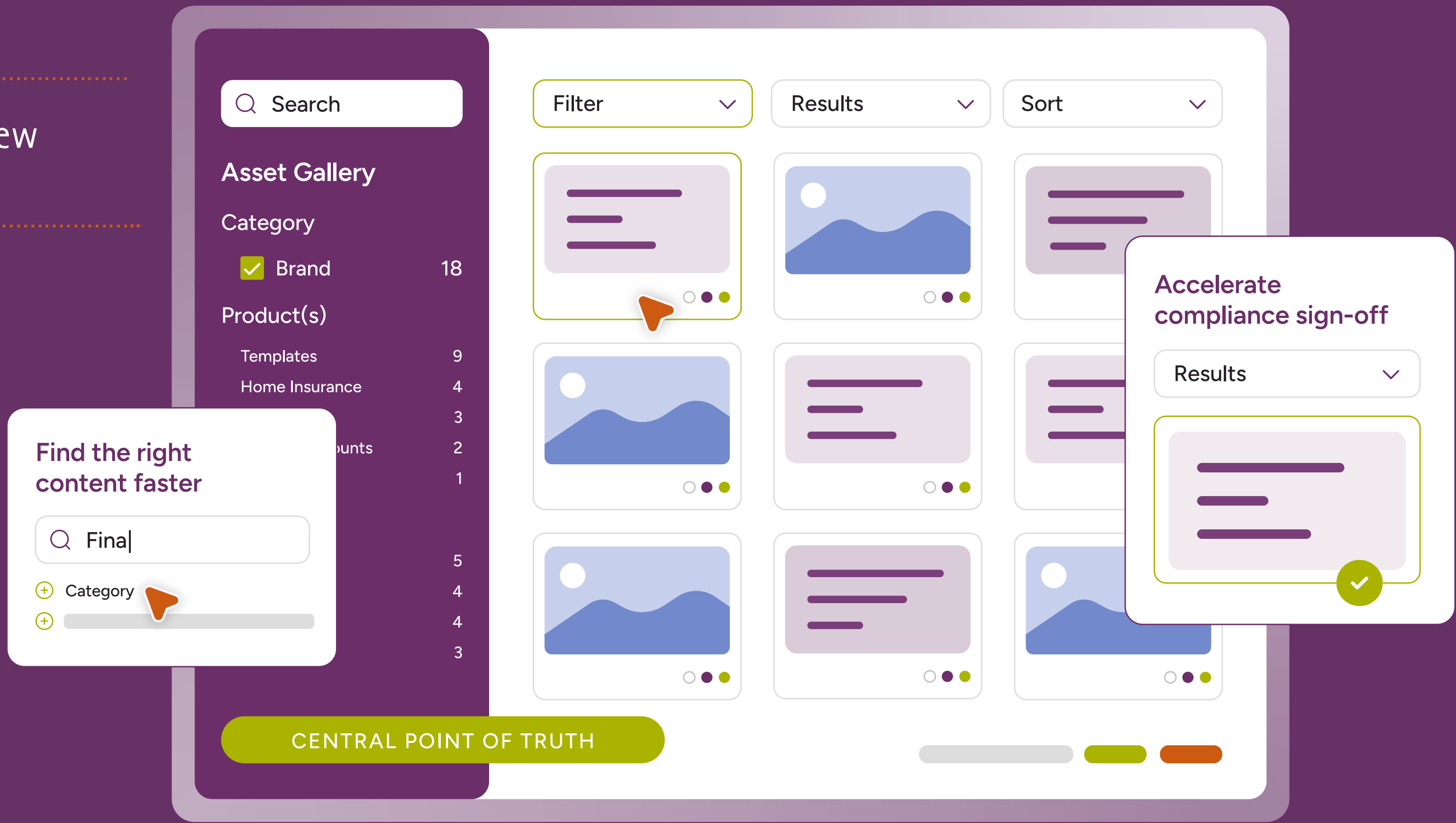
be the brand experience limited

Service Description



bethebrand

What do you want your asset store and workflow system to do for you?

We believe there are 5 main considerations clients make when selecting a new system:

1. Increase Control
2. Improve Client Services/Offering
3. Reduce Waste
4. Increase Speed
5. Improve Visibility

. . . and when you do invest, you want your queries answered - so we have supplied this document in a Q & A format which should cover most of your questions regarding functional and non-functional aspects of the system.

bethebrand provides an Asset Store (Digital Asset Library) with an integrated workflow approvals module. Together they provide the full scope of briefing, reviewing and approving on-brand marketing and communication assets. Assets can be checked out of the library into a workflow, briefs completed and documents marked up (annotated online) so the artworker is clear on the amends to be made. The workflow manages the briefing and review steps so that artwork uploaded by the designer can be annotated with amends or approved.

A full audit trail of the process is maintained and can be accessed seamlessly. The Asset Store is an on-line library of all of your core marketing assets such as logos, images, product literature, newsletters and other digital files and provides flexible, controlled access to registered users.

There is a powerful filtering/ search capability to help users find the assets they are looking for. The assets saved in the Asset Store will always be the latest version of your documents in circulation. Super-users have access to previous versions and archived assets.

How can I search for my assets?

Filter assets by metadata that is client-defined during on-boarding. It is also possible to search for all assets containing certain words and phrases in the metadata as well as searching within the text of each asset for particular words, numbers and/ or phrases.

How do I upload assets?

Assets can be added individually via the add asset function. For lower level users, assets can be submitted for approval. Assets can also be added through a workflow, either individually or in bulk with our multi-asset workflow. For large volumes be the brand experience can perform a bulk import of assets and metadata.

