



## Offer Description – Product

# Webex Campaign

This Offer Description is part of the [General Terms](#) or similar terms existing between You and Cisco (e.g., the End User License Agreement) (the “**Agreement**”). Capitalized terms, unless defined in this document, have the meaning in the Agreement. Any references to the Supplemental End User License Agreement or SEULA mean Offer Description.

### 1. Summary

Webex Campaign (the “**Product**”) is a cloud-based cross-channel campaign management solution designed for marketing teams in businesses of all sizes. The Product enables You to:

- Plan, schedule, execute, and measure the success of Your personalized data-driven marketing campaigns delivered at scale to Your customers at the right time and using the right channel(s).
- Build a rich single customer view by eliminating data siloes and unifying customer data from multiple online and offline sources.
- Increase customer lifetime value through targeted customer communications.
- Easily build and scale event-triggered, recurring, and interactive campaigns that prompt and guide customers throughout each stage of the customer lifecycle.
- Accelerate campaign execution and reduce costs using the built-in drag-&-drop email composer.
- Drive results with data-driven insights, intuitive dashboards, and downloadable reports.
- Integrate easily across your marketing technology ecosystem using large-scale ETL (Extract, Transform and Load) as well as one-to-one APIs.

Webex Campaign supports direct communications with Your customers using the following four Digital Channels: Email, SMS, MMS, and Mobile App Push Notifications.

In addition, Webex Campaign has three MarTech Ecosystem Interface Channels: File Transfer, API, and Facebook Custom Audiences. These can help You easily integrate Webex Campaign into Your wider marketing technology ecosystem.

### 2. Support and Other Services

You will have access to Cisco.com, which provides helpful technical and general information about Cisco products, as well as access to Cisco's on-line knowledge base and forums. Please note that access restrictions identified by Cisco from time to time may apply.

If you have access to Software with the Product, Cisco will provide (i) work-around solutions or patches to reported problems and (ii) major, minor and maintenance releases of the licensed Software version, which can be accessed on Cisco Software Central. You may be required to update to the latest Software release to correct a reported Software problem.

### 3. Performance Standards

**Service Level Agreement.** This Product is subject to the Standard Level support terms described in the Service Level Agreement (“SLA”) attached to this Product Description. You may purchase Gold Level support, also described in the SLA, at an additional cost.

The service levels and performance measures contained in the SLA will be reviewed throughout the Agreement period, against business needs and expectations. Where appropriate and by joint written agreement, the Standard and Gold Level SLAs and their associated measures may be altered during the Use Term.

### 4. Data Protection

**Privacy Data Sheet.** The [Webex Campaign Privacy Data Sheet](#) describes the Personal Data that Cisco collects and processes as part of delivering the Product.

### 5. Special Terms

**5.1 Your Obligations.** You will:

- (A) Set up the necessary communications link and provide test information in the format required by Cisco from time to time; and
- (B) obtain all necessary permissions, licenses and consents to use the Content and will maintain such permissions, licenses and consents during the Use Term.

**5.2 License to Cisco.** You grant to Cisco a non-transferable, royalty-free, world-wide license for the Use Term to use any Content and intellectual property rights solely for the purposes of providing the Product.

**5.3 Disclaimer of warranty.** Product access via channels is provided “AS IS” with all faults, without warranty of any kind. To the maximum extent permitted by law, all express and implied conditions, representations, and warranties including, without limitation, any implied warranty or condition of merchantability, fitness for a particular purpose, non-infringement, satisfactory quality, non-interference, and accuracy, are hereby excluded and expressly disclaimed by cisco. Cisco does not warrant that such access via digital channels is suitable for your use, will operate properly with your applications, is accurate or complete, or is without error or defect.

Cisco will use commercially reasonable efforts to comply with any times and dates you or a user chooses for message delivery.

**5.4 Suspension.** In addition to any other rights or remedies Cisco may have, Cisco is permitted to suspend Your access to the Product via the Channel(s) if such suspension is required by a Channel.

**5.5 Restrictions on Use by Minor Children.** Webex Campaign is not intended for use by persons younger than the age of consent in their relevant jurisdiction (e.g., 13 years old in the United States under the US Children’s Online Privacy Protection Act of 1998, or 16 or 13 years old in the European Union as per Member State law) (“Minor Children”). Minor Children are not permitted to create an account to use the Product, and You will not authorize Minor Children to access the Product.

**5.6 Geographic Restrictions.** In accordance with global telecommunications law and regulations, the Product is currently available in the countries set out in the table below. SMS is available in countries where Cisco or the underlying provider have obtained any required regulatory authorization. If the Product is not available in a country, purchases will be restricted.

