



Services Order 2023-61136280

Genesys Cloud Services, Inc., 1302 El Camino
Real, Suite 300 Menlo Park CA, 94025

Bill To	Blue Cross and Blue Shield of Florida Inc. 4800 Deerwood Campus Jacksonville FL 32246 United States
End User	Blue Cross and Blue Shield of Florida Inc.
Genesys Cloud Org Name	
Support Owner	

Ship To	Blue Cross and Blue Shield of Florida Inc. 4800 Deerwood Campus Jacksonville FL 32246 United States
Sold To	United States
Reseller	

Quote Expiration	1/21/2024
Date Created	12/21/2023

Account Executive	Ken Stephens
Customer Contact	Adam Swartz

Phone	904.905.4994
E-mail	adam.swartz@bcbsfl.com

Initial Subscription Term	Renewal Subscription Term	Billing Period
3 Years	Annual Renewal	Annually

Payment Terms	Currency
Net 30	USD

Ramp Period(Months)	"Ramp Period" means a period that Genesys offers Customer for onboarding and gaining access to the Cloud Services. Ramp Period begins upon execution of this Services Order. During the Ramp Period, Customer will not be charged for its usage of the Genesys licenses identified in the Subscription Fees section of this Services Order (except for AppFoundry licenses), but will be charged for any one-time fees, telecommunications charges, messaging fees, third-party fees (including AppFoundry license fees), and taxes. The Billing Period is annual, and the first year of committed annual subscription fees will be invoiced upon execution of this Services Order, unless otherwise stated in this Services Order. The Customer's full committed quantities will apply beginning on expiration of the Ramp Period. After the Ramp Period, if Customer's actual usage in a month exceeds the committed monthly quantity set forth in the Services Order, Customer will be invoiced for such excess at the OnDemand fee listed in this Services Order.
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Subscription Fees

Subscription Fees					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price (Annually)
BYOT Rate B Per Transaction (GC-170-NV-BYO TBPT)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate B is applied for each transaction by Strategic Partner chat bot solutions.	0	0.00	\$0.000594	\$ 0.00
BYOT Rate C Per Minute (GC-170-NV-BYOTC)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate C is applied for each minute Strategic Partner voice bot solutions are utilized.	0	0.00	\$0.019800	\$ 0.00
BYOT Rate D Per Transaction (GC-170-NV-BYO TDPT)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate D is applied for each transaction by 3rd Party chat bot solutions.	0	0.00	\$0.000297	\$ 0.00
BYOT Rate E Per Minute (GC-170-NV-BYOTE)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate E is applied for each minute Strategic Partner voice bot solutions are utilized.	0	0.00	\$0.009900	\$ 0.00
Genesys AudioHook Monitor (GC-170-NV-GCA UDIOHOOK)	Genesys AudioHook streams real-time conversational audio and metadata to customers and partners so that they can support multiple monitoring use cases in parallel (e.g. Voice Biometrics, Transcription, Recording, Agent Assist).	0	0.00	\$0.005000	\$ 0.00