How will I know when my digital and marketing assets should be reviewed or archived?

There is a date field in the asset metadata that defines the use by/expiry/next review date. There is an Asset Lifecycle widget on the user's dashboard and there are reports available for specific assets or all assets.

Can I receive email alerts as my assets near their expiry / next review / use by date?

Yes, you can set the number of days that an Asset changes colour from Green to Amber or Red. Emails can automatically be sent and this is also available on the Dashboard as well as in the standard reports. Please note, this functionality is at a system level rather than a specific asset level. We can add additional fields to the asset metadata during deployment which would enable different dates of review for different document types.

What types of file types will the system accept?

MS-Word files, pdfs, PowerPoint presentations, logos, telephone scripts, videos, images, audio files, MS-Excel files, virtually any file that the client allows.

Can I have user-defined data fields for my marketing assets?

Yes, metadata fields can be chosen by the client, with options such as dropdown, freeform text, single-select, multi-select, date fields, toggle switches, mandatory or optional. These fields can be used as filters as well.

Can I restrict users from seeing different assets?

Assets can be restricted by view so users can see only the assets you allow them to see.

Can I allow certain users to edit assets?

Yes, this is a user permission. Permissions can be very specific throughout the system.

Can artwork be stored with the relevant file?

Yes, the artwork can be attached as a source file so artwork and high resolution files are readily available.

Can I filter my search by different metadata fields?

Yes, metadata fields can be chosen by the client, with options such as dropdown, freeform text, single-select, multi-select, date fields, toggle switches, mandatory or optional. These fields can be used as filters as well.

How do I update an asset?

One way is by checking it out of the Asset Store and into a workflow. The asset is updated, reviewed and checked back into the Asset Store with a new version number. Alternatively, a privileged user can edit or replace the asset directly into the Asset Store. This will also create a new version.

Can I see previous versions of my assets?

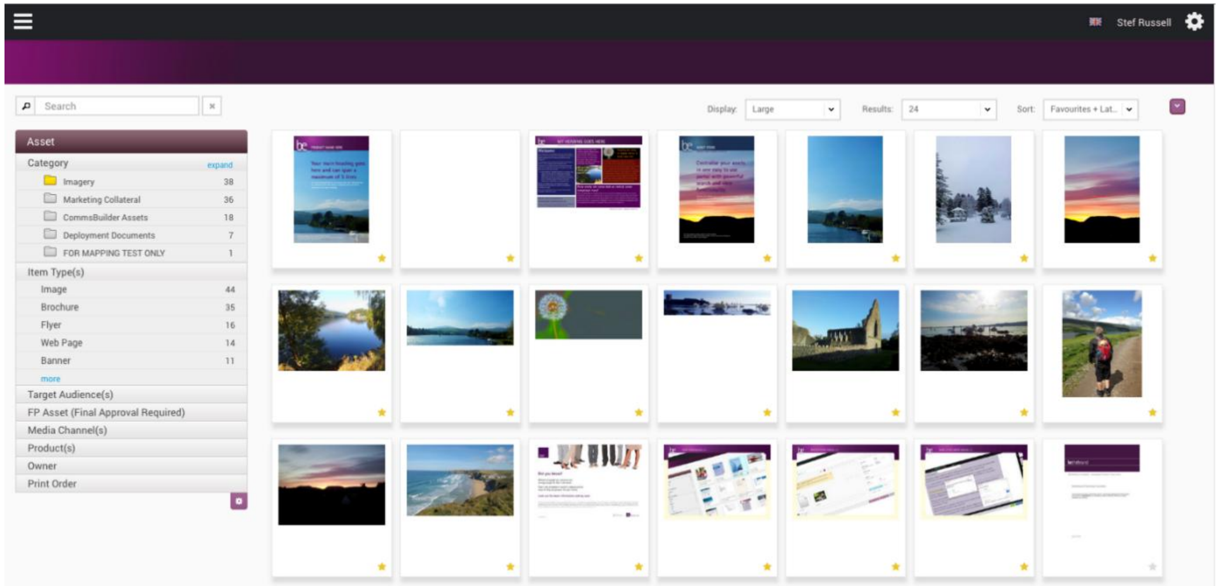
Yes, with the appropriate permissions.

Can I hold print specifications for my assets?

Yes, assets can be designated as printable or not and can have print specs assigned to them for efficiency with printers.

Can I store and use images and logos?

Yes, these can be stored in the highest resolution and you can allow users to 'download as' with RGB or CMYK and low, medium, and high resolution options.



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Does the package come with standard reports?

Yes, a full reporting suite is available. Users can subscribe to reports and also have reports sent to designated individuals on a regular basis.

Can reports be downloaded into MS-Excel?

Yes, this is available with all reports

What does the workflow module do?

The workflow module automates the process of briefing, review and approval of marketing / communication creation. It significantly speeds up the process of getting artwork created and approved and is intuitive and easy to use.

Can I have my own workflows?

