

ESSENTIAL SUCCESS PLAN

1. **Scope of Services.** Siteimprove provides Essential support and education services as set forth in this Essential Success Plan.
2. **Services.** Customer shall have access to Siteimprove's Learning Hub and Self-Help Resources during the Initial Term and any Renewal Term.
 - 2.1 Learning Hub Access. Customer access to the Software Services includes access to Siteimprove Learning Hub for the Customer's authorized users. Learning Hub offers a range of courses, learning paths, and reporting. Access to Learning Hub is available through your dashboard at <http://my.siteimprove.com>.
 - 2.2 Self-Help Resources. Customers can take full advantage of Siteimprove self-help tools, available online via the [Help Center](https://support.siteimprove.com/) (<https://support.siteimprove.com/>). From that page, Customers can find links to technical documentation and knowledge base articles, review what's new, read technical notes, and access free webinars.
3. **Product Support.** Customers can contact Siteimprove for product support and additional services by visiting the [Help Center](#). At that location, Customers can submit a support ticket 24x7 every day of the year.
 - 3.1 Services Levels. Siteimprove will utilize commercially reasonable efforts to promptly respond to all requests. Siteimprove aspires to review and respond to at least ninety percent (90%) of all tickets and requests within three (3) Business Days. "Business Day" is defined as one of the days on which any regional support center is open for business (see further details on Support and System Availability below). For critical errors, meaning errors which cause the service to be down or unavailable, Siteimprove guarantees to prioritizing resolution efforts for Essential Customers, with regular updates to the Customer.
4. **Support and System Availability.** Siteimprove has regional support centers servicing the Americas, EMEA and APAC, providing Essential Customers with regional support. Siteimprove will maintain its systems and operations to ensure Customer has access to the Included Services ninety-five percent (95%) of the time ("**System Availability**").

[Further details on Support and System Availability can be found in our Help Center.](#)
5. **Scheduled Downtime.** Siteimprove will notify Customer through email alerts at least twenty-four (24) hours in advance of all scheduled outages of the included Services ("**Scheduled Downtime**") as long as Customer has signed up for the alerts at <http://status.siteimprove.com>.
6. **Liabilities.** Siteimprove will exercise its best efforts to meet the standards set forth in this plan. In the event of a material failure to meet the above standards in any given month, a service credit in the amount of three percent (3%) of the pro-rated annual subscription fees for the applicable month will be issued for Customer and available for future subscription fees ("Service Credit"). Siteimprove has no obligation to issue any Service Credit unless (i) Customer reports the material failure to Siteimprove immediately on becoming aware of it; and (ii) requests such Service Credit in writing within three days of the failure. In no event will a Service Credit exceed 10% of the annual subscription fee as set forth in the Agreement. The Service Credit is non-refundable upon termination of Customer's Agreement with Siteimprove. The parties acknowledge and agree that the Service Credit is intended to be Customer's sole and exclusive remedy with respect to any material failure by Siteimprove under this plan.

7. **Term.** This Essential Success Plan remains in force for as long as Customer (i) has an active subscription for any Included Service and (ii) continues to pay Siteimprove for the Included Services Plan. Siteimprove has sole discretion to update the terms of this plan at any time. Any updates shall be provided to Customer in a timely fashion.