

SERVICE DEFINITION DOCUMENT

Praxis by Emergn

AI-Powered Product Management Platform

G-Cloud 15 Framework

Lot 2b: Software as a Service

Taxonomy: E-203-307-000 (Project and Portfolio Management)

Supplier: Emergn Limited

Document Version: 1.0

Date: January 2026

1. Service Overview

1.1 Service Description

Praxis is a SaaS platform combining AI-powered coaching with interactive product management tools. It enables teams to define and execute strategy, validate assumptions through experiments, and build capabilities in a unified workspace. The embedded AI coach, Stella, provides contextual guidance based on proven product management methodologies.

Praxis provides a structured product management workspace that helps teams define product strategy, make evidence-based decisions, run validation experiments, and track measurable outcomes. The platform combines interactive tools with Stella, an AI product coach trained on Emergn's Value, Flow, and Quality (VFQ) methodology developed through decades of enterprise consulting.

Praxis bridges the gap between strategic thinking and tactical execution, enabling product teams to manage products across their lifecycle and helps organisations build consistent product practices at scale.

1.2 Target Users

- Product Managers and Product Owners
- Portfolio Managers and Heads of Product
- Digital Transformation Teams
- Organisations seeking to improve product decision-making and delivery outcomes

1.3 Key Capabilities

- AI product coach providing contextual guidance on product management work
- Interactive tools for strategy definition, personas, experiments, and competitive analysis
- Unified workspace connecting product strategy to delivery and measurement
- Experiment management to validate assumptions before committing resources
- Product portfolio capabilities with actionable insights for each product
- Dynamic learning modules tailored to user context and skill gaps
- Role-based access controls supporting team and enterprise deployments
- Integration-ready architecture for connecting to existing delivery tools

2. Hosting and Infrastructure

2.1 Cloud Deployment Model

Praxis is delivered exclusively as a multi-tenant public cloud SaaS solution. The platform is hosted on enterprise-grade cloud infrastructure with the following characteristics:

Deployment Model	Public Cloud SaaS (multi-tenant)
Infrastructure Provider	Cloudflare (edge/CDN), Supabase (database on AWS)
Data Storage Location	United States (EU/UK options available for Enterprise)
Private/On-Premise Options	Not available as standard; custom arrangements may be considered for Enterprise customers by prior agreement

2.2 Infrastructure Security

- All traffic protected via Cloudflare with built-in DDoS protection
- TLS 1.2 or above enforced for all data in transit
- Data encrypted at rest using AES-256 encryption
- Row-level security implemented at database level for tenant isolation
- Rate limiting applied to AI processing requests to ensure fair resource allocation

3. Technical Requirements

3.1 Browser Requirements

Praxis is a fully browser-based application requiring no client-side installation. Supported browsers include:

- Google Chrome (latest two versions)
- Mozilla Firefox (latest two versions)
- Apple Safari (latest two versions)
- Microsoft Edge (latest two versions)

3.2 System Requirements

Internet Connection	Stable broadband connection required; offline access not supported
Screen Resolution	1280x720 or higher recommended
JavaScript	Must be enabled
Cookies	Must be enabled
Firewall Configuration	Corporate firewall must allow HTTPS traffic to Praxis domains

Additional Software	None required
Hardware Requirements	None; fully browser-based

3.3 Authentication Options

- Email/password authentication via Clerk identity provider
- Microsoft account sign-in
- Enterprise SSO (SAML 2.0/OIDC) available on request for compatible identity providers

4. Service Constraints

4.1 Deployment Constraints

- Multi-tenant public cloud SaaS only; on-premise and private cloud deployments are not available
- Custom cloud hosting arrangements may be considered for Enterprise customers by prior agreement
- Continuous internet connectivity required; no offline access capability
- Native mobile applications not currently available (responsive web interface only)

4.2 Customisation Constraints

- Platform configuration available within standard feature set
- Custom development or bespoke features not included in standard offering
- Enterprise tier includes additional configuration options

4.3 Integration Constraints

- Praxis complements but does not replace delivery tools such as Jira or Azure DevOps
- Third-party integrations subject to customer configuration requirements

5. Service Levels

5.1 Availability

Praxis targets high availability through Cloudflare infrastructure and managed cloud services. Service status information is available to customers.

Availability Target	High availability via enterprise cloud infrastructure
Measurement Period	Monthly
Exclusions	Scheduled maintenance windows

5.2 Performance

- Platform designed for responsive user experience
- AI processing requests managed through rate-controlled queuing
- Load balancing distributes traffic to prevent performance degradation

6. Support

6.1 Support Channels

Email/Ticket Support	support@praxisbyemergn.com
In-Application Help	Contextual guidance and Stella AI coach
Phone Support	Not available
Web Chat	Not available
On-site Support	Not included (consulting services available separately)

6.2 Support Hours

Standard support is available Monday to Friday, 09:00-17:00 UK time (excluding UK public holidays).

6.3 Response Times

Priority 1 (Critical)	4 business hours
Priority 2 (High)	8 business hours
Priority 3 (Normal)	2 business days

Response times measured during support hours only.

6.4 Support Tiers

Standard Support (All Tiers)

- Email ticketing with automatic ticket creation
- Status updates via email
- Included at no additional cost

Enterprise Support (Enterprise Tier)

- All Standard Support features
- Dedicated onboarding guidance and rollout support
- Named Customer Success Manager
- Included at no additional cost for Enterprise customers

Premium Support (Available on Request)

- Enhanced SLAs and dedicated support arrangements
- Priced based on customer requirements

6.5 Third-Party Support

Support is available to the buyer's IT teams and authorised representatives, even if they do not hold individual Praxis licences.