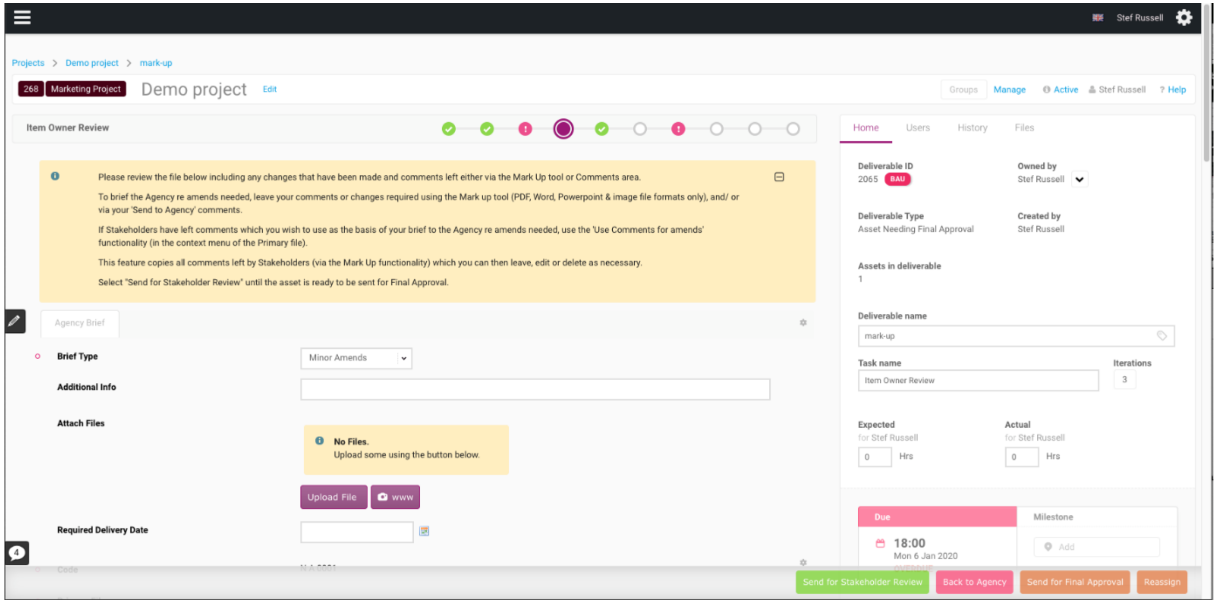
New clients are provided with three standard workflows with a few adjustments/ configuration changes to match requirements. Bespoke workflows can be configured as an additional option.

Am I able to track my jobs from start to finish?

This is part of the workflow design and is fundamental to our software. The workflows are designed to meet the client's specific flow of events. This includes the initial brief and all associated creative communication, the different versions and iterations, all comments from stakeholders, item owners, final approvers and finishing with final artwork and checking into the Asset Store. This process includes the maintenance of print specs and sending orders directly to printers once the asset is approved. At each stage of the process, there are SLAs assigned in order to track efficiency. The client could also elect to track expected and actual hours for even better insight. At any stage within the process, it is easy to see the status of individual projects as well as an overall view of all work in progress. From the dashboard, the user can quickly see where resources are overloaded and where re-distribution of work would help to ease the strain. From a top level, you can see how many campaigns are in progress and which stage they are currently at.

Can I see the history of how an asset was approved and comments from the reviewers?

Yes, everything in the asset store that was checked in from a work flow will have a high-level approval summary available in the history tab. This will show who had approved it as Stakeholder(s) and Final Approver(s). It will also show the evidence and supporting documents associated with that approval. If more detail is required, the user can click into the actual work flow to see all of the details behind that approval. The on-line collaborative mark up tool means that all history remains available indefinitely. This includes original submissions and all subsequent comments and version updates.



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Approvals, rejections and associated comments; annotations and comments that are made directly in the version documents; and all versions and supporting documents are captured and stored indefinitely. Each of these are time stamped and date stamped alongside the user involved.

Can reviewers see each other's comments?

Yes, reviewers can review a file simultaneously and can see each other's comments. Even when that version moves on, the history remains.

Can I view and comment on a variety of media: PDFs, video etc?

The mark-up tool can be used for PDFs, Word files & Video and more.

Can I upload supporting docs into my workflows? e.g. substantiation / testimonials / data / data brief

Substantiation and other documents can be uploaded directly into the workflow or managed in the asset store and copied over. This can be done directly from the mark up tool, into the comments field within the workflow and project and / or uploaded into a brief. All such files are grouped for ease of access and all files in sub campaigns are listed at the campaign level.

Is there an audit trail of version history?

There is a full audit trail of the workflow and approvals which is summarised in the asset store version history. There is full version history of asset changes, including data changes which can be accessed with the campaign / project or directly from the Asset Store. Permissioned users can also see previous versions on-line as well. Full activity history is available as well showing downloads, views and distributions.

Can I assign SLAs to work flow tasks and report on them?

Yes, SLAs can be assigned to tasks and there can be different levels of SLA attached, i.e. FastTrack or Business as Usual. SLAs can be overwritten by job owner, and reports capture SLA activity as well.

Can I have more than one asset reviewed at a time?

Yes, we allow for multi-asset workflows so you can get a bulk number of items reviewed / approved in a group rather than individually.

Can I reuse workflows?

Yes, this is a fundamental part of our software. We have SLAs available for the tasks within each work flow as well.

Can I assign tasks to users or groups of users?

Yes, you can have default users assigned to tasks, which can be overridden by the job owner, when necessary. Each task has a user(s) assigned to it.

Will I receive an email when I have a task to do?

Yes, users can elect to receive an email for each task as it is received or a summary email at the beginning of each day with all outstanding tasks listed.

Can I click through an email task or do I have to go separately to the system?

The email task will have a link which will access the exact place in the workflow you need to go to complete the task at hand. It will require logging into the system but will otherwise lead you straight to the task for completion.

Is there a workflow dashboard?

Yes, the dashboard displays active tasks for a user and/ or a team. These can be sorted and prioritised to manage work allocation. User availability can be entered to allow potentially overdue alerts to be displayed.

Can I see all the tasks assigned to me?

