



PROPOSAL

SamaN

SamaN - Gen AI Assistant PoC

VERSION	QUOTE #	DATE PREPARED	PREPARED FOR	PREPARED BY
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Delivery Overview

This document serves as a Statement of Work ("SOW") that describes services to be performed by WTI Holdings, LLC d/b/a Waterfield Technologies ("Company") for the benefit of SamaN ("Customer") and shall be effective as of the date executed below for the purpose of establishing an ongoing managed service to analyze, optimize, support, and maintain a Generative AI assistant / chatbot deployed on the Customer's website using platforms and services provide by the Company.

Executive Summary

SamaN recently engaged with Waterfield Tech to run a one-month engagement to Generative AI assistant / chatbot for their website.

The initiative had 2 objectives.

1. Create a concept design for a Generative AI assistant / chatbot:

The first was to develop a question-and-answer and task-based self-service Generative AI assistant/chatbot for SamaN's website. We began by understanding their challenges and how a Gen AI assistant could help. We then ingested documentation that could help us address those concerns, including their Customer Service Bible, webpages, articles, blogs, videos, and more. Using this information, we built a chatbot that:

- a. assessed user needs,
- b. educated buyers on SamaN products, and,
- c. directed them to make purchases, enhancing customer satisfaction.

Throughout the process, we collaborated closely with SamaN to ensure the experience met their expectations.

2. Identify a chatbot build platform:

The second objective was to identify a chatbot build platform that would suit the needs of SamaN. Here we reviewed and evaluated multiple AI build frameworks to determine their suitability. Including offerings from: Mendable, Open AI, Google, and Waterfield Tech's proprietary platform (taskGPT). SamaN was given the opportunity to test each solution, before making their decision.

At the conclusion of the engagement, SamaN had a working Gen AI Assistant/chatbot they were pleased with, and they'd also identified Open AI as their AI provided / build platform of choice.

Recognizing the potential of continued partnership, both parties agreed to a Proof-of-Concept follow-on engagement.

The following sections outline the detail of this engagement.

Program Outline

This engagement will focus on achieving the following objectives:

- Deploy the Generative AI assistant / chatbot to the SamaN website (including the deployment of any supporting infrastructure)
- Create a PoC data set comprised of raw conversational data and enriched AI Insights
- Use AI to analyze chatbot interactions, measure impact, and identify pain points and opportunities.
- Use AI to work on prompts and knowledge to improve performance.
- Use AI to automatically direct action. Automatic Testing. Manage Deployments. Etc.
- Establish an AI First managed service that uses these AI techniques wherever possible to reduce the need for supervision and intervention from a human.

These objectives define expected features and capabilities without specifying the exact tools or approaches used to achieve them.

PoC Deliverables

Waterfield Tech will produce the following deliverables during the PoC:

- Chatbot deployed on the SamaN website for the PoC period
- Conversational data set containing raw data and AI Enriched Insights
- 6x Monthly PoC Performance Reviews
- 6x analysis, improvement and A/B deployment test cycles

PoC Terms & Conditions:

The engagement will be run as a proof of concept (PoC) as part of Waterfield Tech's Gen AI Accelerator Program. The duration of this Proof of Concept (PoC) will be 6 months. It will commence on the date when the production system processes its first live message. Hereby referenced as the go-live date. Monthly retainer charges will begin on a monthly basis from the go-live date. And the PoC will conclude 6-months from the go-live date. Both parties may extend the PoC for a mutually agreed term, provided both parties agree in writing that this extension is required to meet the aims and objectives of the SOW. Should SamaN decide to continue using the system after the PoC concludes, a new statement of work will need to be executed to cover any services and charges.

