

General. Standard Support Plan is available at no additional cost to the customer and provides support services to the Customer by this description. Users can submit cases 24x7x365 via self-service helpdesk at <http://help.vidizmo.ai>. Upon case submission, Users will be asked to provide company name, contact information, and case details, and each case is assigned a unique case number. A VIDIZMO support representative will use commercially reasonable efforts to call or email the user within Target Response Time 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.

Submitting a Case. Users may submit a case by visiting <http://help.vidizmo.ai> and submit a case as follows: Email, Web support is available 24x7x365. Phone call back support is available M-F from 9 AM – 6 PM ET, except USA Holidays.

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 Time ¹	Target Resolution Time ²	Examples
Urgent	An issue that halts a system-wide process or function with no manual workaround available, and impacts all users	12 Hours	24 Hours	*SSO stops authenticating all users *All users unable to playback video
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>	24 Hours	48 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>	48 hours	72 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.	72 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
Urgent	24 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	48 Hours	
Medium	72 hours	
Low	96 Hours	

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 Urgent (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.ai -> 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			
		Urgent	Major	Moderate	Minor
Urgency	High	Urgent	High	Medium	Medium
	Medium	High	High	Medium	Standard
	Low	Medium	Medium	Standard	Standard

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 urgent (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.ai -> Contact Us.

Callbacks.

Three (03) phone callbacks are included in the standard support plan.

Escalation.

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

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.

Reproducing Errors.

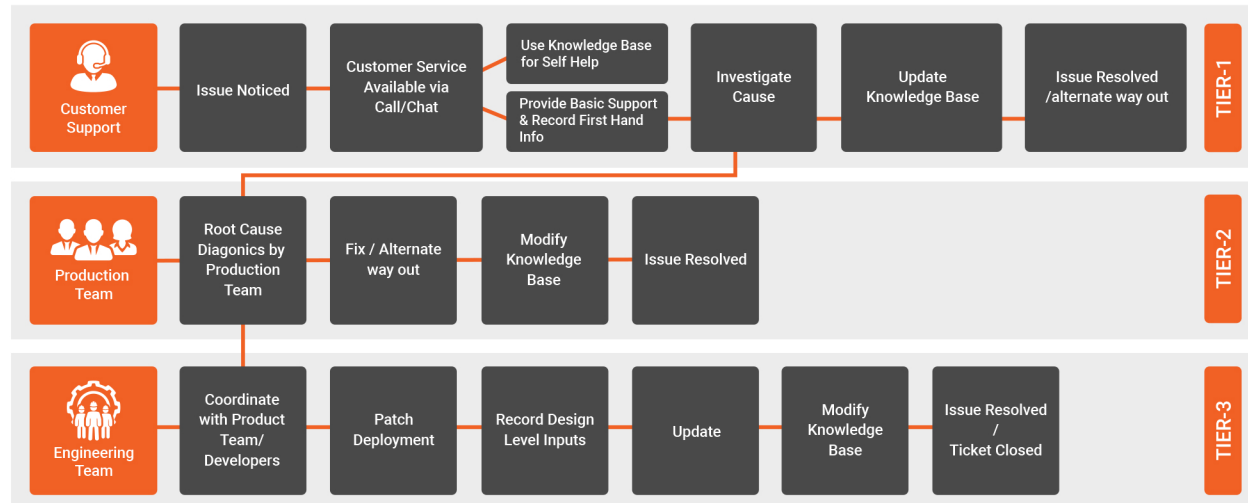
Customer's Designated contact will cooperate and work closely with VIDIZMO to reproduce errors, including conducting diagnostic or troubleshooting activities as requested and appropriate. Also, subject to Customer's approval on a case-by-case basis, Users may be asked to provide remote access to their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

Excluded Items.

Standard Support does not service requests that can be resolved with self-service help desk available at <http://help.vidizmo.ai> 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; or
- Network or Bandwidth Issues
- Creation or testing of custom code including use of VIDIZMO API, HTML, SQL queries
- User specific customizations

Tiered Support Process



1st Tier Support

1st Tier support includes providing assistance to simple and generic how-to questions classified as Low (4) Impact Cases. Most 1st Tier support cases are generic or Frequently Asked Questions (FAQ) which are answered through the self-services knowledge base at <http://help.vidizmo.ai>, email, live chat or a phone call back support. Users can create Support Case via the web at <http://help.vidizmo.ai>. 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 Urgent (1), High (2) or Medium (3) Impact 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.

¹ Our target response time is the target for which we aim to have a technical support person make the first contact with you to understand more about the incident, problem or request you have contacted us about. Dependent upon the priority this may be by telephone or email (or both).

² Our target resolution time for which we aim to have provided a workaround or solution that enables the disruption of service to be restored in case of incidents.