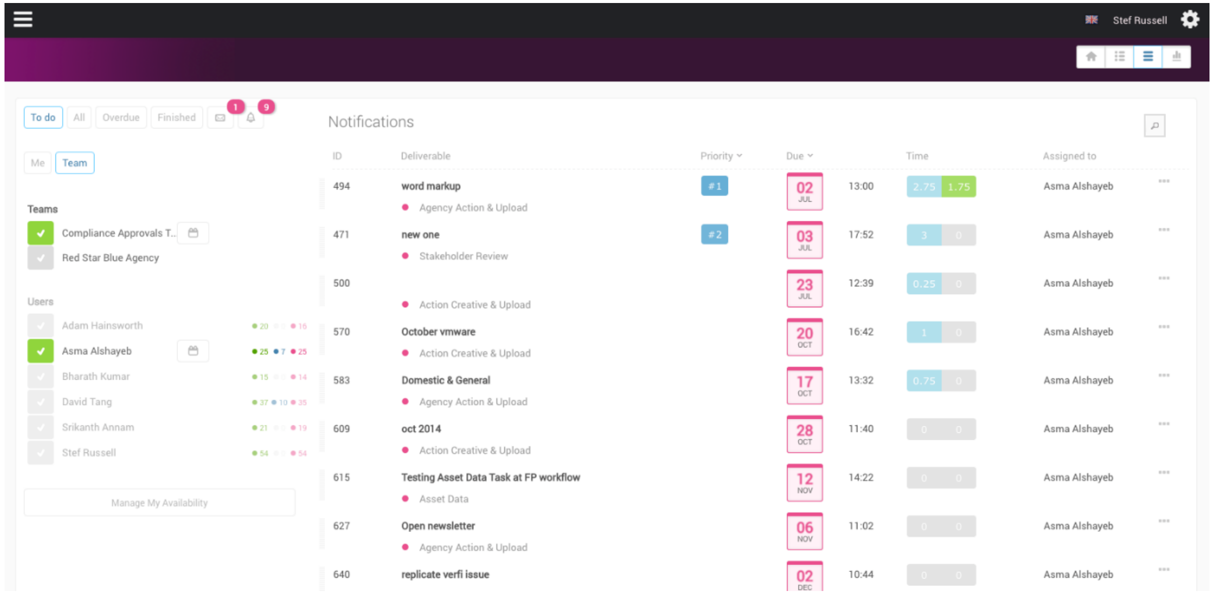
Yes, this is shown on the dashboard. With the right permissions, you can see the tasks of other users in your team(s).

Can I reassign and re-allocate workload?

With permission, the user can reassign workload to another user in their team. Managers can see workload by team/user/groups of users and can reassign or share workload where necessary.

Can I send my asset(s) directly to a printer of my choice?

Yes, the user could distribute the asset with a notification for print directly from the asset store. An automated task could also be placed within the workflow to trigger an email to a chosen printer to order print. This is configurable and determined during onboarding.



What is SeeDynamic:

SeeDynamic is an optional add-on that allows you to consistently check content against your specific rules and requirements enabling you to deliver 'right first time' content for final compliance review.

With SeeDynamic you can create and manage your own rules using the simple user interface, this saves time and mitigates risk for busy marketing and compliance teams.

Your teams will improve the quality of content they submit for review, increasing first time approval rates.

Can I create and manage my own rules?

Yes, SeeDynamic is designed so administrators can create and manage their own rules. All rules can be created and managed without the need for any coding, the user interface is simple and intuitive so you can easily keep up with company, industry and regulatory changes.

What is an insight?

As insight is the information that is provided to the user when the system has checked the content that has been provided. Insights are added to the downloadable file that is created when the system runs rules. The information provided to the user in the insights created and maintained by administrators.

What type of rules can I create in SeeDynamic?

There are 5 types of rule that you can create in SeeDynamic:

- Spell Check
- Text Check
- Readability Check
- Font Check
- File Size Check

We are adding new functionality to SeeDynamic so the number of rule types may increase.

What spell check rules can I create?

The Spell Check rule creates an Insight for words not found in the default GB Dictionary. You can add words to the dictionary, as well as acronyms specific to your content – these are classed as exclusions and are excluded from creating Insights when found.

What text check rules can I create?

The Text Check rule can create Insights when the one or multiple text conditions in the rule are found or not found.

For example, you might want to check that a specific disclaimer is present on all documents by creating an Insight when the content is missing or incorrect.

You can configure whether an insight should be produced only the first time a condition is met or every time the condition is met.

You can also create multiple conditions and configure if an insight should be given when all the conditions are met or when any of the conditions are met. You can also configure whether an insight will be provided when the defined text is either found or not found.

You can add a location condition which checks whether the defined text is present on the same page, last page or any page.

For all text rules you can configure what insight is provided to users.

What type of Readability standards can I check against?

The Readability Check rule will create an Insight giving the readability score of the document. There are 2 readability standards to choose from:

- Automated Readability Index (ARI)
- Flesch Reading Ease

You can either set one rule for all content, or have content specific rules i.e. You can create specific rules to check for reading age suitability across different documents.

What font check rules can I create?

The Font Check rule enables you to add a list of allowed fonts and font size ranges. Insights are generated when content does not match the rule parameters.

Can I define what insights are presented to users?

Yes, for all rules you can define the guidance text that appears in the insights that are presented to users.

Can I run different rules for different types of content?

Yes, Tags control which rules run against which content. For example, you may want to add tags to use different rules for products, item types (brochure, advert, key facts), brands, etc.

Tags are created and managed by users (with the appropriate user type).

A rule can be run using multiple different tags and any combination of rules can be added to a tag.

How to I test rules?

The system allows you to test all rules directly in the rules creation page, this allows for rapid testing of rules upon creation or when editing a rule.

