



CANVAS SERVICE DEFINITION DOCUMENT

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SUBMITTED BY: INSTRUCTURE GLOBAL LTD.



THE SERVICE

Canvas is a Virtual Learning Environment, delivered as a Software-as-a-Service (SaaS) solution. Hosted by the most established and trusted cloud hosting provider in the world, Amazon Web Services, customers have unlimited scalability and over 99.9% uptime with Canvas. The Canvas architecture is designed to take advantage of the cloud and provides capabilities that normal hosting services simply cannot match in terms of automated provisioning, data redundancy, security, change management, multi-tenancy, and vector scaling - which allows us to predict peak usage for any given customer and scale accordingly.

With a fully-hosted solution like Canvas, customers do not have to worry about:

- Buying, setting up, and maintaining server hardware and software
- Dealing with web browser incompatibility
- Devoting valuable IT resources to the LMS
- Ensuring constant security
- Backing up data
- Dated user interfaces
- Applying updates and patches

DATA BACKUP, DATA RESTORE AND DISASTER RECOVERY

Canvas client data is backed-up automatically both in real-time and on a 24 hour schedule to multiple geographic locations, rather than a single data center. This allows Instructure to provide superior disaster recovery in the case of outages.

Most structured data such as courses, user information, and assignments are stored in a PostgreSQL database. This data is horizontally partitioned between instances based on account and demand. Each database cluster has a Master and a Slave database, located in geographically separate sites. The data from each Master is replicated asynchronously in near-real time to its corresponding Slave. Each Master is also backed up completely every 24 hours, and the backup is stored in a third geographically separate site. Files for static assets from courses and assignments are stored on a scalable, protected, geographically redundant storage system (Amazon S3). Multiple copies are stored by Instructure for backups.



Instructure's Disaster Recovery Plan provides procedures for redundant backup in case of hardware or software failure.

ONBOARDING SUPPORT AND IMPLEMENTATION PLAN

Canvas implementation packages provide service options to meet each institution's individual implementation requirements. They range from minimal support and guidance to full project ownership and management by Instructure.

Instructure's implementations comprise regularly-scheduled and highly-structured activities and engagements to ensure customers progress toward effectively using our applications.

Our Canvas implementation packages are designed to be flexible and customisable, tailored to meet the unique needs of each institution and project. We offer a range of adaptable service options based on factors such as customer requirements, project scale, and purchased products.

Our implementations are built on a solid foundation of four key pillars: project management, technical consultancy, learning consultancy, and change management. These pillars ensure that our customers receive comprehensive and structured support, guiding them to utilise our applications and achieve their goals effectively. Unlike traditional approaches, we don't offer pre-set levels of technical implementation. Instead, we craft unique bundles that include appropriate training and consultancy precisely tailored to the specific needs of each institution and project. Our training offerings are delivered through a combination of live webinars and onsite sessions, which can be tailored to meet institutions' specific requirements. Options are chosen in collaboration with our Learning Consultant, aligning the training with institutional goals.

As part of our approach, we employ a train-the-trainer model, empowering key users and nominated early adopters with the knowledge needed to support other users during rollout. In addition to our training services, we provide in-built tutorials within Canvas, complemented by extensive online guides. These resources offer step-by-step instructions with screenshots and videos to support users at every stage. Furthermore, our wider Community provides additional support through forums, user groups, live sessions, and more.

AFTER-SALES SUPPORT

Our partnership doesn't end at technical implementation completion or go-live. We will continue supporting you closely throughout the life of the contract, engaging in continuous professional development, customer marketing, community engagement, and user conferences. Your Customer Success Manager will be with you for the entirety of your contract, and you will benefit from the support of our in-house support team.

Depending on institutional need, we can provide one of three support levels: Standard, 24/7 and Tier 1. We have outlined the differences between these packages below, along with their Service Level Agreements:

	STANDARD (included with paid subscription)	24/7 (additional fee)	24/7 + Faculty Tier 1 (additional fee)	24/7 + Tier 1 (additional fee)
SUPPORT TEAM	Administrator access to pool of experienced resources. End users are supported by the institution/school.	Administrator access to pool of experienced resources. End users are supported by the institution/school.	Administrator & Faculty access to pool of experienced resources.	All users have access to pool of experienced resources.
CONTACT	Admins can call Canvas Support from 6 a.m. - 6 p.m. Local Time, Local Business Days. Admins can escalate tickets to Canvas Support in the Canvas	Admins can call Canvas Support 24/7/365. Admins can escalate tickets to Canvas Support in the Canvas Support ticketing system. Admins can contact Canvas	Faculty / staff users can contact Canvas Support directly by phone, live chat, or email / webform. Admins can call Canvas Support 24/7/365. Admins can	All users can contact Canvas Support directly by phone, live chat, or email / webform. Admins can call Canvas Support 24/7/365. Admins can escalate tickets

	Support ticketing system.	Support directly by phone, live chat, or email/webform.	escalate tickets to Canvas Support in the Canvas Support ticketing system.	to Canvas Support in the Canvas Support ticketing system.
SLAs (80% within time shown)	Two business days	Twelve hours	One hour targeted initial response for webform/email tickets, 5 minute targeted initial response for phone & chat.	One hour targeted initial response for webform/email tickets, 5 minute targeted initial response for phone & chat.
NUMBER OF ADMIN LICENSES TO ACCESS SUPPORT PORTAL	One*	Three*	Three*	Three*

*More available at an additional cost per year

Aside from the constant support of our in-house support team, your CSM will support you in a variety of ways, ensuring you are set up for success through a real partnership. The roadmap for our partnership with customers traditionally looks like this:

- MONTHLY:** Canvas is never in a fixed state and within four weeks of your implementation starting, we will already have made improvements to the platform. The institution will have access to our monthly release notes, and the Customer Success Manager will highlight changes within the Canvas platform that will align and support the institution in achieving their goals. The institution's Customer Success Manager will also check in on a monthly basis following go-live. For the entirety of your contract, the institution will get together with the CSM every month to discuss their current progress and how Canvas is meeting their goals, while also working out the next steps of your journey towards their vision. They will discuss how new Canvas features will align with their goals, advise on how to communicate to their users, and talk about your success stories

and how to share those with your wider team. Their KPI is the institution's success, and they'll do whatever it takes to make sure the institution achieves that success.