Waterfield Tech Gen AI Accelerator Program

Overview

Our Accelerator program waives the traditional professional service fees for the period of the PoC, in place of an agreed monthly retainer fee, and a transparent pay as you go cloud compute and AI usage consumption model. Allowing SamaN to eliminate many of the unexpected costs associated with a project of this nature, and begin their Gen AI journey now

What you get:

As part of The Waterfield Tech Gen AI Accelerator Program, you will get:

- **Production Environment:** Access to a production environment and comprehensive suite of services to handle administration, implementation, deployment, and support & maintenance of the chatbot service.
- **AI Innovations Lab:** Additionally, our team will utilize our AI innovation lab, which features cutting edge AI services and infrastructure to take the latest ideas and concepts, develop them into working prototypes, and finally into working systems ready for production use.
- **Flexible Engagement model:** Finally, we'll use a flexible agile engagement model, that gives SamaN access to AI analysts, coaches, testers, trainers, and a red team to leverage the power of the Production Environment and AI Innovation Labs.
- **Monthly analysis, improvement and A/B deployment test cycles:** Where our team will assess how users have been using the current system, identify opportunities to improve performance, make necessary changes and roll out the new version to production, testing whether it outperforms the current system (in terms of achieving the objectives as set out in the executive summary.)

We favor this blend of technology and engagement for our PoCs because Gen AI is evolving rapidly, and best practices are still emerging. While some solutions work seamlessly, many require trial and error. We've found that traditional project engagement models, which focus on fixed-price and fixed-scope, prove unviable to keep up with the rate of change and realities of Gen AI delivery. For that reason, during the PoC, instead of adhering to a rigid, pre-defined scope, we utilize the above tools and services to achieve the PoC objectives. Identifying the best way in the moment to achieve the PoC objectives, based on striking a balance between performance, cost, ROI, and the time / resource considerations needed to bring about the change.

The following sections outline the Infrastructure and Services included in the Gen AI Accelerator Program in more detail.

Technology + Infrastructure

The following section outlines the technology and Infrastructure included:

Proof of concept (PoC) production environment

The proof of concept (PoC) production environment can be thought of as the parts of the solution that are critical for implementing, integration and deploying the chatbot solution to the website, and ensuring that it's available for users to interact with.

All services which qualify as part of the production environment, and this are covered by our production support and maintenance agreement, are recorded within the 'Production Environment List'.

Services can be added to the 'Production Environment List' with approval from both parties and once they clear the necessary Quality Assurance / UAT steps.

At the time of execution of this statement of work, the production environment consists of the following services:

Production Environment List:

Application Name	Purpose	3rd Party Platforms used
Voiceflow Chat UI + Chat Flows	Allows users to communicate with the LLM	Voiceflow
Load balancing + AB test service	Distributes all chatbot traffic to active assistants	AWS / Open AI API
threadCreate service	Create a conversation history log	AWS / Open AI API
threadMessageCreate service	Adds new messages into a conversation history	AWS / Open AI API
SQS message queue service	Captures / stores metadata about the assistant and the conversation history (thread) which can be used later for troubleshooting and analysis	AWS / Open AI API

AI Innovation Lab

Conversely, the infrastructure used for the AI Innovation Lab is deliberately isolated from the production environment. Providing a safe space for Waterfield Tech and SamaN to experiment with cutting-edge AI services and infrastructure without affecting the production experience.

Our approach includes evaluating cutting-edge technology for suitability and viability. Once a service is deemed suitable for research and development purposes for SamaN, it can be extended into a production-ready service, or it can be used in the lab to process data in accordance with the **SamaN - client data usage and protection agreement**. After a service has successfully undergone research and development in the lab, it can be integrated into the production environment, pending the necessary Quality Assurance steps.

Please note that to avoid unnecessary administrative overheads, we do not itemize the platforms or services used in the AI Innovation Lab. Instead, we promote a policy where our team have the freedom to introduce services as needed for the purposes of research and development towards achieving the PoC objectives. However, customers are given the chance to review services prior to them going into production.

The AI Innovations lab will provide infrastructure and services to:

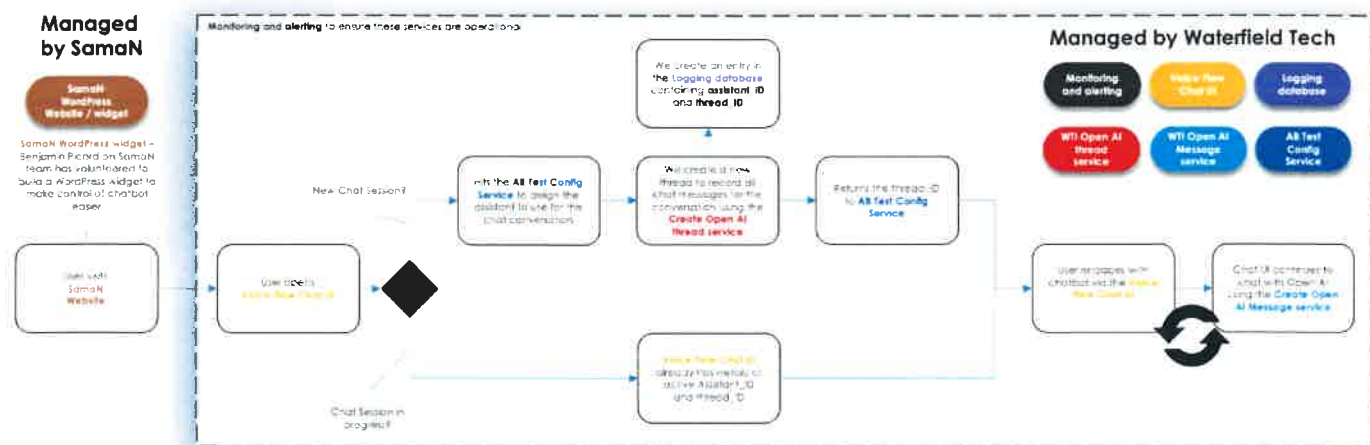
- Extract conversational data from Open AI's Assistant API Endpoints
- Securely store data so that it can be accessed and processed by AI
- Interact with and ask questions of that data via a ChatGPT analyzer plugin and Google Colab notebooks.
 - ChatGPT analyzer plugin: Instead of providing a traditional dashboard tool, we will provide access to our custom ChatGPT plugin. The tool is capable of producing data visualizations like charts, and also allows you to leverage the power of ChatGPT to have deeper discussions about what is going on with the system.
 - Google Colab notebooks: These are collaborative environments that allows your Waterfield Tech team to write and execute Python code in a web-based notebook format. Particularly useful for data analysis, machine learning, and AI projects
- Analyze AI usage and costs to determine where human and AI can be used effectively in the implementation and continued operation of the solution.
- Analyze data, measure impact, and identify opportunities for improvement.
- Improve prompts and optimize knowledge management to enhance performance and give the chatbot more personality.
- Automate the optimization of the system in approved situations. Enhance the standard A/B testing and deployment pipeline so that AI can be used to automatically manage deployments.
- Bring the above services together in pursuit of producing an AI First managed service that uses AI to reduce the need for supervision and intervention from a human in order to manage, maintain and optimize the chatbot service.

SamaN agreed for Waterfield to process information gathered in the chatbot with services in their AI Innovations lab as outlined in the **SamaN - client data usage and protection agreement**.

The figure below provides an overview of the infrastructure included in this solution. It also helps to outline at a high level the items that belong to the production experience and those that belong to the innovation lab.

PoC Production Environment

These are services which have already been identified, and they play a critical part in providing the customer experience.



Professional Services

The following section outlines the Professional Services included in the Gen AI Accelerator Program. Please note that all services provided under this agreement will be delivered remotely:

Administration and management

- **Account Configuration:** We will set up and configure all 3rd party accounts necessary to run the service on behalf of SamaN. The accounts will include: OpenAI API account, ChatGPT accounts, Voiceflow (Chat UI), AWS (Managed by Waterfield Tech on behalf of SamaN for the PoC)
- **3rd Party Service Administration:** Administer changes including managing API keys, and account access controls such as adding or removing team members.
- **Billing and Payments:** Managing invoicing of all 3rd party and Waterfield Tech Infrastructure and AI usage used to deliver the service.
- **Account Management:** Handle account-related issues, including billing inquiries, access permissions, and technical support coordination.