How do I select which rules to run for each type of content?

When uploading content to be checked any default rules will be triggered. Once completed the user can choose which rules should then be run by choosing the appropriate tag.

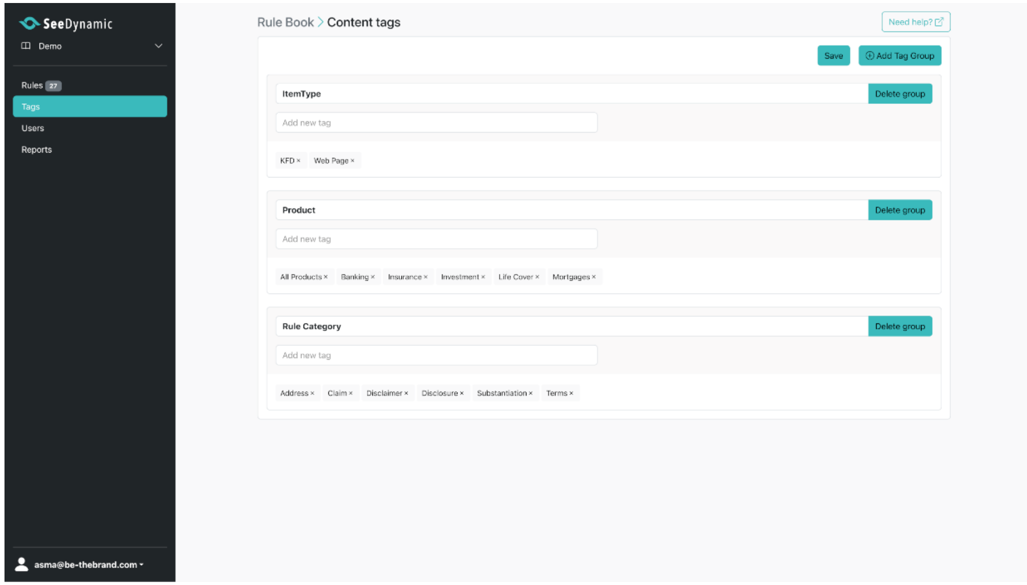
What files formats can be checked?

SeeDynamic requires content in a PDF. The PDF should be created using a Save/Export as PDF function.

Can rules to run from within a workflow in another system?

Yes, The SeeDynamic API is built to allow you to easily and quickly embed SeeDynamic's content review features in your own application or create an integration between SeeDynamic and any other application.

A pre-build integration allows SeeDynamic checks to be included as part of a workflow within the bethebrand Digital Asset Management & Workflow solution. Manual content checks can also be carried out via the bethebrand Digital Asset Management interface.



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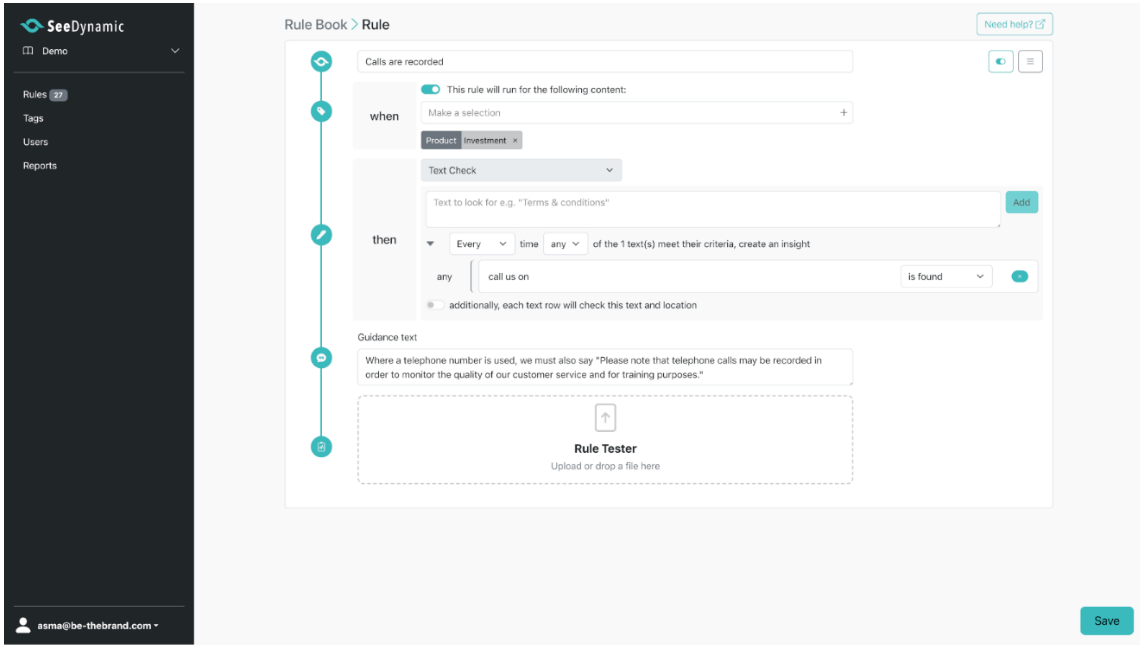
Can I have a completely separate set of rules for different areas of my company?

Yes, the system allows different rule "Books" to be created. Each book has its own set of rules and Tags. Users can be given access to individual or multiple books.

What reports are included in the system?

A wide range of reports are available within the system, these are:

- All Book report
- Book report
- Insight Analysis report
- Rules & Tags report
- Submissions report



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What is CommsBuilder?

CommsBuilder is an optional paid module that allows companies create and distribute templates to allow end users to create assets that are on brand and on message.

