

AppDynamics UK Online Swag Store SOW



AppDynamics: UK Online Swag Store

Statement of Work

1 DOCUMENT INFORMATION

1.1. DOCUMENT HISTORY

Version	Date	Author	Change Description
V1.0	09/14/20	Kelleigh Moyer, PMP	Original document

1.2. DOCUMENT SCRIBE

Document Scribe	Project Role / Organization
Kelleigh Moyer, PMP	Project Manager & Business Analyst / Robertson Marketing

1.3. DOCUMENT APPROVERS

Name	Project Role / Organization
John Robertson, VP of Strategy	Robertson Project Owner
JT Taylor	AppDynamics Stakeholder
Judi Le	AppDynamics Stakeholder

1.4. DOCUMENT LOCATION

Document Name	Location
AppDynamics.UK.SOW.091420.docx	Robertson MS Teams

2. GLOSSARY

Term	Definition/Explanation
Barclays	Barclays is an online payment gateway that is integrated with the Robertson Global Brand Management Platform.
B2B	This acronym stands for Business to Business types of sales. Unless stated specifically otherwise in this document, B2B means internal purchases of Client.
B2E	This acronym stands for Business to Employee types of sales.
Client	Client refers to company who has engaged Robertson Marketing to provide services. In this document, Client and AppDynamics are used interchangeably. For clarification, AppDynamics refers to AppDynamics International Ltd.
Codes	Means a billing code, cost center code, budget code or alternative payment method which is traced back to a particular

AppDynamics UK Online Swag Store SOW

Term	Definition/Explanation
	department or departments within Client that will be responsible for paying the invoice for the order upon receipt.
Customer	Customer means the person buying merchandise from online store.
EStore	Means the online store on the Robertson Global Brand Management Platform provided as a SaaS or such other tool specified by Robertson Marketing in this document.
Payment Gateway	“A payment processor is a company (often a third party) appointed by a merchant to handle transactions from various channels such as credit cards and debit cards for merchant acquiring banks. They are usually broken down into two types: front-end and back-end.” (Wikipedia).
Print-On-Demand	Means a service provided by Robertson Marketing that processes orders via an on-line tool or the Robertson Global Brand Management Platform for certain Products that are made available for suppliers for configuration, logo application, and fulfillment without requiring the stocking of inventory.
PCI	Means Payment Card Industry Data Security Standard (PCI DSS). It is a series of standards that help to ensure credit card transactions online are secure.
Responsive Design	Means responsive web design (RWD), an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones). (Wikipedia)
Robertson Global Brand Management Platform	Means the version of the ecommerce platform deployed at the time of implementation by Robertson Marketing.
Single Sign-On (SSO)	Means the authentication process that will enable designated AppDynamics employees to use their applicable work identifier to log into the EStore to purchase Products for B2B.
Software-as-a-Service (SaaS)	SaaS “is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted” (Wikipedia).
UAT	Means User Acceptance Testing. This is testing by the client. UAT scripts will be developed by Robertson Marketing that walk Client through the site to test the various features and functionalities simulating the Customer’s shopping experience.
Warehouse and Fulfillment	Means warehouse, fulfillment, and logistics services provided by Robertson Marketing in connection with inventory, including receiving and managing inventory.

3. OVERVIEW

3.1. BUSINESS NEED

AppDynamics has reached out to Robertson Marketing to help develop and manage their brand merchandise program for B2B and B2E in the United Kingdom (UK) and the European Union (EU).

Robertson Marketing currently operates a Print-On-Demand solution for AppDynamics in the USA. This solution utilizes an EStore. AppDynamics has requested Robertson Marketing to implement a similar solution to primarily service AppDynamics' office near London and other destinations in the EU. This new solution will be referred to as Phase 1.

AppDynamics has requested that in the future Robertson Marketing add Warehouse and Fulfillment to the program in connection with Products in inventory that will become available for sale via the EStore. This solution will be referred to as Phase 2. The scope and pricing of Phase 2 has not yet been agreed by between Robertson Marketing and AppDynamics, and accordingly this solution will be implemented after such scope and pricing has been agreed.

This SOW documents the technical specifications and operational details of Robertson Marketing's solution in connection with the EStore and associated Print-on-Demand and eventual Warehouse and Fulfillment services in the USA. References to Robertson Marketing in this document include Robertson Marketing United Kingdom Limited as reasonably determined by Robertson Marketing.

