



Metricell Service Definition Document

SmartTools Geospatial Visualisation in Maps and Dashboards

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1 Why Metricell?

Metricell is on a mission to deliver connectivity. We work with our customers to design, deliver and manage wireless communication networks - with a shared ambition of achieving flawless network experience. We have been responsible for a number of first-to-market products, and our technology is characterised by the relentless pursuit of automation and digitalisation.

Our geospatial intelligence tools traverse a wide range of business processes - from Test & Measurement to Customer Experience Management – and we are pioneers in the areas of Crowdsourcing and Digital Self Care. Our technology is today in use by a broad range of customers; thousands of their personnel; and millions of devices worldwide.

Through our world-class products, hosting infrastructure and technical knowledge, Metricell can provide an intelligent and scalable solution to meet the requirements of any customer. We are a Horsham based company with almost 15 years of experience providing software and services to governments, telecommunications companies and enterprises. We have a close relationship with both telco organisations and industry consultants, as well as a solid track record of delivering successful software platforms, capable of handling complex datasets and displaying them on our web-based geographic information system.

We have a number of certifications, such as ISO Information Security, Quality Management, and Business Continuity, and awards including a Queen's Award for Innovation and International Trade, demonstrating our capability on delivering first class projects – on time, on budget and at scale.

Our significant software and data analytics work supports our strategic analysis of complex technical and commercial projects, particularly involving complex infrastructure, large scale data loading and analytics, and powerful visualisation and collaboration tools, all developed and maintained inhouse.

2 Service Overview

This software service provides powerful GIS mapping and dashboard visualisation capabilities. Data is ingested, stored, processed and correlated from a range of sources and made available for analysis and interrogation via an easy-to-use, secure web-based interface. Data inputs can be from a customers own systems or Metricell's applications and tools.

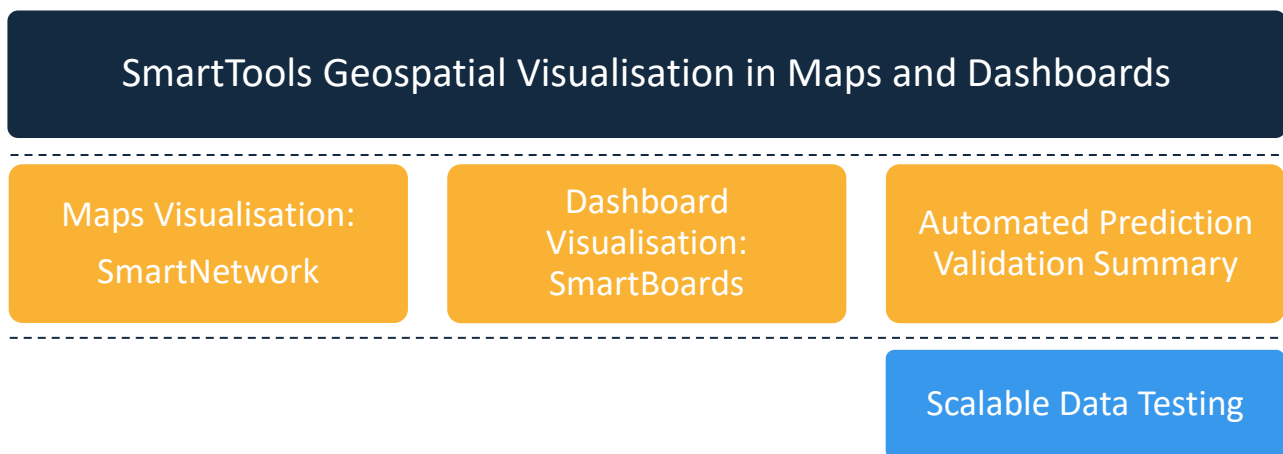
3 Service Features

- Easy-to-use, web-based geospatial intelligence platform, with heterogeneous data loading.
- Central access to data: from Metricell's applications and Buyer datasets.
- Seamless integration with your digital channels and existing tools.
- Map based analytics, with user-defined visualisation controls.
- On-demand data imports and polygon-based data exports.
- User generated, near real-time dashboards, with public and individual libraries.
- Powerful data filtering and drill-down functionality.
- Optional supporting 'Test Cloud' infrastructure for scalable, cost-effective testing.
- Correlation and algorithmic analysis, including predictions validation and delta analysis.
- Secure, with administrative controls for managing access to certain data.

