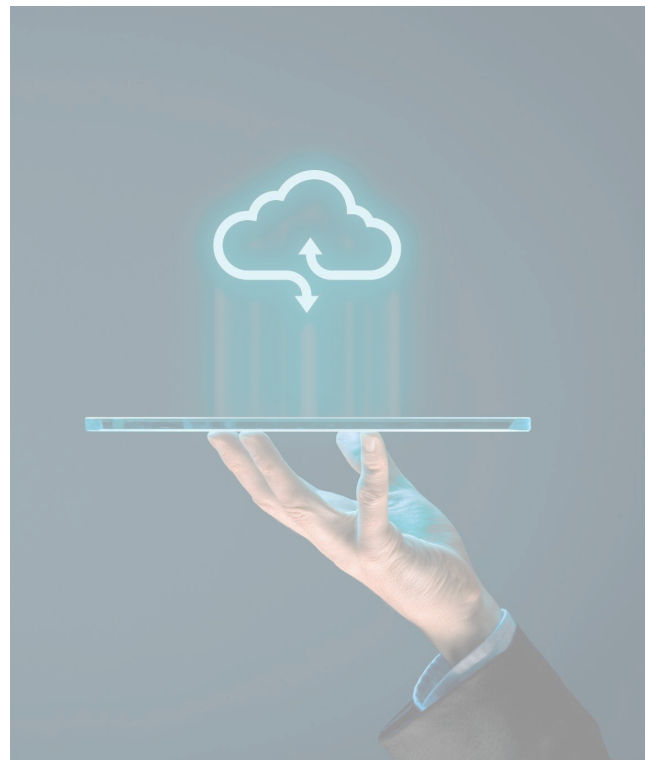


END CUSTOMER SERVICE DESCRIPTION

Cloud FinOps Services

Multi-Cloud
Accelerate





Contents

This Service Description details what we do, how we do it and what we need from you in delivering Accelerate for Cloud Providers Google, Microsoft, and IBM Clouds, and is additional to our AWS Accelerate Service Description. It also introduces our Account Management team. It operates under our Cloud Purchase Agreement (“CPA”)

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In this Service Description terms such as **“we”**, **“us”** and **“our”** mean Strategic Blue and **“you”** and **“your”** mean you as our Customer.



Accelerate Benefits

Overview

- We provide [cloud cost savings](#) without the need for technical changes to your use of cloud.
- As your cloud reseller, we manage [billing](#) to simplify invoicing, and can enable the PrePayment for cloud services through our Strategic Blue Vouchers and track how those vouchers are used.
- We provide [spend visibility](#) support using Cloud Provider tools.
- Our [Account Management Team](#) works with you to support you in the financial management of your cloud spend.
- There is [no fee](#) for our Accelerate Service Plan.

Cloud Cost Savings

Cloud Provider:

Google

A flat 3% discount is applied to Google Cloud pricing for cloud usage of eligible services (which excludes Software Licenses or Google Marketplace products) irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to Google or Strategic Blue.

The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.

We work with you to develop a commitment strategy. We provide a managed commitment and recommendation service, providing you with the flexibility of Sustained Use Discounts (SUD) and Committed Use Discounts (CUD) for your usage on the same durations provided by Google.



Microsoft	A flat 5% discount is applied to Microsoft Azure pricing for cloud usage, irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to Microsoft or Strategic Blue. The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage. We work with you to develop a commitment strategy. We provide a managed commitment and recommendation service for Microsoft Azure Reservations on the same durations provided by Microsoft.
IBM	A flat 5% discount is applied to IBM Cloud pricing for cloud usage, irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to IBM or Strategic Blue. The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.

Strategic Blue FinOps Consultants helping you get the best return from your cloud spend, supporting your technical and financial teams.

	Google	Microsoft	IBM
Recommendations	Quarterly plan and commitment review	Quarterly plan and commitment review	Quarterly plan and commitment review
Cloud Provider news and information	✓	✓	✓
Cloud Provider promotion guidance	✓	✓	✓
Detailed Savings Report	Up to 1/quarter	Up to 1/quarter	✗

Billing

As your cloud reseller we provide:



- **Managed, simplified invoicing**

Clear, simple invoices, issued monthly to reflect costs, savings and purchasing preferences.

- **Pay in alternative currencies**

On prior agreement, invoices can be paid in the currency of your choice using the relevant exchange rate published by a third party at the time of invoice. Standard currencies are USD, GBP and EUR, other currencies may be available upon request. Non-standard currencies are subject to an assessment and approval process and may incur additional charges.

- **PrePay for eligible products and services**

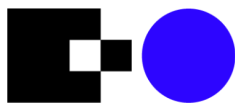
You may choose to provide PrePayment for **Strategic Blue Vouchers** that can be redeemed against future Strategic Blue invoices of eligible products and services. These can include, for example, Cloud Provider services or Strategic Blue Consulting Services.

