# FY21 Braze
# Success and Support
# Packages Overview

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# Ensure Success with Braze Services

Ready to join leading brands around the world who trust Braze to power relevant and memorable customer experiences? Our expert teams will assist you from optimized campaign launch to high-touch technical support.

## Our Braze Guiding Principles

Here at Braze, your success is our success. From Day 1, our team works alongside yours to build the foundation for brilliant customer experiences.

We do this using our:

### Goal-Driven Approach:

Our services are centered around your unique business goals to continuously deliver fast time-to-value and push the needle on metrics that drive your ROI.

### Expert Advice:

Our team of experts offer a fresh perspective and deliver trusted integration services, strategic best practices, and ongoing technical support to maximize the value of Braze for your brand.

### End-to-End Support:

We support you every step of the way using a strategic and technical lens to ensure you're equipped to create the brilliant customer experiences that resonate.

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# Success and Support Overview

Our expert Braze Success & Support teams drive value for some of the largest, fast-growing, and innovative businesses around the globe. Based on the needs of your platform edition, you will gain access to the following ongoing services.

| | | Platform Edition | | | |
|---|---|---|---|---|---|
| | | **Growth** | **Advanced** | **Pro** | **Enterprise** |
| **Team** | Account Manager | ✓ | ✓ | ✓ | ✓ |
| | Customer Success Manager | | ✓ | ✓ | ✓ |
| | Customer Success Leader | | | ✓ | ✓ |
| **Customer Success Support** | Success Check-Ins | | Up to Monthly | Up to Weekly | Up to Weekly |
| | Executive Business Reviews | | Up to 2/Year | Up to 4/Year | Up to 4/Year (2 Onsite) |
| | Personalized Workshops | | Up to 1/Year | Up to 2/Year | Up to 4/Year |
| | Industry Best Practice Workshop | | | ✓ | ✓ |
| | COE Build & Support | | | | ✓ |
| **Technical Support** | Email Support | ✓ | ✓ | ✓ | ✓ |
| | Web Case Submission | ✓ | ✓ | ✓ | ✓ |
| | Designated Support Contacts | N/A | Up to 5 | Up to 10 | Up to 20 |
| | 24x7 Support Portal Access | | ✓ Once Available | ✓ Once Available | ✓ Once Available |
| | Initial Response Targets | None | Standard | Accelerated | Premium |
| | 24x7 Support: Severity 1 Issues | | | ✓ | ✓ |
| | 24x7 Support: Severity 2 Issues | | | | ✓ |
| **Knowledge, Learning, and Community** | Braze Developer & User Documentation | ✓ | ✓ | ✓ | ✓ |
| | Braze Bonfire Community Access | ✓ | ✓ | ✓ | ✓ |
| | Learning at Braze (LAB) | ✓ | ✓ | ✓ | ✓ |
| | Braze Webinars | ✓ | ✓ | ✓ | ✓ |
| | Braze Engagement Maturity Framework | | | ✓ | ✓ |

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# Customer Success Support Features

## Account Manager

The commercial owner of your account responsible for managing commercial entitlements based on your needs.

## Customer Success Manager (CSM)

Your primary point of contact responsible for providing high-touch strategic guidance to remove use case complexity and optimize for success.

## Customer Success Manager (CSM) Leader

Success advocate responsible for handling issue escalation, sourcing customer feedback, and providing additional strategy guidance (alongside the CSM).

## CSM Check-Ins

Routine touchpoint cadence with your designated CSM to cover an agenda of pre-defined or pertinent topics. This can take the form of a robust email, a 30 to 60 minute call/virtual meeting, or a quick (same city) in-person meeting.

## Executive Business Reviews (EBRs)

In-person or virtual meetings to review a combination of past performance, current adoption status, technical advancements/challenges, and future strategy and feature engagements.

## Personalized Workshops

Dedicated working sessions typically conducted in-person or virtually that dive into a specific focus area. The most common topics include: engagement maturity, user journeys, high-value actions, user persona definition, and data agility.

## Industry Best Practices Workshop

These workshops distill industry-specific insights, opportunities, and key findings tailored to your business vertical and goals.

