



Cloud Contact notify Schedule to the General Terms

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A note on 'you'

'You' and 'your' mean the Customer.

Words defined in the General Terms

Words that are capitalised but have not been defined in this Schedule have the meanings given to them in the General Terms.

Part A – The Cloud Contact notify Service

1 Service Summary

BT will provide you with a right to access and use Cloud Contact notify as an Enterprise Communications Platform to enable you to build, test and launch omni-channel communication workflows in a low-code serverless environment comprising:

- 1.1 the Standard Service Components; and
- 1.2 any of the Service Options as set out in any applicable Order, up to the point of the Service Management Boundary as set out in Paragraph 4 ("**Cloud Contact notify Service**").

2 Standard Service Components

BT will provide you with the following standard service components ("**Standard Service Components**") in accordance with the details as set out in any applicable Order:

- 2.1 **Service** that includes:
 - (a) a non-exclusive, non-sub-licensable, non-transferable, revocable licence to access the BT Cloud Contact notify Service hosted on the Cloud Contact notify Platform;
 - (b) omni-channel with multi digital and social Channel support for your authorised Administrator to:
 - (i) send two-way communications to manage the business logic and control the flow orchestration, for example, to check consents, preferences, social hour, look up interaction history and select a template;
 - (ii) send messages to the appropriate Channel, tracking delivery and waiting for the customer response;
 - (iii) analyse customer responses using Natural Language Processing ("**NLP**") and Artificial Intelligence ("**AI**") powered conversational automation;
 - (iv) apply business logic and retrieve information from integrated systems to construct responses;
 - (v) fulfil customer requests;
 - (vi) manage communication Channels and integrations into other applications; and
 - (vii) add new Channels as communication channels evolve.
- 2.2 **Configuration and On-boarding** that includes Professional Services as contained in the applicable Order to support the initial technical configuration and on-boarding of the Cloud Contact notify Service in accordance with:
 - (a) the DCF; and
 - (b) the technical specifications as may be set out in the SOW, if applicable.
- 2.3 **Portal**: Customer facing portal to access the Cloud Contact notify Platform functionality. Key capabilities include:
 - (a) Channel gateways;
 - (b) service creation (including rules, workflows, templates, Channel settings);
 - (c) service lifecycle management;
 - (d) User management;
 - (e) tools (API explorer, Channel testing etc.);
 - (f) throughput;
 - (g) reporting;
 - (h) dashboards; and
 - (i) ticketing via the Service Desk.
- 2.4 **User Guides**: information for Users on how to use the Cloud Contact notify Service;
- 2.5 **Support**: as more fully set out in Part C of this Schedule to include:
 - (a) resolution of Incidents; and
 - (b) Service Desk.
- 2.6 **Territory**: the Cloud Contact notify Service is available in:



- (a) United Kingdom; and
- (b) USA.

3 Service Options

BT will provide you with any of the following options ("**Service Options**") at an additional Charge as set out in any applicable Order and in accordance with the details as set out in that Order:

3.1 Cloud Contact notify Service Channels:

- (a) Push notifications
- (b) In-App Messaging
- (c) Social Messaging
 - (i) Facebook Messenger;
 - (ii) WhatsApp Business Chat;
 - (iii) Twitter Direct Message;
 - (iv) WeChat;
 - (v) Skype for Business;
 - (vi) Apple Business Chat, and
 - (vii) Additional channels added as Service Options in the future as may be notified by BT to you;
- (d) Email; and
- (e) SMS.

3.2 **Training:** training for the Administrator on how to use the Cloud Contact notify Service.

3.3 **Professional Services:** such Professional Services you may require in addition to the standard delivery of the Cloud Contact notify Service provided by BT in accordance with Paragraph 6, which may include:

- (a) integration with Enabling Services; and
- (b) integration with other systems.

4 Service Management Boundary

- 4.1 BT will provide and manage the Cloud Contact notify Service in accordance with Parts B and C of this Schedule and as set out in any applicable Order up to the demarcation points where your voice or data network (including any equipment managed or controlled by you) interconnects with the Cloud Contact notify Platform at the firewall. ("**Service Management Boundary**").
- 4.2 BT will have no responsibility for the Cloud Contact notify Service outside the Service Management Boundary.
- 4.3 BT does not make any representations, whether express or implied, about whether the Cloud Contact notify Service will operate in combination with any Customer Equipment or other equipment or software.
- 4.4 BT does not warrant that the Cloud Contact notify Service supplied in accordance with the Contract is free from Incidents, but BT will remedy any defects that materially impair performance (where necessary, by arrangement between both of us) within a reasonable time.
- 4.5 **Security** - You will ensure the proper use of any User names, personal identification numbers and passwords used with the Cloud Contact notify Service and you will take all necessary steps to ensure that they are secure, kept confidential, and not made available to unauthorised persons.

