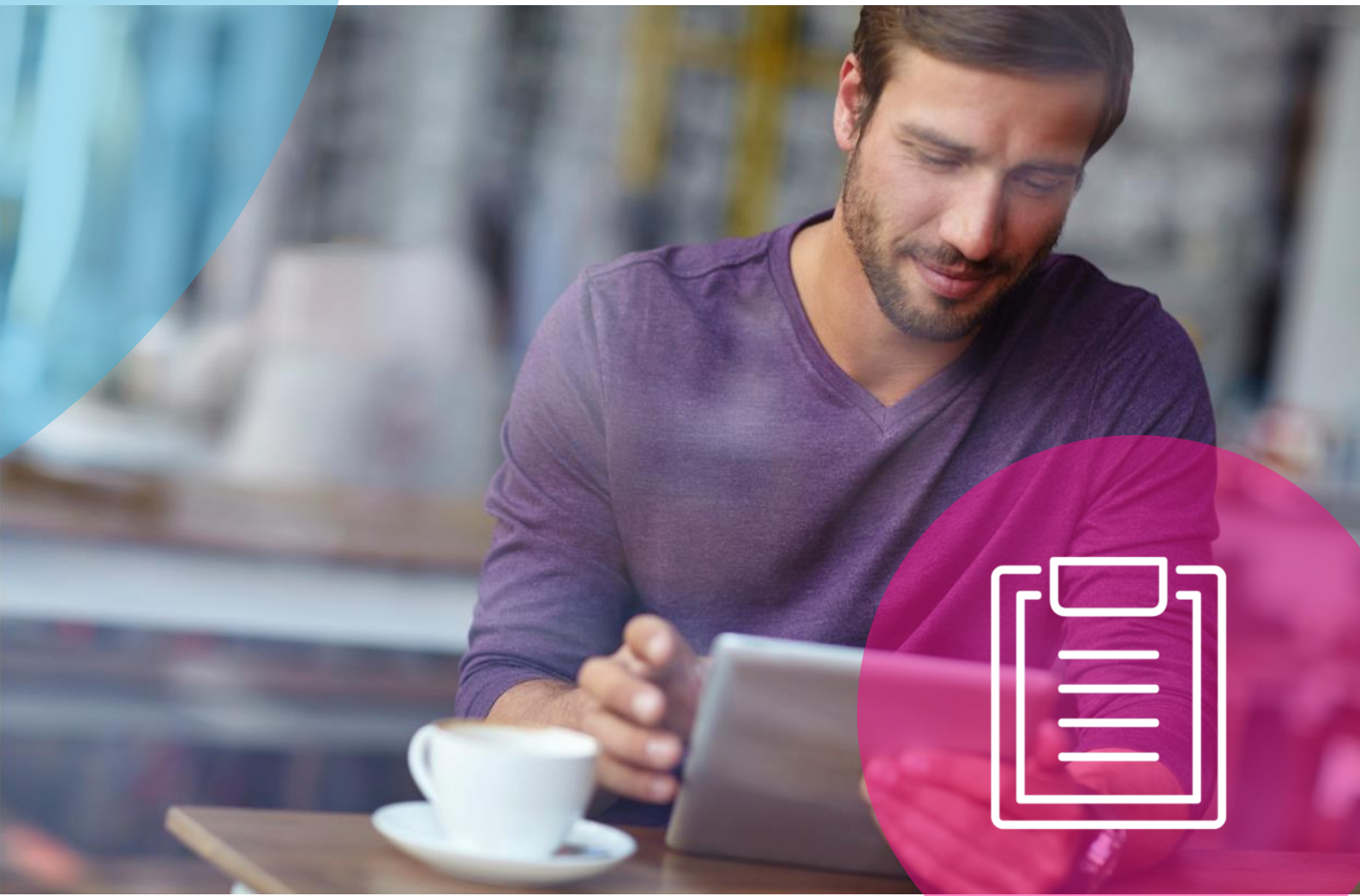# Services Definition Document
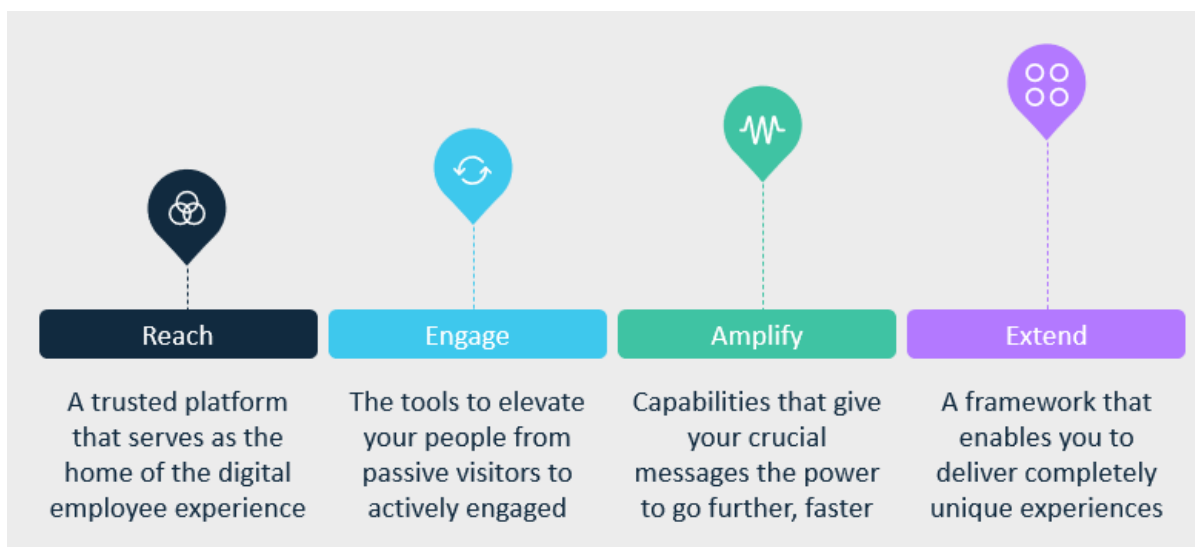
1. PROPOSED SOLUTION