Implementation, Integration, and Deployment

- **Customer Experience Implementation:** Waterfield Tech will configure and customize the chatbot, ensuring it aligns with the Client's goals and objectives. During implementation we'll work on prompts and implement necessary capabilities so the chatbot can use your data to provide users with accurate and relevant answers to user questions.
- **Development of Supporting AI and cloud compute services:** We will develop and integrate the necessary AI and cloud compute services to support the chatbot production environment (see production environment list). This includes messaging services to facilitate communication between the Voiceflow chat UI and OpenAI, web traffic allocation to manage and distribute web traffic between different chatbot variants during A/B tests, interaction logging to capture and store interaction data, and monitoring & alerting services.
- **Website Chatbot Integration:** During integration we'll work with you to integrate the chatbot onto the SamaN website. We'll work with PICARD (SamaN's outsourced web management partner) to deploy the chatbot to a development environment, and to the SamaN production website - saman.ca (French Canadian version) and saman.ca/en (English version)
- **A/B Testing Pipeline:** We will provide services to facilitate running A/B experiments with two assistants. This includes the ability to allocate traffic between two variants of the chatbot, tag interaction logs to a specific variant, monitor and compare performance based on agreed KPIs, provide insights and recommendations based on test results, and implement changes and optimizations to enhance overall performance. We plan to run 6x A/B tests during the PoC period.
- **Performance Evaluation:** During evaluation we'll run a series of tests to ensure that the system meets minimum pre-deployment performance requirements for quality, performance, and scalability.
- **Safety + Compliance:** Here we'll work with your Compliance and InfoSec teams to verify that the system meets your safety and compliance standards. We'll check that we're effectively blocking any harmful content and attempts from bad actors to attack the system. We'll also ensure we uphold ethical AI practices and adhere to data privacy and cybersecurity protocols in line with legal and industry benchmarks.

- **QA:** Before go-live, we'll conduct a short round of QA, to ensure the configuration and integrations are working properly, and support you through Acceptance testing.
- **Deployment and Rollout Management:** The chatbot will then be smoothly transitioned to SamaN's website development environment for final approval and sign-off.
- **Production cutover support:** Finally, our team will agree the production cut-over process and timing with you and manage a controlled rollout to production. We'll monitor the deployment process in real-time, addressing any issues that arise, and ensuring minimal disruption to any live services.

Analysis and Optimization:

- **Performance Metric Report:** As part of the PoC Performance review, we will provide a comprehensive report containing the following performance metrics:
 - Number of conversations
 - Number of attempts for each task supported by the system
 - Average duration of chat conversations
 - Average number of dialog turns per conversation
 - AI token usage
- **Cost Analysis** - We'll analyze AI usage costs and determine where human and AI can be used effectively in the implementation and continued operation of the solution.
- **Performance and Customer Experience Analysis** - We'll analyze data, measure impact, and identify opportunities for improvement.
- **Optimization** - We'll improve prompts and optimize knowledge management and other aspects of the service to enhance speed, performance, and give the chatbot more personality.

Reporting

PoC Performance review: Company will provide a comprehensive monthly performance report that includes progress related to the PoC objectives, a review of performance metrics against agreed-upon KPIs, system insights, recommendations, and a billing overview. This report will be provided weekly for the first month after go-live, and monthly thereafter

Note: Waterfield Tech won't include a traditional reporting dashboard in the PoC. As highlighted in the AI Innovation section, you'll have access to our custom ChatGPT plugin. This tool can generate data visualizations such as charts and enables in-depth discussions about system activities using ChatGPT.

Support & Maintenance

24x7x365 Service Desk

Company will provide 24x7 support through our Service Desk. Additionally, we provide support through our Customer Service Portal for ticket creation and disbursement.

Waterfield Tech will provide 24x7 system support for the solution environment. This includes access to our 24x7 Service Desk. All incidents will be responded to and managed according to our ticketing system.

- Waterfield will document procedures for communicating issues and accessing hotline support.
- SamaN will be able to open and track tickets via the Waterfield Tech Hotline (phone), the Waterfield Tech Collaboration Portal (web), and email.

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Monitoring and alerts:

We use a combination of real-time monitoring and proactive alerts to maintain the health and availability of the production environment for the chatbot service. Including:

- **Heartbeat Checks:** Regularly scheduled checks to ensure each production service is operational.
- **Real-Time Monitoring:** Continuous monitoring of system performance and health.
- **Alert Notifications:** Automated email alerts sent out if an issue is discovered during heartbeat checks or real-time monitoring.

Application Support

Waterfield will provide support services for the following Waterfield custom-built application(s) used in the production environment:

Application Name	Support Type
Voiceflow Chat UI + Chat Flows	Platform Maintenance / Custom Application Support
AB testing service	Custom Application Support
threadCreate	Custom Application Support
threadMessageCreate	Custom Application Support
SQS message queue	Custom Application Support

Custom Application Support includes the following activities:

Review and analyze reported issues in application performance to determine root cause and remediate in the application code.