4 Service Benefits

- Remove internal knowledge silos and make data widely accessible.
- Reduce time to complete tasks by using one central tool.
- See any measurement/testing data, alongside other BSS and OSS information.
- Complete view of your data across all key locations.
- Automate and correlate the ingestion of any location-based datasets.
- Automate process for identification and action against data trends.
- Get fast and automated updates with subscribed email reporting outputs.
- Powerful mapping options enrich data analysis by including location context.
- Better collaborate with powerful data/view sharing and messaging capabilities.
- Gain new insights into data with user-defined, user-built smart dashboards.

5 Software Service Components



Maps Visualisation: SmartNetwork Summary

SmartNetwork is a powerful GIS software module, capable of centralising any GIS based dataset and eliminating data silos across your organisation. It can handle complex infrastructure, performance, service management data and much more. For example, in a telecommunications context this may include Cell Sites, transmission links, OSS KPIs, road vectors and predicted coverage rasters. SmartNetwork can also handle any unique datasets including EV charging points, street furniture and any other location-based assets.

SmartNetwork doesn't only house your data, but is also the central mapping tool for visualising and analysing measurements from Metricell's tools which can be found in other "SmartTools" related G-Cloud 14 software / services.

The software provides a series of powerful reporting capabilities helping the user to extract intelligence from these map-based visuals, enabling key decisions to be made. In addition, there are a variety of functions included to interrogate the data such as Dual Maps, 3D Buildings Overlay and Map Layers, along with a range of collaboration tools to enable teams and departments to work closer and more efficiently.

Dashboard Visualisation: SmartBoards Summary

SmartBoards is a dashboard and reporting module, which offers an intuitive interface to analyse any dataset ingested within the software. Boards can be designed around one set of metrics or expanded to include data from multiple sources. Once created, the data within the dashboard is automatically kept up to date, within the desired format and structure. Users can gain and share trends and results from the dashboards as they appear, maximising process efficiencies and providing quick and actionable intelligence and insights, without the need to re-run manual reports and data analysis.

SmartBoards provides an almost infinite number of ways to interact with the data, providing full customisation capabilities to extract the insights that you are looking for.

Collaboration is fundamental to the operation of SmartBoards. Reports and Dashboards can be generated with the input of multiple users, capturing cross-departmental requirements and maximising the value of the insights provided. Any content on SmartBoards can be shared with other users within the software or exported via email, useful for management and subscription-based 'offline' reporting.

Automated Prediction Validation Summary

Automated Prediction Validation and Delta Analysis is a software tool designed to provide on-demand analysis comparing prediction data against real world samples. Typically, this has been used to understand the differences between 'in-the-field' network coverage samples collected via Metricell's mobile applications vs. a network operators own coverage predictions. However, the tool can be used to compare any raster-based predictions against real world data and measurements samples e.g. air quality, flooding predictions, and more.

The available sets of data are ingested and aggregated within a common/standard sized 'bin' or 'grid'. Following this, it is easy to see a summary of the data and review a range of features designed to showcase potential deltas.

In addition to the above, it may be possible to provide outputs via API calls i.e. results for any given location coordinates, postcode or other landmark.

Note: This is an optional component to the software service.

Scalable Data Testing Summary

The Scalable Data Testing service offers users the ability to perform flexible data speed and experience testing e.g. Download Speed, Upload Speed, Ping and Jitter.

The service is cloud-based, secure, reliable and resilient. Test results are fast and consistent when the radio environment allows, meaning you can measure data connectivity knowing that the infrastructure supporting the tests are not impacted negatively on the results.

Key benefits of using Metricell's Scalable Data Testing service includes:

- **Security:** The service is secure. Incoming traffic is isolated at the Content Delivery Network level from the project web server or cloud-based file cache.

- **Reliability:** The service can be setup with a 100% uptime, protecting the Buyer from issues such as hardware failures, increases in demand or malicious attacks. In addition, the Content Delivery Network uses load balancing to distribute and allow for seamless scaling of demand in traffic.
- **Control and Data Accuracy:** Reassurance that the infrastructure will remain available for all test devices, and that results are not hampered or returning misleading metrics.
- **Free Rating:** Working with Service Providers, the test endpoints (URLs) may be able to be free rated.

Note: This is an optional component to the software service.

6 Service Customisation

The software provides a wide range of customisation options.

Within the service interface, users can build a custom workspace; defining how data is visually presented in the map e.g. which data layers to view, how data is filtered, map themes, 2D vs. 3D views, colouring and legend thresholds, and more. Dashboards can be designed and built to a users own requirements, making use of charts, graphs, data tables, and polygon based maps.

