

AZURE CLOUD MANAGED SERVICE

RM1557.15 G-Cloud 15 (Lot 3 Cloud Support)



CCS Approved Supplier:

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Overview of the Service

Exponential-e's Azure Cloud Managed Service provides a comprehensive, cloud-native managed operating model for Microsoft Azure. The service combines governance via Azure Landing Zones, identity and access using Microsoft Entra ID, continuous security posture management with Defender for Cloud, and modern observability using Azure Monitor and Log Analytics. Operations are automated through Infrastructure-as-Code (IaC) and DevOps practices, while value is maximised through FinOps. The service is delivered 24×7×365 by a UK-based, ITIL-aligned Service Desk with single SLAs across all hours.

This document focusses on our Microsoft Azure Cloud Managed Services, which can be incorporated into our Flex Management product portfolio:

Azure Plan Direct

Azure Plan Direct is Exponential-e's foundational support offering for customers consuming Microsoft Azure through the Azure Plan under the New Commerce Experience (NCE). As the customer's Cloud Solution Provider (CSP), Exponential-e delivers all core responsibilities required to provision, administer, and bill Azure Plan subscriptions.

Azure Plan Managed

Azure Plan Managed is Exponential-e's value-added service designed to support customers with the day-to-day management and operation of core Microsoft Azure platform components. This service provides enhanced operational oversight, ensuring that the foundational elements of the customer's Azure environment are maintained, monitored, and supported in line with best practice.

Azure Plan Cooperation

Azure Plan Cooperation is Exponential-e's collaborative managed service offering, designed for customers who require shared operational responsibility across an agreed subset of their Microsoft Azure environment. Under this model, Exponential-e manages defined components of the Azure estate while working in partnership with the customer's internal IT teams and third-party providers.

Azure Plan Evolution

Azure Plan Evolution is Exponential-e's fully outsourced managed service offering, delivering complete operational responsibility for the customer's Microsoft Azure environment. Under this model, Exponential-e provides end-to-end management across the entire Azure estate, ensuring robust governance, security, performance, and continual optimisation.

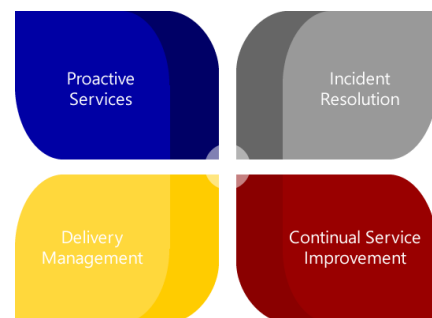
The commercial charge for Azure Plan Cooperation & Evolution is based on a **percentage of the customer's monthly Azure Plan consumption** for the Azure environment under

management, ensuring a transparent and scalable billing model that aligns cost with operational scope. We provide 3 elective levels of service. The charge for these levels of service is 25%, 35%, or 45% of the monthly Microsoft Cloud CSP charges.

The Flex Portfolio

The **Flex portfolio** has been designed to deliver a comprehensive, end-to-end managed service across our customers' technology environments. It brings together four essential service components:

- ✓ Proactive services that are designed to mitigate against faults or security exposure,
- ✓ Reactive incident resolution across our entire technology product set,
- ✓ On-going service delivery management,
- ✓ On-going continual service review and service modification to improve the overall service.



Exponential-e's Microsoft Azure Cloud Managed Services address all four components of service management and is the primary subject of this document.

This service is a highly flexible and responsive extension of an organisation's own IT function, and seamlessly augments the IT support and management services for organisations of all sizes. It provides multi-vendor telephone, email, and onsite support, portal access, consultancy, and management services to improve the reliability and resilience of supported items and improve the end user experience of using these systems.

We recognise that each customer is unique and have different management needs. Consequently, we can produce a bespoke and tailored agreement to our customer's exacting requirements by following a best practice approach to service management, as well as considering our customer's needs and wishes.

Service Scope

Our Managed has been designed to provide flexible and scalable operational coverage, enabling customers to select the service level that best meets their organisational needs, cloud maturity, and governance requirements. Each service level offers a clearly defined set of capabilities that can be applied across the customer's Azure estate and integrates seamlessly with internal IT teams, business stakeholders, and approved third-party providers.

Our service operates as an extension of the customer's technology function supporting day-to-day operations, improving platform reliability and security, and enabling continuous optimisation. Customers can tailor their service scope to ensure Exponential-e provides the right balance of management, collaboration, and operational responsibility across their Microsoft Azure environments.

Azure Plan Direct

Azure Plan Direct is Exponential-e's foundational service offering for customers consuming Microsoft Azure through the **Azure Plan** under the **New Commerce Experience (NCE)**. As part of our role as the customer's Cloud Solution Provider (CSP), Exponential-e delivers all core responsibilities required to provision, manage, and bill Azure Plan subscriptions.