- If bug fix or configuration corrections are required to remediate, Waterfield will plan, document, and execute changes.
- Issues representing a Priority 1 impact to the business (as defined below) will be investigated and worked on a 24/7 basis. All other reports will be worked during standard business hours.
- If a Priority 1 issue is reported outside of standard business hours, the support team will investigate, troubleshoot, and if unable to remedy, take remedial actions as outlined in the rollback section.
- If a code change, of other substantial change to the Gen AI Assistant (such as a change to the system prompt, AI model or knowledge sources) is required to reinstate the service, these changes will be worked during standard business hours.
- If issues are found to be based in a supporting platform, and that platform is a contracted support entitlement under this agreement, please see Platform Maintenance below
- If troubleshooting indicates the source of issue outside of a custom application or a supporting platform that qualifies for support under this agreement (e.g.: the SamaN website) SamaN is required to engage appropriate support personnel at their own cost. Waterfield will participate in ongoing troubleshooting as required with these resources to facilitate remediation.

Platform Maintenance and Support

Waterfield will provide Platform Maintenance and Support for the following Manufacturer / 3RD Party platforms and systems that are integrated with, or in support of, the developed Custom Application(s) used as part of the SamaN Chatbot PoC production environment:

Product or Platform	Support Type
Open AI / ChatGPT	Platform Maintenance and Support
Voiceflow	Platform Maintenance and Support
AWS	Platform Maintenance and Support

Platform maintenance and support includes the following activities:

- Reviewing system state, alarm, and error logs.
- Reviewing manufacturer patches or updates for the deployed solution, providing recommendations for patching and updating the service, and if mutually agreed upon, applying changes within scheduled maintenance windows.
- Monitoring services for outages by subscribing to updates from third-party platform providers' status pages for real-time notifications.
- In the event of an outage, proactively contact the client to notify them, take remedial actions as outlined in the rollback section, and provide regular updates on the status of the outage as it progresses.
- Manage communication with third-party platform providers directly on behalf of the client if escalation to a third-party manufacturer is required.
- Participate in ongoing troubleshooting with the manufacturer to facilitate remediation.

AI Innovation Lab Support and Maintenance

Please note that the AI Innovations Lab is not considered a production service and is therefore excluded from support and maintenance.

Ongoing Maintenance:

Beyond the initial setup, our support team is dedicated to the ongoing management of the production infrastructure during the PoC period. This includes the following activities, performance enhancements, system adjustments, and ongoing maintenance steps to guarantee smooth operations:

- **Maintenance window, and deployment planning:** Coordinating with SamaN to schedule maintenance windows and plan deployment activities. Oversee the rollout process, ensuring smooth deployment of revisions to production service
- **System updates and patching:** During scheduled maintenance and deployment windows apply updates to the chatbot software, infrastructure, and supporting services.
- **Rollback Procedures:** Implementing rollback procedures in case of unforeseen issues. For the PoC we will support: (1) If available, restore the previous stable version of the SamaN Chatbot. (2) Otherwise, turn off the chatbot service until the issue can be rectified (via WordPress widget or other available means.)
- **Incident Management:** Prompt response and resolution of any detected issues to ensure minimal disruption to the service.
- **Problem Management:** Identifying and permanently removing the root causes of errors in supported solutions.
- **Change Management:** Recording and managing planned changes to equipment, services, and processes. Waterfield follows the customer's documented Change Management process or uses its own if none exists. Waterfield is not responsible for changes made by customer staff outside the agreed-upon process.
- **Training and Documentation:** Provide initial training sessions and documentation for the client's team on how to use and interact with the following platforms and services: Voiceflow Chatbot UI, ChatGPT analytics plugin, and our ITSM portal.

Severity Definitions and Response SLA:

Level	Definition	Service Level Agreement Response Times
Priority 1	Application is entirely unavailable	Within one (1) hour
Priority 2	Application is available, but major components are failing or degraded, causing significant end-user issues.	Within four (4) hours
Priority 3	Application performance is degraded, impacts not critical or only affecting minimal users.	Within one (1) business day
Priority 4	Information and General requests, MACD or other requests	Within one (1) week

Uptime Guarantees:

Our managed service for the PoC depends on the underlying infrastructure provided by key partners: OpenAI, Amazon Web Services, and Voice flow. Please note, while Amazon Web Services and Voiceflow provide uptime guarantees, Open AI does not. As such, we are unable to provide uptime or latency guarantees for the services covered by this agreement.