1.1. What the service is?

Unily is robust and extensible digital experience platform able to meet a broad range of enterprise portal scenarios. Portals built on Unily 's Digital Experience Cloud ("DXC") deliver secure access to digital content and experiences to a whitelisted or specifically invited set of end users. All these experiences are delivered across the cloud and can be accessed via a list of supported common web browsers. Common scenarios supported include intranets, customer portals, supplier portals and partner portals. Please see a breakdown of common capabilities Unily offers. Note these are not limited to these features, Unily regularly provides new capability through its extensive Roadmap, driven by Customer requests and market trends.

Unily understands that, while there are many common organizational challenges to success, every organization is unique. Each step of the model takes an organization towards the aspirational goal of a single platform that enables every employee to do their very best work. A list of functionalities relating to each Module can be found on https://www.unily.com/pricing. Licensee may purchase additional Modules throughout the Minimum Term, subject to commercial terms to be agreed between the Parties at a later date.

Reach	Engage	Amplify	Extend
A trusted platform that serves as the home of the digital employee experience	The tools to elevate your people from passive visitors to actively engaged	Capabilities that give your crucial messages the power to go further, faster	A framework that enables you to deliver completely unique experiences

ALL MODULES

PLATFORM		
o User Data Sync	o WCAG 2.1 AA Accessibility	o Unily Graph
o Connection to Identitiy Provider(s) and Tenant(s)*	o Microservices	o Analytics

*Pricing is subject to implementation costs as outlined under BrightStarr's SOW(s).

REACH

The Reach capability includes a core set of features to configure your employee experience platform, design a robust content IA and deliver effective communications to your people across desktop, tablet, and mobile. The benefits of the Reach capability are better engaged and informed people, achieved through deeply personalized experiences that are easy for admins to manage.