Genesys Cloud CX 3 (PC-170-NV-USR3)	Named User. Includes Genesys Cloud CX 2 Features and functionality. Adds Screenshare, Co-browse, and advanced workforce management features of speech & text analytics, gamification, workforce management, customer satisfaction surveys, coaching, development, and feedback modules.	3100	24.00	\$117.80	\$ 4,382,160.00
Genesys Cloud for Bot Flow - Digital (GC-170-NV-BOT DIG)	Architect Dialog Engine Bot Flows can be used to build personalized, dynamic Genesys-native bots in Architect, powered by natural language understanding. This unifies the bot and flow authoring experience for Genesys Cloud users. This feature improves the customer journey by providing enhanced automation and self-service. The session-based digital pricing is designed so that customers can have a better prediction of their bot usage and costs. Charges are per session with up to 8 dialog turns included in a session (e.g. If a session consists of more than 8 turns, 2 sessions will be charged).	0	0.00	\$0.019800	\$ 0.00
Genesys Cloud for Bot Flow - Voice (GC-170-NV-BOT VOICE)	Architect Dialog Engine Bot Flows can be used to build personalised, dynamic Genesys-native bots in Architect, powered by natural language understanding. This unifies the bot and flow authoring experience for Genesys Cloud users. This feature improves the customer journey by providing enhanced automation and self service. The minute based voice pricing is designed so that customers can have a better prediction of their bot usage and costs. Charges are per minute with 15 second increments (e.g. if a call lasts 1'12s, the customer will be charged for 1'15s). For use of Bot For use of Bot Flows on the voice channel, contents of interactions may be processed by Alphabet, Inc. Google Cloud Speech to Text and Google Cloud Text to Speech or Microsoft Azure Speech Services, depending on the language chosen by the customer. Customer data is only processed in real time by 3rd parties and is not stored. This processing will take place only in data centers located within the same region as the Genesys Cloud deployment, when possible. You can see the datacenter routing for Google and Microsoft in the Documentation	0	0.00	\$0.059400	\$ 0.00
Genesys Cloud for Salesforce Add-on (PC-170-NV-PCS FAN)	Add-on to Genesys Cloud CX 1, 2, or 3 User. Genesys Cloud for Salesforce provides advanced call controls inside the third-party customer relationship management (CRM) system Salesforce®. Genesys Cloud for Salesforce offers many features including basic call log support, click-to-dial, screen pop, and more.	1000	24.00	\$11.40	\$ 136,800.00
PureCloud for SmartVideo Add-On (PC-170-NV-VES MAVID)	AppFoundry Vendor Name: VideoEngager Inc Deliver a superior customer experience by adding secure video interactions to your Genesys Cloud workflows. Get our basic workflows - click-to-video, phone and chat escalation to video, and scheduled video calls - and configure your desired workflow by using our rich customization options and features.	50	0.00	\$39.98	\$ 23,988.00
PureInsights Hosted SQL Database Named Agent (PC-170-NV-PCP UREINSISQL)	AppFoundry Vendor Name: PureInsights Access to Genesys Cloud CX detail data and custom data using SQL. PureInsights Business Intelligence web portal also provides standard reports, custom reports and schedule/delivery via email. Includes 8 hrs of data onboarding and training. Licensed per agent. Licensed 1:1 for all GC agents. No QuickStart required. Minimum quantity = 30.	600	24.00	\$10.2600	\$ 73,872.00
PureInsights Transcription/Sentiment Analysis Named (GCAFP-170-NV-PURETRNSANDSENT)	AppFoundry Vendor: PureInsights Requires a subscription to PureInsights Hosted SQL Database Named Agent. Access to Genesys Cloud CX Transcription Topics, Phrases, Utterances and Sentiment Analysis detail data. PureInsights Business Intelligence web portal also provides standard reports, custom reports and schedule/delivery via email. Includes 8 hrs of data onboarding and training. Licensed per agent. No QuickStart required.	600	24.00	\$2.2800	\$ 16,416.00
United States-Only Support (PCL-D-A_PX_PC L_044)	US-Only Support ensures that all support cases will be handled by Product Support agents based in the US.	1700	40.00	\$9.00	\$ 183,600.00