- Such vouchers are purchased for an identified purpose and term such that they are reasonably expected to be redeemed within that term.
- Vouchers can be purchased in USD, GBP, or EUR. A voucher purchased for \$1 can be redeemed against \$1 invoiced in the future (with similar equivalence for other currencies).
- Your use of vouchers will be tracked and managed by your Strategic Blue Account Manager on a monthly basis.
- Generally, any vouchers unused at the end of the term will be returned after deduction of an administration fee (20% for the first \$100,000, 10% for any remaining above that).

Your Strategic Blue Account Manager will share the terms and conditions for our PrePayment Service with you on request.

Spend Visibility

Our team of experts is available to help you make the most of Cloud Provider tools to understand your cloud spend. This enables you to generate insights from your cloud spend and accurately attribute costs. It gives you control, builds spend accountability and identifies areas for optimization.



Account Management Team

You will be assigned a Strategic Blue Account Manager to act as your central point of contact. You can also use the general support@strategic-blue.com email address.

A two (2) working day response will be provided for standard type support requests for:

Service management and information requests	General support regarding your invoices or your Service Plan. The team will provide advice, guidance and issue resolution and will invite your feedback on our services and feature requests you would find useful for the future.
Technical Support for Strategic Blue services	Our Technical Account Managers will: • Lead and coordinate the technical aspects of onboarding, or offboarding, with us • Provide recommendations for workload optimization, such as generational upgrades, rightsizing, idle instance clean-up and storage optimisation. • Provide guidance on forecasting, showback and chargeback, discussing options available and pro's and con's of each.
Commitment renewals	Contractual management and purchasing from Cloud Providers required to provide discounts associated with spend or resource Commitments.
Spend alert analysis	<i>For Google and Microsoft only</i> , your Strategic Blue Account Manager will support you in exploring your cost and usage data to understand where spend anomalies arise and help remedy where required.

You can schedule service review meetings with your Strategic Blue Account Manager up to a frequency of one per month.

Beyond the scope of this Service Plan we can also provide additional FinOps services tailored for your specific needs. Please contact your Strategic Blue Account Manager to discuss any FinOps needs in more detail so they can advise.



Our Fee

There is no fee for our Accelerate Service Plan.

Rather than charge a specific fee for our services to you, we make our money from any rebates from Cloud Provider(s) to us for resale services. These rebates are applied to any reseller and are paid for by the Cloud Provider(s), not you.

What you do

Recurring tasks that require input from you are described below.

Plan Qualification Criteria

You must continue to meet the Accelerate Plan Qualification Criteria:

Plan Qualification Criteria	Google	Microsoft	IBM
Spend	No spend criteria.	No spend criteria.	No spend criteria.
Existing Cloud Provider Commitments (e.g. committed use discounts or reservations)	Existing Resource commitments transferred. Existing Spend commitments to be migrated with Google AM backing.	We will review any existing commitments you have and where possible create a management plan to accommodate them.	You cannot have any existing commitments. We can work with you to establish the best timeline for onboarding with Strategic Blue.
Accounts consolidated under a Strategic Blue organization	N/A	CSP Subscriptions only (no EAs)	N/A
Customer Specific Price List	Supported	Not supported	Supported
Strategic Blue is your Cloud Reseller	Yes	Yes	Yes
Credit	You must pass our credit checks.		



Plan Qualification Criteria	Google	Microsoft	IBM
Direct commitments to Cloud Provider	You shall not make any form of commitments to Cloud Provider directly, such as reservations or to access committed usage discounts without the prior written consent of Strategic Blue.		
Location	As per the terms of our resale agreement with the Cloud Provider confirmed at the time of onboarding		
Account Model	N/A	CSP	N/A

PrePayment

You will raise your desire to purchase Strategic Blue Vouchers for PrePayment of future Strategic Blue Invoices with your Strategic Blue Account Manager. They will share the related PrePayment Service terms and conditions.

You will inform your Strategic Blue Account Manager of the currency to hold.

There should be a realistic expectation that any vouchers purchased will be used entirely before their term expires:

- **You will** provide a month-by-month forecast of PrePayment usage up to 3 years.
- **You will** re-forecast the remaining PrePayment usage should the forecast be more than 10% in error (as a percentage of total) within 30 days of any request to do so.



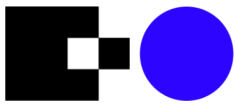
Terminating Accelerate

Should your agreement with us terminate entirely, this will be done under the terms of the agreement and under the guidance of our team. The key elements of this vary depending on Cloud Provider as shown below.

Google	You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to change the Billing Account to a direct provision or to a new reseller. For Google Workspace you will need to create or obtain a transfer token to migrate to a different reseller. We will then issue your final invoice for services used for the final partial month.
Microsoft	You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to off-board the subscription(s) to a direct Microsoft Azure provision or to a new reseller. We will then issue your final invoice for services used for the final partial month.
IBM	You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to inform Strategic Blue of the new route to market, either through a direct IBM provision or via a new reseller. We will then issue your final invoice for services used for the final partial month.

PrePayment Vouchers

Any remaining Strategic Blue Vouchers will be managed under the PrePayment Service terms and conditions.



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