



611 Gateway Blvd. Floor 2
South San Francisco, CA, 94080
Proposed by: Annie Roche

SOW for
Customer Name: AppDynamics
Offer Valid Through: 2/17/2020

Proof of Concept: Scope of Work

Company Name: AppDynamics LLC
Company Address: 303 Second Street, North Tower, Eighth Floor, San Francisco, CA 94107

Account Contact

Name:
Email:
Phone: N/A

Billing/Payable Contact (receive invoices)

Name: Accounts Payable
Email: accountspayable@appdynamics.com
Phone: N/A

Customer Information Services

POC Start Date: 02/20/2020
POC End Date: 03/05/2020
Billing Frequency: n/a
Payment Term: n/a

Purchase Order Info

Is a Purchase Order required for the purchase or payment of the services in this Order Form?

Yes [☐] No [☒] If Yes - Please Complete Below

PO Number: N/A

PO Amount: N/A

POC Scope of Work

Task	Scope of Task	Schedule
Pilot Preparation	Confirm users for pilot rollout	2/14
	Map current process & key changes	N/A
	Review post-pilot survey (before pilot start)	
	Confirm pilot kick-off date and scheduled meetings throughout pilot	2/14
Admin Setup	Initial admin meeting and Integration setup (Salesforce & Outreach.io)	N/A
	Create custom field mapping	
	Define user list & review seat management	
	Review credit allocations	
Stakeholder Preparation	Stakeholder presentation & meeting	11/6
	Strategic themes	
	Product overview & roadmap	
	Review pilot success criteria	
User Group Session	Meet group of pilot users for initial training	2/18-2/20
	Strategic Themes	
	Review workflow/process change	
	Product overview/demo	
	Build campaign lists	
	Initiate first captures and integration sync	
	Review premium credit usage and limitations	
Best Practices-Admin & Stakeholder	Admin & stakeholder sessions	N/A
	Review campaigns, built lists, and integration sync	
Best Practices-Users	User group sessions (weekly if team leads request)	2/26
	Review created campaigns & captures	
	Review email sequence integration	

	Review premium credit usage	
	Review pilot user adoption progress	
Pilot Wrap Up	Review survey results	3/10
	Review success criteria	
	Confirm full user rollout	
	Review ongoing success plan	

Pilot Success criteria

- LeadIQ reflects Name, Company Name, Title of prospects found on LinkedIn Sales Navigator and appends with contact data (emails/phone numbers)
- LeadIQ finds contact data currently unavailable to / not easily accessible to find for prospects in EMEA and APAC
- LeadIQ integration connection to Outreach
- Workflow efficiency improvement
- Pilot adoption

The parties acknowledge and agree that this Order Form is governed by the Lead IQ, Inc. SaaS Agreement by and between AppDynamics LLC and Lead IQ, Inc. dated October 31, 2019.

Signatures

I certify that I am authorized to execute this Order Form on behalf of the Customer.

AppDynamics LLC		LeadIQ	
Name:	George Karamanos	Name:	Annie Roche
Title:	General Counsel	Title:	Senior Account Executive

Date: February 12, 2020	Date: February 12, 2020
Signature: <div>DocuSigned by: George Karamanos EADD3AC1FF6B486...</div>	Signature: <div>DocuSigned by: Annie Roche 4A56DC913E8947C...</div>