3.2. SOLUTION

Robertson Marketing's solution combines the EStore, product management workflows, custom user access, and payment options for either B2B or B2E purchases. Accordingly, Robertson Marketing will:

- Configure and deploy as a service during the term of the SOW an EStore.
- Set-up the EStore to allow designated employees of AppDynamics to order AppDynamics branded Products for B2B and charge it to a Code. This will also allow designated AppDynamics employees to purchase AppDynamics branded Products for B2E using their personal credit card.
- Develop, establish, and periodically update a catalog on the EStore for Products.
- Place orders for Print-On-Demand Products from the applicable suppliers and follow-up on fulfillment of the orders. Such products may be shipped directly by the suppliers to the Customers.
- After mutual agreement and implementation, provide Warehouse and Fulfillment services in connection with Products available as inventory.
- Provide routine customer service by e-mail and telephone in connection with orders of Products.

4. SCOPE

4.1. IN SCOPE

The following are in scope for Phase 1 of the project:

- Robertson Marketing will continue to configure, deploy, operate and manage the EStore.
- The EStore will use the features and functionalities native to the Robertson Global Brand Management Platform. These features and functionalities are outlined in Exhibit 1.
- For B2B, the EStore will be configured to utilize SSO.
- For B2E, the EStore will accept credit cards provided by Customers that are accepted by the Payment Gateway and Robertson Marketing in the ordinary course of business. The EStore will not accept credit cards for B2B.
- Products will only be shipped within the UK and the EU; shipping charges will be included in the Products price.

After mutual agreement of Phase 2, following are in scope for Phase 2:

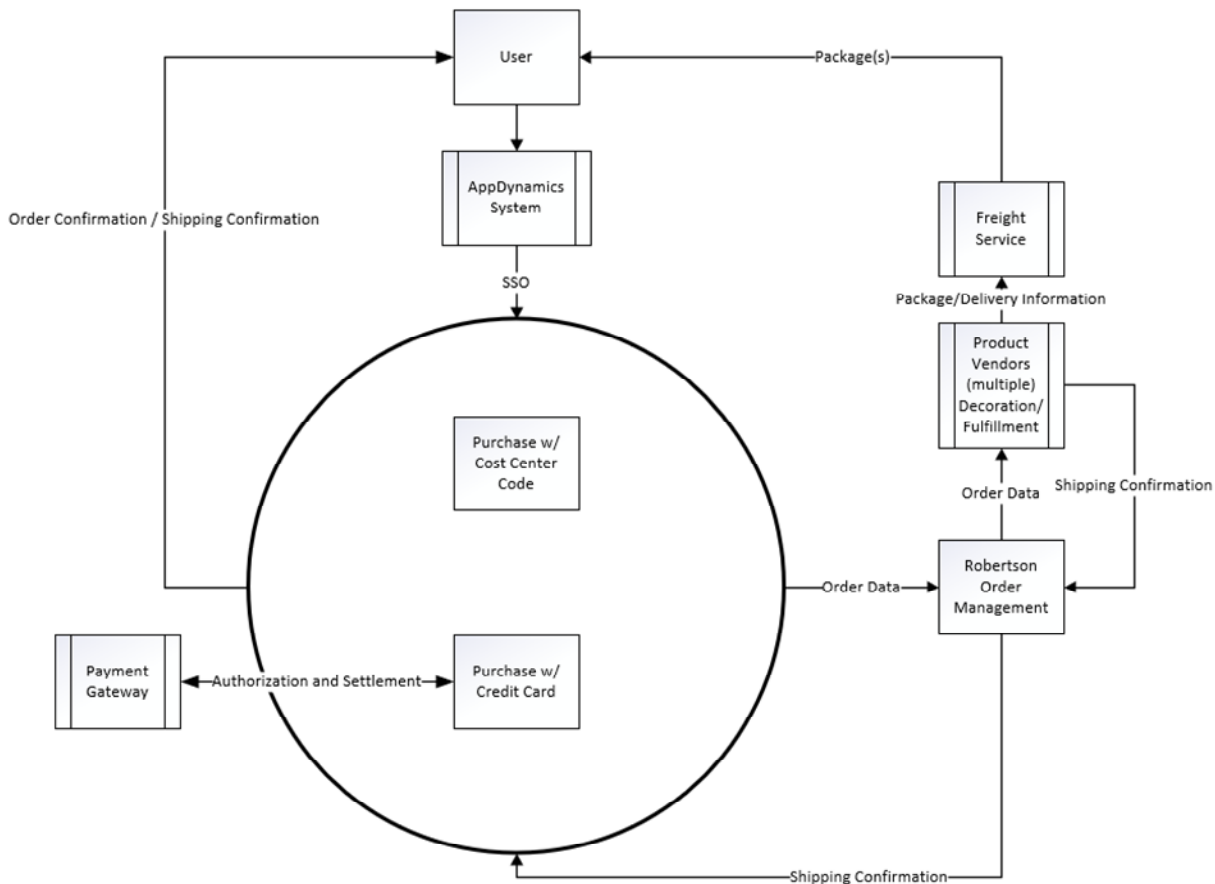
- Robertson Marketing will provide Warehouse and Fulfillment for Products purchased by AppDynamics from Robertson Marketing.
- Robertson Marketing will make available its standard shipping services made available by Robertson Marketing from time-to-time. AppDynamics may use its own shipping accounts, provided that they are reasonably compatible with the order management systems used by Robertson Marketing and approved by Robertson Marketing's Warehouse and Fulfillment subcontractors. Robertson Marketing's Warehouse and Fulfillment subcontractor in the UK will be Clientbase Fulfillment Ltd.
- Products will be shipped within the UK and the EU at tiered shipping rates established by Robertson Marketing; these rates will be posted on the EStore and will be charged to Customers, including Client.
- Products will be shipped within the UK, the EU and to such other destinations mutually-agreed between AppDynamics and Robertson Marketing.