COMMUNICATIONS	PROFILES	MEDIA
o News, Announcements, Events o Commenting, Custom Reactions, @Mentioning, #Hashtags o Personalized, Targeted and Recommended Content o Following Sites and Content o Notifications o Mandatory Content	o User Profiles with Following o Organization Charts o Synchronize Data o People Directory o User Insights	o Image Galleries with AI Image Tagging o Integrated Stock Image Library o Video With AI Transcription *(capped)* o Documents, Libraries & Document Explorer
PUBLISHING	**LANGUAGES**	**FORMS**
o Drag & Drop Page Designer o Content Views & Templates o Front End Content Creation o Audience & Device Impersonation o Content Scheduling and Approval Workflow o Content Review Lifecycle o Rollback and Auditing o Permissions	o Multilingual o AI Machine Translation	o Forms, Polls, Surveys & Quizes o Automation o Integrated Forms o Data Export
ENTERPRISE IA	**DEVICES**	**SEARCH**
o Targeted Homepages and Navigation o Sites, Private Sites & Site Theming	o iOS and Android Apps o Offline Reading	o Search Center o Contextual Filters and Refiners o Behaviour and Relevancy Controls
ANALYTICS	**EXTRANET**	**FEATURE STORE**
o OOTB Dashboards o Adoption Reports and Performance Benchmarking	o External Sites o External User Invites and Social Identities o Co-Branded Sites	o Community-Driven Widgets o Site and Page Templates o FAQ Portals and Locations Directory o Pre-configured Campaigns For Amplify Clients o Integration with Productivity Cloud

ENGAGE

The Engage capability includes features that promote greater social engagement, support the reward and recognition of your people and engage your people with their work through integrations. The benefits of the Engage capability include giving your people a voice, recognizing the people that live your values, and providing a single pane of glass experience into other systems.

SOCIAL	REWARD AND RECOGNITION
o **Public and Private Social Channels** o **Following** o **Media and Video Posts** o **Social Moderation**	o **Top Down Badges With Points** o **Peer To Peer Kudos With Points** o **Recognition Leaderboards**
PREMIUM STORE	**INTEGRATIONS**
o **Premium Experiences including Ideation & Brand Portal** o **Email templates for Engage Clients**	o **Integrated Experiences** o **Integrated Search** o **Personalized Targeted Emails**
	EMAIL BROADCASTING
	o Email Templates with Drag & Drop Design o Emails Dynamically Connected to Content o Scheduled Emails o Performance and metrics

AMPLIFY

The Amplify capability includes the tools to better coordinate your communications and content delivery across numerous channels. The benefits of the Amplify capability lie in sending information to the tools your people use most to nurture employee engagement and track your impact by taking advantage of advanced content performance intelligence.

ENGAGEMENT AUTOMATION
o **Content Automation** o **Multi-channel campaigns** o **Personalized user journeys & sequences** o **Engagement Insights & Benchmarking**

EXTEND

The Extend capability pulls together a rich set of platform frameworks that enable developers to work with all your content, data and analytics to design new, rich experiences to cover unique requirements. The benefits of utilizing this capability are the ability to rapidly mobile existing internal IT expertise to extend your platform to cover almost any new requirement.

EXTENSIBILITY FRAMEWORK	DEVELOPER FRAMEWORK
o Custom Content Types	o CSS, Less & JavaScript o Unily Graph & API Access o Queries & Templates o Custom Integrations o Custom Form Components o Developer Sandbox o Developer Guides

1.2. The levels of data backup and restore, and disaster recovery you'll provide, such as business continuity and disaster recovery plans

Backup and restore

This section describes the backup and restore characteristics of the infrastructure in the clou hosted model

for production environments.

All backups are stored within Unily's Azure tenancy, on geo-redundant storage.

