



Scope of Work for



OXFORD
ECONOMICS

SAP PROJECT TASK ID: 2022_IBM_EXECUTIVEPULSE
PURCHASING ORDER# #: 72642

SOW MADE BY "KANISHK SHEEL" - MANAGING DIRECTOR

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DECEMBER 16TH, 2024

IBM GLOBAL PULSE WAVE 8 CFOs USE OF AI 2024 SURVEY

Oxford Economics:

Oxford Economics is the world leader in global forecasting and quantitative analysis. They have approached Unimrkt Research to conduct primary research on IBM Global Pulse Wave 8 CFOs Use of AI 2024 Survey.

The total sample for the study is N=7,275 which will be covered in waves:

GLOBAL PULSE Surveys	N-count	CPI	Status
Wave 1 Generative AI Survey	350	\$37	Completed
Wave 2 Generative AI Open Innovation Survey	300	\$37	Completed
Wave 3 Chief Executive Officer (CEO) 2024 Survey	300	\$37	Completed
Wave 4 SAP-Specific Generative AI 2024 Survey	200	\$37	Completed
Wave 5 SAP-Specific Generative AI 2024 Survey	200	\$37	Completed
Wave 6 Consulting as Code 2024 Survey	400	\$37	Completed
Wave 7 Five Trends 2025 Survey	400	\$37	Completed
Wave 8 CFOs Use of AI 2024 Survey	300	\$37	In-Field
RUNNING TOTAL	2,450		
N-Count Remaining	4,825		

Specifications for Wave 8 CFOs Use of AI 2024 Survey:

Target Job Titles:

Unimrkt will target CFOs and other equivalent job titles for this survey.

Geographic Scope:

Countries	Language	Sample
Australia	English	30
Germany		30
India		30
Singapore		30
United Kingdom		30
United States		150
Total Sample (n=)		300

Target Industries:

Unimrkt will target the following industries:

Industries	Sub-Sectors	% Split
Automotive	OEMs	~2%
	Suppliers	~3%
Banking & Financial Markets	Consumer/Retail Banking	~8%
	Financial Markets	~5%
Chemicals & Petroleum	Chemicals	~4%
	Petroleum (incl. Oil and Gas)	~4%
Consumer Goods	Consumer Products	~7%
	Retail	~6%
Electronics		~2%
Energy and Utilities		~8%
Government	Federal	~5%
	State/Provincial	~5%
Healthcare & Life Sciences	Healthcare Providers	~5%
	Life Sciences/Pharmaceuticals	~5%
Industrial Products		~2%
Insurance		~7%
Manufacturing (excl. Industrial Products)		~8%
Telecommunications		~8%
Transportation		~3%
Travel		~3%
Total Sample (n=300)		100%

Target Companies:

Unimrkt will target companies having an annual revenue between \$5 Billion to \$550 Billion in the year 2023, ensuring at least 40% of the sample is derived from \$20 Billion+ annual revenue bracket.

Questionnaire:

Oxford Economics will provide the final questionnaire in the English language in Word format. We assume that the length of each interview will be approximately 15 minutes.

Methodology:

Unimrkt will use the Computer Assisted Telephonic Interviews (CATI) for this survey.

Pricing:

Cost Elements	Pricing
Sample	300
Cost Per Interview (USD)	\$37
Fieldwork Cost (USD)	\$11,100
Total Project Cost (USD)	\$11,100

➤ The above-mentioned pricing includes Set-Up, Programming, Fieldwork, Cross Tabs, and Data Delivery in Excel & SPSS format.

Timelines:

Timelines	N=300
Set-Up/Programming	3-4 Days
Fieldwork	3 Weeks
Data Delivery	3-4 Days

Unimrkt's Responsibilities:

- Project Set-Up
- Sample Procurement
- Survey Programming
- Mutually agreed communication schedule for the start of the project and prepare Project Management plan prior to the launch of the survey
- Quality Control and Monitoring
- Unimrkt agrees and confirms that we are fully capable and competent to achieve all the Completes as per the quota and other specified requirements, well within the stipulated timeframe

Oxford Economics' Responsibilities:

- Project briefing
- The client will provide the final version of the questionnaire in English language in Word format.
- A dedicated point of contact for the project from Oxford Economics.