Beyond Microsoft's mandatory CSP responsibilities, Exponential-e enhances Azure Plan Direct by providing a set of **value-added operational and advisory services designed** to improve visibility, reduce administrative overhead, and strengthen the customer's Azure governance posture.

This entry-level service includes:

- ✓ **Core Azure Plan operational support**, including billing assistance, subscription administration, and incident triage for CSP-related queries.
- ✓ **Partner-of-record access**, allowing Exponential-e to support platform governance and provide consumption and utilisation insights.
- ✓ **Foundational platform guidance**, including cost visibility, basic optimisation recommendations, consumption trends, and high-level governance and security best practice advice.
- ✓ **Access to Exponential-e's UK-based 24×7×365 Service Desk** for Azure Plan operational assistance and CSP-related support queries.

Azure Plan Direct is ideal for customers who require CSP operational support without full platform management. As Azure usage expands and operational requirements evolve, customers can seamlessly upgrade to one of Exponential-e's enhanced managed service tiers for deeper coverage across governance, identity, security, monitoring, FinOps, and automation.

Azure Plan Managed Service

Exponential-e's Azure Plan Managed Service provides a cloud-native operational support model for customer environments built on Microsoft Azure. This service delivers platform governance, identity management, security posture monitoring, observability, and cost optimisation, all aligned to Microsoft's New Commerce Experience (NCE) and the Azure Plan commercial construct.

The service is delivered 24×7×365 by Exponential-e's UK-based, ITIL-aligned Service Desk and cloud operations teams, and is fully configurable to customer requirements.

Core Inclusions

1. Global Azure Management

- ✓ Administration of Azure subscriptions and management groups under the customer's Azure Plan.

- ✓ Governance controls including policy assignment, RBAC, tagging standards, and baseline configuration.
- ✓ Support for Azure Landing Zone governance patterns where deployed.

2. Identity & Access Management (Microsoft Entra ID)

- ✓ Management of Microsoft Entra ID tenant configuration and access policies.
- ✓ Conditional Access policy updates, MFA enforcement, passwordless configuration, and access reviews.
- ✓ Management of Entra Connect Sync (where applicable), hybrid identity, and SSO integrations.
- ✓ Privileged Identity Management (PIM) configuration and administration for least-privilege and just-in-time access.

3. Cost, Consumption & FinOps Guidance

- ✓ Monthly or quarterly workload and consumption reviews (depending on tier).
- ✓ Recommendations to improve cost efficiency, performance, availability, and security.
- ✓ Rightsizing, reservation/savings plan recommendations, anomaly identification, and tagging compliance checks.

4. Platform Health & Observability

- ✓ Continuous monitoring using **Azure Monitor**, **Log Analytics**, and platform-level metrics.
- ✓ Alerting for health, availability and performance issues across Azure infrastructure and key services.
- ✓ Automated incident generation into the Exponential-e Service Desk.
- ✓ Remediation of incidents across the managed Azure environment.
- ✓ Optional integration with customer or third-party DEM or ITSM tooling.

(Note: This replaces legacy “Azure Resource Health” references.)

5. Security Posture Monitoring (Defender for Cloud)

- ✓ Monitoring of security recommendations and Secure Score improvements.
- ✓ Configuration and tuning of Defender for Cloud CSPM and workload protection (CWPP) where enabled.
- ✓ Identification of vulnerabilities, misconfigurations, and high-risk entities, with actionable remediation guidance.

6. Scope Exclusions

- ✓ Management of custom application code is not included, except where expressly defined within an agreed operational scope.
- ✓ Application-level support (middleware, databases, custom configs) remains out of scope unless purchased as an add-on service.

Although Azure Plan itself has no Microsoft-defined tiers, Exponential-e offer three elective managed service levels to align with customer operational maturity and support needs.

Azure Plan Evolution – Exponential-e Managed Service

Microsoft has fully transitioned Azure consumption under the Cloud Solution Provider (CSP) programme to the **Azure Plan** as part of the **New Commerce Experience (NCE)**. This shift began in 2019 and was accelerated through Microsoft-driven migrations in 2024 and 2025.

Key milestones in this evolution include:

- ✓ Introduction of NCE for Azure, later extended to Microsoft 365, Dynamics 365, Windows 365, and other seat-based cloud offers.
- ✓ Automatic migration of legacy Azure CSP subscriptions to Azure Plan on renewal from 11 January 2024, consolidating all customers into NCE.
- ✓ NCE's introduction of a modernised commercial model, including consolidated billing, predictable renewal dates, flexible term options (monthly, annual, and 3-year), stronger cancellation policies, and improved subscription and billing controls.

Azure Plan Evolution is Exponential-e's fully managed Azure service offering, providing customers with an outsourced, end-to-end operational model for their entire Microsoft Azure estate. This service combines advanced platform governance, identity and security administration, observability, automation, and continual optimisation built on the foundations of the Azure Plan commercial structure.