Component	Description
Traffic Manager	Azure does not provide the ability to takes backups of the Traffic Manager. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Load Balancer	Azure does not provide the ability to take backups of the load balancer. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Unily Servers	All Servers are built from images using ARM templates. Web application configuration is documented and stored within a deployment and release management tool.
SQL Database	All production SQL Azure databases are configured using Azure Active Geo-Replication. Databases have full backups taken weekly, differential backups daily and transaction logs are backed up every 5 minutes. Backups are retained for 15 days, and a database can be restored (including a recently deleted database) to any point in time during its retention period. For further details, see this article.
Notification Hub	Azure does not provide the ability to take backups of the Notification hub. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Event Hub and Service Bus	Azure does not provide the ability to take backups of the Event Hub or Service Bus. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Redis Cache	Azure does not provide the ability to take backups of the Redis cache. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Blob Storage	All storage instances have soft delete capabilities enabled allowing for recovery of items up to 35 days after Unily content recycle bin has been emptied.
CDN	Azure does not provide the ability to take backups of the CDN. Therefore, this service is built with High Availability in mind and configuration is documented by Unily.
Azure Media Services	This service is built with High Availability in mind and configuration is documented by Unily. An SLA of 99.9% is provided for uptime.

High availability / Disaster Recovery

This section describes the High Availability characteristics of the infrastructure in the cloud hosted

model for production environments.

Component	Description
Traffic Manager	The Azure Traffic Manager service is implemented with high availability by Microsoft. Users are served by the Traffic Manager profile in their local (nearest) data centre (based on DNS). Should there be a data centre outage and user's requests cannot reach the Traffic Manager Endpoints, Microsoft handle the redirection of user requests to the nearest active data centre.
Load Balancer	The Load Balancer service is implemented with high availability by Microsoft Azure. As per architectural diagrams in this document, a replica of the load balancer exists in the secondary site to handle distribution of traffic on failover.
Unily Servers	In the primary and secondary sites, there are two front-end servers. Front-end servers are deployed to an Azure Availability set to achieve the 99.95% uptime SLA that Microsoft provides. All CMS traffic is routed to a dedicated CMS web application on a server within the Unily farm. A replica of this configuration exists in the secondary site.
SQL Database	All production SQL Azure databases are configured using Azure Active Geo-Replication. Active geo-replication is configured for a secondary in the paired region. Geo-replication from the primary to the secondary is asynchronous for every transaction committed. Transactions applied to the primary are copied to and applied to the secondary but the primary is not blocked while waiting for this to occur. Changes are buffered making the replication system resilient to temporary connection problems or high-latency when replicating to a distant location. In the case of a data centre outage affecting the primary, failover is handled automatically using automation tools implemented by Unily. Terminating the relationship is done from a secondary database as the primary database will be unavailable. Terminating from the secondary is always immediate and will lose any transactions that had not been replicated at the point the primary became unavailable. How much, if any, data that is lost will depend on how active the primary was at the point it failed and what if any buffering of transactions was occurring across the connection.
Notification Hub	The Notification Hub service is implemented with high availability by Microsoft Azure.
Event Hub and Service Bus	The Event Hub and Service Buses services are implemented with high availability by Microsoft Azure.
Redis Cache	The Redis Cache service is implemented with high availability by Microsoft Azure.
Blob Storage	All storage instances are implemented with high availability by Microsoft Azure.
CDN	The CDN service is implemented with high availability by Microsoft Azure.
Azure Media Services	This service is built with High Availability in mind and configuration is documented by Unily. An SLA of 99.9% is provided for uptime.

Further information can be found in our High-Level Architecture documentation, available on request.

1.3. Any onboarding and offboarding support you provide

Onboarding

Unily provide an extensive array of onboarding services delivered utilising our Onboarding Methodology. Unily offers different Onboarding experiences dependant on client size and requirements. Your Unily Pre Sales representative will work with you to define and design your Statement of Works prior to contract signature.