5 Associated Services and Third Parties

- 5.1 You will have the following services in place that will connect to the Cloud Contact notify Service and are necessary for the Cloud Contact notify Service to function and will ensure that these services meet the minimum technical requirements that BT may specify:
 - (a) a service supplied by BT or a third party that enables data transport between the Cloud Contact notify Platform and the Users; and
 - (b) such other service that may be referenced in the SOW. (each an "**Enabling Service**").
- 5.2 If BT provides you with any services other than the Service (including, but not limited to any Enabling Service) this Schedule will not apply to those services and those services will be governed by their separate terms and conditions.

6 Specific Terms

6.1 Changes to the Contract

- 6.1.1 Other than as set out in Part D of this Schedule, BT may propose changes to this Schedule or the Charges (or both) by giving you Notice at least 90 days prior to the end of the Minimum Period of Service or each Renewal Period ("**Notice to Amend**").
- 6.1.2 Within 21 days of any Notice to Amend, you will provide BT Notice:



- (a) agreeing to the changes BT proposed, in which case those changes will apply from the beginning of the following Renewal Period;
- (b) requesting revisions to the changes BT proposed, in which case both of us will enter into good faith negotiations for the remainder of that Minimum Period of Service or Renewal Period, as applicable, and, if agreement is reached, the agreed changes will apply from the beginning of the following Renewal Period; or
- (c) terminating the Contract at the end of the Minimum Period of Service or Renewal Period, as applicable.

6.1.3 If we have not reached agreement in accordance with Paragraph 6.1.2(b) by the end of the Minimum Period of Service or the Renewal Period, the terms of this Schedule will continue to apply from the beginning of the following Renewal Period unless you give Notice in accordance with Paragraph 6.1.2(c) or BT may give Notice of termination, in which case BT will cease delivering the Cloud Contact notify Service at the time of 23:59 on the last day of the Minimum Period of Service or subsequent Renewal Period as applicable.

6.2 Access to Internet

You acknowledge and agree that where the Cloud Contact notify Service provides access to the Internet, the use of the Internet is entirely at your own risk.

6.3 Minimum Period of Service and Renewal Periods

6.3.1 At the end of the Minimum Period of Service, unless one of us has given Notice to the other of an intention to terminate the Cloud Contact notify Service in accordance with the Contract, BT will continue to provide the Cloud Contact notify Service for the Renewal Period and each of us will continue to perform our obligations in accordance with the Contract.

6.3.2 If either of us gives Notice to the other of an intention to terminate the Cloud Contact notify Service, BT will cease delivering the Cloud Contact notify Service at the time of 23:59 on the last day of the Minimum Period of Service or subsequent Renewal Period.

6.4 Termination for Convenience

For the purposes of Clause 17 of the General Terms, either of us may, at any time after the Service Start Date and without cause, terminate the Cloud Contact notify Service by giving 90 days' Notice to the other, such Notice not to expire before the Minimum Commitment Period or such Renewal Period as the case may be.

6.5 Invoicing

6.5.1 BT will calculate the Charges as set out in Part D of the Schedule and invoice you for the following Charges in the amounts set out in any applicable Order:

- (a) Integration Charges, on the Service Start Date, or where the Integration period is estimated to be longer than one month, monthly in arrears starting from when you place an Order until the Service Start Date;
- (b) Recurring Charges for Service Options as may be set out in the Order, except Usage Charges, monthly in arrears;
- (c) Usage Charges, that includes the Cloud Contact notify Platform Licence Charges, monthly in arrears on the first day of the relevant month;
- (d) Gateway Charges;
- (e) Platform Charges;
- (f) Professional Services Charges; and
- (g) any Termination Charges incurred in accordance with Paragraph 6.6 upon termination of the relevant Service.

6.5.2 BT may invoice you for any of the following Charges in addition to those set out in any applicable Order:

- (a) Charges for investigating Incidents that you report to BT where BT finds no Incident or that the Incident is caused by something for which BT is not responsible under the Contract;
- (b) Charges for commissioning the Cloud Contact notify Service outside of Business Hours;
- (c) any other Charges as set out in any applicable Order or as otherwise agreed between both of us.