4.2. ASSUMPTION & CONSTRAINTS

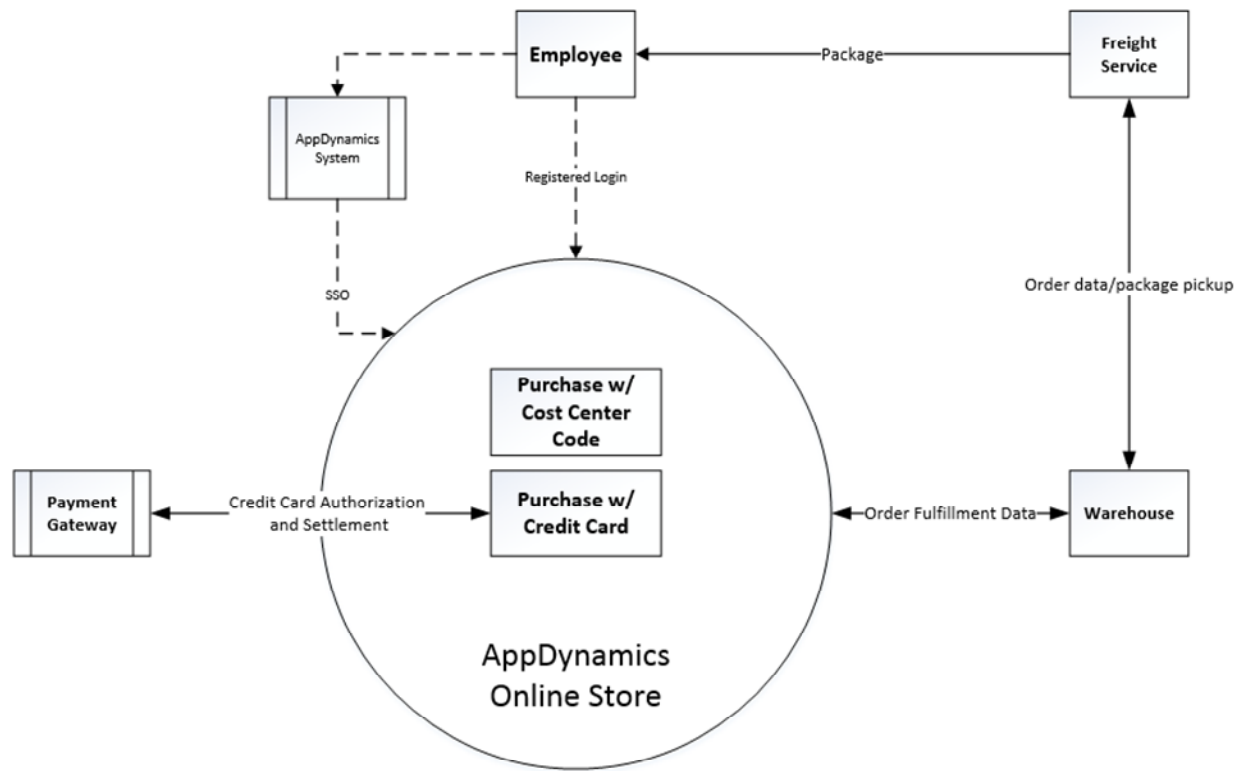
Number	Assumption
1	The EStore will use the core functionalities and identified modules native to the Robertson Global Brand Management Platform.
2	AppDynamics will make available and permit Robertson Marketing to use graphics libraries and other materials for the EStore and the Products.
3	After mutual agreement and implementation of Phase 2, Robertson Marketing will warehouse Products at its Salem, Virginia facility or such other facility proposed by Robertson Marketing and approved by Dynamics.
4	SSO will use the same credentials and configuration as used for the USA EStore.
5	If AppDynamics uses its own UPS, FedEx, or other approved accounts, AppDynamics will manage and pay those accounts and provide reasonable assistance to Robertson Marketing in connection with its use of those accounts.