On-Demand Subscription Pricing

On-Demand Subscription Pricing					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price (Monthly)
BYOT Rate A On-Demand (PC-170-NV-PCB YOTA)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate A is applied when 3rd party TTS solutions are used.	0	0.00	\$0.00	\$ 0.00
BYOT Rate B Per Transaction On-Demand (GC-170-NV-BYO TBPT)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate B is applied for each transaction by Strategic Partner chat bot solutions.	0	0.00	\$0.000594	\$ 0.00
BYOT Rate C Per Minute On-Demand (GC-170-NV-BYOTC)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate C is applied for each minute Strategic Partner voice bot solutions are utilized.	0	0.00	\$0.019800	\$ 0.00
BYOT Rate D Per Transaction On-Demand (GC-170-NV-BYO TDPT)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate D is applied for each transaction by 3rd Party chat bot solutions.	0	0.00	\$0.000297	\$ 0.00
BYOT Rate E Per Minute On-Demand (GC-170-NV-BYOTE)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate E is applied for each minute Strategic Partner voice bot solutions are utilized.	0	0.00	\$0.009900	\$ 0.00
Genesys AudioHook Monitor On-Demand (GC-170-NV-GCA UDIOHOOK)	Genesys AudioHook streams real-time conversational audio and metadata to customers and partners so that they can support multiple monitoring use cases in parallel (e.g. Voice Biometrics, Transcription, Recording, Agent Assist).	0	0.00	\$0.005000	\$ 0.00
Genesys Cloud CX 3 On-Demand (PC-170-NV-USR3)	Named User. Includes Genesys Cloud CX 2 Features and functionality. Adds Screenshare, Co-browse, and advanced workforce management features of speech & text analytics, gamification, workforce management, customer satisfaction surveys, coaching, development, and feedback modules.	0	0.00	\$155.00	\$ 0.00
Genesys Cloud for Bot Flow - Digital On-Demand (GC-170-NV-BOT DIG)	Architect Dialog Engine Bot Flows can be used to build personalized, dynamic Genesys-native bots in Architect, powered by natural language understanding. This unifies the bot and flow authoring experience for Genesys Cloud users. This feature improves the customer journey by providing enhanced automation and self-service. The session-based digital pricing is designed so that customers can have a better prediction of their bot usage and costs. Charges are per session with up to 8 dialog turns included in a session (e.g. If a session consists of more than 8 turns, 2 sessions will be charged).	0	0.00	\$0.019800	\$ 0.00

Genesys Cloud for Bot Flow - VoiceOn-Demand (GC-170-NV-BOT VOICE)	Architect Dialog Engine Bot Flows can be used to build personalised, dynamic Genesys-native bots in Architect, powered by natural language understanding. This unifies the bot and flow authoring experience for Genesys Cloud users. This feature improves the customer journey by providing enhanced automation and self service. The minute based voice pricing is designed so that customers can have a better prediction of their bot usage and costs. Charges are per minute with 15 second increments (e.g. if a call lasts 1'12s, the customer will be charged for 1'15s). For use of Bot For use of Bot Flows on the voice channel, contents of interactions may be processed by Alphabet, Inc. Google Cloud Speech to Text and Google Cloud Text to Speech or Microsoft Azure Speech Services, depending on the language chosen by the customer. Customer data is only processed in real time by 3rd parties and is not stored. This processing will take place only in data centers located within the same region as the Genesys Cloud deployment, when possible. You can see the datacenter routing for Google and Microsoft in the Documentation	0	0.00	\$0.059400	\$ 0.00
Genesys Cloud for Salesforce Add-onOn-Demand (PC-170-NV-PCS FAN)	Add-on to Genesys Cloud CX 1, 2, or 3 User. Genesys Cloud for Salesforce provides advanced call controls inside the third-party customer relationship management (CRM) system Salesforce®. Genesys Cloud for Salesforce offers many features including basic call log support, click-to-dial, screen pop, and more.	0	0.00	\$15.00	\$ 0.00
PureCloud for SmartVideo Add-OnOn-Demand (PC-170-NV-VES MAVID)	AppFoundry Vendor Name: VideoEngager Inc Deliver a superior customer experience by adding secure video interactions to your Genesys Cloud workflows. Get our basic workflows - click-to-video, phone and chat escalation to video, and scheduled video calls - and configure your desired workflow by using our rich customization options and features.	0	0.00	\$39.98	\$ 0.00
PureInsights Hosted SQL Database Named AgentOn-Demand (PC-170-NV-PCP UREINSISQL)	AppFoundry Vendor Name: PureInsights Access to Genesys Cloud CX detail data and custom data using SQL. PureInsights Business Intelligence web portal also provides standard reports, custom reports and schedule/delivery via email. Includes 8 hrs of data onboarding and training. Licensed per agent. Licensed 1:1 for all GC agents. No QuickStart required. Minimum quantity = 30.	0	0.00	\$13.5000	\$ 0.00
PureInsights Transcription/Sentiment Analysis NamedOn-Demand (GCAFP-170-NV-PURETRNSANDSENT)	AppFoundry Vendor: PureInsights Requires a subscription to PureInsights Hosted SQL Database Named Agent. Access to Genesys Cloud CX Transcription Topics, Phrases, Utterances and Sentiment Analysis detail data. PureInsights Business Intelligence web portal also provides standard reports, custom reports and schedule/delivery via email. Includes 8 hrs of data onboarding and training. Licensed per agent. No QuickStart required.	0	0.00	\$3.0000	\$ 0.00