6.6 Termination Charges

6.6.1 Termination Charges

If you terminate the Contract during the Minimum Period of Service or any Renewal Period, you will pay BT:

- (a) for any parts of the Cloud Contact notify Service that were terminated during the first 12 months of the Minimum Period of Service or during a Renewal Period, Termination Charges, as compensation, equal to:



- (i) 100 per cent of the Recurring Charges for any remaining months or part thereof of the first 12 months of the Minimum Period of Service or any Renewal Period; and
- (ii) any waived Integration Charges;

6.6.2 BT will refund to you any money you have paid in advance after deducting any Charges or other payments due to BT under the Contract.

6.7 Amendments to the General Terms

6.7.1 The wording in Clause 19 of the General Terms is deleted and replaced with the following:

'19.1 Neither party shall be liable to the other party for any delay in the performance of the Contract directly caused by any Force Majeure Event beyond its reasonable control provided such party first gives the other party written notice within five days after becoming aware that such delay was likely to occur.

19.2 If a Force Majeure Event means the Service is completely and continuously unavailable for more than 30 days, either of us may terminate a Service straightaway by giving the other Notice, as long as the Force Majeure Event is still having an effect when the Notice is received, and we will each have to pay the other the amounts referred to in Clause **Error! Reference source not found.**

6.3 If the Force Majeure Event has ceased before any Notice to terminate is received by one of us, the right set out in Clause 19.2 will end and the Notice will have no effect.'



Part B – Service Delivery and Management

7 BT's Obligations

7.1 Service Delivery

Before the Service Start Date and, where applicable, throughout the provision of the Cloud Contact notify Service, BT will:

- 7.1.1 provide you with contact details for the Service Desk that you will be able to contact to submit service requests, report Incidents and ask questions about the Cloud Contact notify Service;
- 7.1.2 provide you with contact details for the escalation of any Incident Resolution of Service issues;
- 7.1.3 provide any Professional Services as selected by you in the Order to support the provision of the Cloud Contact notify Service for your use;
- 7.1.4 provide your Administrator with credentials to access the Cloud Contact notify Service;

7.2 Commissioning of the Service

Before the Service Start Date, BT will:

- 7.2.1 configure the Cloud Contact notify Service in accordance with the DCF and the SOW;
- 7.2.2 conduct a series of tests as may be set out in the SOW on the Cloud Contact notify Service to ensure that it is configured correctly;
- 7.2.3 connect the Cloud Contact notify Service to each Enabling Service, where applicable;
- 7.2.4 on the date that BT has completed the activities in this Paragraph 7.2, confirm to you the Service Start Date; and
- 7.2.5 deliver the Cloud Contact notify Service to you.

7.3 During Operation

On and from the Service Start Date, BT:

- 7.3.1 will respond and use reasonable endeavours to remedy an Incident without undue delay and in accordance with the Service Levels in Part C of the Schedule if you report an Incident on the Cloud Contact notify Service;
- 7.3.2 will manage and maintain the Cloud Contact notify Service and Portal;
- 7.3.3 may carry out Maintenance (including upgrades to the Cloud Contact notify Platform) from time to time and will use reasonable endeavours to inform you:
 - (a) of any Planned Maintenance on the Cloud Contact notify Service, or where applicable, the BT Network, BT Equipment or Purchased Equipment, however, BT may inform you with less notice than normal where Maintenance is required in an emergency; or
- 7.3.4 may, in the event of a security breach affecting the Cloud Contact notify Service, require you to change any or all of your passwords. BT does not guarantee the security of the Cloud Contact notify Service against unauthorised or unlawful access or use.

7.4 The End of the Service

On termination of the Cloud Contact notify Service by either of us, BT:

- 7.4.1 may, following consultation with you, delete any Content; and
- 7.4.2 will remove your accounts and associated data from the Cloud Contact notify Platform.

8 Your Obligations

8.1 Service Delivery

Before the Service Start Date and, where applicable, throughout the provision of the Cloud Contact notify Service, you will:

- 8.1.1 for any Service Options in Paragraphs 3.1 of this Schedule:
 - (a) hold an appropriate account for such Channel;
 - (b) assist BT with applicable permissions to connect any Channel to the Cloud Contact notify Platform; and
 - (c) install plugins for such Channel to connect to the Service.