Be the brand provides a library to store templates and supporting images. Users can select a template they wish to amend/create artwork from. They can then amend (with design restrictions) the text and images to generate an on brand output. If required, this can be submitted for review prior to the user being able to download.

Do you have the ability to create artwork from templates?

Yes, CommsBuilder is a module that allows you to import your in-design files for use by end users. You determine which areas to lock down and open up.

Can I watermark my items until finished /approved?

Yes, assets can be watermarked until the final task is finished in the workflow. It is also possible to have an approval step in place prior to removing the watermark. The choice is yours.

What types of assets can I create from templates?

Templates are created from InDesign masters and therefore the only limitation is what can be designed in that software - really any type of marketing or other communications can be created as a template. Ideal for localising information quickly.

What kind of variables do these templates have?

Variables that users can effect include Dropdown values where answers can determine image and content to display to the end user. Free text areas where users can type or paste content. We can control the amount of content allowed, whether the end user can determine font, size or colour, whether bullets are required, or select from paragraph styles. Image areas can be set to whether end user can change the image, we can control the images the users can select from and whether they can crop/place the images. Snippet selections can be controlled - snippets are areas of content.

Can I allow users to type directly into the template?

Yes, there are different types of templates available and that is one of them - allowing your user to type directly in to the place that is editable. You can limit format options as well.

Can I centrally manage the content that my users put into the templates?

Yes, you can allow different bits of text that your users can select from. If that content changes in the future, you only need to update the centrally managed content and it will be picked up by all users the next time they use that template.

Can I import information to create a large number of end items?

Yes, information can be imported from a pre-determined spreadsheet. This is especially useful for items such as attendance certificates for events, welcome packs and invitations. One upload with multiple outputs.

Can I hold print specifications for my templates?

Yes, print specs can be assigned to Templates for efficiency with printers.

Can I send my job(s) directly to a printer of my choice?

Yes, the user could distribute the asset with a notification for print directly from the Asset Store. This is configurable and determined during deployment.

Can I store and use images and logos?

Yes, images/logos are stored in the Asset Store and made available in different areas of different templates for insertion by your users. When the template masters are constructed we determine which tags will control which groups of images. If your users add an image tagged correctly that image will then be available within the template personalisation.

Do users need an understanding/basic knowledge of artwork creation in order to use the templates?

No, non-technical resource can easily use the templates through an intuitive user interface to create on-brand, print ready artworks.

Can I allow users to upload their own images to use in templates?

Yes, permissioned users can upload assets and tag them to appear in specific template image variables.

What outputs are available from Templates?

We can output high resolution, print ready pdfs with or without cropmarks. We also output low resolution watermarked pdfs during the creation/approval process. Templates can be built to output to html files, epub files or a single page jpg.

How can I search for my assets?

Filter template assets by metadata that is client-defined during deployment. It is also possible to search for all template assets containing certain words and phrases in the metadata as well as searching within the text of each asset for particular words, numbers and/or phrases.

Can I have user-defined data fields for my template assets?

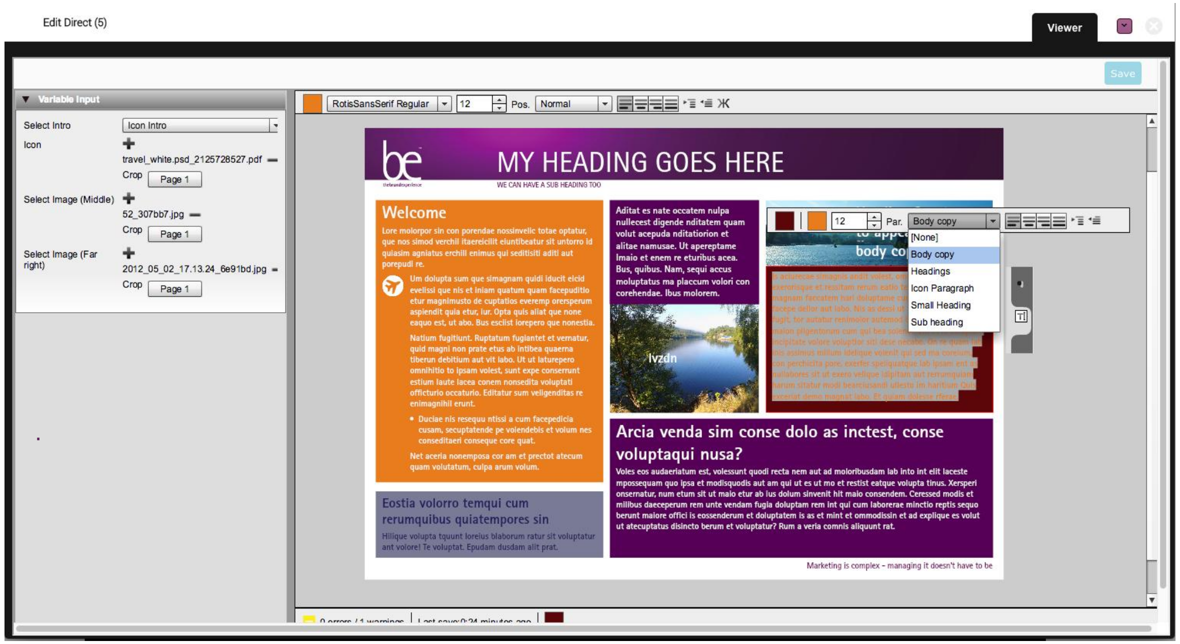
Yes, metadata fields can be chosen by the client, with options such as dropdown, freeform text, single-select, multi-select, date fields, toggle switches, mandatory or optional. These fields can be used as filters as well.

