

Exhibit A - Professional Services Description

Professional Services – Sales Cloud – Starter - 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, Implementation Consultant, Product Trainer, and Data Analysts, Digital marketing Specialists, and a personal Website Implementation.
- III. **Duration.** Website development 6-8 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
 - b. **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. All content from existing site migrated over to the new layout, if applicable
 - 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 Facebook
 - 1. Up to three (3) Lines 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
 - c. **Training:**
 - i. 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:
 - a. **Initial Setup:**
 - i. Configuration of IP Addresses
 - ii. Email hosting
 - iii. Domain registration
 - 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. SEO setup or maintenance
- vi. Citations/directory listings for additional locations
- vii. Creation or customization of content
- viii. 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.