Region	Country
EMEA	Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Qatar, Romania, Saudi Arabia, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom.
Americas	Argentina, Aruba, Bahamas, Belize, Bermuda, Canada, Cayman Islands, Columbia, Curacao, Dominican Republic, Jamaica, Puerto Rico, Trinidad and Tobago, United States of America.
APJC	Australia, Hong Kong, Japan, New Zealand, Taiwan.

5.7 **Fees.** The Approved Source may increase the fees for the Product during the Use Term on 30 days written notice to You or Your Partner if any mobile operators (carriers, operators and/or aggregators, Channels) and/or third parties engaged by Cisco to provide the Product increase their pricing.

5.8 **Limitation of Liability.** In addition to the limits set forth in the Liability section of the Agreement, Cisco will not be liable for any damages in connection with or relating to:

- (A) Any actions or omissions of the Channel in respect to the delivery or suspension of Messages;
- (B) Your failure to obtain necessary consents from third parties to access and/or process Digital Channels Data; and
- (C) use and/or processing of Digital Channels Data processed through the Channel(s).

5.9 **Channels Access and Use.** If You use one or more Channels, You acknowledge and represent that You:

- (A) Understand the Channels have access to any Digital Channels Data exchanged through the applicable Channel; and
- (B) are fully responsible for informing your customers that the Channel(s) have access to (i) whatever Digital Channels Data is exchanged via the applicable Channel(s) and (ii) the Digital Channels Data You choose to exchange via the applicable Channel(s).

#### 5.10 Definitions

**“Channel”** means an operator of any public communication or messaging system as set out in the order, including Digital Channels.

**“Content”** means any textual, aural or visual material You supplied (whether directly, indirectly or from any third party) to be used in Messages You send through the Platform and/or Channels or that are sent on Your behalf.

**“Digital Channel(s)”** means third-party digital messaging platforms and applications, as may be generally made accessible by the Product, for use in sending Messages to third parties. Examples of Digital Channels includes, but is not limited to, SMS, web chat and email.

**“Digital Channels Data”** means all data attributable to You (including, without limitation, Registration Information, Host and Usage Information and User Generated Information), all as defined and described in the Webex Campaign Privacy Data Sheet, that is exchanged through a Channel.

**“Messages”** means a communication containing Content either sent by You to Cisco for onward delivery to third parties or sent by third parties to Cisco for onward delivery to You via the Platform and/or Channel(s) in each case in the form appropriate to the Channel.

**“Platform”** means Cisco’s interface, which enables Messages to be sent and received by You via the Channels.

**“SMS”** means the short message service operated by a Channel.



## Service Level Agreement

### Webex Campaign

This Service Level Agreement (“SLA”) applies to Webex Campaign as set out in the [Offer Description](#). If capitalized terms are not defined in this SLA, then they have the same meaning as under the Offer Description.

#### 1. Service Level

Cisco will use commercially reasonable efforts to deliver the Product so that it meets or exceeds the performance standards (“Service Level” and “SLA Targets”) described below.

##### 1.1 Availability

###### (A) Standard Level

<b>Service Level</b>	During each Measurement Period, the Availability of the Product will be 99.5% or greater
<b>Measurement Period</b>	One calendar month and to 2 decimal places.

###### (B) Gold Level

<b>Service Level</b>	During each Measurement Period, the Availability of the Product will be 99.95% or greater
<b>Measurement Period</b>	One calendar month and to 2 decimal places.

###### (C) Non-Qualifying Outages (Standard and Gold Levels). Time associated with the following factors and events shall be excluded from any Service Availability calculation:

- (1) Time associated with Scheduled Downtime;
- (2) Factors outside of Cisco’s control or outside the scope of the Product, such as inadequate bandwidth or network failures external to Cisco data centers, either at one of Your sites, or between the Your site and Cisco data centers, or issues caused by You or Your Cisco Partner’s network or Your PSTN connection, or any impairment of the Product caused by Your Cisco Partner and/or You;
- (3) Issues with external integrations (including those created using Cisco APIs) or related to third-party software or services specific to You;
- (4) Delays with posting, inline viewing, downloading or sharing of files;
- (5) Performance degradation with certain features, such as search or report generation;
- (6) Beta or trial versions of the Product;
- (7) Any events or factors considered Force Majeure; or
- (8) Issues that otherwise resulted from Your breach of the Offer Description or Agreement.

## 1.2 Reliability (Standard and Gold Level)

Description	Measures the reliability of the Product in terms of the numbers of incidents by Priority Level.
Measure	Number of Priority Level Incidents over a time period (priority 1 being highest in the list).
SLA Target	S1 = Priority Level 1 incidents (Not more than 1) S2 = Priority Level 2 incidents (Not more than 3)
Frequency	Measured over a calendar month.