One-Time Fees

Education					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price
Technical Learning Subscription (GCX) (3GP110766ABAA)	Genesys Cloud CX Learning Subscription	10	100.00	\$0.00	\$ 0.00
Event Registration / Standard (3GP08367ACAA)	Event Registration / Standard	10	100.00	\$0.00	\$ 0.00

One-Time Credit					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price
Genesys Cloud 1x Credit (PC-170-NV-PCC REDIT)	Credit applied as a reduction on initial invoice for committed dues	2079040	0.00	\$-1.00	\$- 2,079,040.00

PureSuccess Direct A-la-Carte					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price
Tech Success Advanced (12 months) (PCL-D-A_PX_PC L_034)	PureSuccess - PureCloud - A la Carte Service Element - Customer Care - Continuous - Tracked	1	0.00	\$100,000.00	\$ 100,000.00

PureSuccess Direct Offer					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price
PureSuccess (PCL-D-O_PureS uccess)	The Genesys Customer Success Program provides you with the tools and resources you need to bring your CX vision to life.	1	0.00	\$0.00	\$ 0.00

Services					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price
Genesys Cloud for PureInsights Reporting Consultation (GCAFS-170-NV-PUREINSIREPCNSLT)	AppFoundry Vendor Name: PureInsights Requires a subscription to PureInsights Historic and includes up to 24 hrs of additional consultation on PureInsights Historic data, metrics and KPIs. Does not include custom reporting services.	1	0.00	\$4,500.00	\$ 4,500.00
PureCloud for SmartVideo Quickstart Enablement (PC-170-NV-VES MAVIDQE)	AppFoundry Vendor Name: VideoEngager Inc SmartVideo for PureCloud QuickStart package includes installation, configuration, and deployment validation of SmartVideo with the customer's PureCloud organization.	1	0.00	\$2,500.00	\$ 2,500.00
PureCloud for SmartVideo Rec/Mobile SDK Annual Maint Fee (PC-170-NV-VES MAVIDRECAMF)	AppFoundry Vendor Name: VideoEngager Inc. PureCloud for SmartVideo Recording/Mobile SDK Annual Maintenance Fee is for add on of recording and/or mobile SDK to the SmartVideo application. This is an annual maintenance fee for users of the SmartVideo recording and/or Mobile SDK offer.	1	0.00	\$1,900.00	\$ 1,900.00
PureCloud for SmartVideo Recording One-Time Fee (PC-170-NV-VES MAVIDREC)	AppFoundry Vendore Name: VideoEngager Inc Get your own physically isolated and secure recording, in a region of your choice. This way, on top of recording file isolation, your organization will completely isolate media streams from a video vendor. The ability to set up in a region of your choice will result in minimal latency to achieve best interaction time between your agents and customers.	1	0.00	\$9,500.00	\$ 9,500.00

Resource Services

Resource Services					
Product	Description	Quantity	Discount (%)	Net Unit Price	Ext Price (Monthly)
BYOT Rate A (PC-170-NV-PCB YOTA)	Third Party Product Bring Your Own Technology allows customers to leverage an array of third-party integrations to expand CX capabilities. BYOT Rate A is applied when 3rd party TTS solutions are used.	1	0.00	\$0.00	Based on Usage
Genesys Cloud BYOC Cloud Usage (PV-170-NV-PCB YOC)	Allows customers to define SIP trunks from their cloud carrier or premise equipment over the Internet into Genesys Cloud Media Tier resources in AWS.	1	0.00	\$0.001200	Based on Usage
Genesys Cloud BYOC CloudOn-Demand (PV-170-NV-PCB YOC)	Allows customers to define SIP trunks from their cloud carrier or premise equipment over the Internet into Genesys Cloud Media Tier resources in AWS.	0	0.00	\$0.001200	Based on Usage