SamaN acknowledges that incidents resulting in service outages of a third-party service may require third-party manufacturer involvement, and that Waterfield Tech is not responsible for third-party platform failures, or delays in receiving system software bug fixes, patches, maintenance releases, upgrades, or new versions from these providers to remedy fixes.

In the event of a prolonged / critical outage from any of these providers during the PoC, we will investigate the viability of using other AI providers to reinstate the service.

Commercials

Retainer Fee:

The Client agrees to pay the following monthly retainer fee to Waterfield Tech for a period of 6 months.

Description	Recurring	Quantity	Extended Recurring
WT-PSO-AAI-WRK - AI Pro Services	\$ 1,500.00	6	\$ 9,000.00

Subtotal: \$9,000.00

3rd party license service, cloud compute, and AI usage costs:

All 3rd party costs including licenses, services, cloud compute, and AI services consumed to run the production environment and innovation lab will be passed through to SamaN at cost. For reference, here are the published details for Open AI's model pricing: <https://openai.com/api/pricing/>

3rd party license costs:

These services are charged at the providers advertised rate(s):

Product Details	List Price	Customer Discount (%)	Price	Quantity	Extended Price
WT-PRD-AAI-POC - ChatGPT Product - ChatGPT Teams subscription (per user) - 3 users for 6-months (https://openai.com/chatgpt/pricing)	\$ 30.00	0%	\$ 30.00	18	\$ 540.00
WT-PRD-AAI-POC - Voiceflow Product - Voiceflow Pro, Single Editor 2 (billed montly) (https://www.voiceflow.com/pricing)	\$ 50.00	0%	\$ 50.00	6	\$ 300.00

Subtotal: \$840.00

Down payment to pre-charge PoC production environment and AI Innovation Lab:

To ensure smooth operation of production services and the AI Innovation Lab during the PoC, Waterfield Tech will collect a down payment to pre-charge service accounts and cover platform usage. SamaN's PoC AWS and OpenAI accounts will be pre-charged with \$100 prior to go-live. Service consumption will be reviewed weekly and reported to SamaN as part of the monthly PoC Performance Review. Accounts will be recharged as needed in increments of up to \$100. Any remaining down payment balance at the end of the PoC will be credited to SamaN's accounts for post-PoC use. Waterfield Tech will notify SamaN if additional down payments are required, which can be arranged in a separate SOW.

Description	Recurring	Quantity	Extended Recurring
WT-PRD-AAI-POC - PRE-PAY Product - SamaN PoC AWS Pre-Charge Downpayment	\$ 100.00	6	\$ 600.00
WT-PRD-AAI-POC - PRE-PAY Product - SamaN PoC AI Usage Pre-Charge Downpayment	\$ 100.00	6	\$ 600.00

Subtotal: \$1,200.00

Quote Summary

Description	Recurring	One-Time
Retainer Fee	\$ 9,000.00	\$ -
3rd Party License Cost	\$ -	\$ 840.00
Down payment to pre-charge the PoC production environment and AI Innovation Lab	\$ -	\$ 1,200.00

Project Total: \$11,040.00

Payment Terms

- 3rd party license costs, and Down payment to pre-charge the PoC production environment and AI Innovation Lab will be billed following the go-live date.
- Retainer fee plus any additional charges for AI based on actual usage, will be billed on a quarterly basis.
- NET 15 terms from the date of invoice
- Late Payment: Past due payments are subject to late fees of eighteen percent (18%) per annum or the maximum interest rate permissible by law from the date due until paid in full. Payments made to Waterfield other than ACH will incur a fee.

Additional Terms

- TAX and Shipping/Handling will be added at time of invoice: not included in this SOW/Quote.
- PROPRIETARY AND CONFIDENTIAL. All information contained herein is confidential and proprietary information of the Company. Disclosure of any information contained herein to any other party is strictly prohibited.

Waterfield Technologies

Signature:



Name:

Daniel Aslet

Title:

Director - Applied AI Strategy + Transformation

Date:

July 17th, 2024

SamaN

Signature:



Name:

Maxime Gagnier

Title:

President

Date:

2024-15-07