## 1.3 Incident Resolution (Standard and Gold Level)

Description	Measures the ability to return the Product to a fully operational state or to respond effectively to requests for advice and guidance.
Measure	Number of Priority Level Incidents exceeding Incident Resolution Time.
SLA Target	Priority Level 1 (None to exceed) Priority Level 2 (Not more than 2) Priority Level 3 (Not more than 3) Priority Level 4 (Not more than 4)
Frequency	Measured over a calendar month.

## 1.4 Incident Response (Standard and Gold Level)

Description	Incidents will be handled promptly, professionally, and appropriately. Cisco support will contact You within the response times set out below.
Metric	Total responses outside incident response time.
SLA Target	R1 = Priority Level 1 – None R2 = Priority Level 2 – Not more than 1 R3 = Priority Level 3 – Not more than 2 R4 = Priority Level 4 – Not more than 3
Frequency	Measured over a calendar month.

# 2. Incident Management

## 2.1 Incident Prioritization (Standard and Gold Level)

Priority Level	Business Impact Summary
Priority Level 1	
Critical	A complete outage where the Product cannot be accessed, affecting more than 75% of Users.
Priority Level 2	
Major	Product-affecting or partial outage, including intermittent failures, affecting more than 50% of Users.
Priority Level 3	
Minor	Minor impact on system functions or affecting only single Users. No direct impact on full-service availability.
Priority Level 4	
Low	Low impact on the Product or system functions.

**2.2 Incident Handling (Standard and Gold Level).** Cisco's Support team is responsible for actively monitoring, detecting and resolving faults within the Product. Cisco operates a trouble ticketing system recording all the Incidents reported by You or Cisco's Support team. You will be provided with a ticket number and regular updates at agreed intervals in the Incident handling and rectification process. Cisco will use reasonable efforts to restore the Product within the resolution times provided below. Once a Priority Level 1 Incident has been resolved, Cisco will, upon Your request, provide a Root Cause Analysis

report, within 5 business days of resolution, including a description of the cause, impact and action taken to remedy the Incident.

### 2.3 Incident Contact Details (Standard and Gold Level)

Region	Hours	Name	Tel	Email
EMEA	24x7 Operations Department	Operations	+44 1494 750600	<a href="mailto:operations@imimobile.com">operations@imimobile.com</a>
North America	24x7 Operations Department	NOC NA	+1 855 324 0970	<a href="mailto:noc-na@imimobile.com">noc-na@imimobile.com</a>
APJC	24x7 Operations Department	VNOC	+91 403 085 8626	<a href="mailto:vnoc@imimobile.com">vnoc@imimobile.com</a>

### 2.4 Incident Response Times

#### (A) Standard Level

Priority Level	Response Time
1	30 minutes
2	1 hour
3	6 hours
4	1 business day

#### (B) Gold Level

Priority Level	Response Time
1	15 minutes
2	1 hour
3	6 hours
4	1 business day

### 2.5 Incident Resolution Times

#### (A) Standard Level

Priority Level	Resolution Time
1	8 hours
2	24 hours
3	1 business week
4	Next release

#### (B) Gold Level

Priority Level	Resolution Time
1	4 hours
2	8 hours
3	3 business days
4	1 week

### 2.6 Disaster Recovery (Gold Level). In the event of a disaster incident impacting the Product, the following objectives will apply to the recovery of service.

Objective	Measure
Recovery Time Objective	< 5 Minutes
Recovery Point Objective	< 1 Day

2.7 **Escalations.** In the event that Cisco is not meeting target resolution times or an incident is of a particularly sensitive nature, please refer to the escalation path provided in your welcome letter.

### 3. Definitions

**“Incident”** means an event that causes an interruption to, or a reduction in, the quality of the Product.

**“Incident Response Time”** means the length of time it takes for Cisco to provide You with an initial response once an Incident has been logged by You.

**“Incident Resolution Time”** means the time from when the initial Incident is reported to Cisco support to closure following satisfactory resolution of the Incident as determined by Cisco and excluding any periods during which the Incident clock was stopped.

**“Resolution”** means allowing use of the Product without noticeable degradation as described by the applicable Priority Level.

**“Recovery Point Objective”** means the amount of data loss between the Product becoming unavailable on one zone and the Product becoming available in the second zone.

**“Recovery Time Objective”** means the amount of time between an executive decision to invoke a disaster recovery event and the Product becoming available for use, based on the Product running across two availability zones in AWS.

**“Resolution”** means allowing use of the Product without noticeable degradation as described by the applicable Priority Level.

**“Scheduled Downtime”** means any downtime planned by Cisco and notified to You a minimum of 10 days in advance.

**“Time Period”** means the total number of minutes in any calendar month.

**“Unscheduled Downtime”** means any downtime that has not been planned by Cisco in advance.