All Channels are provided 'as is'. BT has no control over any Channel functionality or changes to existing functionality of Channels.



- 8.1.2 provide BT with the names and contact details of any individuals authorised to act on your behalf for Cloud Contact notify Service management matters ("**Customer Contact**"), but BT may also accept instructions from a person who BT reasonably believes is acting with your authority;
- 8.1.3 provide accurate and complete details in the DCF and the SOW;
- 8.1.4 provide BT with any information reasonably required without undue delay;
- 8.1.5 complete any preparation activities that BT may request to enable you to receive the Cloud Contact notify Service promptly and in accordance with reasonable timescales; and
- 8.1.6 ensure that you comply with all other requirements and specifications as may be set out in the SOW or DCF.

8.2 During Operation

On and from the Service Start Date, you will:

- 8.2.1 ensure that Incident reports from Users are passed to your internal helpdesk in the first instance;
- 8.2.2 ensure that your Customer Contact or Administrator escalates Incidents not resolved by your internal helpdesk to the BT Service Desk using the reporting procedures agreed between both of us and is available for all subsequent Incident management communications;
- 8.2.3 monitor and maintain any Customer Equipment connected to the Cloud Contact notify Service or used in connection with a Cloud Contact notify Service;
- 8.2.4 ensure that any Customer Equipment and any Enabling Services that are connected to the Cloud Contact Notify Service or that you use, directly or indirectly, in relation to the Cloud Contact notify Service is:
 - (a) connected;
 - (b) adequately protected against viruses and other breaches of security;
 - (c) technically compatible with the Cloud Contact notify Service and will not harm or damage BT Equipment, the BT Network, or any of BT's suppliers' or subcontractors' network or equipment; and
 - (d) approved and used in accordance with relevant instructions, standards and Applicable Law and any safety and security procedures applicable to the use of that Customer Equipment;
- 8.2.5 immediately disconnect or stop using the API and the Service where Customer:
 - (a) does not meet any relevant instructions, standards or Applicable Law; or
 - (b) contains or creates material that is in breach of the Acceptable Use Policy and you are contacted by BT about such material,and redress the issues prior to reconnection to the Cloud Contact notify Service;
- 8.2.6 distribute, manage and maintain access profiles, passwords and other systems administration information relating to the control of Users' access to the Cloud Contact notify Service;
- 8.2.7 maintain a written list of current Users and provide a copy of such list to BT within five Business Days following BT's written request at any time;
- 8.2.8 ensure the security and proper use of all valid User access profiles, passwords and other systems administration information used in connection with the Cloud Contact notify Service and:
 - (a) immediately terminate access for any person who is no longer a User;
 - (b) inform BT immediately if a User's ID or password has, or is likely to, become known to an unauthorised person, or is being or may be used in an unauthorised way;
 - (c) take all reasonable steps to prevent unauthorised access to the Cloud Contact notify Service;
 - (d) satisfy BT's security checks if a password is lost or forgotten; and
 - (e) change any or all passwords or other systems administration information used in connection with the Cloud Contact notify Service if BT requests you to do so in order to ensure the security or integrity of the Cloud Contact notify Service.
- 8.2.9 not allow any User specific subscription to be used by more than one individual User unless it has been reassigned in its entirety to another individual User, in which case you will ensure the prior User will no longer have any right to access or use the Cloud Contact notify Service; and
- 8.2.10 inform BT within five Business Days if the usage increases or decreases or is likely to increase or decrease to qualify for usage at a different tier level so that BT may adjust the Charges proportionately.
- 8.2.11 not conduct any maintenance activities on the Cloud Contact notify Service yourself.
- 8.2.12 ensure your Content for use with the Service complies with BT's Acceptable Use Policy, the Compliance Obligations and Applicable Law;

8.3 The End of the Service

On termination of the Cloud Contact notify Service by either of us, you will:



- 8.3.1 stop using the Cloud Contact notify Service;
- 8.3.2 pay all outstanding Charges to BT;
- 8.3.3 provide such other assistance as may be reasonably required by BT.