To support a broad range of operational requirements and cloud maturity levels, Exponential-e has implemented a set of **well-defined managed service tiers**. These tiers allow customers to choose the level of governance, automation, and operational responsibility appropriate for their organisation, while ensuring consistent and proactive management across their Azure environment. The Service Tiers are described below:

Service	Description
Silver	The Silver tier provides a comprehensive standard level of management, administration, and operational support across the customer's contracted Azure environment. It is designed to deliver stable, secure, and well-governed platform operations, ensuring the customer receives all core capabilities expected from Exponential-e's Azure Plan Managed Service. This tier includes all baseline services and functionality provided under Exponential-e's Azure Plan, with full operational responsibility for all contracted services Key Features: • Fully Managed Service Coverage All services within scope are managed end-to-end by Exponential-e, including platform governance, identity and access administration, observability, cost oversight and operational incident response. • Quarterly Utilisation Reviews Every three months, Exponential-e conducts a detailed utilisation and performance review covering resource usage, cost trends, optimisation opportunities, and operational efficiency improvements. • Quarterly Cloud Infrastructure Reviews A structured quarterly assessment evaluates the customer's Azure environment against best-practice

Service	Description
	architectural, governance, and security standards. Exponential-e provides actionable recommendations to enhance performance, resilience, and compliance. Documented Management Processes All operational, administrative, and management activities are defined, documented, and agreed during onboarding to ensure clear responsibilities, consistent delivery, and full transparency across the service lifecycle
Gold	The Gold tier provides an enhanced level of management, administration, and operational oversight for the customer's Azure environment. It builds on all capabilities delivered under the Azure Plan and Exponential-e's Silver service, offering deeper governance, more frequent reviews, and increased technical engagement. No application development work is included within this tier. Key Features: Enhanced Managed Service Coverage Includes all capabilities of the Azure Plan and Silver tier, with additional strategic, architectural, and operational oversight for more complex environments. Bi-Monthly Utilisation Reviews (Customer + TDA) Joint reviews every two months assessing consumption, optimisation opportunities (cost, performance, security), and alignment to Microsoft best practice and customer strategy. Bi-Monthly Cloud Infrastructure Reviews (Customer + TDA) Comprehensive platform assessments covering governance compliance, security posture, resilience, and operational risks. Client Relations SDM – 1 Day Every 2 Months Regular service performance reviews, progress tracking, issue management, and strategic planning with a dedicated Service Delivery Manager. Technical Design Authority (TDA) – 1 Day Every 2 Months Systems-level architectural review with a written report, providing assurance, roadmap alignment, and recommendations for improvement. Managed Services Line Manager – 1 Day Every 2 Months Review of incidents and cases to identify root causes, service improvements, and preventative measures, supporting a closed-loop improvement cycle.
Platinum	The Platinum tier is Exponential-e's premier level of management, administration, and support for the customer's Azure environment. It delivers the highest degree of operational oversight, strategic alignment, and proactive optimisation across the entire contracted service area. Development and automation activities are also supported through dedicated access to Exponential-e's DevOps engineering team. This tier includes all capabilities provided under the Azure Plan, as well as the full feature set of the Silver and Gold tiers, with additional frequency, depth, and strategic involvement. Key Features: Monthly Utilisation Reviews A detailed monthly analysis of resource usage, cost behaviour, performance trends, and optimisation opportunities, ensuring the Azure environment continually evolves in line with business requirements. Monthly Cloud Infrastructure Reviews Comprehensive monthly assessments covering governance and policy compliance, architectural alignment, security posture (including Defender for Cloud insights), resilience, and operational improvement areas. Client Relations Service Delivery Manager (SDM) – 1 Day per Month A dedicated SDM meets monthly with customer stakeholders to review service performance, refine priorities, track improvements, and align the service roadmap with business plans.

Service	Description
	• Technical Design Authority (TDA) – 1 Day per Month The TDA provides monthly architectural oversight, delivering strategic recommendations, environment-wide improvements, and ensuring consistent alignment with industry best practice and customer IT strategy. • Managed Services Line Manager + TDA – 1 Day per Month A joint monthly review of all incidents, recurring patterns, systemic issues, and operational risks. Outputs include root cause findings, preventative actions, and recommended process or configuration changes to improve service stability. • Technical Account Manager (TAM) – 1 Day per Month The TAM conducts a monthly review focusing on operational excellence, optimisation opportunities, scaling considerations, governance maturity, and enhancements that support customer outcomes. • DevOps Engineering – 3 Days per Year An annual allocation of DevOps engineering time to explore, design, and implement automation improvements, including lifecycle automation, scaling workflows, provisioning and deprovisioning processes, and other efficiency-driven engineering activities.

The commercial charge for each service tier is calculated as a variable percentage of the customer's monthly Azure Plan consumption for the Azure estate under management. Customers can select the tier that best aligns with their operational maturity and desired level of governance, automation, and managed service coverage.