Number	Constraints
1	The AppDynamics EStore will be constrained by the core feature sets and identified modules used by the Robertson Global Brand Management Platform. Features and functionalities not native to the platform and that may require additional software programming or configuration are currently out of scope for this project.
2	If SSO is used for the project, the launch of the store will be constrained by AppDynamics/Cisco SSO team providing Robertson Marketing with the required links, permissions, and other reasonable support.
3	In order to use credit cards as a payment method, a merchant account must be obtained. The issuing banks typically require that the URL and SSL certificate be in place prior to confirming the merchant account. It may take 3 weeks or longer to obtain a merchant account once the EStore is setup.
4	Products, Minimum Order Quantities (MOQs), and shipping destinations for Print-On-Demand are subject to availability by the applicable suppliers.
5	Products with particular brands (e.g., Patagonia) for Warehouse and Fulfillment are subject to availability and MOQs by the applicable suppliers.
6	The geographic scope of this project is the UK and the EU.
7	The Customer's telephone number needs to be captured for shipping.
8	Import, export, and other shipping and handling restrictions related to the "Brexit".

4.3.CONTEXT DIAGRAM FOR PRINT-ON-DEMAND



4.4.CONTEXT DIAGRAM FOR WAREHOUSE AND FULFILLMENT



5 REQUIREMENTS

5.1 TECHNICAL REQUIREMENTS

ID#	Business Requirements Description
BR.01	Provision and configure one instance of the Robertson Global Brand Management Platform as an EStore for the AppDynamics Brand Merchandise Program on a Software-as-a-Service basis.
BR.02	Configure one EStore for AppDynamics employees to purchase Products for B2Bwith a Code.
BR.03	Configure one EStore for AppDynamics employees to purchase Products for B2E using a credit card.
BR.04	Provide the infrastructure and services to provision, configure, operate, and maintain the EStore as a SaaS during the term of this SOW.
BR.05	Provision the EStore so that only designated AppDynamics Employees can access it either through registration, SSO, or IP restrictions.
BR.06	Source, invoice, inventory, and manage approved Products for Warehouse and Fulfillment.

5.2 OPERATIONAL REQUIREMENTS

ID#	Category	Operational Requirement Description
OR1.01	Resources	Robertson Marketing will assign staff to the project team as well as assign staff to manage the EStore once it goes live.
OR1.02	Access	The EStore login will be via SSO. AppDynamics will need to engage their IT SSO team to provide the necessary configurations and credentials. If registration is used, business rules will need to be agreed between AppDynamics and RMG and the EStore will be configured accordingly.
OR1.02	Customer Service	Robertson Marketing's Customer Service team will be available by phone Monday – Friday from 8:00 am EST to 5:00 pm EST during Business Days.
OR1.03	Customer Service	Robertson Marketing's Customer Service team will be available to assist customers via email Monday – Friday from 8:00 am EST to 5:00 pm EST during Business Days.
OR1.04	URL and SSL	Robertson Marketing will either purchase a URL and SSL certificate for the store or AppDynamics will provide them; AppDynamics will reimburse Robertson Marketing for the URL and SSL certificate costs plus associated labor expenses if AppDynamics requests that they be transferred to AppDynamics.
OR1.05	Shipping & Handling	Orders of In-stock Products will typically ship within 2 Business Days after the Business Day on which the order is received. However, payment authorization must be completed prior to processing. Overnight orders cannot be guaranteed for orders placed after 2:00 -pm EST for next day delivery on business days.
OR1.06	Shipping & Handling	Payment authorization must be completed prior to processing an order; orders may be delayed or canceled if payment authorization is not received or if Robertson Marketing has a reasonable concern about the payment processing results, including any discrepancies noted by Barclay.
OR1.07	Shipping & Handling	Orders will ship on Robertson Marketing's standard account number.
OR1.08	Returns of Purchased Items	Due to the custom nature of on demand products, returns cannot be accepted except in the case of damage or misprinted merchandise.
OR1.09	VAT	Value-Added Taxes (VAT) will be collected for orders for which Robertson Marketing determines it has nexus.
OR1.10	International Duties & Taxes	Duties, taxes, and related fees (e.g., customs processing fees) will be the responsibility of the Customers, including Client. Robertson Marketing