Resource Services	Links
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Basic IVR Usage	Customers can use up to the “fair use” basic IVR amounts allocated by user without being charged. For allocation amounts, see https://help.mypurecloud.com/articles/IVR-usage/
Data Storage	Customers can use up to the “fair use” storage amounts allocated by user without being charged. For allocation amounts, see https://help.mypurecloud.com/articles/data-storage-usage/
API Usage	Customers can use up to the “fair use” API request count allocated by user without being charged. For allocation amounts, see https://help.mypurecloud.com/articles/api-on-demand-charge/
Basic Voice Transcription	Customers can use the "fair use" voice transcription minutes allocated by user without being charged. See https://help.mypurecloud.com/articles/fair-use-voice-transcription-charges/
BYOC Charges	Customers can use up to the “fair use” BYOC Cloud amounts allocated by user without being charged. For allocation amounts, see https://help.mypurecloud.com/articles/byoc-cloud-pricing/
Wallboard	Customers may configure one Wallboard Account within PureCloud at no charge. Subsequently configured Wallboard Accounts are charged at the rates quoted. Information on how to configure a Wallboard Account is located here: https://help.mypurecloud.com/articles/create-a-wallboard-account/
Predictive Engagement	Genesys Cloud 2 and Genesys Cloud 3 subscriptions include access to Altocloud, a real-time journey analytics platform that observes and analyzes visitors on PureCloud customer websites. Pricing and instructions to configure and activate Altocloud are located here: https://help.mypurecloud.com/articles/predictive-engagement-event-pricing/
PureCloud Short Message Service (SMS)	Available to PureCloud 2 Users, PureCloud 3 Users, or Agents with the Genesys Cloud 1 User Digital Upgrade II. https://help.mypurecloud.com/articles/messaging-pricing/
Genesys Cloud 3rd Party Messaging (WhatsApp, Facebook, Instagram, Twitter, LINE, etc.)	<p>Available to Genesys Cloud CX 2, Genesys Cloud CX 3 or Agents with the Genesys Cloud CX 1 Digital II Upgrade. For pricing see, https://help.mypurecloud.com/articles/messaging-pricing/.</p> <p>WhatsApp</p> <p>Customers using WhatsApp Business Solution via Genesys agree to be in compliance with the WhatsApp Business Solution Terms (https://www.whatsapp.com/legal/business-solution-terms) at all times when accessing and using the WhatsApp Business Solution via Genesys. Initial and continued access to the WhatsApp Business API is subject to approval and ongoing review by WhatsApp.</p> <p>Instagram</p> <p>Customers using Instagram Direct Messaging agree to be in compliance with the Instagram Terms of Use: https://help.instagram.com/581066165581870/?helpref=uf_share Customers are expressly prohibited from storing or enabling any third party to store ephemeral images, videos, or other media received as a result of an Instagram Story Mention. This includes any Facebook CDN URLs, ephemeral content exposed by such URLs, and creating Screen Recordings of such media. Customers must not use Genesys Screen Recording or other recording tools in a manner which permits capturing Instagram Story Mention media content. The Customer understands Genesys will not persist ephemeral Instagram Story Mention content in any conversation or message transcripts and ephemeral content may be unavailable for Quality Management review or for any future purpose or feature.</p> <p>Instagram Story Mentions: https://developers.facebook.com/docs/messenger-platform/instagram/features/story-mention Customers also understand that any unsent Instagram Direct Messages from end-consumers to Genesys Cloud agents, may be deleted by Genesys and may not be visible to agents as part of their Instagram interactions within Genesys Cloud.</p> <p>Unsending Instagram Direct Messages: https://help.instagram.com/491370017690934/?helpref=uf_share</p>
Dialog Engine Bot Flows	https://help.mypurecloud.com/articles/architect-dialog-engine-pricing/
Bring Your Own Technology Charges	BYO (Bring Your Own) Technology Integration enabling customer to integrate third party services into PureCloud. Charged per invocation. For per invocation costs, see https://help.mypurecloud.com/articles/bring-your-own-technology-services-model-per-turn-minute-rates/
BYOC Premises Usage Charges	For more information on BYOC Premises pricing visit https://help.mypurecloud.com/articles/hardware-usage-charge/
PureCloud Voice	The PureCloud Voice rate table is described at https://help.mypurecloud.com/articles/purecloud-voice-pricing/ . Any use of the PureCloud Voice Services will be governed by the terms found at https://help.mypurecloud.com/articles/addendum-exhibits-genesys-cloud-voice-service/
Outbound Email	Available to Genesys Cloud 2 Users and Genesys Cloud 3 users. Usage charges are incurred per Email sent. For Email usage pricing, see https://help.mypurecloud.com/?p=271047
AppFoundry Product GCAFP-170-NV-PURETRNSANDSENT	Partner Terms and Conditions at https://www.mypureinsights.com/legal/ apply
AppFoundry Product GCAFS-170-NV-PUREINSIREPCNSLT	Partner Terms and Conditions at https://www.mypureinsights.com/legal/ apply
AppFoundry Product PC-170-NV-PCPUREINSISQL	Partner Terms and Conditions at https://www.mypureinsights.com/legal/ apply
AppFoundry Product PC-170-NV-VESMAVID	Partner Terms and Conditions at https://www.videoengager.com/terms-and-conditions/ apply
AppFoundry Product PC-170-NV-VESMAVIDQE	Partner Terms and Conditions at https://www.videoengager.com/terms-and-conditions/ apply

