

Exhibit A - Professional Services Description

Professional Services – Content Cloud – Personal Lines

- I. **Overview.** This service agreement includes services for the Customer's initial implementation of the cloud. Additional components, not listed here, require additional services.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement will include a Project Manager, Product Trainer, and Data Analysts.
- III. **Duration.** 4 weeks from Initial Effective Date dependent upon customer engagement.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
 - a. Initial Setup:
 - i. Internal user login setup
 - ii. Account and contact data import
 - iii. Logo setup
 - b. Training:
 - i. Partner will have access to Zywave University via On Demand and Group Instructor Led curriculum offerings.
- V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement and subsequent cost estimate:
 - a. Custom graphic design work
 - b. One to one or customized training
 - c. Upload of custom content pieces
 - d. On-site training at Customer's or Zywave's physical location
 - e. Third-Party System Integration(s)
- 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.