Services Unily can offer include, but are not limited to;

- **Reach implementation**

- **Engage implementation**
- **Amplify implementation**
- **Extend implementation**
- **Additional IDPs**
- **Additional user syncs**
- **Vanity URL**
- **Additional branded app packages**
- **Integration scoping**
- **Rapid launch – 12 weeks**

Offboarding

Upon termination of contract, Unily will provide an export of the SQL database storing all Unily Content (Stories, etc.) which contains all data and metadata in a structured data format. This database backup (.bacpac file) can be restored to SQL and queried to retrieve all required data. In addition to this an export of the blob storage which contains all images and documents uploaded to Unily will be provided in a compressed file format (e.g. .zip). This can be decompressed and all images, documents can be retrieved as required.

Neither of these two items (database backup and blob storage export) will be encrypted. A database administrator with SQL querying skills combined with an individual who has knowledge of Unily's content management system will be able retrieve content that is required. This content can then be re-factored or transformed to be prepared for import to another content management system as required by your organization.

1.4. Your implementation plan if you are successful

As per the previous section, onboarding, an implementation plan will be created with and provided to any prospective Buyer as part of the Unily Pre Sales process.

Example included below:

All deliverables and implementation plans will be developed to the scope as outlined in this SOW. Each phase will include an entry and exit stage-gate with agreed deliverables and closure criteria.

Initiate phase:

1. Technical setup (instance availability)

    a. Aim: Align on technical architecture, complete technical prerequisites in line with architecture, close out technical questions, including information security and compliance.

    b. Unily Deliverables: Client base platform access (before user sync and application of Client branding).

2. Initial knowledge and platform awareness

    a. Aim: Overview of the Unily platform, architecture, principles, and phase one discovery

    b. Unily Deliverables: Training sessions, product walk-through, discovery map including branding, and user sync.

Define phase:

1. Strategic planning of Unily aligned to customer requirements

    a. Aim: Understand customer business requirements and map to Unily implementation model.

    b. Unily Deliverables: Initial design document including release roadmap.

2. Training

    a. Aim: Deep-dive training sessions aim at further developing Client's knowledge of the Unily platform, number, and duration of sessions subject to implementation package.

    b. Unily Deliverables: Hands-on training sessions with recorded outputs and follow-up activities.

Design phase:

1. Application of Client requirements into Unily product for verification and design testing

    a. Aim: Work with the Client team in a lower environment and/or secure testing environment within Production to apply design concepts based on output from the Define phase workstreams.

    b. Unily Deliverables: Working design principles, testing different scenarios, and development of site templates, homepage review, content views, search, profile, locations directory, FAQ portal, images, video, forms.

2. Training

    a. Aim: Deep-dive training sessions aim at further developing Client's knowledge of Unily platform, number, and duration of sessions subject to implementation package.

    b. Unily Deliverables: Hands-on training sessions with recorded outputs and follow-up activities.

Configure phase:

1. Platform configuration

    a. Aim:

        i. Guide Client's team in the configuration and build of Unily.

    b. Unily Deliverables:

        i. Configuration sessions, aimed at providing oversight and guidance to Client's build team in how to configure and provide hands-on support with any pain points, numbers, and duration of sessions subject to the implementation package.

2. Content and site publishing

    a. Aim:

        i. Ensure customer content and site publishers are actively publishing in preparation for launch.

    b. Unily Deliverables:

        i. Weekly Insight sessions to support content creators with open Q&A and guidance.

3. Training

    a. Aim:

        i. Dedicated content creator training focused on communication partners, stakeholders, and regular publishers.

        ii. Review of content publishing within the Content Management System ("**CMS**") and front-end, duration of sessions subject to implementation package.

    b. Unily Deliverables:

        i. Hands-on training sessions with recorded outputs and follow-up activities as required.

4. Client success and analytics

    a. Aim:

        i. Introduce CSM

    b. Unily Deliverables:

        i. Overview of customer success model and introduction to analytics

Launch phase:

1. Launch preparation support

   a. Aim:

      i. Ensuring platform stability ahead of launch milestones

   b. Unily Deliverables:

      i. Go-live readiness report, release timeline, and launch engagement plan

2. Beta launch

   a. Aim:

      i. Platform launch to Beta audience, with feedback to Client's build team to facilitate configuration adjustments, guidance available on request from the Unily's implementation team

   b. Unily Deliverables:

      i. Adoption report

3. Go-live support

   a. Aim:

      i. Go-live to Client's full user base.

   b. Unily Deliverables:

      i. Adoption report

4. Steady-state handover

   a. Aim: Transition the Unily's implementation team off the project, providing ongoing steady-state management with CSM and support leads.

   b. Unily Deliverables: Design and implementation document including features roadmap, closure stage-gate including retrospective.