## Center of Excellence (COE) Build and Support

An ongoing engagement that builds and codifies the expertise, processes, and frameworks required to support modern customer engagement across geographies and business units.

## Braze Developer and User Documentation

Detailed online documentation and thought leadership geared towards marketing, business intelligence, and engineering teams.

## Braze Bonfire Community

Access to a global community of Braze users sharing knowledge and insights with our customers around the world.

## Learning at Braze (LAB)

On-demand, self-directed learning portal with continuous access to topics ranging from "how to" to lifecycle strategy.

## Braze Webinars

Online enablement and best practices directly from our team of experts.

## Braze Engagement Maturity Framework

The Braze Engagement Maturity Framework provides a model to understand where your company stands based on skills, product usage maturity, and results.

# Technical Support Features:

## Email Support

The ability to log Braze Technical Support cases easily using the support@braze.com email address.

## Web Case Submission

The ability to log Braze Technical Support cases using a quick and easy submission form, built directly into the Braze Dashboard, which also suggests answers to help solve your question.

## Designated Support Contacts

The ability to select a certain number of your users to receive a differentiated service experience from Braze Technical Support, including access to the Braze Support Portal.

## 24x7 Support Portal Access
**(Once Available)**

A customized support portal for Designated Support Contacts to log new issues, review existing cases, and communicate with the Braze Support Team. The Support Portal will also allow users to specify an issue's severity, which triggers Initial response Targets, if applicable.

## Initial Response Targets

Quick initial response targets ensure you know that we're on it. Please see the Initial Response Targets table on the next page for more information.

## 24x7 Production Emergency Support: Severity 1 Issues*

The ability to log Severity 1 Production Emergency issues outside of normal business hours, enacting an initial response from Braze Technical Support and initiation of issue trouble-shooting. Only Severity 1 issues, according to the Severity Definition Table, will be actioned outside of normal business hours. All other issues will be handled according to normal business processes, during normal business hours.

## 24x7 Production Emergency Support: Severity 2 Issues*

The ability to log Severity 2 Production Emergency issues outside of normal business hours, enacting an initial response from Braze Technical Support and initiation of issue trouble-shooting. Only Severity 2 issues, according to the Severity Definition Table, will be actioned outside of normal business hours. All other issues will be handled according to normal business processes, during normal business hours.

*For eligible Customers

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## Initial Response Targets

| | None | Standard | Accelerated | Premium |
|---|---|---|---|---|
| **Severity 1 (Critical)** | | 4 Business Hours | 2 Hours | 1 Hour |
| **Severity 2 (High)** | No Initial Response Targets | 8 Business Hours | 4 Business Hours | 2 Hours |
| **Severity 3 (Medium)** | | 1 Business Day | 8 Business Hours | 4 Business Hours |
| **Severity 4 (Low)** | | 2 Business Days | 1 Business Day | 1 Business Day |

## Case Severity Definitions

| | Definition | Examples |
|---|---|---|
| **Severity 1 (Critical)** | Customer is experiencing an issue that has a critical business impact on the use of the Braze Services that **impacts all Users and no workaround is available** at the time the issue is logged with Braze Technical Support. | • Braze Services are completely unresponsive and all Users are not able to log in to the Braze platform.<br>• Complete unavailability of all User's first-party data, rendering Braze Services ineffective. |
| **Severity 2 (High)** | Customer is experiencing a reproducible issue that is causing a significant loss or reduction of functionality of Customer's use of the platform, thus causing **detrimental impact on the Customer's core operational activities and no workaround is available** at the time the issue is logged with Braze Technical Support. | • Customer is unable to start or stop an individual campaign.<br>• Customer is unable to send any emails, in-app or SMS messages for a campaign. |
| **Severity 3 (Medium)** | Customer is experiencing a reproducible issue causing a material loss or reduction of functionality which has an **impact on the Customer's normal use of the platform. Medium-effort workaround available.** | • Customer is unable to target a specific segment of end-users in a campaign.<br>• A subset of individual end-users are not able to receive a campaign or receive incorrect messaging.<br>• There's an issue with campaign analytics. |
| **Severity 4 (Low)** | Customer is experiencing a **minor loss or disruption of normal platform functionality**. Customer has a question about the use of certain Braze Services. Customer is experiencing an unreproducible issue. | • Questions about Braze functionality or guidance on the use of Braze Services.<br>• There are issues relating to third-party integrations, such as Branch or Segment. |

# Support Contact Details

## Braze Dashboard

Navigate to the "Get Help" section of your Braze Dashboard and select "Log a Support Case."