IT Service Management (ITSM)

Service Desk

The main Exponential-e Service Desk is based in London and are manned 24x7x365 by a full complement of level 1-3 Engineers and Managers. This means that our Service Desk capability is not reduced after standard business hours. As a result, Exponential-e therefore operates a single SLA all hours of the day for Managed Services customers.

The Service Desk is aligned to ITIL and industry best practice guidelines and is underpinned by a fully ITIL based Service Management Platform.

Service Levels

Providing the right levels of response to an incident is a process of co-operation between the customer and our Service Desk team. To assist us to respond in a suitable fashion to each incident, a priority needs to be set. This is automatically set by the Service Desk team for incidents raised by the Remote Monitoring and Management solution. For incidents logged by the customer this should be set by the individual when initially raising the call.

The four categories below detail at a high level the service level classification that the Exponential-e Managed Service is aligned with.

Priority	Description
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P1	A critical business service: is non-operational, thus impacting the customer organisation, multiple users or multiple sites; or Severe functional error or degradation of service affecting production, demanding immediate attention. Business risk is high, with immediate financial, legal or reputational impact.
P2	The customer: is experiencing failure or performance degradation that severely impairs operation of a critical business service; or the customer or service has been affected, although a workaround may exist; Application functionality is lost; or significant number of users or a whole site is affected. Business risk is high.
P3	The customer: is experiencing a problem that causes moderate business impact. The impact is limited to a single user or a small group of users; or incident has moderate, not widespread impact; or the customer or IT service may not have been affected. Business risk is low.
P4	Standard service request (e.g. User Guidance) or updating of documentation. Low or Minor localised impact.

Updates will be provided by the Service Desk to the customer at the specified frequency. Adherence to the Response Time Service Level Agreement (RTSLA) is automatically monitored and reported on using the Service Management Platform, where workflows automatically escalate incidents.

Where Exponential-e becomes aware of a fault with supported Items, the customer will be alerted as soon as the Service Desk becomes aware of the fault and an incident ticket has been raised by the Service Desk. If the customer first detects the fault, it should be reported by telephone or email to the Service Desk.

The incident priority consists of a combination of two items that are detailed for each incident in the Management Platform:

- ✓ **Impact.** The importance of the incident to the infrastructure at a technical level.
- ✓ **Urgency.** The importance of the incident to the customer.

For incidents logged to the Service Desk, the impact for the incident will be set by Exponential-e in line with the priority table below. Therefore, when the Service Desk logs an incident the priority of the incident will be set to the corresponding value as in the priority table below.

When the customer raises an incident or wishes to escalate the priority of an incident logged by the Service Desk, the urgency will be defined by the customer, acting reasonably, after consulting the priority table above. Exponential-e will allow incidents to be escalated by (1)

priority level upon reasonable request by the customer or as deemed reasonable by Exponential-e.

End User Service Levels

Our aim is to offer the following level of service for incidents logged:

PRIORITY	RESPONSE TIME	TIME TO ASSIGN	TARGET FIX TIME	UPDATES
P1	15 minutes	1 hour	6 hours	Every 2 hours
P2	15 minutes	2 hours	12 hours	Every 3 hours
P3	30 minutes	4 hours	4 days	Every 2 days
P4	30 minutes	8 hours	7 days	Every 3 days

The RTSLA applies to the entire End User Service contract and may be modified at the customer's request. Variation of this RTSLA may incur additional charges.

Change Management

Exponential-e will implement and operate a comprehensive ITIL-aligned Change Management process covering all planned and unplanned changes to the Supported Items. The end-to-end process including roles, responsibilities, workflows, and approval requirements will be fully documented within the Operating Manual.

Changes will be governed through the established ITIL change classifications: **Standard**, **Normal**, and **Emergency**. Each change type will follow a clearly defined assessment and approval path, ensuring appropriate levels of risk evaluation, impact analysis, scheduling, and communication.

Where relevant, Exponential-e will coordinate and participate in **Change Advisory Board (CAB)** meetings to ensure that all Normal and Emergency changes receive the required technical and business oversight prior to implementation.

Problem Management

Exponential-e will operate a robust, ITIL-aligned Problem Management process designed to proactively identify, analyse, and eliminate the underlying causes of major and recurring incidents. This process will be fully documented within the Operating Manual and integrated with the Incident and Change Management functions.

A problem is defined as the unknown root cause of one or more critical incidents. Exponential-e will initiate formal root cause analysis (RCA) in response to any repeated Priority 1 (P1) incident, as well as for appropriate Priority 2 (P2) incidents where the impact or likelihood of recurrence warrants deeper investigation.

The Problem Management process includes:

- ✓ **Root Cause Analysis (RCA):** Conducted for all repeat P1 and P2 incidents using structured methodologies to ensure accurate identification of causal factors and contributory conditions.
- ✓ **Major Incident Reviews:** A Post-Incident Review (PIR) will be completed following every major incident to capture lessons learned, confirm corrective actions, and prevent recurrence.
- ✓ **Proactive Problem Detection:** Trend analysis, event correlation, and monitoring insights will be used to identify potential problems before they result in customer impact.
- ✓ **Integration with Change Management:** Remediation actions are managed through the Change Management process to ensure controlled, traceable implementation. Automated change pipelines (Infrastructure-as-Code) and policy-driven controls will be leveraged where appropriate to accelerate safe deployment of fixes and reduce manual error.

