

Exhibit A – Professional Services Description

Professional Services – Content Cloud - Performance– Self

Overview. This service agreement includes services for the Customer's initial implementation of Content Cloud Performance. Additional components, not listed here, require additional services.

Zywave Team. The Zywave Team assigned to perform the Professional Services described in the agreement will include a Project Manager and Product Trainer.

- I. **Estimated Duration.** 8-10 weeks from Initial Effective Date dependent upon Customer engagement.
- II. **Inclusions.** The following services will be provided as part of this agreement.
 - a. **Initial Setup**
 - i. Product activation
 - ii. Creation of one (1) initial administrative User on behalf of Customer
 - b. **Training**
 - i. Live group training and on-demand training available via Zywave University
- III. **Exclusions.** The following activities are not included in this agreement and, if applicable, require an additional service agreement and subsequent cost estimate.
 - a. **Setup**
 - i. Additional setup or maintenance of administrative or end Users
 - b. **Training**
 - i. On-site training at Customer or Zywave physical locations
 - ii. One-on-one training sessions
- IV. **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.
- V. **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.