

Exhibit A - Professional Services Description

Professional Services – Sales Cloud – Business – 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, Website Implementation Consultant, Product Trainer, and Data Analysts, and Digital Marketing Specialist.
- III. **Duration.** Website development 10-12 weeks from Initial Effective Date dependent upon customer engagement. Ongoing services available for updating directory listings throughout the duration of the Term.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
 - a. **Initial Setup:**
 - i. Product activation and user setup
 - ii. Activation of Zywave plan libraries for Personal Lines quoting
 - b. **Digital Marketing:**
 - i. Activities designed to drive increased website traffic, which may include a variety of the following activities:
 1. Analytics setup
 2. Search console setup
 3. Google My Business setup and optimization
 4. Website optimization
 5. Monthly Delivery of website traffic analytics
 6. Access to monthly SEO webinars
 - c. **Website Development:**
 - i. System configuration for core application functionality
 - ii. Standard features are activated in preparation for site's launch, if applicable.
 1. Location Editor
 2. Employee Directory
 3. Web Links
 4. Testimonials
 5. Quote Forms
 6. About Us
 - iii. SSL Certificate installation
 - iv. If applicable and in compliance, content from existing Zywave site migrated over to the new layout.
 - v. Design for site layout and navigation based on currently available templates
 - vi. Development for site layout and navigation based on currently available templates
 - vii. Setup of directory listings for one location
 - viii. Social media platform setup for currently supported platforms
 1. Up to three (3) Line of Business-related Facebook posts per week, with curated images
 - ix. Updates to Business Listings upon request with a limitation of two edits per location per year
 - d. **Training:**

- i. Access to Zywave University via On Demand and instructor led curriculum offerings available in English
- ii. Group instructor led curriculum offerings for Personal Lines quoting available via Zywave University in English

V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement:

a. **Initial Setup:**

- i. Configuration of IP Addresses
- ii. Email hosting
- iii. Domain registration
- iv. Customized reports

b. **Training:**

- i. Customized and One on One training
- ii. On-site training or consulting at Customer or Zywave physical locations

c. **Website Development:**

- i. Third-party system integration
- ii. Website design or development work
- iii. Custom graphic design work
- iv. Custom site development
- v. Email hosting
- vi. Domain registration
- vii. SEO setup or maintenance
- viii. Citations/directory listings for additional locations
- ix. Creation or customization of content
- x. Additional customization of social media or blog postings

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.