ID#	Category	Operational Requirement Description
		will ship international orders Delivered Duty Paid (DDP) upon Client's request, which means that the carrier will estimate and charge shipping, duties, taxes and other fees (e.g., customs processing fees) in advance; all charges for DDP will be the responsibility of the Customer.
OR1.11	Currency	All prices displayed on the online store will be in Euros (€) only.
OR1.12	Inventory	For Warehouse and Fulfillment Services, Robertson Marketing will receive and process Products at Clientbase Fulfillment Ltd.'s facilities near Paignton, England, or such other location proposed by Robertson Marketing and approved by AppDynamics.
OR1.13	Inventory	For Warehouse and Fulfillment, Robertson Marketing will perform quality control for new Products purchased from Robertson Marketing by inspecting the outer packaging of received products for damage, verifying received quantities of products (which may be performed through sampling), barcoding received products (if necessary), and updating inventory counts.
OR1.14	Standard Reporting	For Warehouse and Fulfillment, Robertson Marketing will provide an inventory report upon request.
OR1.15	Custom Reporting	Robertson Marketing's Account Manager will work with AppDynamics stakeholders to create any additional custom reports.

6. PROJECT MANAGEMENT PLAN

6.1. ROBERTSON PROJECT MANAGER

The Robertson Marketing will assign a Project Manager for the project. The Project Manager will have the authority and responsibility for managing, executing, monitoring, and controlling, and closing this project according to the processes outlined by Robertson Marketing and this document.

The Project Manager will work with the Robertson Marketing project team to effectively and efficiently deliver all required work and documentation as outlined in this document. The Robertson Marketing project team will consist of personnel from various Robertson's departments and team, including: Ecommerce Management, Account Management, IT, Warehouse, Finance, Order Management, Shipping, and other departments that may be required.

The Project Manager will also be responsible for communicating with the Project Sponsor and the Client Lead Stakeholder and other stakeholders on a consistent basis as outlined in the communications plan.

AppDynamics UK Online Swag Store SOW

The Project Manager will transition responsibility for day-to-day operations of the EStore to an Ecommerce Manager while program operations will be the responsibility of the Account Manager upon closure of this project.

6.2.COMMUNICATION PLAN

The Account Manager will be responsible setting up or attending a series of progress meetings on a monthly or as needed basis. These meetings will be attended by the Project Manager so that they may provide project updates and discuss any issues or change requests.

6.3.CHANGE ORDER REQUEST

Once the SOW has been approved, all changes to the project scope (e.g., features, functionalities, merchandising, process flows, reporting, schedule, budget, quality) must go through the change request and approval process. The change request process consists of the following steps:

- A change is requested (see Appendix A for the Change Request Form).
- The Project Manager researches the impact of the change on scope, resources, schedule, budget, quality and submits to the Robertson Marketing Project Sponsor for review.
- The Project Sponsor reviews the change requests and discusses it with the AppDynamics Lead Stakeholder.
- If both the Project Sponsor and the Lead Stakeholder approve the change, they will submit a signed copy of the Change Request Form to the Robertson PMO.

