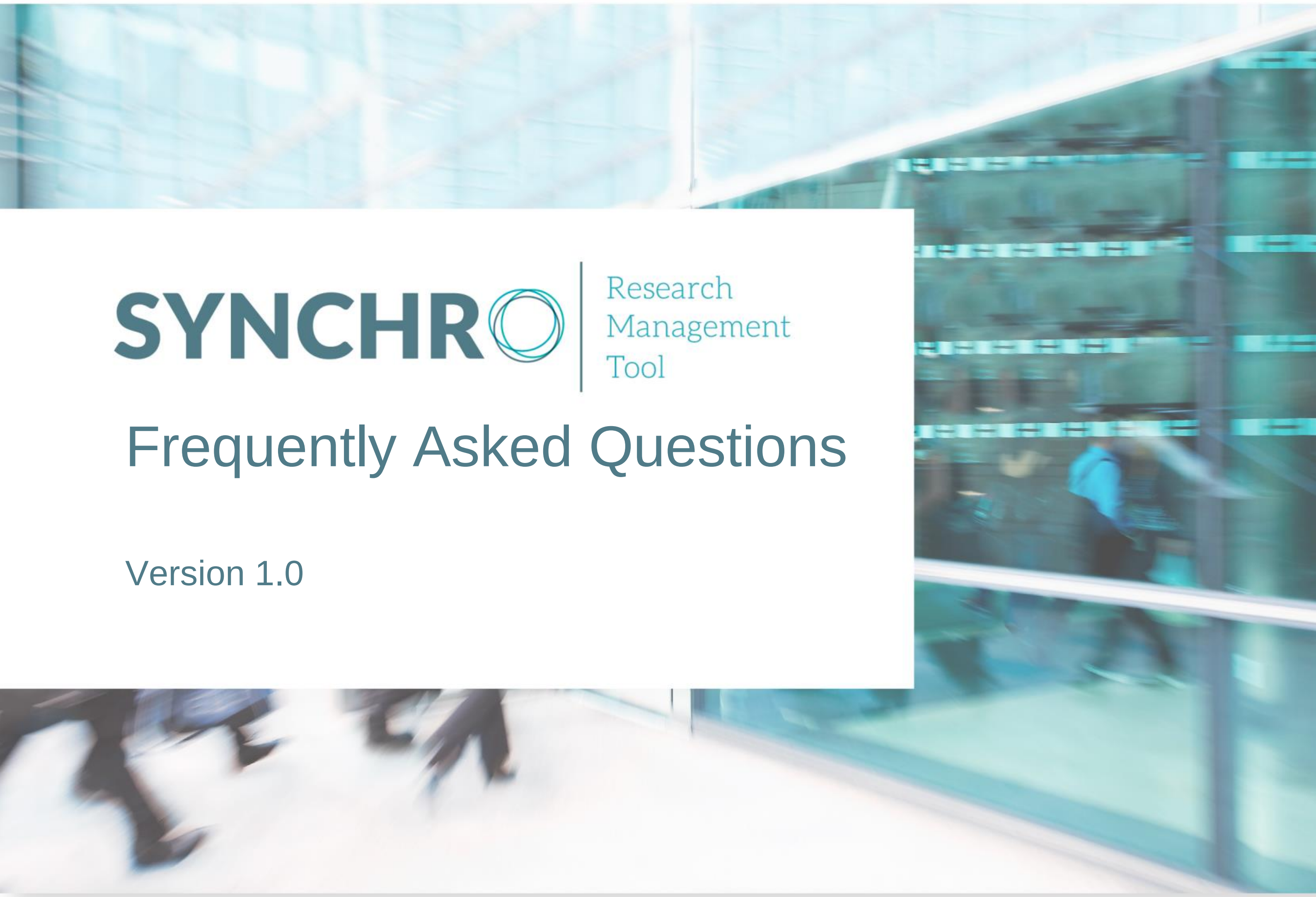
British American Tobacco



SYNCHRO Research Management Tool

Frequently Asked Questions

Version 1.0

CONTENTS

How do I know about the access rights assigned to me or get it modified?

The access rights are provided to all Synchro users as per the user registration form received from the user/end market and approved by the Global ORACLE Manager. In case you wish to know your access or get it modified, please write to the admin team (assistance@batinsights.com) and you will be informed of your access or it will be changed as requested.

Can I have more than one preferred currency?

No, only one currency can be configured as your preferred currency in the system. However, in case you wish to change your preferred currency, you need to reach out to the admin team (assistance@batinsights.com) to get the desired preferred currency configured. Also, while initiating a project, if you add coordination and fieldwork component costs in different currencies in PIT, then the total cost (after project creation) will be displayed in all the selected currencies. For instance, GBP (by default), your preferred currency and all the currencies in which the fieldwork and coordination component costs were provided in PIT for the various agencies will be displayed.

