



## Customer Support at SignalDemand

### Overview

World-class support for price optimization software is critical to your organization's success. Our support offerings are designed to enable users to achieve the highest levels of user adoption and success and include both customer support and model maintenance.

- Customer support offers access to our team of experienced customer analysts.
- Model Maintenance continually monitors our Time Series, Demand and Optimization models to ensure they support each of your organization's pricing decisions.

## SignalDemand Standard Support

SignalDemand Standard Support provides multi-channel customer support on a 12-hour x 5 business day basis.

*SignalDemand Standard Support delivers:*

- **Customer secure web portal:** Provides anytime access to our customer portal for online case submission and monitoring, FAQs, alerts and other documentation.
- **Hours of Support:** Our experienced team of customer analysts are available from 6am to 6pm Pacific Time, excluding weekends and US company holidays.
- **Model maintenance:** Ensures that your Time Series, Demand and Optimization models are continually tuned for changes in your business environment.

## SignalDemand Gold Support

SignalDemand Gold Support provides world-class customer support on a 24-hour x 7 day basis.

*SignalDemand Gold Support Delivers:*

- **Unlimited, priority phone support:** Provides unlimited access to a toll-free line with priority call routing to a customer support analyst 24x7 worldwide.

- **Customer secure web portal:** Provides anytime access to our customer portal for online case submission and monitoring, FAQs, alerts and other documentation.
- **Model maintenance:** Ensures that your Time Series, Demand and Optimization models are continually tuned for changes in your business environment.
- **Data maintenance:** Ensures that your SignalDemand application grows with your business as you acquire new customers and introduce new products to the marketplace.
- **Value Audits:** Delivers our value audit methodology to measure both the realized and potential value of the SignalDemand application to ensure an ongoing focus on maximizing ROI from your SignalDemand investment.
- **Usability Assessments:** Enables you to identify practical actions to quickly improve user adoption and ensure that your organization derives maximum benefit from the application on an ongoing basis.

### SignalDemand Support Offerings

	Standard Support	Gold Support
Case Limit	No Limit	No Limit
Response Time	See Response Time Matrix (see 1)	See Response Time Matrix (see 1)
Online Self Service Portal	Included	Included
Support Hours	12/5 (see 1)	24/7 (see 1)
Model Maintenance	Included (see 2)	Included (see 2)
Data Maintenance	Not Included	Included (see 3)
Monthly Usage Metrics Reporting	Not Included	Included
Ongoing Value Audits	Not Included	Included
Annual Usability Assessments	Not Included	Included

## 1. Response Time Matrix

Severity Level	Severity Designation	Examples	Response Time	Target Time to Resolve
P1	Severe Business Impact	<ul style="list-style-type: none"> <li>■ Production system down or not accessible</li> <li>■ Data loss/corruption</li> <li>■ Repeated service interruptions</li> <li>■ Severe performance degradation impacting business</li> </ul>	0-60 minutes	Regular updates per mutual agreement until service restored
P2	Significant Loss of Functionality	<ul style="list-style-type: none"> <li>■ Critical functionality missing without workarounds but system is otherwise up</li> <li>■ Intermittent service interruptions</li> <li>■ Noticeable but tolerable performance degradation</li> </ul>	0-60 minutes	Two business days with daily update
P3	Minor Impact	<ul style="list-style-type: none"> <li>■ Some functionality not working as expected but there are workarounds available</li> <li>■ How-to or usage questions</li> </ul>	1 business day maximum	5 business days
P4	No Operational Impact	<ul style="list-style-type: none"> <li>■ Enhancement requests</li> <li>■ General questions</li> </ul>	3 business days maximum	TBD based on the situation

**Note:** Standard Support offers support from 6am to 6pm Pacific Time, excluding weekend and US company holidays. Gold Support offers support 24 hours/day 7 days per week. The "response time" and "target time to resolve" are based on such business support hours.

## 2. Model Maintenance

Model Maintenance maintains the Time Series, Demand and Optimization models within the Application and includes inspection, diagnostics, configuration, calibration, analysis and support. It includes the following:

- Periodic monitoring with a standard internal tool set.
- Diagnostic activities, including in-depth analysis of model values perceived to be out of tolerance by inspection or as reported by customer support requests.
- Configuration and calibration of models when diagnostics show benefit to performing these operations or on a periodic basis.
- Analysis and Support, including regular, periodic, or ad-hoc analysis operations performed by science and support analysts who may be required to explain or communicate model behavior in response to diagnostics or customer inquiries.

Model Maintenance is limited to the data scope included in the Software-as-a-Service License Agreement (SSLA). Changes that are outside of this data scope can be completed via a professional services engagement on a time and material basis.

### 3. Data Maintenance

Data Maintenance includes:

- New products and/or updates to existing products that fit within the product scope and plant scope included in the SSLA
- New customers and/or updates to existing customers that fit within the market scope and price type scope included in the SSLA

Such changes are agreed and completed on a monthly basis. It will typically take two weeks to complete such changes.

### Committed to Customers' Success

SignalDemand is dedicated to providing customers with outstanding responsiveness with a range of support offerings across a variety of channels. Our support team is staffed with skilled technical engineers and business analysts who are experts on helping your organization derive maximum benefit from our applications.

If you have support questions or need assistance, please contact us:



**SIGNALDEMAND®**

301 Howard Street, Suite 1950  
San Francisco, California 94105

**Phone:** 888.75.SIGNAL (toll-free)

**Fax:** 415.356.0806

**Email:** [customersupport@signaldemand.com](mailto:customersupport@signaldemand.com)

## About SignalDemand

SignalDemand provides manufacturers with on-demand software and services to achieve maximum profit margins in the face of volatile markets and increasingly complex pricing decisions. Using patented, comprehensive mathematical models to process thousands of variables, SignalDemand's technology allows customers to adjust supply and pricing

on a continual basis. By recommending best price, supply utilization and product mix in moments, SignalDemand enables better day-to-day decision-making. Industry leaders rely on SignalDemand for immediate and ongoing improvement of financial performance. For more information, please visit [www.signaldemand.com](http://www.signaldemand.com).