9 Notification of Incidents

Where you become aware of an Incident:

- 9.1 your Users will report Incidents to your internal helpdesk;
- 9.2 if an Incident is not resolved, the Customer Contact or Administrator will report it to the Service Desk;
- 9.3 BT will give you a Ticket;
- 9.4 BT will inform you when it believes the Incident is cleared and will close the Ticket when:
 - 9.4.1 you confirm that the Incident is cleared within 24 hours after having been informed; or
 - 9.4.2 BT has attempted unsuccessfully to contact you, in the way agreed between both of us in relation to the Incident, and you have not responded within 24 hours following BT's attempt to contact you.
- 9.5 If you confirm that the Incident is not cleared within 24 hours after having been informed, the Ticket will remain open, and BT will continue to work to resolve the Incident.



Part C – Service Levels

10 Service Levels and Metrics

From the Service Start Date, BT will provide the Cloud Contact notify Service with the Service Levels set out below. The Cloud Contact notify Service does not include any service credits. All Service Levels are target service levels based on reasonable commercial efforts by BT.

10.1 Service Availability:

Service Availability	
Description	The Service Availability measurement is used to determine if the service level meets the requirements for Availability as agreed. The Cloud Contact notify Platform will be evaluated for the purposes of Service Availability. The Channels will not be included as part of Service Availability as service availability for the Channels in Paragraph 3 under Service Options is dependent on the various third party providers of such Channels.
Measure	$\frac{\text{Time Period} - \text{Scheduled Downtime} - \text{Unscheduled Downtime} \times 100}{\text{Time Period} - \text{Scheduled Downtime}}$
SLA Target	99.7%
Frequency	To be measured over a calendar month and to 2 decimal places.

10.2 Reliability:

Reliability	
Description	Measures the reliability of the Cloud Contact notify Platform in terms of the number of Incidents by Priority Level. The Channels will not be included as part of Service Reliability as service reliability for the Channels in Paragraph 3 under Service Options is dependent on the various third party providers of such Channels.
Measure	Number of Priority Level Incidents over a time period (priority 1 being highest in the list).
SLA Target	S1 = Priority Level 1 Incidents (not more than 1). S2 = Priority Level 2 Incidents (not more than 3). S3 = Priority Level 3 Incidents (not more than 6). S4 = Priority Level 4 Incidents (not more than 10).
Frequency	To be measured over a calendar month.

10.3 Incident Resolution

Incident Resolution	
Description	Measures the ability to return the Cloud Contact notify Platform to a fully operational state or to respond effectively to requests for advice and guidance.
Measure	Number of Priority Level Incidents exceeding Incident Resolution Time.
SLA Target	Priority Level 1 Incidents (none to exceed). Priority Level 2 Incidents (not more than 2). Priority Level 3 Incidents (not more than 3). Priority Level 4 Incidents (not more than 3).
Frequency	To be measured over a calendar month.

10.4 Incident Response



Incident Response	
Description	The Incident Response Time targets are intended to ensure that Incidents are handled appropriately and promptly. The Operations Team is responsible for commencing the investigation at the onset of the Incident and will contact the Customer's representative within the response times given.
Measure	Total responses outside Incident Response Time.
SLA Target	R1 = Priority Level 1 (none). R2 = Priority Level 2 (not more than 1). R3 = Priority Level 3 (not more than 2). R4 = Priority Level 4 (not more than 3).
Frequency	Measured over a calendar month.

10.5 Incident Management

(a) Incident Prioritisation

Priority Level	Business Impact Summary
Priority Level 1	
Critical	A complete outage where the Cloud Contact notify Platform cannot process more than 75% of the messages received from either the end Users or agents due to a fault.
Priority Level 2	
Major	Partial outage, including intermittent failures, affecting more than 50% of messages received from either the end users or agents due to a fault within the Cloud Contact notify Platform.
Priority Level 3	
Minor	Minor impact on system functions or affecting only single messages. No direct impact on full Cloud Contact notify Platform Availability.
Priority Level 4	
Low	Low impact on the overall Cloud Contact notify Platform or system functions.

(b) Incident Handling

The BT Support Team is responsible for actively monitoring, detecting and resolving faults within the Cloud Contact notify Service. BT operates a trouble ticketing system recording all the Incidents reported by customers. The Support Team will provide you with a ticket number and regular updates at agreed intervals of the progress in Incident handling and rectification process wherever applicable. BT will endeavour to restore normal service of the Cloud Contact notify Platform in accordance with the resolution times provided below. Once a P1 Incident has been closed, BT will provide a Root Cause Analysis report with a concise description of the cause, impact and action taken to remedy such occurrences, when requested to do so by you. Incidents within any Channels will be allocated an appropriate Priority Level by BT, monitored and where appropriate, escalated by BT, but resolution of Channel Incidents is excluded from any Incident Management targets as resolution is dependent on the third party providers of the Channels.