Can I restrict users from seeing different assets?

Users can be mapped to view only areas/categories permitted in the Asset Store - Asset Store access mapping can be defined by user categories.

Can I allow certain users to edit assets?

Yes, this is a user permission. Permissions can be very specific throughout the system.



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Can the system be accessed by multiple users in multiple locations?

Yes, the system can be accessed from anywhere by using a standard internet browser with user ID and password. It is possible to IP restrict the website if further security is required. A single sign-on / user authentication is also available at an additional cost.

Are you able to demonstrate time/cost savings that have been made by using your system?

Be the brand clients save time and costs,. Time savings include reducing the number of times an item is reviewed and updated by designers, increasing the speed of review cycles (as reviews can occur in parallel rather than series), reduced audit participation time and reduced time to market as items get from briefing through to approval faster.

Can we brand the system with our own colours and logos?

Yes. The overall structure of the pages cannot be change. but we will brand with your colours and logos. Different users can have different branding to accommodate users from different areas within your operations.

What level of backup and restore is offered?

bethebrand is hosted in AWS UK Region. We utilise AWS availability zones to provide resilient application delivery across multiple data centres. Application servers, databases and files are stored in S3. We have 3 hourly incremental database backups and daily full backups. Additionally, we have weekly backups of application servers, files and databases.

What type of disaster recovery is offered?

The disaster recovery plan is part of our overall Business Continuity Plan.

RPO (Recover Point Objective) = 3 hours RTO (Recovery Time Objective) = 8 hours RCO (Recovery Consistency Objective) = 72 hours

Invoking Disaster Recovery

The disaster recovery plan can only be invoked in specific circumstances such as a failure at the main hosting facility that renders the production environment unusable.

Once the failure has been in place for 3 hours or estimated to be an issue for 3 hours or more, a director level decision is required to invoke the disaster recovery plan. This requires input from our technical team and the hosting provider.

If the production environment is expected to be fully functional within a further hour, the decision to invoke the full disaster recovery plan will be deferred for that hour.

If the issue affecting the production environment cannot be resolved within a further hour, the DR environment will be initialised enabling full access to data. This process can take up to 6 hours.

This will allow full functionality of the applications running on the DR environment. Any missing data from the live environment will be reinstated within 3 days of the live environment being made operational. A plan to fall-back to the live environment will be drawn up and agreed.

Is the system hosted by the supplier, also taking responsibility for all software maintenance and defect fixes?

Yes, be the brand offers the software as a hosted solution with all software maintenance and defect fixes our responsibility.

What is the upgrade path and methodology?

All clients are on a single code base and on different release versions and enhancements on the release road map. Be the brand will update clients to latest releases and will provide release notes for each new version. It is the Account Manager's role to identify and communicate any configuration or training implications in advance of any code release.

What are the technical requirements?

There are no technical requirements other than a standard web browser - Chrome, Firefox, Safari, MS Edge and internet access over https://

Are the data centres located in the UK?

Yes, bethebrand is hosted in AWS eu-west-2 UK

Do you have cyber assurance?

We have cyber essentials accreditation.

Our list of KPIs

System performance - there are standard reports embedded in the system to support these KPIs, including system availability;

Support ticket volume - resolution and response times is based on a report extracted from our support ticket tool;

Usage levels - including number of active users, concurrent users, active projects, active assets are all addressed with standard reports as well.

Provide details of AWS, your hosting provider

bethebrand is hosted using AWS UK.

What are the customisation/ configuration options?

The application has a high level of configuration offered via a user interface. Bespoke changes to the code base are not offered but any requests for customisation are considered for inclusion in our Product Development roadmap. Configuration is done by our team during on-boarding. You select asset metadata and whether or not it should be used as a filter for easier searching. User access and permissions are also set up and configured by our team to ensure appropriate access levels. Workflows are configured to meet client's requirement. Asset metadata is also configurable and can be drop down, free-form text, single-select, multi-select, mandatory, optional and used as a filter for searching in the Asset Store.

What is the on-boarding approach?

During the Kick-off meeting, the scope will be defined for asset metadata - products, media channel, target audience, etc. We will also review the standard work flows that come with the system to see where tweaks are necessary.

Cost of core setup covers Kick-off meeting, up to 3 configuration workshops, configuration and testing of 2 Forms (project data and creative brief), 3 Standard Work Flows with minor configuration changes (as in demo system), 1 Asset type, set up of 20 users, 1 day of UAT training to end users, System Administrator training.

We will provide details of all additional structuring data required and go off to build the client's system, including branding by using logos and colours provided by client. The first workshop will be spent reviewing the built system, identifying missing data and verifying workflows. We will then fine-tune each of those areas, with the client having logins and User IDs from Workshop 1. We continue to make adjustments while client prepares a bulk upload file of existing live assets (optional). We come back to Workshop 2 with the system fine-tuned even further ready for training and UAT. Training is then performed to end users and the system is launched.

What is your training approach and training options available?

The core team is trained through on-boarding with an additional day of training right before UAT. Optional training days are available and chargeable on a daily basis. We train 10-12 users at a time, each with their own laptop.

Can we record training sessions?

Yes, we can record training sessions and put the video on the dashboard for all users to access.

How long will it take to go live?

From kick-off to going live could be as little as 8 weeks.

Is a Project Manager provided?

Yes, an Account Manager will be assigned to you and will be the central point of contact from on-boarding through to going live.

Do you provide and maintain any User Guides and Training Manuals?

Yes, we provide Generic User Manuals for each release. We also provide training on request chargeable on a daily rate. This would be mutually agreed in advance and included in the order form signed by both parties.

How can the contract be terminated?