This approach ensures issues are not only resolved quickly but are prevented from recurring, strengthening service stability and improving overall customer experience.

Service Acceptance Criteria (SAC)

Exponential-e operates a structured Service Acceptance Criteria (SAC) framework that governs the controlled introduction of new or changed services into the live Managed Service environment. The SAC ensures that all technical, operational, documentation and readiness requirements are met before any service is considered live.

The SAC framework is jointly agreed with the customer at the start of the On-Boarding process to ensure alignment with both parties' operational, technical, and governance expectations. It provides assurance that:

- ✓ All required information and documentation has been supplied
- ✓ Technical build and configuration activities have been completed to the agreed standard
- ✓ Operational handover tasks and support readiness activities are in place
- ✓ The service meets its defined functionality, performance, and quality requirements
- ✓ Exponential-e is fully prepared to assume responsibility for live service operation

Operational Gates

To ensure safe and controlled onboarding, the SAC incorporates a series of Operational Gates. These validate that the platform, workloads, and security controls are correctly deployed and ready for service transition.

1. Landing Zone Readiness Assessment

Validation that the Landing Zone, infrastructure, and customer prerequisites meet agreed standards for security, operability, and connectivity.

2. Baseline Configuration Deployment

Deployment and verification of core platform components, including identity, networking, policy frameworks, and foundational configuration baselines.

3. Workload On-Boarding & Monitoring Enablement

Integration of workloads with monitoring, alerting, observability tooling, and operational support systems.

4. Security Baseline Application

Application and validation of required security controls such as Defender for Cloud, Conditional Access baselines, Privileged Identity Management (PIM), and associated policy-driven safeguards.

5. Early Life Support (ELS) – Managed Cloud Operations

A stabilisation period with enhanced oversight to ensure the service operates as expected prior to full transition to Business-as-Usual (BAU).

6. Business-as-Usual (BAU) Operations

Formal acceptance into steady-state service. Contractual SLAs and Service Credits commence at this point.

Technical Gates

Alongside the Operational Gates, each Supported Item progresses through a series of Technical Gates. These confirm readiness at key milestones and ensure that the service only moves forward once all criteria for each stage have been met. Detailed entry and exit criteria for each gate are documented in the Operating Manual.

1. Acceptance into Service 1 (AIS 1)

Achieved once the Supported Item has been built—either by Exponential-e alone or jointly with the customer.

- ✓ Covers new-build deployments and foundational configuration
- ✓ No Management Services are delivered by the Service Desk during AIS 1

2. Acceptance into Service 2 (AIS 2)

Achieved once the build is complete and all application migration or workload transition activities have been finalised.

- ✓ Confirms technical completeness and readiness for onboarding
- ✓ No Management Services are delivered by the Service Desk during AIS 2

3. Early Life Support (ELS)

Begins once onboarding activities are complete and Management Services formally start. Key characteristics:

- ✓ Enhanced monitoring and operational oversight
- ✓ Minimum duration: one month (unless otherwise agreed)

- ✓ SLAs apply but Service Credits do not

4. Business as Usual (BAU)

Commences once ELS has concluded and all project-driven or change-introducing activities are closed. Entry into BAU marks:

- ✓ Full transition into steady-state operations
- ✓ The start of contractual SLAs and Service Credits
- ✓ Integration into routine support and continuous improvement cycle

Service Catalogue

Exponential-e will develop and maintain a comprehensive Service Catalogue that clearly defines all Managed Services, features, service levels, and consumption options available to the customer. An initial Service Catalogue will be produced at the commencement of the contract, ensuring all in-scope services are fully documented and accessible.

The Service Catalogue will be kept current throughout the contract lifecycle. Whenever new or enhanced products, features, or service options become available for consumption, Exponential-e will update the Service Catalogue accordingly and notify the customer through agreed communication channels. This ensures that the customer always has an accurate and up-to-date view of the services they can request, consume, or expand into.

The Service Catalogue forms a core component of the overall Service Management framework, supporting onboarding, change, request fulfilment, and ongoing service evolution.

Access Management

Exponential-e will provide administration or access rights to the customer, or to a customer-nominated third party, where such access has been **explicitly authorised by the customer in writing**.

Where third-party access is granted, the customer accepts full responsibility for any actions performed by that third party. Exponential-e shall not be held liable for any issues, incidents, service disruption, degradation, security impact, or other adverse effects arising from the use or misuse of third-party administration rights on any Supported Items.

Exponential-e may, where appropriate, request temporary suspension of third-party access if such access is deemed to present a security, stability, or compliance risk to the Managed Service.