(c) Service Desk Contact Details

Level	Hours	Name	Contact number and Email
Level 1	24 x 7 Operations Department	Operations	BT will provide details before Service Start Date

(d) Response Times

The response time is the target time from the time an Incident report is logged at the Service Desk to the time an initial response is sent back to the Customer.



Priority Level	Response Time
Priority Level 1	30 minutes
Priority Level 2	1 hour
Priority Level 3	6 hours
Priority Level 4	24 hours

(e) Resolution Times

The response time is the time during which BT endeavours to restore the Cloud Contact notify Platform to the Customer. Incidents within any Channels will be logged and where appropriate escalated by BT, but resolution of Channel Incidents are excluded from any Resolution Time targets as resolution is dependent on the third party providers of the Channels.

Priority Level	Response Time
Priority Level 1	8 hours
Priority Level 2	3 days
Priority Level 3	1 week
Priority Level 4	Next Release

(f) Escalations

In the event that target resolution times are not being met or an Incident is of a particularly sensitive nature the following escalation process will apply:

Escalation to BT	Hours	Contact number and Email
SLA Manager	Business Hours	BT will provide details before Service Start Date
Client Services and Operations Manager	Business Hours	BT will provide details before Service Start Date

11 Training

11.1 BT will provide training and agree a training schedule with you upon request, at an additional Charge.

11.2 Training Services include:

- (a) train-the-trainer sessions to individuals identified by you for up to 3 hours per session.
- (b) training session Content will cover:
 - (i) an overview of configuration, administration, trouble-shooting, service management and integration, service approval and mapping, portal management; subscriber management and customer care, techniques for performance improvement;
 - (ii) the knowledge Transition Process, techniques and methodology to include:
 - 11.2.1 identification of team for the knowledge transfer sessions;
 - 11.2.2 establish a tailored process after discussion with relevant stakeholders;
 - 11.2.3 execute the Training sessions;
 - 11.2.4 measure the effectiveness of Training sessions; and
 - 11.2.5 the new team has to apply the knowledge gathered.
- (c) collaboration with you to meet your knowledge transition training needs;
- (d) training materials in English.



Part D – Charges

Professional Services Charges (to include Integration Charges)

Daily Rate

£ [xx] Estimate for Professional Services Charges will depend on the complexity of the functionality and backend integration. Charges will be set out in the applicable Order.

Gateway Charges Monthly

Tier	Push (mobile and web)	In-App Messaging (including push)	Social	Email
Tier 1	£[x] for 10,000 MAD	£[x] for 10,000 MAD	£[x] for 1,000 MAU	£[x] /1k up to 10,000 Emails
Tier 2	£[x] for 50,000 MAD	£[x] for 50,000 MAD	£[x] for 5,000 MAU	£[x] /1k up to 50,000 Emails
Tier 3	£[x] for 100,000 MAD	£[x] for 100,000 MAD	£[x] for 25,000 MAU	£[x] /1k up to 100,000 Emails
Tier 4	£[x] for 1,000,000 MAD	£[x] for 1,000,000 MAD	£[x] for 100,000 MAU	£[x] /1k up to 1,000,000 Emails
Bespoke	£ call	£ call	£ call	£ call

Gateway Charges will depend on the number of messages/Users/Devices of the Service as more fully set out in the applicable Order. BT may change the above pricing with 30 days prior written notice to reflect any change in third party costs or costs from Supplier.

Platform Charges Monthly

Tier	Monthly Licence Charge	Flow Executions PCM
Tier 1	£[x] /per month	500,000
Tier 2	£[x] /per month	1 million
Tier 3	£[x] /per month	2 million
Tier 4	£[x] /per month	3 million
Bespoke	£ call	£ call

Voice pricing and Charges and extra database or file storage to be provided on request.

Standard Transactions Per Second ("TPS") for tier 1-4 is 30 TPS cumulative across the Channels used.

Usage of flow executions above selected monthly tier level will be charged per session.

Standard TPS for tier 1-4 30 TPS.

Charges are per calendar month for every Minimum Period of Service or a Renewal Period (12 months per term).

You may upgrade to higher tiers during the Minimum Period of Service or a Renewal Period.

You may downgrade back to the original tier within a given 12 month term by giving 3 months' notice.