Other optional components of the software, such as a range of accompanying mobile applications, can be customised to perform certain automated testing, behave differently based on unique vs. group identifiers, or even be re-branded to the Buyers own specifications.

Much customisation can be performed within the software, via an easy to use interface, including 'drag and drop' style features or standardised filtering and layer controls.

Outside of the tool, the Buyer can work with their Technical Account Manager and other key stakeholders to request changes and seek new developments. Metricell's team of experienced software developers will be able to customise software functions based on user needs and automate any new data feed inputs.

7 Integrating via APIs

Metricell provides REST APIs to access different resources (data entities) available within the platform via URL paths. The use of the REST API relies on third-party applications making HTTP(s) requests and parsing the response. This acts as standard connection interface for 3rd party tools, which allows the software to share data with other systems automatically. The response format is JSON, although SQL and XML can also be used in some cases. The call methods are the standard HTTP methods (GET, PUT, POST and DELETE). The APIs are developed by Metricell for specific use cases and provided to customers with appropriate documentation. Users can't make changes to the APIs, although they are often tailored to meet a Buyer's specific requirements.

8 Data Exports

Data from the GIS interface is exportable via a Data Exporter tool. This queues export requests and emails the user once their file is ready to download, typically within less than 30 minutes. The Data Exporter allows users to define:

- Export name
- Time range
- The area (polygon boundary) from which the data is being exported
- The metrics to be exported

The file output is a .csv document. Report and dashboard views can be exported into a mixture of PDF and .csv file outputs. It may also be possible to arrange other automated exports by request, such as ASCII Grid or KMZ.

9 Service On-Boarding

Prior to the software becoming fully operational Metricell will undertake a number of actions so there is a smooth deployment process to the Buyer. These are listed below:

- Documentation: User Guides; Release Notes for any updates/upgrades
- Training: Metricell will run 'Train-the-trainer' sessions with the Buyer, either online, onsite or at Metricell's HQ. More information about the training provided is explained later on in this document.
- Shared multi-customer annual roundtable sessions, where our customers share ideas and experiences directly with each other.

10 Service Off-Boarding

Metricell have a defined End of Service Process, which aims to minimise disruption to the Buyer and the end users of the software. Closing down the service must accomplish the following:

- A planned and well communicated shut down of the service, with Buyer consultation and notification.
- Migration or exportation of key customer datasets and analysis, depending on the use cases deployed.
- Return or deletion of customer IPR and collateral.
- Correct handover to IT and Operational Teams for the data sanitisation process. Typically, this may follow a standstill period, to ensure that the software can be restored should a change in decision be made.

Normally, the process should be performed over a 60-90 day period, to allow for the appropriate commercial and technical actions to be planned and executed.

11 Pricing

Please refer to the supporting Pricing Document for this software service.

12 Service Levels and Service Credits

The Buyer will have access to the Metricell Service Desk (email, portal and phone) to submit tickets when they experience issues with the software. Our well-defined and proven Incident Management process ensures all tickets go through a Level 1-3 triaging process, which are pre-defined for common events, to determine the best person within Metricell to address the issue. Our Service Desk processes are designed around ISO Quality Management and Information Security Management frameworks (we are certified in both), and the management team is trained by the Service Desk Institute. Incident reports are also shared with the Buyer for Emergency incidents.

Service Performance KPIs

The table below provides a high-level summary of the service performance provided by Metricell, depending on the level of support selected by the Buyer.

SLA	Bronze	Silver	Gold	Platinum
<i>Uptime</i>	A minimum of 97.00% per month.	A minimum of 98.00% per month.	A minimum of 99.00% per month.	A minimum of 99.50% per month.
<i>Service Availability</i>	A minimum of 95.00% per month.	A minimum of 96.00% per month.	A minimum of 97.00% per month.	A minimum of 98.00% per month.
<i>Recovery</i>	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.
<i>Maintenance Windows</i>	Operational Hours	Operational Hours	Operational Hours, or in/outside Operational Hours by arrangement	Outside Operational Hours by arrangement

Service Desk KPIs

The table below provides a high-level summary of the Service Desk response and resolution times provided by Metricell, depending on the level of support selected by the Buyer.