1.5. A pricing overview, including volume discounts or data extraction costs

Please see price list for further information. Costings per number of users (licences required) are available on request.

Note Unily provides discounts for NFP, NHS and other government entities.

Data extraction will be provided free of charge on request as per the above off boarding service outlined. Additional offboarding services time can be procured through Unily. Quote will be provided based on client requirements.

1.6. Service constraints like maintenance windows or the level of customisation allowed

Unily is a proprietary product and therefore certain IP will remain unavailable to the Buyer. This is to protect the integrity of the application and your investment in our Product.

However, utilising Unily's Framework will provide the Buyer with extensive configuration capability.

Further information on this particular set of Unily features can be found in our Universe portal here: https://universe.unily.com/

Maintenance windows will be agreed with the Buyer in advance for new version upgrades as required.

1.7. Service levels like performance, availability, and support hours

Performance

Unily has performed a significant amount of performance and load testing in order to credibly plan and architect the environment used to host Unily. The results of load testing activities have been used to implement the environment from the outset but to ensure sufficient capacity for our client's growing needs. Furthermore, the architecture provides Unily with simple and effective ways to scale its environment as its client and user base grows over time.

Unily load testing activities have been (and are continued to) run using Visual studio load testing tools, providing us with a means to deploy high amounts of load from test rigs in different geographical locations. Load testing activities were performed when the initial architecture was implemented as described above and to establish a baseline. Moving forward, as product updates are made, load testing activities are performed against these latest releases and results are compared to the baseline before updates are rolled out to any client environments.

The load testing uses cases used vary based on typical Unily behaviours, including, but not limited to, both accessing content as and end user and creating or modifying content as content management system users.

Load test user loads have been established and mapped to user concurrency rates in the load testing tools based on real customer data. More specifically real-world data from heavy usage at clients, at peak usage with added contingency has been extrapolated out and aligned to Visual studio concurrent users to model organisations of different sizes and expected capacity assuming 100% concurrency at all times.

In addition to this, monitoring tools are in place to ensure capacity demands are met on an on-going basis.

For more information, please refer to the Unily Performance Testing Report document.

Application performance and scalability cannot be the domain of the cloud-based web application software alone. A responsive user experience has dependencies in the client device hardware and software, the network (local bandwidth available to the client and any networks that are between the client and the application), and finally the performance of the web application itself in serving responses to requests it receives at load.

As such, we will describe the overall elements that contribute to performance and scalability of Unily at the device, network, and web application layer in this document.

Availability

BrightStarr commits to performing the Services being available for 99.9% 24-7 ("Availability Requirement") over the calendar month. For the avoidance of doubt, availability should be calculated using the following method. This is exclusive of any planned and agreed service outages. BrightStarr shall notify Licensee at least 24 hours in advance of all planned service outages, which shall be carried out during normal support hours as agreed with the Licensee in advance, and which shall occur no more frequently than once per week, provided that BrightStarr may request Licensee's approval for extensions of planned service outages, which approval shall not be unreasonably withheld or delayed.

Availability

$$\text{Availability \%} = \frac{AST - Downtime}{AST} \times 100$$

AST is defined as Agreed Service Time. The Agreed Service Time for this Services is 24-7-365.

Support Hours

Standard support hours are 8am to 6pm Monday to Friday for all P2,3 and 4 tickets excluding Bank Holidays. P1 issues are serviced 24/7/365.

Premium support packages are available at an additional cost. Further information on these packages are available on request. These will allow the Buyer to extend the above support hours and/or acquire additional on demand and dedicated resources.

Further information can be supplied on request.