- **YEARLY:** Your Customer Success Manager will conduct an Executive Business Review with the institution. They will share data and will deliver an in-depth run through of Canvas usage: the activity within courses, the devices users use to access Canvas, who are the key teachers, how often are users engaging with the platform, and more. From that review, we can give the institution advice on next steps, walking them through best practices around increasing and improving Canvas usage and driving achievement of your long-term goals. Every year, the institution will be invited to our two customer conferences: CanvasCon and InstructureCon. They not only allow the team to learn from Canvas experts, but also allow the team to engage with other institutions and see, discuss, and learn from their best practices using Canvas.

Along with regular direct contact with us, you can also benefit from direct contact with people who have been through similar experiences as you via the Canvas Community. Every journey is different, but it helps to know what your peers' journeys were like, and that's exactly what you'll be able to experience with Canvas. Our inclusive user groups allow you to confer with other institutions, speaking to them about their experience implementing Canvas, getting tips and advice on how to best utilise the exciting new platform at your disposal.

OFFBOARDING SUPPORT

At Instructure, we are proud of the long-term relationships we form with our customers and these relationships are one of the reasons why we have market-leading retention rates. In the unlikely event that a customer chooses to leave Canvas, we will support them throughout the process, giving them the assistance they need to successfully transition to their new provider. Canvas' inherently open nature makes it easy for the data and content to talk to other systems, and this includes all other major VLE providers.

The Customer Success Manager will continue to support customers throughout the phase-out process, providing advice on how data can be migrated from the Canvas system. Tasks and timescales will depend on the volume of content within Canvas that

you want to transition to another platform. We have identified two examples to give an idea of what will be involved:

1. Teachers are responsible for exporting their own course/s. It would be feasible for every teacher to export their own course into a central folder in a few minutes, depending on the size of the Course.
2. Admins centrally export all courses using APIs - this could take approximately a month using the APIs, and quality control checking of the exported courses.

Method of Data Migration to a New System

Canvas' "Export Course Content" tool will make it extremely easy to export content from Canvas in just three clicks, and will enable staff to archive and export courses on an individual and batch basis. Exports are packaged as IMSCC ZIP files, which can only be opened by programs that support Common Cartridge files. Customer data within Canvas is also retained for a period of three months following the expiration or termination of the contract, giving anyone who leaves us more than enough time to export all of their data.

1. Go to Course Settings & look on the right hand side for the Export Course Content button
2. Choose to export an older version of a Course or create a new Course Export
3. Download your .imsc file

It is also possible for you to bulk export your Canvas Courses using our open APIs.

It is also advisable to export a huge amount of invaluable data from Canvas at any time using Canvas Data. The Canvas Data service can provide the customer with key data points from Canvas, facilitating on-demand querying, reporting, and analysis. Canvas Data is available as a daily flat-file download which can be imported and used with your preferred reporting tool. This will ensure that valuable teaching and learning data, analytics and reporting is not lost.

SERVICE CONSTRAINTS

Instructure's hosting services include automatic "hands-free" upgrades and updates, which means you will never have to worry about patches, service packs, version



numbers, or running unsupported versions of Canvas. This also means you will automatically have the latest security features and bug fixes without doing a thing. Instructure's rolling release methodology rarely incurs any system downtime.

Canvas feature releases, changes that will affect users, happen on the fourth Saturday of every month. These changes will typically be on the beta environment for a month before being released to the product environment. You can test drive new features in the beta environment and provide feedback about the upcoming/proposed changes before the feature is released to the product environment.

Canvas upgrades and updates that do not affect users are deployed frequently for the primary codebase. We also apply security-related or important bug fixes between the update releases when needed.

We do not want to disrupt our customers, so your administrators will typically be able to choose when they want to enable larger features for the institution. Most institutions will pilot the feature and then turn it on for release between terms in order to give teachers time to understand and incorporate the feature into their everyday Canvas use.

SERVICE LEVEL AGREEMENT

We provide a 99.9% uptime SLA guarantee, as outlined below, alongside our commitment if these SLAs are not met:

"Service Level Agreement. Instructure will use commercially reasonable efforts to make the Service available with an Annual Uptime Percentage of at least 99.9% ("Service Commitment"). In the event Instructure does not meet the Service Commitment, Customer will be eligible to receive a service credit as described below. The maximum amount of the credit is 1/12 of the annual subscription fee for a twelve (12) month period. The service credit is calculated by taking the number of hours the Service was unavailable below the Service Commitment, and multiplying it by 3% of 1/12 the annual subscription fee. If the Customer has been using the Service for less than 365 days, the preceding 365 days will be used, but any days prior to Customer's use of the Service will be deemed to have had 100% availability. Any unavailability occurring prior to a credit cannot be used for any future claims. The Service Commitment does not apply to any scheduled outages, standard maintenance windows, force majeure, and outages that result from any technology issue originating from Customer or a User."