SLA	Bronze	Silver	Gold	Platinum
Operational Hours	Monday to Friday 08:00 to 18.00 GMT/BST (excluding UK public holidays).	Monday to Friday 08:00 to 18.00 GMT/BST (excluding UK public holidays).	Standard Client Working Week (Up to 50 Hours, excluding UK public holidays).	24/7/365.
P1, Critical Priority	Initial target response: 24 Operational Hours after ticket submission with four-hourly updates. Target resolution or workaround: Priority	Initial target response: 16 Operational Hours after ticket submission with three-hourly updates. Target resolution or workaround: Priority	Initial target response: 8 Operational Hours after ticket submission with two-hourly updates. Target resolution or workaround: Priority	Initial target response: 4 Operational Hours after ticket submission with hourly updates. Target resolution or workaround: Priority reduced to P2 within 12

	reduced to P2 within 30 Operational Hours, and fully resolved within 96 Operational Hours.	reduced to P2 within 24 Operational Hours, and fully resolved within 72 Operational Hours.	reduced to P2 within 18 Operational Hours, and fully resolved within 60 Operational Hours.	Operational Hours, and fully resolved within 48 Operational Hours.
P2, High Priority	Initial target response: 48 Operational Hours from ticket submission with updates every 8 Operational Hours. Target resolution or workaround: Within 96 Operational Hours.	Initial target response: 32 Operational Hours from ticket submission with updates every 6 Operational Hours. Target resolution or workaround: Within 72 Operational Hours.	Initial target response: 16 Operational Hours from ticket submission with updates every 4 Operational Hours. Target resolution or workaround: Within 48 Operational Hours.	Initial target response: 8 Operational Hours from ticket submission with updates every 2 Operational Hours. Target resolution or workaround: Within 36 Operational Hours.
P3, Medium Priority	Initial target response: 60 Operational Hours from ticket submission. Updates provided as necessary. Target resolution or workaround: Within 30 business days.	Initial target response: 36 Operational Hours from ticket submission. Updates provided as necessary. Target resolution or workaround: Within 20 business days.	Initial target response: 24 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 10 business days.	Initial target response: 12 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 5 business days.
P4, Low Priority	Initial target response: 80 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 180 business days.	Initial target response: 72 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 60 business days.	Initial target response: 60 Operational Hours via email. Updates provided as necessary. Target resolution or workaround: Within 40 business days.	Initial target response: 48 Operational Hours via email. Updates provided as necessary. Target resolution or workaround: Within 20 business days. Resolution may also include consultation with Metricell Account Management to review project requirements which may result in a Change Request.

Service Penalties

To provide for a workable service, during any single contracted month the following number of items will be accepted by the Buyer as not being subject to penalty:

- Critical Level: 1
- High Level: 2
- Medium Level: 15
- Low Level: Unlimited

After this allowance, The Client has the right to request compensation for Metricell's failure to deliver a solution within the specified timeframes, with the penalties stipulated as follows:

- 3% of monthly cost of Technical Support for every 24 hours of not delivering temporary solution for problems of Critical Level.

- 1% of monthly cost of Technical Support for every 3 working days of not delivering temporary solution for problems of High Level 2.
- 1% of monthly cost of Technical Support for every 1 calendar month of not delivering temporary solution for problems of Medium Level.

13 Supporting Documentation and Resources

Metricell has a dedicated knowledge repository which will be made available to buyers once the service period has begun which can be accessed through a platform called HappyFox. The HappyFox platform stores a rich library of resources, in multiple formats such as video guides, user guides and FAQs, which have been designed to enable the buyer to self-educate themselves on the features contained within the solution.

14 Training

Training is offered by Metricell at the point of delivery, either in person or remotely in an online training environment. As well as this initial training period, Metricell are fully committed to the model of continuous training and improvement and this is reflected in the way we will support our customers. Starting with User Guides, after each new publish to our products, Metricell will provide updated User Guides to alert users to the new functionality. In addition, on service launch Metricell will provide Train-the-Trainer training sessions. The purpose of these sessions is to allow the Buyers internal training team to learn how to use the solution on an in-depth level so they are fully competent from one of our subject matter experts. The training team can then distribute this knowledge throughout the user base where required, for which Metricell will often provide continued support. Finally, when a user experiences an issue with our products, as part of the resolution our Service Desk will offer further training as part of the issue resolution.

15 Ordering Process

To procure the software service, please contact us by e-mail in the first instance on sales@metricell.com. Upon receipt of your email, a member of our sales team will make contact to schedule a session to discuss your requirements in more detail to confirm the complexity of the requirements. All pricing will be as per the associated pricing sheets.

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Find out more at www.metricell.com