Service Availability

Exponential-e delivers its Managed Service on a **24x7x365** basis, including full coverage during **UK Bank Holidays**. This ensures continuous operational monitoring, incident handling, and technical support for all customers, regardless of time or date.

Continual Service Improvement

Exponential-e embeds Continual Service Improvement (CSI) throughout the lifecycle of the service to ensure performance, quality, and customer experience continually evolve in line with business needs. CSI is an integral part of our service delivery approach and operates across onboarding, transition, and steady-state BAU operations.

CSI focuses on identifying opportunities for enhancement, monitoring service performance, and ensuring that service levels, customer expectations, and operational practices remain aligned and optimised over time.

CSI Approach

Exponential-e drives continual improvement through a combination of structured governance, proactive analysis, and collaborative engagement with the customer. This includes:

- ✓ A **joint Service Improvement Plan (SIP)** maintained throughout the contract, updated as part of ongoing service review activities
- ✓ The ability to incorporate service improvements **without contract renegotiation**, supported by a flexible commercial model
- ✓ Ongoing assessment of **volume and demand changes**, ensuring resourcing and delivery models adapt as required
- ✓ Regular service performance reporting, trend analysis, and risk/optimisation reviews
- ✓ Engagement through Exponential-e's 24×7 technical operations teams and the Service Delivery Management function

Exponential-e is accredited to **ISO 20000 for Service Management**, and all service management activities including CSI are governed by documented processes within the Customer Service Plan.

CSI Across the Service Lifecycle

CSI is embedded at key points to ensure continuous optimisation:

During Onboarding

- ✓ CSIs initiated during service build and onboarding
- ✓ Ensures a smooth transition into service
- ✓ Captures early issues, feedback, and configuration improvements

First 90 Days of BAU

- ✓ Enhanced focus on stability, performance, and customer feedback
- ✓ Monthly review cycles incorporating operational and technical insights

Steady State Operations

- ✓ CSI continues through regular service reviews

- ✓ Identifies opportunities to optimise cost, performance, compliance, and security posture (e.g., Secure Score, platform hygiene, capacity trends)

Service Reviews and Reporting

Exponential-e provides structured service reviews supported by comprehensive reporting. Review frequency begins **monthly**, moving to **quarterly** once both parties agree the service is stable.

Monthly and quarterly service review packs typically include:

- ✓ Incident trends and analysis
- ✓ Service availability and performance
- ✓ Cost visibility and optimisation opportunities
- ✓ Security posture (e.g., Secure Score, compliance)
- ✓ Capacity, utilisation, and demand forecasting
- ✓ Risk and issue tracking
- ✓ Change activity and impact assessment
- ✓ Problem Management and root cause analysis
- ✓ Trends in repeat issues
- ✓ Summary of planned maintenance
- ✓ Service provisioning updates
- ✓ Recommendations for service improvements and roadmap enhancements

Service Improvement Reviews (SIRs)

(Applicable to customers using the CSDM service)

Customers leveraging Exponential-e's Cloud Service Delivery Management (CSDM) capability will receive **quarterly Service Improvement Reviews (SIRs)** as part of the service review process.

The purpose of the SIR is to:

- ✓ Evaluate overall service performance during the preceding quarter
- ✓ Benchmark performance against customer expectations and KPIs
- ✓ Highlight improvement opportunities and progress against the SIP
- ✓ Provide deep-dive trend analysis across operational domains

Typical SIR content includes:

- ✓ Executive summary
- ✓ Incident, priority, and closure trending
- ✓ Problem Management outcomes
- ✓ Capacity and utilisation reporting

- ✓ Change Management reporting
- ✓ Availability metrics
- ✓ Response/resolution KPI performance
- ✓ Risks and repeated issues
- ✓ Planned maintenance activity
- ✓ Service provisioning updates
- ✓ Performance and optimisation reporting
- ✓ Identification of new product or service requirements

The exact data set and review criteria are tailored during the service onboarding process.

Institute of Customer Service (ICS)

Exponential-e holds corporate membership with the **Institute of Customer Service (ICS)** to underpin our commitment to delivering exceptional customer experience. This partnership provides access to best-practice training, industry research, and professional accreditation, further strengthening the quality and maturity of our service delivery capabilities.

Customer Training and Familiarisation

Exponential-e will ensure that the customer's staff receive comprehensive training on the procedures, systems, and processes required to effectively engage with the Managed Service. This training will cover, as a minimum:

- ✓ How to raise support requests and service tickets
- ✓ Escalation procedures and service priorities
- ✓ Billing and invoicing processes
- ✓ Key contact numbers, email addresses, and communication channels
- ✓ Any additional service-specific processes or information agreed between both parties

Training will be delivered in a structured and accessible format to ensure that customer personnel are fully prepared to interact with Exponential-e's support, operational, and service management teams throughout the duration of the Managed Service.