Buyer can terminate via provision of 90 days notice (or period as stated in buyers order form). Seller can terminate on provision of 90 days notice (per suppliers terms).

What is the off-boarding process/scope?

The off-boarding process is relatively simple. You only really need access to the data and files and much of this can be obtained through standard reports and downloads. Upon termination of this Agreement appropriate resources from Be the Brand Experience will also be made available for a period of two (2) calendar months from the date of termination to transfer Client Data (with the asset meta data and report data in a CSV format) from the Licensed Materials. Be The Brand Experience will charge reasonable Fees for the provision of the appropriate resources (2 - 4 days resource requirement). It will be the Client's responsibility to provide a destination system for the storage of client material thus provided.

Upon termination and after a period of 12 calendar months the Client Data will be deleted by Be the Brand Experience.

Are there any service constraints (e.g. maintenance windows)?

All maintenance is mutually agreed with the client in advance to minimise disruption and planned maintenance is generally performed at the end of the working day.

Scale of users – how many people can access at any one time?

We do not limit the number of users who can access the software at any time. We price based on number of named users or concurrent users (the number users accessing at any one point). However, we will never boot a user out of the system, nor will we disallow a user from entering the system. The application scales comfortably to 100s of concurrent users.

What are the Service Levels with regard to performance and availability?

Service level of 99.5% availability contractually committed

What are the support hours?

Client support is available from 09.00 - 17.00 Monday - Friday, excluding all public holidays in England and Wales. We also offer high-priority out-of-hours support.

What is the definition and resolution time for a Very High Priority SLA?

Response time during the defined business hours will be three hours from notification. A useable workaround solution will be developed generally within 24 hours (excluding weekends and holidays) after recreation of the error condition. The problem will generally be resolved within 72 hours (excluding weekends and holidays) after recreation of the error condition.

What is the definition and resolution time for a Reasonable SLA?

Response time during the defined business hours will be six hours from notification with daily updates (or upon a significant development) from receipt of call. A useable workaround solution will be developed within 72 hours (excluding weekends and holidays) after recreation of the error condition. The problem will generally be resolved within 96 hours (excluding weekends and holidays) after recreation of the error condition.

What is the definition and resolution time for a Low SLA?

Response time will be 24 hours (excluding weekends and holidays) from call with weekly updates from receipt of call. Errors will be corrected in a future commercial release or in the normal course of business.

What are the technical requirements, service dependencies and technical client side requirements?

System is accessed using a secure https:// url. Browsers supported include Chrome, Firefox, Safari and MS Edge.

Do you offer single-sign on for further user authentication?

Yes, single sign-on /user authentication is an option available if required.

What are the customer responsibilities for deployment?

The Client shall:

- Provide a Project Manager to manage & respond to any data requirements from be the brand
- Provide a core project team / team of super users to contribute to workshops, be trained on the system, and participate in the specifications and configuration decisions on behalf of client, such that they can deliver end user training.
- Arrange all the necessary facilities for the workshops including PCs / laptops and a stable WIFI connection
- Identify and co-ordinate the attendance of key Stakeholders to the relevant workshops in order to provide correct decision making upon which system configuration will be based.
- Ensure adequate resources / testing time is allocated to key Stakeholders to enable final sign off / system acceptance.
- Provide all the information as requested in i) ICD (Initial Capture Document) ii) Requirement Capture and other as required.
- Collate and submit metadata content and asset / user data for system configuration.
- Deliver the files to Be The Brand Experience office by an the agreed medium two weeks before go-live
- Sign off and return system acceptance document prior to go-live date.

What is the ordering and invoicing process?

Client is invoiced for on-boarding and consultancy fees in accordance with order form; monthly fees are invoiced quarterly in advance.

How can I terminate the agreement?

The minimum term is 12 months and the maximum is 36 months. Agreement may be terminated with 90 days notice, or as stated by the buyer in the G-Cloud order form.

How can I get my information and files back if I terminate the agreement?

Upon termination resources from Be the Brand Experience will be made available for a period of two months from the date of termination to transfer your data from the application. Key data is contained in a series of reports which can be downloaded into excel. Be The Brand Experience will charge reasonable fees, approximately 2 days resource for the provision of all the files (assets). It will be the buyers responsibility to provide a destination system for the storage of material thus provided.

As an alternative, all reports in the system can be downloaded to excel and this may provide sufficient data retention.

Is there any disallowed usage?

Usage disallowed where nature of client is that of a reseller of the solution.

What is the pricing summary for on-boarding?

The price for onboarding will range from £6,750 for core set up of the system. All details can be found on the pricing document. All costs are exclusive of VAT.

What is the pricing summary for on-going running costs?

The minimum monthly price is £1,000 per month, depending on your configuration and module requirements. All details can be found on the pricing document. All costs are exclusive of VAT.

What is the pricing summary for off boarding?

Cost is 2-4 days (£2,260 - £4,520) to provide data as a database extract (minimal data manipulation/ formatting).The system is also made available for 2 months after termination for data transfer.

What is the pricing summary for unit costs, volume discount, and data extraction?

Monthly fees are based on named users. All details can be found on the pricing document. All costs are exclusive of VAT

What is the cost of storage?

50Gb storage is included with each module. All pricing details can be found on the pricing document. All costs are exclusive of VAT.

What is your financial recompense model for not meeting service levels?

There is a service credit based on a rebate of the monthly costs for the proportion of time the system is unavailable where this exceeds 99.5% in a month.

Do you offer Demo accounts?

We can provide access to our demo software upon request

Do you offer a trial service?

Pilot set-up is available - All cost details can be found on the pricing document. All costs are exclusive of VAT.