# GUMMY BEAR

Web Application Maintenance

Section C

Scope of Services

# Introduction

The purpose of this Scope of Services is to provide a baseline understanding of GummyBear's Web Application Maintenance deliverables, the work required to complete the deliverables and to ensure a common understanding of the scope among all stakeholders; errors and omissions excepted.

# Background

The purpose of web application maintenance is to minimize long-term risk ensuring your web application performs well, is easy to improve and remains secure, productive and cost effective. In other words, maintenance is essential work which needs to be carried out on your application so it can continue to reliably and securely function, reducing the tangible risk of your asset deteriorating into a liability. For example:

- Technology and Platform Changes
  Third-party libraries need updating. The underlying language requires an update, e.g. PHP 5.6 to PHP 7.1 Modern operating systems send out updates regularly. Keeping on top of this is maintenance and at times will also require changes to the code base as the old ways of doing certain things become deprecated.

# Scope Statement

This Scope Statement details GummyBear's web application maintenance services.

## Technical Support

No matter what time of day our support team will be available via phone, email, video conference or chat messenger to assist you with any questions, queries, technical bugs or to resolve urgent issues relating to your web application. Our technical support team is composed of experts who have a vast amount of knowledge about the technical specifications of the products and services we provide.

- **Targeted Resolution Time:** is 24 hours, however, is subject to the complexity of the task, any unforeseeable situation, circumstance or issue.

- **Operational Times**: are Monday to Friday, 09:00 - 17:00 GMT +13 NZT. Work outside of these times is available if agreed upon in advance.

## SSL Security

GummyBear will install, monitor and maintain a Secure Sockets Layer (SSL) certificate on your web application. SSL's are data files that digitally bind a cryptographic key to an organisation's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. SSL's are used to secure your sensitive information such as credit card transactions, data transfer, logins usernames and passwords etc.

- Keeps data secure between servers.

- Increases your web application's Google ranking.

- Builds and enhances customer trust.

- Prevents your customers form being redirected to malicious web application.

## ☁ Hosting

Hosting allows individuals or organisation's to make their web application accessible via the World Wide Web, by uploading web application files onto a server. The resources (RAM, hard drive space, and bandwidth) allocated effect the web application's performance, thus, server selection is important. Our Cloud Hosting service provides:

- **Performance:** Your web application is supported by multiple servers which adjust resources to performance spikes and other stresses, providing a fast and reliable experience for your web application users.
- **Reliability**: If a server experiences technical issues or goes offline your web application will automatically transferred to another server and thus will remain unaffected.
- **Scalable Resources**: Resources allocated to your web application will automatically adjust to user demand. Thus, your web application will not go offline from an unexpected traffic surge.

## 🗂 Content Updates

Web applications should never be stagnant. An untouched web application is just that: untouchable for your target audience. Our technical support team is composed of experts who have a vast amount of knowledge about the technical specifications of the products and services we provide. GummyBear can assist in helping keep your web application fresh and up to date, by adding new content (pictures, text, videos, pricing or product updates etc.) or making corrections. Additional benefits include:

- Provide continued value to your target audience.
- Search Engine Optimization (SEO) benefits.
- Establishes your brand's personality.

## 🔄 Plugin (Third Party) Updates

GummyBear will monitor and maintain your web application's plugins. A plug-in (or plugin, add-in, add-on, or addon) is a software component which adds a specific feature to a web application, which enables customization. For example, an integrated flash player to play videos or an integrated accounting software to automate some of the accounting process. To improve performance and security third party's often update their software. For your web application to run seamlessly it is important for your web application's plugins reflect the software's latest update.

## ⚙ Maintenance

Website maintenance is the act of performing all the tasks necessary to keep a web application updated with industry dynamics and best practices. We will regularly check your web application for issues, responsiveness and mistakes to identify if your web application is in good working order and is displaying correctly on the latest web browsers and mobile devices.

## 👁 Monitoring

GummyBear's monitoring service involves testing and verifying your web application's uptime, downtime, performance, and functionality is at or exceeds your customers expectations.
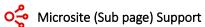
### Monthly Analytic Reports

GummyBear utilises Google Analytics to make it easy to understand how your web application and/or app users are engaging with your content, so you know what is and is not working. Google Analytics tracks all its data by a unique tracking code we will install on every page of your web application. This will allow us to measure your web application's dimensions (the attributes of your data, such as the city where traffic is coming from) and metrics (the quantitative measurements for those dimensions. For example, how much did our ads increase traffic). Our monthly reports will include your web application:

- Visitor Numbers
- Visitor Locations (city)
- Page View Statistics
- Traffic Channels - visitor traffic numbers generated from social media, direct search, organic search or direct referrals
- Average Visitor Session Durations
- Visitor Device Statistics (Mobile, Desktop, Tablet)

### Microsite (Sub page) Support

A microsite is an individual web page or a small cluster of pages which function as a discrete entity within an existing web application. A microsite is particularly focused on an organisation's key product or service offering, campaign, event etc. For example: A nationwide organisation may have a main web application working in conjunction with specific regional microsites. GummyBear will apply the features of your chosen bundle across all your organisation's microsites, as specified in the scope statement.

### Unused Hours Carry Forward

In the event our Client does not utilize their total allocated monthly maintenance hours, the previous months unused hours will be added to the following month. The maximum number of hours which can be carried forward from a previous month is capped at 4 hours.

Please refer to Service Bundle Selection (Section A) for details of the Clients selected web application maintenance services.

## Boundaries

This service offering includes all work associated with planning, designing, developing, and implementing the maintenance scope of services, of the Client's selected bundle, as per the scope statement above.

Not included in the scope of this project:

1. Development of any system or process outside this document's scope statement.

2. Deployment of any process or methodology across the organisation.

3. Training manuals and materials.

4.  Copywriting of the website application's content; information to be provided by the client.

5.  Any form of marketing to potential customers, customer generation or acquisition.

6.  Any form of a new-feature development, updating and code management of the original and/or existing system if any.

7.  GummyBear is not responsible for developing or providing legal documentation for this project, with exception to this potential contract between Peter Barron and GummyBear.

8.  Any form of database integration.

## Maintenance Policy

Web Application Maintenance is defined as per the Scope Statement and Boundaries sections of this document. Please note the following:

1.  GummyBear will keep track of all hours consumed every month.
2.  If your web application is using third-party software or components not integrated or developed by GummyBear, GummyBear does not take responsibility for loss of information due to any action of these third-party software's. Any changes to your web application stemming from regulations of these third-party software's will be invoiced at GummyBear's standard hourly rate of $150.00 NZD + GST per hour.
3.  GummyBear reserves the right to distinguish between 'regular maintenance' as defined by the Scope Statement above and additional services.