AppFoundry Product PC-170-NV-VESMAVIDREC	Partner Terms and Conditions at https://www.videoengager.com/terms-and-conditions/ apply
AppFoundry Product PC-170-NV-VESMAVIDRECAMP	Partner Terms and Conditions at https://www.videoengager.com/terms-and-conditions/ apply

SPECIAL TERMS & NOTES

By signing this Services Order, Customer confirms that it has elected to transition to a Genesys service or product offering (a "Genesys Solution"). The following terms apply: (i) Genesys agrees that it will not invoice for the annual committed subscription fees for the Genesys Solution as listed in the Services Order until the end of the Ramp Period; and (ii) The Ramp Period is in addition to the Initial Subscription Term. In the event that Participant signs this Services Order for the benefit of a separate End User, then Participant hereby agrees to extend similar but not less favorable terms to the End User and to provide evidence of such extension upon Genesys' request.

Genesys will award Customer with Technical Learning Subscription defined on the Services Order free of charge. The Technical Learning Subscription provides a single named individual access to attend an unlimited number of Genesys University courses defined within the subscription for a 12-month period, beginning on the Services Order date. Technical Learning Subscriptions are non-transferable.

For Informational purposes only, the annual term dates for the subscription shall be:

Ramp Period will begin upon the mutual execution of this Services Order and continue for 10 months

Year 1 - 12 months beginning upon end of ramp period

Year 2 - 12 months beginning upon end of year 1

Year 3 - 12 month beginning upon end of year 2

The total one-time credit listed in this Services Order includes \$100,000 to cover the cost of:

\$100,000 - Non-recurring charge for the first year of the Tech Success Advanced (12 months) (PCL-D-A_PX_PCL_034).

The one-time credit shall be applied as a reduction on the invoice for the above item. For avoidance of doubt, the Tech Success Advanced fee will be invoiced as soon as it's activated.

For the first 12 months renewal Subscription Term following expiration of this Services Order, Genesys will not increase the annual fee for Subscription Services set forth herein by more than 5%, provided that Customer does not decrease its annual commitment amount for such renewal Subscription Term and payments are up to date. This clause is not applicable to AppFoundry products, Resource Services, telecommunication charges, or any other third-party products or services and only applies to products that are generally available.

Except for any payment terms contained therein, by ordering the AppFoundry Product referenced in this Services Order you, or your End User, agree to be bound by the Appfoundry vendor's terms of use, as provided on the AppFoundry Marketplace. Such terms shall be as between you, or your End User, and the AppFoundry vendor providing the product or service. Genesys is not a party to the terms and conditions of governing the product or service, and all claims with respect to such product or service will be made with the vendor, and not Genesys. Payment terms shall be governed by the applicable agreement(s) between the parties hereto, including the payment terms stated in this Services Order. Genesys reserves the right to suspend or terminate the services outlined in this Services Order for failure to pay any amounts when due.