Ordering and Invoicing Process

The Managed Service is billed based on the infrastructure and service components supported under this agreement. Customers may consume the service through one of the following commercial models:

- ✓ **Pay-As-You-Go (PAYG):**
Billed monthly in arrears based on actual consumption, with a one-off onboarding charge applied at service commencement.

✓ **Annual Commitment:**

Billed annually in advance or as otherwise agreed. Annual agreements do not incur an onboarding charge, and customers may benefit from preferential pricing.

Additional commercial discounts may be applied for customers who commit to longer-term annual agreements, reflecting the reduced commercial risk and enhanced predictability of service utilisation.

All ordering, invoicing, and billing processes will be carried out through agreed channels and in accordance with the contractual billing schedule.

Termination Terms

For **Pay-As-You-Go (PAYG)** agreements, the service may be cancelled at any time with 30 days' written notice.

For **annual commitment** agreements, termination terms and conditions are governed by the G-Cloud Supplier Terms and Conditions. Customers should refer to the relevant G-Cloud documentation for full details on termination rights, notice periods, and any applicable charges.

Responsibilities

The following table highlights the respective areas that the customer and Exponential-e are responsible for in the delivery of this service.

Item	Responsible Party
On boarding meeting	Customer and Exponential-e
Requesting on boarding documentation and information	Exponential-e
Providing on boarding documentation and information	Customer
Installing management agents on supported systems	Exponential-e
Communicate escalation paths	Exponential-e
Make firewall modifications to allow remote management	Customer and Exponential-e
Conduct training of key staff members on making use of the managed service	Exponential-e
Agree maintenance windows	Customer and Exponential-e
Agree support procedures	Customer and Exponential-e
Sign off on boarding	Customer

Technical Requirements

To deliver the Managed Service effectively, the following technical prerequisites must be met by the customer:

Agent and System Requirements

The Exponential-e monitoring and management agent requires .NET Framework 3.5 to be installed on all supported systems. These systems must also have the appropriate administrative credentials available to allow for installation, monitoring, configuration, and lifecycle management. In addition, supported systems require internet access so that the software agents can check in and communicate with the Exponential-e management platform.

Identity and Access Requirements

To support effective management, monitoring, and service integration, Microsoft Entra ID permissions must be granted on a least-privilege basis. A break-glass administrative account must also be created and maintained in accordance with Microsoft best practice to ensure secure access in emergency scenarios.

Azure Platform and Resource Configuration

The necessary Azure Resource Providers must be enabled to support deployment, monitoring, policy enforcement, and automation services. Diagnostic Settings must be configured so that logs and metrics are forwarded to the Log Analytics workspaces used by Exponential-e for monitoring and security operations. Consistent governance must be applied across the customer estate, including adherence to the agreed tagging standards, subscription taxonomy, and Landing Zone guardrails.

Network and Connectivity Requirements

Appropriate network connectivity must be established to enable monitoring, agent installation, policy enforcement, telemetry collection, and all associated management operations. Where agent-based monitoring is required, the supported systems must also permit the installation of the approved Exponential-e monitoring agent.

Additional Service Options

Customers may enhance their chosen Managed Service by selecting from a range of optional service add-ons provided by Exponential-e. These options allow customers to extend

operational capability, strengthen security posture, and accelerate cloud adoption in line with their specific business requirements.

Available additional service options include:

- ✓ **Microsoft Sentinel Managed Detection & Response (MDR):**
Continuous security monitoring, threat detection, and incident response delivered by Exponential-e's security operations expertise.
- ✓ **AKS Managed Platform Operations:**
Operational management, monitoring, and optimisation of Azure Kubernetes Service (AKS) clusters, ensuring stability and compliance.
- ✓ **API Management and Integration Layer Support:**
Governance, monitoring, and lifecycle management of API gateways and integration services to support modern application architectures.
- ✓ **Landing Zone Accelerator Workshops:**
Expert-led sessions designed to help customers validate, enhance, or accelerate their Azure Landing Zone design, governance, and implementation.
- ✓ **Disaster Recovery as a Service (Azure & Hybrid):**
Fully managed disaster recovery solutions spanning Azure and hybrid environments, ensuring resilience and business continuity.
- ✓ **Cloud Skills Enablement and Training:**
Customised training and enablement programmes to upskill customer teams on cloud operations, governance, security, and best practice.

Technical Design Authority

Exponential-e's Managed Service solution has the option to include a Technical Design Authority (TDA). The TDA will work closely with the Exponential-e Service Desk during major faults or issues affecting the customer services. They will also manage the overall service engagement to ensure that the customer's service level agreements are met or exceeded, and that the service learns from problems that are encountered. In the event of any major incidents, the TDA will produce an incident report, giving an overview of the sequence of events, the root cause, and capture any corrective actions.

Purpose

The TDA acts as an additional point of escalation, interfacing with relevant operational teams from Service Delivery through to Engineering, Change Control, Service Desk, and Accounts. This ensures that any issues are resolved effectively.