7. PRELIMINARY MILESTONE DURATIONS

The project would run in eight 1-week sprints. Some milestones would take place over multiple sprints due to the nature of the deliverables. Provided the merchandise is received into the warehouse by Sprint 6, we anticipate a launch during Sprint 6 with a project close by the end of Sprint 9. **[Robertson Note: Subject to further review.]**

Milestone	Duration	Predecessor	Anticipated Sprints
Merchandising	4 Weeks	SOW Agreement	1,2,3,4
Website Design	2 Weeks	SOW Agreement	2,3
Website Provisioning	1 Week	SOW Agreement	1
URL /SSL Certificate	1 Week	SOW Agreement	1
Merchant Account	3 Weeks	URL/SSL Certificate Website Provisioned	1,2,3,
Website Configuration	1 Week	Website Provisioning Website Design	2
Integrations (SSO, Access, Payment Gateway, Warehouse System)	1 Week	Website Configuration Merchant Account	3
Item Photography/Setup	1 Week (dependent on # of items)	Merchandising	3,4,5

AppDynamics UK Online Swag Store SOW

Milestone	Duration	Predecessor	Anticipated Sprints
Cost Center Codes (from AppDynamics) Setup and testing	2 Days	Website Configuration	3
QA Testing/Debugging	1 Week	Website Design Website Configuration Integrations CCC Setup	4
UAT Testing	1 Week	QA Testing	5
Launch	1 Week	UAT Items in Inventory	6
Monitoring	1 Week	Launch	7
Close	1 Week	Monitoring	8

Milestone	Duration	Predecessor	Anticipated Sprints	Start Date	End Date
Merchandising	4 Weeks	N/A	1,2,3,4	Complete	Complete
Merchant Account	3 Weeks	N/A	1	In process	Sept 18th
Website Configuration	1 Week	Website Design	2	In process	Sept 25th
Integrations	1 Week	Merchant Account	3	In process	Sept 25th
Item Photography /Setup	1 Week (Depending on # of items)	Merchandising	3,4,5	Complete	Complete
Website Design	1 Week	N/A	1,2	Sept 21st	Sept 25th
QA Testing/Debugging	1 Week	Website Configuration Integrations	4	Sept 28th	Oct 2nd
UAT Testing	1 Week	QA Testing	5	Oct 5th	Oct 9th
Move site to live	1 Week	UAT		Oct 12th	Oct 16th
Launch	1 Week	Site Moved to Live	6	Oct 20th	Oct 20th
Monitoring	1 Week	Launch	7	Oct 20th	Oct 27th
Close	1 Week	Monitoring	8	Oct 27th	3-Nov

8. ADDITIONAL TERMS

8.1 SOW TERM.

Start date of this Statement of Work: 10/15/2020

AppDynamics UK Online Swag Store SOW

End date of this Statement of Work: 10/14/2022

8.2 Fees/Payment Terms.

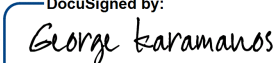
Parties acknowledge and agree that the fees paid of \$12,000 in accordance to the Robertson AppDynamics SOW executed on October 11, 2019 apply to the e-store deliverables outlined in this Statement of Work. No additional fees shall apply to this Statement of Work.

8.3 PCI Compliance. IN THE EVENT ROBERTSON ENGAGES IN PAYMENT CARD TRANSACTIONS AS A PART OF THE SERVICES PROVIDED TO APPDYNAMICS, ROBERTSON SHALL COMPLY WITH THE PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS ("PCI DSS") AND ANY AMENDMENTS OR RESTATEMENTS OF THE PCI DSS DURING THE TERM OF THIS AGREEMENT.

8.4 Governing Agreement. The parties acknowledge and agree that the master services agreement by and between Robertson Marketing Group, Inc. and AppDynamics LLC dated September 21, 2020 (the "Agreement") shall apply to the services purchased under this statement of work.

IN WITNESS WHEREOF, the duly authorized representatives of the parties have caused this Statement of Work to be fully executed.

AppDynamics International Ltd

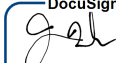
By: 
EADD3AC1FF6B486...

Name: George Karamanos

Title: Director

Date: October 8, 2020

Robertson Marketing

By: 
1C23FD9F312F4FD...

Name: John Robertson

Title: President

Date: October 8, 2020

APPENDIX A: CHANGE REQUEST FORM

Change Request Form

In reference to the section titled Change Management Procedures of the Statement of Work __ agreed upon by both Robertson Marketing and AppDynamics on <date>, this Change Request will amend the Statement of Work and incorporate into the scope for the project the following:

- 1. Scope of Change Request:
- 2. Changes to Scope:
- 3. Impact (cost, schedule, resources):
- 4. Purchase Order Issuance (If applicable):

The duly authorized representatives of the parties named below have caused this Change Request to be fully executed.

APPDYNAMICS INTERNATIONAL LTD. LIMITED	ROBERTSON MARKETING GROUP UNITED KINGDOM
By: Name	By: ROBERTSON MARKETING
Name:	Name:
Title:	Title:
Date:	Date: