# Gainsight

# ORDER FORM

*Retain, grow and transform your customer relationships*

350 Bay Street, Suite 100
San Francisco, CA
94133

Phone + 1-888-623-8562

www.gainsight.com

| | | | |
|---|---|---|---|
| Customer Account Name | AppDynamics LLC | Date | 3/24/2021 |
| Customer Address | 303 Second St. North Tower, 8th Floor | Gainsight Contact | TK Kesler |
| | San Francisco CA 94107 | Subscription Invoice Frequency | Annual |
| | | Subscription Term | 4/13/2021 - 4/12/2022 |
| Customer Contact | Shelby Jagoe | Pro-Serve Invoice Frequency | Advanced Payment |
| Contact Phone Number | (720) 217-9383 | Payment Terms | Net 60 |
| Billing Email Address | accountspayable@appdynamics.com | Pricing Terms Expire (if Order is not signed) | 4/12/2021 |
| Security/Privacy Email Address | accountspayable@appdynamics.com | | |

| Product Name | Quantity | Start Date | End Date | Net Total |
|---|---|---|---|---|
| Customer Cloud Platform | 1 | 4/13/2021 | 4/12/2022 | USD410,400.00 |
| | | | **TOTAL:** | USD410,400.00 |

## Usage Rights

**Includes**

Features: 360, Playbooks, Success Plans, CRM Access, Business Modeler, Data Architect, Workflow Engine, Reporting and Dashboards, Sightline Vault, Scorecards, Timeline, Sightline Integrations, Sandbox, Premier Support

| Usage Component | Quantity |
|---|---|
| Customer Records | 3,000 |
| Full User Seats | 150 |
| Sandboxes | 1 |

## Terms & Conditions

1  Client's purchase of the Subscription Services and Professional Services set forth herein is governed by the mutually agreed upon Terms and Conditions with an effective date of 4/13/2017

# Purchase Order (PO) Information

Is a Purchase Order (PO) required for the payment of the products on this Order Form? (Customer to complete)

[   ] No

[   ] Yes - please complete below

PO Number: _____

# AGREED

| AppDynamics LLC | | GAINSIGHT, INC. | |
|---|---|---|---|
| SIGNATURE | *Craig Wickersham*<br>CE58CECBACD1486... | SIGNATURE | *Jeff Depa*<br>CBA7C59CD399447... |
| NAME | Craig Wickersham | NAME | Jeff Depa |
| TITLE | General Counsel | TITLE | CRO |
| DATE | March 25, 2021<br>_____/_____/_____ | DATE | March 25, 2021<br>_____/_____/_____ |

## Product Summary

| Product Name | External Description |
|---|---|
| Business Modeler | Model and manage the success of complex real-world customer relationships. Gainsight's Business Modeler provides a standard object structure to ensure you can manage the customer at every level without losing sight of the overall picture. Model the multiple products, multiple deployments or multiple services that you've sold to one customer in combination with their account hierarchy. Gainsight's data structures and functionality are built around this standard model so all of Gainsight's functionality can be applied to every dimension of the customer. |
| Data Architect | Enjoy flexibility and full control over your object structure, schema and data within Gainsight. Create and edit all aspects of your data design through an administrative interface to continually develop your Gainsight schema with your evolving business. |
| 360 | The 360 view centralizes the insight your team needs to understand their customer, product or relationship into one single source of truth. Gainsight consolidates data from multiple sources to make it easy and efficient to gain a holistic understanding of your customer. Design multiple 360 layouts to show the right view depending on the customer's attributes or the user's role. |
| Playbooks | Playbooks proactively alert your team to customer risks, opportunities or lifecycle events and provide standardized workflow to efficiently and effectively take action. Your team will follow a step-by-step guide to deliver a consistent, best-in-class customer experience and save time by leveraging Playbook Task Assists (for example, a task that provides pre-templated Emails that contain the right message for the customer situation). Team Leadership can analyze how their teams are spending their time and identify which activities have the greatest impact on customer's success. |
| Success Plans | Develop, deliver and demonstrate customers outcomes with Success Plans. Success Plans organize your team's activities to realize a customer's desired outcomes. The plan's discrete objectives and tasks help your team execute the right actions and demonstrate to your customer how your efforts translate to results. The Gantt Chart visualization and ability to export the Success Plan into a presentation-ready PowerPoint makes it easy to collaborate and share updates directly with the customer. |
| Sandbox | Deploy a Gainsight Sandbox for pre-production testing and configuration to test new development without interrupting the end-user experience. |
| Workflow Engine | The Workflow Engine is designed to improve your underlying customer data to produce superior customer outcomes. It can perform powerful multi-step, in-memory data transformations for large datasets in Gainsight within one rule. Transformations include aggregations, multi-dataset merges, formulas and time-series calculations; helping your team to better identify meaningful data signals. |
| Reporting and Dashboards | Gain deep customer insight with Reports and Dashboards. Gainsight's ability to blend together multiple data sources provides a structured, holistic picture of the customer across all types of vendor/customer interactions. Using an intuitive interface and compelling visualizations, each of your customer-facing functions can build their own strategic view to get actionable insights, fast. |
| Scorecards | Scorecards provide a robust, comprehensive framework that accurately measures customer health. Gainsight scorecards can capture the nuance of customer health by supporting multiple scorecard models, measuring both objective and subjective inputs, calculating weighted overall health and accounting for scoring exceptions. |
| Timeline | Log and view customer activities on a timeline to capture rich, contextual information and easily understand a customer's history. Timeline provides a central location for the customer account team to input notes, updates or summaries about their customer interactions. Preserve the valuable contextual history of person-to-person interactions and make it easily accessible through dynamic searching and reporting. |
| Sightline Integrations | Use Gainsight-built data connectors to easily connect multiple sources of customer data to Gainsight. Gainsight's connector library includes: Google Analytics, Zendesk, Tableau, and Segment.io, with a full list available and updated at gainsight.com/integrations |

| Product Name | External Description |
|---|---|
| Premier Support | Premier Support Includes:<br>- Named Support Analyst<br>- Proactive Case Monitoring<br>- Case Status Review Meetings<br>- 24x5 Support Hours<br>- Accelerated SLAs/Priority Case Routing<br>- 1 Support Operations Review per year<br>- Phone Case Submissions<br>- Web Case Submissions<br>- Live Chat Support<br>- 24x7 Support Portal Access<br>- 24x7 Customer Community<br>- 6 Authorized Support Contacts |

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