Assumptions:

- Unimrkt assumes the length of the questionnaire will be approximately 15 minutes.
- Unimrkt assumes that there will be no other quota apart from those mentioned in this document.
- We will provide banner tables in Excel as required by the Oxford Economics team. We will deliver one interim deliverable at 50% completion of the fieldwork and final data at end of the fieldwork.

Payment Terms:

- 50% advance before the launch of the project within 30 Days and the remaining 50% on final data delivery within 30 days from the date of the invoice.
- The proposed costs are based on the scope described in this document and may be subject to change if the scope of work changes during the project.
- The terms and conditions attached herewith form an integral part of our proposal and email confirmation to the project will be considered as client acceptance to these terms and conditions.
- This proposal is valid for a period of 30 days from the date of submission.

For Oxford Economics,



Authorized Signatory

Name: Debra D' Agostino

Title: Managing Director, Thought Leadership

Date: December 16th, 2024

For Unimrkt Research Inc.,



Authorized Signatory

Name: Kanishk Sheel

Title: Managing Director

Date: December 16th, 2024

Terms and Conditions:

1.1 Terms and Termination

This Agreement and/or SOW shall govern and continue to be in effect during the term of each Project Schedule accepted by the Parties and can be extended in writing for a further period mutually agreed upon between the Parties. This agreement can be terminated by either party with three business days written notice delivered to the other party. Following valid termination of this Agreement, Unimrkt Research Inc. shall invoice Client on a pro-rated basis the actual number of hours spent on the project or for the services performed hereunder, and for any purchases made by Unimrkt Research Inc., which are approved by Client in writing. In case the notice of termination is short of the notice period, Unimrkt Research Inc. will use good faith efforts to conclude project at the earliest (not exceeding the notification period) and will charge Client through the date of termination.

1.2 Timely Performance

Subject to force majeure, Unimrkt Research Inc. will use all reasonable efforts to complete the performance of the services herein within the time frame agreed upon. Unimrkt Research Inc. will exercise due professional care and competence in the performance of the services. Unimrkt Research Inc. shall not be liable for failures or delays in the performance of services that arise from causes beyond its control, including the untimely performance by Client, its representatives, advisors or agents, of its obligations herein.

1.3 Ownership of Intellectual Property

The Parties agree that all the Intellectual Property developed by Unimrkt Research Inc. during the course of services provided to the Client, shall be the property of Client in all right, title and interest.

1.4 Force Majeure

Neither Party shall be deemed in default as a result of its delay or failure to perform which arises from force majeure or other causes beyond the control of such Party (which includes, inter alia, acts of God, acts of war, strikes, laws and regulations) as per international standards. If the event of force majeure or other similar cause lasts more than one (1) month, the Party adversely affected by such cause shall have the right to terminate this Agreement, effective upon notice thereof to the other Party.

1.5 Liability

Unimrkt Research Inc. expects the Client to send the questions, concerns or any queries on any interim or final data delivered to the client within seven days of delivery of such data, unless, the client has expressly mentioned that they need some more time to review the data and in such a case a mutually agreed extended review time frame will be determined. It is expected that if Unimrkt Research Inc. does not receive any comments, questions or concerns from the client on the data delivered within seven days or such mutually agreed extended days for data review, as the case may be, it will be construed that data delivery is complete from Unimrkt Research Inc.'s side and the project value attributable to such data shall become due and payable to Unimrkt Research Inc. Any questions, queries or concerns after this review period of seven days or such extended time as mutually agreed, shall be entertained at the sole discretion of Unimrkt Research Inc. only. Also the data captured during the fieldwork is removed from the system after 6 months of project commencement. Also, we may or may not conduct multiple interviews in one organisation.

1.6 Waiver

The failure of either Party at any time to enforce any provisions of this Agreement or to exercise any right herein provided, shall not be considered a waiver of such right or any other provision or in any way effect the validity of this Agreement.

1.7 Severability

The invalidity of any portion of this Agreement by a court with legal jurisdiction shall not affect the remaining portions of this Agreement or any part thereof, and this Agreement shall be construed, as if the invalid portion or portions had not been inserted therein.