7. Onboarding and Implementation

7.1 Getting Started

Praxis is designed for immediate productivity with no installation required. Users sign in via Microsoft account or email and can begin working within minutes.

7.2 Onboarding Support by Tier

Pro and Team Tiers

- In-application guidance and contextual help
- Stella AI coach provides step-by-step assistance for all platform features

Enterprise Tier

- All Pro/Team onboarding features
- Dedicated onboarding guidance and rollout support
- No additional cost

7.3 Optional Services

- Custom training workshops (additional cost)
- Implementation consulting (additional cost)

7.4 Buyer Responsibilities

- Designate platform administrator(s) / Team Owner
- Provide user list for provisioning
- Configure SSO integration (if applicable)
- Complete internal security/procurement approvals as required

8. Outage and Maintenance Management

8.1 Scheduled Maintenance

- Advance notice: Minimum 5 business days
- Timing: Typically performed outside UK business hours
- Communication: Email notification to designated administrators

8.2 Emergency Maintenance

- Communication: As soon as practicable
- Applied only when necessary to address critical security or stability issues

8.3 Incident Management

- Incident response procedures in place

- Security incidents communicated to affected customers as required by law
- Post-incident reviews conducted for significant events

9. Backup and Disaster Recovery

9.1 Data Backup

Backup Frequency	Regular automated backups
Backup Retention	Encrypted backups retained for 365 days
Backup Encryption	AES-256 encryption at rest
Geographic Redundancy	Managed by cloud infrastructure provider

9.2 Business Continuity

- Platform hosted on enterprise-grade cloud infrastructure with built-in redundancy
- Cloudflare provides edge distribution and failover capabilities
- Database infrastructure managed by Supabase on AWS

9.3 Data Restore

Data restore requests can be submitted to support@praxisbyemergn.com. Restore timelines depend on the scope and nature of the request.

10. Security

10.1 Data Protection

Encryption in Transit	TLS 1.2 or above
Encryption at Rest	AES-256
Access Controls	Role-based access with row-level security
Authentication	Managed by Clerk; supports SSO (SAML/OIDC)

10.2 Security Practices

- Regular penetration testing by independent third-party provider
- Continuous vulnerability management
- Secure software development lifecycle (SDLC) practices
- Employee access to customer data strictly limited, time-bound, and audited
- Regular security training for all staff

10.3 Standards Alignment

- ISO/IEC 27001-aligned security practices
- ISO/IEC 42001-aligned AI governance system
- EU AI Act aligned (ready for August 2026 enforceability)
- GDPR compliant (UK and EU)

10.4 AI Data Processing

Praxis includes AI-powered features (Stella coach) with the following data handling commitments:

- Customer data processed solely to deliver Praxis features
- Customer data is NOT used to train or improve AI models
- AI vendor (OpenAI) processes data under contractual safeguards
- Customers retain full ownership of their intellectual property

11. Data Management and Privacy

11.1 Data Controller/Processor Roles

GDPR Role	Data Controller for service operation; Data Processor for customer strategic business information
Data Processing Agreement	Available upon request
Compliance	UK GDPR, EU GDPR, Data Protection Act 2018

11.2 Sub-processors

The following sub-processors are used to deliver the Praxis service:

Clerk	Authentication and identity management
Supabase	Database and back-end infrastructure
Stripe	Payment processing and billing
PostHog	Feature flags; cookieless analytics (aggregated, non-identifiable data only)
OpenAI	AI processing (under instruction; not used for model training)
IP Geolocation Provider	Country/currency detection

11.3 Data Retention

Account Data	Retained for life of account plus reasonable period after closure
Strategic Business Data	Deleted upon account deletion
Encrypted Backups	Automatically purged 365 days after account deletion
Analytics Identifiers	365 days

11.4 Data Sanitisation

Industry-standard data sanitisation processes are in place. Upon account deletion, customer data is removed from active systems. Written confirmation of deletion is available upon request.

12. End of Contract and Data Access

12.1 Contract Termination

- Cancellation takes effect at end of current billing period
- Access continues during any notice period
- Account reverts to read-only mode after subscription ends

12.2 Data Extraction

Users can request a full export of their data by contacting support@praxisbyemergn.com. Data is provided in standard formats (CSV, JSON) within a reasonable timeframe. Self-service export functionality is planned for a future release.

12.3 End-of-Contract Process

Included in the contract price:

- Data export upon request in standard formats (CSV, JSON)
- Continued access during notice period
- Secure deletion of customer data from active systems upon request
- Written confirmation of data deletion available on request

Timelines:

- Cancellation takes effect at end of current billing period
- Data export requests fulfilled promptly
- Encrypted backups automatically purged within 365 days of account deletion

No additional costs for standard contract termination.

13. Supplier Information

Supplier Name	Emergn Limited
Registered Address	20 Harcourt Street, Dublin 2, D02 H364, Ireland
Company Registration	Ireland, Company No. 472699
Contact Email	contact@praxisbyemergn.com
Support Email	support@praxisbyemergn.com
Privacy Enquiries	privacy@praxisbyemergn.com
Website	https://praxisbyemergn.com

— End of Document —