How do I enter the project costs, in case the agency has been engaged for analysis support?

In case the agency has been engaged for analysis support, the project costs should be put under the ‘Coordination’ component. As per the defined global guidelines, ‘Coordination’ includes both analysis and reporting support provided by the agencies.

While updating costs, will the 'Total Cost' in GBP and preferred currency be updated automatically?

Yes, while updating costs in the ‘Cost Details’ section, the ‘Total Cost’ field is automatically converted by the system, and is subsequently displayed both in GBP and preferred currency.

Where can I find the guidelines/template to initiate a waiver? Can I still close a project with the 'Pending' status for waiver?

For the guidelines to initiate a waiver, please refer to the user guide (Section: *Waivers: How to Initiate and Manage them?*) to understand when and how a waiver is initiated. Also, there is a template available for Agency Waivers, which can be directly downloaded from the Synchro portal. However, for other waivers (Methodology Waiver and Business Waiver) you need not use any template and can upload the relevant waiver documents on Synchro.

Yes, the system allows to close the project even with a ‘Pending’ status for waiver.

Why is there no approval captured on the associated project documentation in the In-Progress Stage?

As per the defined global guidelines for the system, the files to be uploaded under project documentation (i.e. screener, questionnaires, stimuli, etc.) do not require a legal approval to be captured in the system. However, if your local guidelines/regulations require you to seek legal approval on these documents, please reach out to your local legal team to solicit approval, and maintain all the relevant documents with you (offline) for records/future reference purposes.

Can I change SP&I contact (project owner) name?

Yes, if you have the project edit rights; you can change SP&I contact (project owner) name in a project anytime till the documentation stage. After this stage, none of the editable fields can be updated. In case, if the project has crossed documentation stage and you still wish to change the SP&I contact (project owner), please reach out to the admin team (assistance@batinsights.com).

How do I change the budget location of my project?

The budget location of a project cannot be changed, once the project has been created in the system. If you are responsible for more than one end market and wish to have the project marked under a different budget location, you will need to create a new project with the desired budget location and cancel the existing project.

If the project is already closed, please reach out to the admin team (assistance@batinsights.com) to get the project cancelled.

Why am I not able to update any project information?

If you are unable to edit a field and it is highlighted in grey, then it is a frozen field and non-editable. This could be due to the following reasons:

- You do not have edit rights configured on the system. If this is the case, and you require edit rights on the system, please reach out to the admin team (assitance@batinsights.com)
- You may be trying to edit information that can no longer be updated after crossing a particular project stage (e.g. you cannot raise a methodology waiver once you have completed the in-planning stage)
- You may not be editing the information in the mandated view/place. In such a case, please refer to the user guide to understand where and how the information can be edited

If the problem persists, please reach out to the admin team (assitance@batinsights.com) with the corresponding issue details, in as much detail as possible.

While applying report filters, will there be a dropdown available for all fields instead of text search? How does the text search work?

For a number of filters for various fields in the system, there will be a dropdown menu available to make a selection. However, some filters are open ended text boxes and they provide appropriate suggestions upon typing relevant options in the designated field. The text typed does not require case matching.

If I do not apply any filter while downloading an agency evaluation report, which Budget Year(s) will be covered by the report?

If no filters are applied, the downloaded 'agency evaluation' report will provide data for all evaluated projects for all the budget years (applicable to your user profile). However, it is mandatory to apply filter on 'Budget Year' while downloading 'Projects' Status', 'Projects' Summary' and, 'All Projects' Report to enable efficient downloading of this report.

Where do I find the definition of column headers available in each report?

Terminologies used for the column names are leveraged from the terms across reports in your organization. However, for some of the columns, definitions are provided in the note section available at the bottom of each report. Also, in case you need assistance with understanding any report or have any questions on it, please feel free to reach out to the admin team (assistance@batinsights.com).

What does 'Not On Track' in Project Status mean?

If your project status is 'Not On Track', this could be due to the following reasons:

- 'Start Date' provided for your project in the system has passed and the mandatory inputs (Brief attachment, Proposal attachment, etc.) till proposal stage are not provided, therefore the system has automatically marked it as 'Not On Track'.
- 'End Date' provided for your project has passed and the mandatory inputs (Full report, IRIS summary, agency evaluation, etc.) till project evaluation stage are not provided, therefore the system has automatically marked it as 'Not On Track'.

In case you still have any questions, please feel free to reach out to the admin team (assistance@batinsights.com).