated Contacts:

- a) have completed, at a minimum, basic IT system administration skills,
- b) have completed any supplemental training appropriate for the Designated Contact’s specific role or Customer’s usage of the Services,
- c) are knowledgeable about the applicable Services in order to help resolve, and to assist VIDIZMO in analyzing and resolving, technical issues, and
- d) have a basic understanding of any problem that is the subject of a case, and the ability to reproduce the problem to assist VIDIZMO in diagnosing and triaging it.

Submitting a Case. Users may submit a case by visiting Support section at VIDIZMO Web site and submit a case as follows:

- a) Telephone support in English is available 9 AM EST – 9 PM EST M-F (five days a week), excluding weekends and USA holidays,
- b) Web support <http://help.vidizmo.com> is available 24x7x365
- c) 24x7 dedicated support contact for critical support issues

Incident Management. An incident is defined as a disruption of normal service/operation. The purpose of incident management is to restore service in a timely manner, often through a workaround, rather than through trying to find a permanent solution which is the aim of problem management. Issues will be categorized by **Impact** and handled according to **Urgency** level described later in this document. Issues will be categorized and handled according to an assigned Impact level, as follows:

Incident Management				
Coverage: 24x7 - Excluding USA Weekends & USA Holidays				
Impact	Definition	Target Response Time¹	Target Resolution Time²	Examples
Critical	An issue that halts a system-wide process or function with no manual	1 hours	1 hours	*SSO stops authenticating all users *All users unable to playback video

	workaround available, and impacts all users			
High	An issue that significantly affects major functionality is <u>persistent</u> and occurs with multiple users or multiple content, devices; <u>there is no available workaround</u>	6 hours	8 hours	* Multiple users unable to playback or upload Video * multiple content files are not being encoded
Medium	Any issue that significantly affects system functionality is <u>intermittent</u> and occurs with multiple users, content or devices. <u>Short-term workaround is available, but not scalable</u>	12 hours	24 hours	* A report shows incorrect data * Incorrect embed code is generated * Sometimes a video may not encode or take a long time to encode and the issue is not related to the video
Low	Inquiry regarding a routine technical issue; information requested on application capabilities, navigation, configuration; the bug is affecting a small number of users. A reasonable workaround is available. The resolution required as soon as reasonably practicable.	24 hours	Planned	* Support inquiry to perform a business function using VIDIZMO Software *Cosmetic / messaging/ text formatting /UI issues in select browsers or devices

Problem Management. Problem Management aims to reduce the adverse impact of incidents and problems and to prevent recurrence of incidents by identifying the root cause (problem control) and initiate actions to improve and correct the situation (error control).

PROBLEM MANAGEMENT		
Impact	Target Response Time ¹	Target Resolution Time ²
Critical	12 hours	We cannot provide target resolution times for problems as it is not possible to predict how long the investigation will take or how long it will take to design and implement the solution. However – we will aim to keep you informed of progress at regular intervals
High	24 hours	
Medium	48 hours	
Low	Planned	

Urgency.

Priority is set by estimating the Urgency and Impact of the situation (as described above). Target Response Time and Target Resolution Time is determined by the assigned priority categorization. The initial priority categorization will be based on input you provide during your first contact with our customer care team. The priority category may be revised once we have a better understanding of your situation through additional discussions with your operations/engineering staff. Situations you deem critical (based on the Urgency/ Impact criteria described above) should always be communicated by telephone (24/7) to avoid delays in response. Telephone numbers for the customer care team applicable to your site can be found on www.vidizmo.com -> Contact Us.

Urgency	A measure of the urgency and required response before your business or process is impacted.
High	Your business operations have been halted and no workaround is available. Immediate action is called for in order to expedite resumption of business operations.

Medium	Your business operations have been halted but a workaround may be possible to fully or partially restore operations. Expedited action is called for to achieve full resumption of normal operations.
Low	Your business operations have not been halted but your operations, or a specific process area is being inconvenienced. Prompt action is called for but some delay in eliminating the inconvenience is tolerable.

Prioritization.

		Impact			
		Critical	Major	Moderate	Minor
Urgency	High	Critical	High	Medium	Medium
	Medium	High	High	Medium	Standard
	Low	Medium	Medium	Standard	Standard

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Phone Calls.

Unlimited Phone Calls, Assigned Support Engineer with direct phone access

Escalation.

Unresolvable reproducible errors will be escalated to higher support tiers for further investigation and analysis.

Resolution Time.

VIDIZMO does not guarantee resolution times, and a resolution may consist of a fix, workaround, service availability or other solution VIDIZMO deems reasonable.

Critical: VIDIZMO will provide continuous efforts (24x7x365) to resolve Critical Service availability issues until a workaround or resolution can be provided or until the incident can be downgraded to a lower severity.

High-Medium: VIDIZMO will provide continuous efforts M-F (9x5) excluding holidays and weekends until a workaround or resolution if provided or until the incident can be downgraded

Low: VIDIZMO will triage Low priority cases and include fixes in upcoming software updates

Cooperation.

Customer's Designated contact will cooperate and work closely with VIDIZMO Support to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to Customer's approval on a case-by-case basis, Users may be asked to provide remote access to their VIDIZMO application and desktop system for troubleshooting purposes.

Reporting. VIDIZMO will provide status update customer every 4 hours for Critical cases and every 72 hours for High Priority cases until their priority is downgraded.

Status Meetings.

