

Exhibit A - Professional Services Description

Professional Services - Broker Briefcase

- I. **Overview.** This service agreement includes services for the Customer's initial implementation of the product. Additional components, not listed here, require additional services.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement shall consist of the Customer Success Management department, with overall responsibility for project success as well as other resources as needed, which may include Implementation Consultants, Product Trainers, and Data Analysts.
- III. **Duration.** 6 weeks from Project Start Date based on Customer responsiveness and availability.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
- a. Customer Success resources
 - b. Site activation, user setup and data load
 - c. Logo setup
 - d. Activation and configuration of "Send on Behalf" functionality
 - e. Assignment of one (1) IP address and the associated "Send on Behalf" utility
 - f. Remote Hands-On Lab or group webinar training
 - g. Setup and launch of three (3) marketing email campaigns
 - h. Post-implementation consulting services
- V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement:
- a. Custom graphic design work
 - b. Customized training
 - c. On-site training at Customer's or Zywave's physical location
 - d. Dedicated IP addresses (applies only to "Send on Behalf" functionality)
- VI. **Expiration.** All Professional Services are subject to the Zywave Cancellation Policy available at <https://www.zywave.com/training-cancellation-policy>. Any unused Professional Services Fees will expire 6 months from date of purchase. Any Professional Services performed following such expiration will require an additional Professional Services Fee at Zywave's then-current rates.
- VII. **Billing.** The Professional Services Fee is due upon execution of this Agreement.
- Zywave will bill Customer for reasonable and actual travel, living expenses (if applicable) and related incidental expenses incurred by Zywave's personnel in rendering the Services.
- Additional seats in Remote Hands-On Lab or group webinar training may be provided to accommodate new agency employees resulting from organic growth as outlined in the Schedule. Additional seats in Remote Hands-On Lab or group webinar training for new agency employees resulting from agency acquisition as outlined in the Schedule will require an additional Professional Services Fee at Zywave's then-current rates.