## Email

Please reach out to **support@braze.com**.

## More Information

For more information on Braze Customer Support, please reach out to your Account Manager or Customer Success Manager.

**2019 + 2020**

**TWO-TIME RECIPIENT OF THE**

## CRMI NorthFace ScoreBoard Award for
## World Class Customer Support

29035 ft.

CRMI
Customer Relationship
Management Institute LLC

World Class Excellence
Customer Satisfaction

**RECOGNIZED BY:**

Braze named a Leader in the second consecutive Gartner Magic Quadrant for Mobile Marketing Platforms 2019.

**Gartner**

**A Wave Leader**
The Forrester Wave™ :
Mobile Engagement Automation, Q3 2017

**FORRESTER®**

**Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love.**

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| Term | Definition |
|------|------------|
| **Braze Recognized Holidays** | Braze recognizes certain regional holidays each calendar year. These holidays are excluded from Business Hours of support. Issues logged during a Braze Recognized Holiday will be handled on the next Business Day. |
| **Business Day** | A Business Day is any day in which normal business operations are conducted and excludes weekends and Braze Recognized Holidays. For example and for clarity, a target to respond "within 1 Business Day" shall mean that the response shall be provided prior to the end of the Business Hours on the next Business Day following the Business Day during which the request was sent. |
| **Business Hours** | Braze will provide technical support services to eligible Customers during the Business Hours specified on their applicable Order Form. Issues logged outside of those hours will be handled on the next Business Day. |
| **Case** | A technical support case is defined as a single support issue with the Braze Services. A single support issue is a problem that cannot be broken down into subordinate parts. It involves diagnosing a single error, or a single cause of confusion. Before Braze begins investigating a case, the Customer and the Braze Technical Support Team must agree on the definition of the problem, the severity of the problem, and the parameters for providing a resolution. |
| **Enhancement Request** | An issue is considered an Enhancement Request when the resolution of the issue requires a feature or functionality change to the Braze Services. Braze Product Management regularly reviews Enhancement Requests for possible inclusion in a future product release. The inclusion of any Enhancement Request is at the discretion of the Braze Product Management Team. |
| **Product Defect** | A product defect, or bug, is an inherent problem in the software and/or product documentation. It is a verifiable defect in the intended functionality or design of the product. |
| **Initial Response Target** | A response from Braze is acknowledgment that we have received your support issue submission, created a support case with a unique tracking number and have begun to triage the issue for initial troubleshooting according to Initial Response Target guidelines. The Initial Response Target time is measured from the time your issue is successfully received by Braze. An issue submitted through email or web form will initially be categorized as Severity 3 until a Braze representative is able to triage and reclassify the severity if needed, which will occur during regular Business Hours. Once the portal is available, Customer selection of the severity classification will be done exclusively in the Braze Support Portal. If a support issue's severity is classified incorrectly, Braze reserves the right to reclassify the issue severity according to the Case Severity Definitions guidelines. |
| **Unsupported Scenarios** | Braze is not able to provide Technical Support Services for errors or problems caused by the following: (i) third party components or integrations not provide by Braze (i.e., Third Party Platforms, Customer Applications, etc.), (ii) use of the Braze Services other than in accordance with the Documentation, or (iii) alterations or modifications of the Braze Services made by the Customer without Braze's consent. |
| **Workaround** | A workaround is any solution to a problem that does not involve changing the code of the Braze Services. Possible workaround solutions may include using an alternate process/approach/method, depending on the problem, to successfully accomplish the task while bypassing the problem, or providing an interim patch that reduces the severity of the issue until a full solution can be deployed. |

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