Monthly up to 4 hour / month status meeting conducted among Customer and VIDIZMO Designated Contacts to discuss open issues, resolutions, product roadmap.

Advisory Services.

A trusted VIDIZMO advisor helps improve IT and Business alignment during 2 hours/month conference calls with IT and Business Leadership and Business Leadership two Live Event (up to 2 hour each) Support per month.

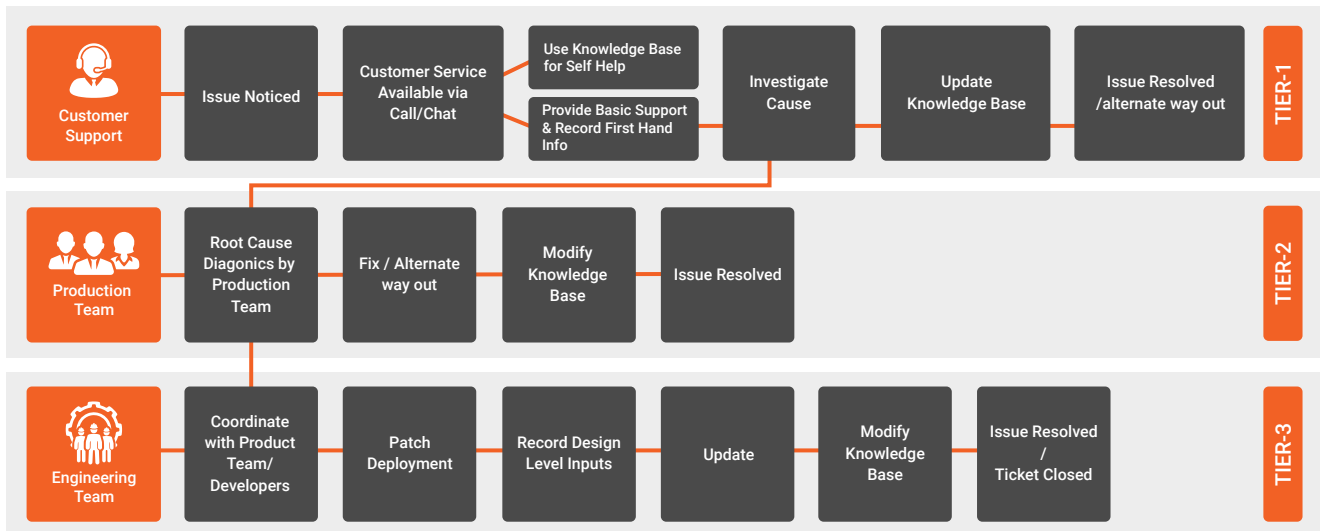
Developer Support (Optional). Developer Support may be optionally added in Premium / Premium Plus Plans. Developer Support consists of VIDIZMO reviewing Customer Apps using VIDIZMO Widget API and offering suggestions to help with issues encountered during development. Developer Support does not include creation of code, or pre-release regression testing. Developer Support scope is limited to the review of code containing 250 code lines or less. Developer Support is available only in English. Customer who have purchased this option are entitled for Developer Support.

Excluded Items.

Premium Support does not service requests that can be resolved with self-service help desk available at <http://help.vidimzo.com> or are related to playback device, bandwidth, infrastructure owned by customer, examples of such requests includes:

- Assistance with VIDIZMO Usernames or password resets. For password resets, Users should click the "Forgot your password?" link on the login page or contact their system administrator;
- Assistance with non-VIDIZMO products, services or technologies, including implementation, administration or use of third-party enabling technologies computers, devices, desktop applications, browsers, browser plug-ins (Silverlight, Flash, etc.), computer networks or communications systems;
- Assistance with installation or configuration of hardware, including computers, hard drives, networks or printers;

Tiered Support Process



1st Tier Support

1st Tier support includes providing assistance to simple and generic how-to questions classified as Low (4) Severity Cases. Most 1st Tier support cases are generic or Frequently Asked Questions (FAQ) which are answered through the self-services knowledge base, email, live chat or a phone callback support. Users can create Support Case via the web at <http://help.vidimzo.com>. During case submission, Users will be asked to provide company name, contact information, and case details, and each case is assigned a unique Support Case number. A VIDIZMO support representative will use commercially reasonable efforts to call or email the user within Target Response Time defined with your purchased VIDIZMO Support Plan. VIDIZMO will use commercially reasonable efforts to resolve each case promptly. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in VIDIZMO's reasonable determination.

2nd Tier Support

2nd Tier support is engaged when a 1st Tier engineer is unable to solve a query within Target Response Timeframe defined within your purchased Support Plan or requires support from product team for any other reason. Nature of 2nd tier support may range to advanced feature, product bugs or failures of certain features in the customer environment and are classified as Critical (1), High(2) or Medium(3) Severity Cases. Sometimes 1st Tier team also works with 2nd Tier support team to resolve the issue while other occasions, 2nd tier support may directly work with the customer as well to resolve the issue.

3rd Tier Support

3rd Tier support team becomes involved when a workaround is not possible, and the problem must be resolved by bringing changes to the software code and will require a patch or release to the production. All 3rd tier support tickets are placed in the pipeline to be prioritized and resolved in upcoming releases. The customer receives a service pack, patch or hotfix when it is available. Optional 3rd tier priority updates service offered by VIDIZMO allows customers to receive early fixes to such issues through accelerated release cycles.