1.8 Modification

This Agreement shall be modified only by an instrument in writing and signed by duly authorized representatives of the Parties. Representatives of the Parties who sign this Agreement and any modification thereto personally warrant and represent that they have been duly authorized to bind such Party with respect to this Agreement and/or modification hereof.

1.9 Assignment

Unimrkt shall not engage third parties, subsidiaries and affiliates in connection with its services without prior written consent by Oxford Economics or Oxford USA. Upon such consent by Oxford Economics or Oxford USA, Unimrkt shall enter a written agreement with such third parties, its subsidiaries and affiliates that contains obligations equivalent to Sections 1.10.5 and 1.10.6 of this SOW.

1.10 Governing Law/ Dispute Resolution

1.10.1 Governing Law

This Agreement shall be governed in all respects by the laws of New York, without giving effect to principles of conflicts of law, and any dispute arising out of or connected in any way with this Agreement shall be determined in accordance with such laws. Unimrkt Research shall also comply with relevant law, professional and ethical codes as may be applicable.

1.10.2 Escalation

In case of any dispute, controversy or claim arises out of or in connection with this Agreement, for the purposes of resolution of such dispute:

- Either Party in good faith may refer to Engagement Manager(s) of respective Parties.
- Each Party will appoint an Engagement Manager (if not appointed already) for this purpose and will inform the other Party through written correspondence of such appointment. Each Party shall give the other Party written notice if an alternative individual is appointed as its Engagement Manager during the term of this Agreement.
- If the Engagement Managers are unable to resolve the dispute within fourteen (14) days of the dispute being referred to them, the dispute shall be referred to the Chief Operating Officer (or a similar authority). If the dispute is not resolved within thirty (30) days of the dispute being first referred to the Engagement Managers (or any longer period agreed in writing between the Parties), the dispute shall then be referred to Arbitration.

1.10.3 Dispute Resolution / Arbitration

All disputes, differences or questions arising out of this Agreement including the interpretation of the terms herein or in regard to the obligations, failure or breach of any terms thereof by any of the parties and/or compensation/damages payable under the Agreement or of any matter whatsoever arising under the Agreement which have not been settled amicably within 30 days from commencement of such informal negotiation shall be referred to a mutually agreed arbitrator.

1.10.4 Entirety of Agreement

This Agreement and/or SOW represents the entire agreement and understanding between the Parties and all prior or concurrent agreements, whether written or oral, with regard to the subject matter hereof are and have been merged herein and superseded hereby. This Agreement and/or SOW may be executed by the Parties in one or more counterparts and each of which when so executed shall be an original, but all such counterparts shall constitute one and the same instrument complying with international standards.

1.10.5 No Personal Data Provided to Oxford Economics

Unimrkt shall undertake all services under this SOW to ensure that personal data from survey recipients is removed before submission to Oxford Economics or Oxford USA and that Unimrkt shall only provide Oxford Economics or Oxford USA with aggregated, fully anonymised, de-identified data that cannot be later re-identified to any person.

1.10.6 Compliance with Applicable Laws.

Unimrkt shall comply with all applicable laws, including but not limited to all statutes, regulations, regulatory guidelines and judicial or administrative holdings or interpretations related to privacy and security in the U.S. and all countries identified in the Geographic Scope section of this Agreement and/or SOW.

1.10.7 Indemnification.

Unimrkt shall indemnify, defend, and hold harmless Oxford Economics, Oxford USA and its respective directors, officers, employees, shareholders, agents, successors and permitted assigns from and against any and all actual or threatened suits, claims, actions, causes of actions, judgments, damages, liabilities, losses, costs and expenses (including but not limited to court costs, litigation expenses, reasonable attorneys' fees, or expenses associated with investigation by law-enforcement agencies or regulatory bodies), fines, penalties, and/or interest paid to any governmental or regulatory authority arising out of a violation of Sections 1.10.5 and 1.10.6 of this SOW. Damages for violation of Sections 1.9, 1.10.5 and 1.10.6 of this SOW and Unimrkt's indemnification obligations herein shall not be subject to any limitation of liability provision.