The TDA has all the relevant skills to manage the customer account, reflected by the formal qualifications they have attained. The TDA will be dedicated to understanding customer needs, while setting dates and deadlines to ensure tasks are completed on time. This long-

established approach has proved successful for Exponential-e customers that had previously experienced poor service with other providers.

Responsibility

The Exponential-e TDA will be responsible for the operational performance of the Services. The core responsibilities of the TDA include:

- ✓ Ensuring that Services are delivered in a manner that achieves the service level agreements
- ✓ Financial reporting including any efficiency recommendations
- ✓ Attending periodic service review meetings with the Customer management team. The purpose of these reviews will be to:
- ✓ Review the features and SLA of the Services against the current requirements of the customer in order to identify any changes that may be required
- ✓ Review suggestions from the customer or Exponential-e concerning potential improvements to the Services
- ✓ Review suggestions from the customer or Exponential-e for changes or additions to the set of Standard Service Requests documented in the Service Catalogue
- ✓ Identifying and implementing tactical changes to improve service quality and efficiency
- ✓ Providing a primary point of escalation and interface for the customer management team for handling issues with respect to the Services
- ✓ Overseeing the impact of the delivery of any projects on the Services
- ✓ Owning any service improvement plan that may be defined by Exponential-e

Technical Service Manager

Background

The customer will be assigned a nominated Technical Service Manager (TSM). The TSM will work closely with the Exponential-e Service Desk during major faults or issues affecting the customer services. They will also manage the overall service engagement to ensure that the customer's service level agreements are met or exceeded. In the event of any major incidents, the TSM will produce an incident report, giving an overview of the sequence of events, the root cause, and capture any corrective actions.

Purpose

The TSM acts as an additional point of escalation, interfacing with relevant operational teams from Service Delivery through to Engineering, Change Control, Service Desk, and Accounts. This ensures that any issues are resolved effectively.

The TSM has all the relevant skills to manage the customer account, reflected by the formal qualifications they have attained. The TSM will be dedicated to understanding customer

needs, while setting dates and deadlines to ensure tasks are completed on time. This long established approach has proved successful for Exponential-e customers that had previously experienced poor service with other providers.

Responsibility

The Exponential-e TSM will be responsible for the operational performance of the Services. The core responsibilities of the TSM include:

- ✓ Ensuring that Services are delivered in a manner that achieves the service level agreements
- ✓ Financial reporting including any efficiency recommendations
- ✓ Attending periodic service review meetings with the customer management team. The purpose of these reviews will be to:
- ✓ Review the features and SLA of the Services against the current requirements of the customer in order to identify any changes that may be required
- ✓ Review suggestions from the customer or Exponential-e concerning potential improvements to the Services
- ✓ Review suggestions from the customer or Exponential-e for changes or additions to the set of Standard Service Requests documented in the Service Catalogue
- ✓ Identifying and implementing tactical changes to improve service quality and efficiency
- ✓ Providing a primary point of escalation and interface for the Customer management team for handling issues with respect to the Services
- ✓ Overseeing the impact of the delivery of any projects on the Services
- ✓ Owning any service improvement plan that may be defined by Exponential-e

Client Relationship Advisor

Exponential-e's Managed Service solution has the option to include a Client Relationship Advisor (CRA) dedicated to the customer. The CRA runs service review meetings with the customer in which new requirements, services changes (such as application landscape changes or changes in the IT arena), and new services from Exponential-e (such as service improvements or areas for awareness and potential interest) could be raised. These meetings would be regularly scheduled, however service-specific review meetings could be called at short notice should this be desired.

The CRA is responsible for the operational and financial performance of the Services. The CRA acts as an additional point of escalation, interfacing with relevant operational teams from Service Delivery through to Engineering, Change Control, Service Desk, and Accounts. This ensures that any issues are resolved effectively and that that services are delivered in a manner that achieves the SLA.

A customer's assigned service manager will work with them on:

- ✓ Service Delivery Management
- ✓ Service Assessment
- ✓ Future Service Requirement
- ✓ Service Gap Analysis

Client Service Delivery Manager

Exponential-e's Managed Service solution has the option to include a Service Delivery Manager (CSDM) dedicated to the customer. The CSDM runs service review meetings with the customer in which new requirements, services changes (such as application landscape changes or changes in the IT arena), and new services from Exponential-e (such as service improvements or areas for awareness and potential interest), could be raised. These meetings would be regularly scheduled, however service-specific review meetings could be called at short notice should this be desired.

The CSDM is responsible for the operational and financial performance of the Services. The CSDM acts as an additional point of escalation, interfacing with relevant operational teams from Service Delivery through to Engineering, Change Control, Service Desk, and Accounts. This ensures that any issues are resolved effectively and that services are delivered in a manner that achieves the SLA.

A customer's assigned CSDM will work with our customers on:

- ✓ Service Delivery Management
- ✓ Service Delivery Planning
- ✓ Strategy and Technology Roadmap
- ✓ Service Assessment
- ✓ Future Service Requirements
- ✓ Service Gap Analysis