The flow executions model: measure triggering workflows in the Cloud Contact notify Platform. Sample workflow could manage: customer survey, provision of new /upgrade service, promotion of service to existing customers, fraud detection workflow, etc.

Workflows that run for more than 24 hours will be counted as 1 flow executions per 24 hours of runtime.

Custom nodes/API integration with backend systems will be developed by Supplier professional services department based on time and materials ("T&M"). Custom nodes might also include reoccurring monthly maintenance and support fees.

Platform Charges will depend on the number of messages/Users/Devices of the Service as more fully set out in the applicable Order.



Cloud Contact notify Schedule

BT may change the above pricing with 30 days' prior written notice to reflect any change in third party costs or costs from the Supplier.



Part E – Defined Terms

12 Defined Terms

In addition to the defined terms in the General Terms, capitalised terms in this Schedule will have the below meanings (and in the case of conflict between these defined terms and the defined terms in the General Terms, these defined terms will take precedence for the purposes of this Schedule). BT has repeated some definitions in this Schedule that are already defined in the General Terms. This is to make it easier for you to find the definitions when reading this Schedule.

“Administrator” means your designated administrative user who has been given security credentials for access to the Cloud Contact notify Platform to administer, permission and train other Users on the Cloud Contact notify Service;

“API” means a set of functions and procedures allowing the creation of applications that access the features or data of an operating system, application or other service.

“Apple Business Chat” means messages sent directly from the messages function within Apple Business Chat.

“Availability” means the period of time when the Cloud Contact notify Service is functioning.

“Business Day” means any day other than a Saturday, Sunday or public holiday in England and Wales.

“Business Hours” means between the hours of 0900 and 1800 in a Business Day.

“Channels” has the meaning given in Paragraph 3.1.

“Cloud Contact notify Platform” has the meaning given in Paragraph 2.1.

“Cloud Contact notify Service” or **“Service”** has the meaning given in Paragraph 2.1.

“Content” means applications, data, information (including Emails and SMS), video, graphics, sound, music, photographs, software or any other material.

“Customer Contact” has the meaning given in Paragraph 8.1.1.

“Customer Equipment” means any equipment including any Purchased Equipment and any software, other than BT Equipment, used by you in connection with the Cloud Contact notify Service.

“DCF” means the data capture form that you provide to BT.

“Device” means any mobile handset, laptop, tablet or other item of handheld equipment, including all peripherals, excluding SIM Cards and applications, which are in scope of the [Insert Name] Service, as set out in the Order

“Email” means a method of exchanging digital messages from an author to one or more recipients.

“Enabling Service” has the meaning given in Paragraph 5.1.

“Enterprise Communications Platform” means a cloud based delivery model that allows organisations to add real-time communication capabilities to business applications by deploying APIs.

“Facebook Messenger” means a mobile tool that allows users to instantly send messages to friends on Facebook.

“Gateway Charges” means Channel specific charges in addition to Platform Charges for usage of Channels selected and used by you as more fully set out in Part D of the Schedule.

“General Terms” means the general terms to which this Schedule is attached or can be found at www.bt.com/terms, and that form part of the Contract.

“In-app Messaging” means messages sent and received by individuals through a customer specific application;

“Incident” means an unplanned event that causes an interruption to, or a reduction in, the quality of the Cloud Contact notify Service.

“Incident Management” has the meaning given in Paragraph 10.5.

“Incident Resolution Time” means the time from the initial Incident reporting to BT's Service desk to closure following satisfactory resolution of the Incident as agreed by BT and excluding any periods during which the Incident clock was stopped.

“Incident Response” has the meaning given in Paragraph 10.4.

“Incident Response Time” means the length of time taken for a first response to you, once an Incident has been logged.

“Integration Charges” means those Charges set out in any applicable Order in relation to integration of the Cloud Contact notify Service.

“Internet” means a global system of interconnected networks that use a standard Internet Protocol to link Devices worldwide.

“Licence” means an annual subscription for access to the Cloud Contact notify Platform.

“MAD” means the monthly active Devices calculated as the number of Devices using the Cloud Contact notify Service for In-App Messaging and Push Messages. The active Device count is calculated based on the registered Devices on the Cloud Contact notify Platform.

“MAU” means monthly active Users calculated as the number of active Users in a given month using the Cloud Contact notify Platform. An active User is calculated using two attributes – the Application (“App”) and the User. The unique combination of those in one month is the number of MAU's.