Note Premium Support Services are available if required. For more information regarding what is included within out Premium Services Package please contact the Unily Team.

1.8. How you'll repay or compensate buyers if you do not meet service levels

Unily do not offer service credits as standard. Unily is an Azure based solution, service credits can be sought through your Microsoft agreement as required.

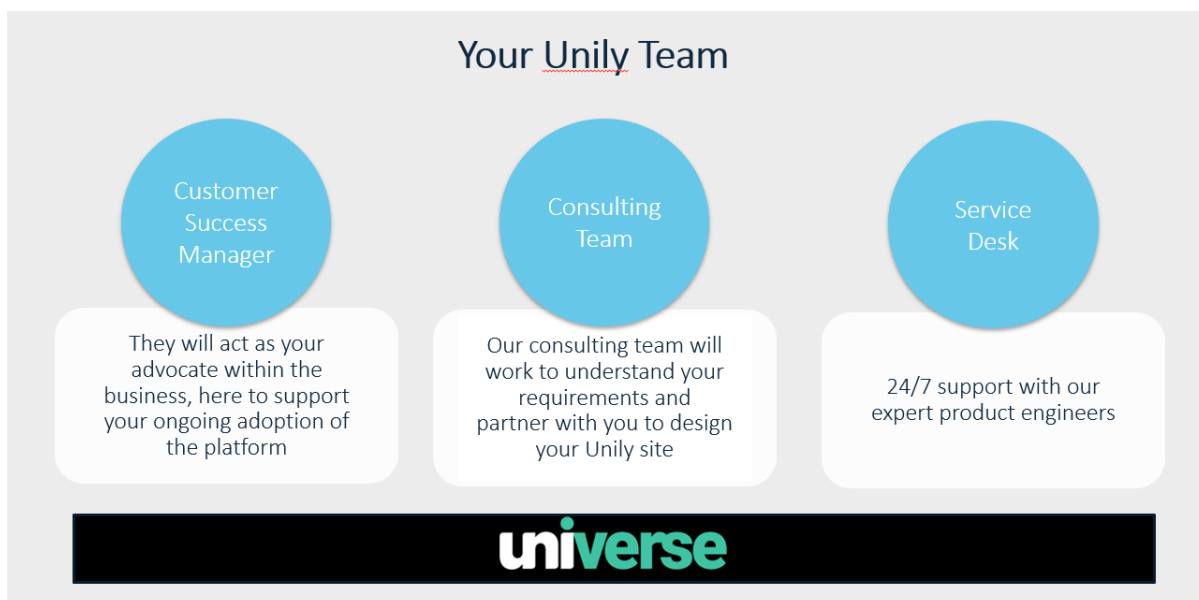## 1.9. The ordering and invoicing process

Invoices for Unily licensing will be received and paid annually in advance. Consulting services will be charges based on the % of work completed over a set period, agreed with the client in advance of SOW signature. 30-day payment terms apply. Ordering, uplift licences or procuring additional services, can be arranged through your Unily commercial representative(s).

1.10. How buyers or suppliers can terminate a contract

Unily Terms and Conditions can be provided on request. Buyers can terminate their contract agreement on the anniversary of the agreement post its term. Termination must be provided in writing at least 90 days before the end of the current term.

1.11. After sales support

Unily will provide you with access to our Universe Community and Support portal, alongside access to our helpdesk application SNOW. The Universe team are on hand to answer any product related questions you have, where information cannot be sourced, through the Universe portal. Technical support for issues and bug fixes is provided by our Service Desk. In addition to our Consulting Team, and your Customer Success Manager you will also receive an Account Manager for all commercial queries and requirements.

Your Unily Team

Customer Success Manager	Consulting Team	Service Desk
They will act as your advocate within the business, here to support your ongoing adoption of the platform	Our consulting team will work to understand your requirements and partner with you to design your Unily site	24/7 support with our expert product engineers

universe

1.12. Any technical requirements

All Unily prerequisites can be shared on request via our Universe Support Portal and Customer Community: https://universe.unily.com/