Customer hereby purchases a United States support plan for the support of the Services described in this Agreement. Such plan is provided pursuant to the additional fees for United States-only support described in this Services Order. Subject to the exclusions described in this Section, Genesys will provide support for all Critical Severity issues 24 hours a day in the United States only, and all processing and storage of Customer Data by Genesys pursuant to this Services Order will occur only in the United States. Support for all non-Critical Severity issues (Severity 2-4) will be performed from 8:00am to 8:00pm eastern standard time in the United States only. Notwithstanding the foregoing, Customer consents to the access of Customer Data outside of the United States under the following circumstances: 1. Customer's account information (examples: Customer contact name and email address) in Genesys' customer relationship systems may be accessible by Genesys personnel outside of the United States. 2. Genesys' information security personnel located outside of the United States may access Customer Data as necessary to troubleshoot security-related issues, including Security Incidents. 3. Any Customer Data uploaded by Customer to Genesys' FTP site may be accessed by Genesys personnel outside of the United States. 4. If Customer experiences an issue that requires expertise of specific Genesys technical personnel who are located outside of the United States (example: code-level software bug), such Genesys personnel may access Customer Data solely to troubleshoot the specific issue.

If the Services described in this Services Order are renewed on a month to month basis, unless otherwise agreed upon by the parties in an executed Services Order, the minimum monthly charge for use of the Cloud Services during such monthly renewal terms will be \$2000.00 USD per month. This minimum monthly charge will apply only to the licenses identified in the Subscription Fee section, and do not apply to other fees such as Resource Services, messaging fees, or third party fees (except AppFoundry licenses listed in the Subscription Fee section).

For use of Bot Flows on the voice channel, contents of interactions will be processed by Alphabet, Inc. Google Cloud Speech to Text and Google Cloud Text to Speech. Customer data is only processed in real time by Alphabet, Inc, and not stored. This processing may take place in any Alphabet data center globally, based on server availability. You consent to such potential transfers.

Unless otherwise specified in this Service Order, (a) the price and quantities above do not include network services required for the use of the above products and/or services and (b) Customer acknowledges the Services, prices, and quantities above do not include any internet or other network services required for Customer to access the Cloud Services.

Terms and Conditions: TThis Order is subject to the Genesys Cloud Services Agreement entered between the parties on October 25, 2023. This Services Order and all other documents referenced by url or otherwise, are incorporated herein by reference, and contain the terms and conditions under which Genesys provides the above products and/or services to Customer ("Agreement"). The Agreement constitutes the entire understanding between Customer and Genesys for the products and/or services, and supersedes all previous agreements and understandings between the parties regarding the subject matter herein. Customer acknowledges that it has read and agrees to the terms and conditions set forth herein and the Agreement.

Contract Totals

Annual Subscription Fees:	\$ 4,816,836.00
Total Annual Subscription Fees:	\$ 4,816,836.00
Estimated Subscription/On-Demand Fees:	Based on Usage
Subtotal for One-Time Services:	\$ 18,400.00
A La Carte PureSuccess Services Amount:	\$ 100,000.00
Total One-Time Fees:	\$ 18,400.00
One-Time Credit Amount: (One-time credit amounts will be applied as a reduction on initial invoice for committed dues)	(\$ 2,079,040.00)
Total Contract Value:	\$ 12,489,868.00

Taxes will be calculated upon invoicing.

Required Approvals

Role	Name	Initials
Finance		

Purchase Order Acknowledgement

Is a Purchase Order (PO) required for payment?

If Yes, please complete the following:

PO Reference:

PO Amount:

PO Expiration Date (if applicable):

You confirm that the Purchase Order can be referenced in invoices for the full duration of the Services Order.

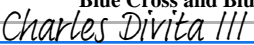

Tax Acknowledgement

Genesys will include all applicable sales, use and telecommunications taxes (Federal and State) on every invoice unless tax exemption certification is provided.

Blue Cross and Blue Shield of Florida Inc. has been identified in our system as tax exempt? No

IN WITNESS WHEREOF, Genesys and Customer have executed this Services Order as of the latter date of the signatures below ("Effective Date").

AGREED AND ACCEPTED

Authorized Signature for Blue Cross and Blue Shield of Florida Inc.		Genesys Cloud Services, Inc., 1302 El Camino Real, Suite 300 Menlo Park CA, 94025	
By: 	Charles Divita III (Dec 28, 2023 11:32 EST)	DocuSigned by:	
Printed: Charles Divita III		Printed: Monica Villegas	
Title: Executive Vice President Commercial Markets		Title: Managing Corporate Counsel	
Date: 12/28/2023		Date: 12/23/2023	