“**Minimum Period of Service**” means a period of 12 consecutive months beginning on the Service Start Date, unless set out otherwise in any applicable Order.

“**Notice to Amend**” has the meaning given in Paragraph 6.1.1.

“**Operations Team**” has the meaning given in Paragraph 10.4.

“**Planned Maintenance**” means any Maintenance BT has planned to do in advance.

“**Platform Charges**” means the monthly fee that enables you to use a specific number of sessions in a month, i.e. agreed usage and any additional usage will be charged at a fixed rate unless volume discounts have been agreed for committed spend levels.

“**Portal**” means a self-service portal that enables management of certain functions of the Cloud Contact notify Platform including without limitation: Channel asset management, service creation like rules, workflows, templates and Channel settings, service lifecycle management, User management, tools like API explorer, Channel testing, docs, reporting, dashboards and ticketing and Service Desk.

“**Priority Level**” has the meaning given in Paragraphs 10.2 and 10.3.

“**Professional Services**” means those services provided by BT to design, set up of the application and training to the Customer’s specifications as set out in the Statement of Work (“SOW”) or any change requests implemented during the term of the Contract for optimization and or retraining.

“**Push notifications**” means a one-way message sent to a customer without the use of email, SMS or any social media Channels;

“**RCS**” means rich communication services;

“**Recurring Charges**” means the Charges for the Cloud Contact notify Service or applicable part of the Cloud Contact notify Service that are invoiced repeatedly in every payment period (e.g. every month), as set out in any applicable Order.

“**Reliability**” has the meaning given in Paragraph 10.2.

“**Renewal Period**” means for the Cloud Contact notify Service, the initial 12 month period following the Minimum Period of Service, and each subsequent 12 month period.

“**Resolution**” means to allow end users to use the Cloud Contact notify Service without noticeable degradation in the Cloud Contact notify Service as per the requirements of the applicable priority level.

“**Root Cause Analysis**” has the meaning given in Paragraph 10.5 (b).

“**Scheduled Downtime**” means any downtime or outage planned by the third party Provider and notified to you in advance in writing;

“**Service Availability**” has the meaning given in Paragraph 10.1.

“**Service Levels**” or “**SLA**” means the target service levels applicable to the Cloud Contact notify Platform and Services as set out in Part C.

“**Service Desk**” means the helpdesk that you are able to contact to submit service requests, report Incidents and ask questions about the Cloud Contact notify Service.

“**Service Management Boundary**” has the meaning given in Paragraph 4.1.

“**Service Options**” has the meaning given in Paragraph 3.

“**Service Start Date**” has the meaning as set out in Paragraph 7.2.

“**Skype for Business**” means a unified communications platform to integrate common channels of business communication.

“**SMS**” means short messaging service;

“**Social Messaging**” means messages sent via Facebook Messenger, WhatsApp, WeChat, Apple Business messaging, RCS, Twitter and the like;

“**SOW**” means the statement of work that the Customer agrees with BT setting out the Customer’s requirements for professional services to set up, configure, use and or make changes to the Cloud Contact notify Service for that Customer.

“**Standard Service Components**” has the meaning given in Paragraph 2.

“**Supplier**” means BT’s third party supplier of the Cloud Contact notify Services.

“**Support Team**” means the BT or Supplier support team responsible for actively monitoring, detecting and resolving faults within the Cloud Contact notify Service.

“**Ticket**” means the unique reference number provided by BT for an Incident and that may also be known as a “**fault reference number**”

“**Twitter Direct Message**” means a direct messaging function in Twitter that allows a user to send a private message to a specific user.

“**Unscheduled Downtime**” means any downtime or outage resulting from an Incident classified as P1 or P2 that has not been planned by the third party Supplier in advance. Excluded from this are items deemed to be out of control of the third party Supplier

“**Time Period**” means the total number of minutes in any calendar month less the total of Scheduled Downtime.

“**Usage Charges**” means the Charges for the Cloud Contact notify Service or applicable part of the Cloud Contact notify Service that are calculated by multiplying the volume of units that you used or incurred in a



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period (e.g. number of agents using the Cloud Contact notify Service, or the number of minutes the Cloud Contact notify Service was used for) with the relevant fee as set out in any applicable Order.

“**User**” means your authorised users of the Cloud Contact notify Service, including an Administrator. User will not include your end users.

“**WeChat**” means a messaging function and chat application.

“**WhatsApp Business Chat**” means WhatsApp with additional features designed for businesses to connect with their customers.