# SAP Social Media Analytics by NetBase OnDemand
# Cloud Consulting Onboarding Service Descriptions

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## GENERAL INFORMATION RELATED TO SAP CLOUD CONSULTING SERVICES

### Introduction

The Cloud Consulting Services descriptions in this document describe all the available standard Cloud Consulting Services for the SAP OnDemand Service identified above. Each Cloud Consulting Services package described in this document is subject to a separate fee payable in accordance with an Order Form executed by Customer.

Any modifications to the terms and conditions or service descriptions listed herein would require a separate Statement of Work.

### Upfront Billing

The fees for these services shall be invoiced upon execution of the Order Form, and shall be payable in accordance with the GTC.

### No Travel

No travel is included in the fees and all services will be delivered remotely.

### Acceptance

The Onboarding Services shall be deemed complete and accepted by Customer upon completion of the Handover to Support meeting.

### Key Resource Assumptions

Key Customer resources are identified to maintain system ownership and management, and have the stated availability and sufficient experience and skill set to support a software implementation. They have ability to manage and deploy change within the organization and engage end users to support solution adaptation including making business process decisions quickly without impact to the schedule.

Customer has ability and is prepared to meet an aggressive implementation time line and complete assigned tasks according to project schedule and understands any delay in customer task completion could impact the timeline. Customer agrees to review and confirm all business decisions and deliverables within 24 hours.

Customer agrees current daily business processes are sustainable in current Order Form with general acceptance of system delivered best practices as delivered by defined scope.

### Customer Resources

Customer hereby commits to – at minimum - provide the following resources for the implementation project:

Project Manager:

Customer project manager selects and allocates the appropriate subject matter experts for the key user roles on the project, ensures that the resources will be available for the agreed upon duration and percentages of time, enforces the Key and End User enablement, manages the change management process and keep the project activities like data migration and testing on track as per the agreed upon plan.

Project Team Key Users:

The customer functional area subject matter experts also known as key users to undertake the set-up, implementation and migration tasks to support the business areas in scope. Require technical skills for workflow and ERP integration where applicable.

The following is a minimum estimated time commitment from the customer required for implementation project:

| | |
|---|---|
| Project Manager: | 12 to 16 hours / week. |
| Key User(s): | 12 to 16 hours / week. |

### Customer Obligations

In addition to the obligations and prerequisites set out in the service description, Customer shall name at least one qualified contact person for SAP ("Contact") and shall provide contact details (in particular e-mail address and telephone number) by means of which the Contact or its authorized representative can be reached at any time. The Contact must be in a position to make or bring about the necessary decisions for the Customer without undue delay and shall act within the timeframes as specified in the applicable project plan.

SAP will access the Customer's SAP Cloud instances for purposes of providing the SAP Cloud Consulting Services under this SOW. Customer hereby grants to SAP the permission for such access and Customer shall name a contact person that – if necessary – will grant to SAP the required access rights.

## DETAILED SERVICE DESCRIPTIONS

### a. Standard Onboarding

With the "Standard Onboarding Service" SAP plans and executes the majority of activities required to provide a production-ready SAP Social Media Analytics OnDemand solution. Customer supports SAP during the Project and is responsible for specific activities as outlined below.

| Standard Onboarding Scope item | In Scope | Out of Scope |
|---|---|---|
| Introduction to NetBase Insight Composer | X | |
| Setup of a Brand Analysis dashboard | X | |
| Creation and disambiguation of topic for Brand Analysis dashboard | X | |
| Creation and disambiguation of topics to feed SAP Social OnDemand | Up to 5 | |
| NetBase Insight API call composing and testing for retrieving documents for engagement using SAP Social OnDemand | Up tp 5 | |
| Setup of additional dashboards with associated topic | | X |

**Project Management**

*SAP Tasks:*

- Define the project schedule using the project schedule template provided by SAP and review with Customer
- Coordinate Customer and SAP resources according to the confirmed project schedule
- Download applicable SAP provided accelerators and make these available to all project team members
- Monitor, track and report issues and risks as these occur during the Project

*Customer Tasks:*

- Set up and provide the required project infrastructure
- Finalize and confirm the project schedule together with SAP
- Ensure all appropriate key users have been allocated to the Project
- Ensure key users attend the onboarding sessions conducted by SAP
- Manage the validation of solution readiness,

**Prepare**

*SAP Tasks:*

- Conduct an initial call between the Customer's Project Manager and SAP's Project Manager to review objectives, project scope and preparation activities
- Conduct the Project Kickoff onboarding session
- Provide key users with links and directions for self-enablement

*Customer Tasks:*

- Ensure key users complete all relevant self-enablement activities

**System Settings & Test**

*SAP Tasks:*

- Conduct the following onboarding sessions:
  - NetBase Onboarding
  - Topic creation
  - Brand Analysis dashboard creation
- Guide/Perform the Topic creation activities and the dashboard creation activities
- Conduct the handover to support meeting

*Customer Tasks:*

- Provide business information and ensure a fast decision making process for any system setup related open questions.
- Provide business data information required for Topics and Dashboards creation
- Perform/Confirm the Topic creation activities and the Dashboard creation activities
- Validate Brand Analysis Dashboard

- Validate the topic to feed the SAP Social Customer Engagement OnDemand system
- Attend the handover to support meeting

## b. Premium Onboarding

With the "Premium Onboarding Service" SAP plans and executes the majority of activities required to provide a production-ready SAP Social Media Analytics OnDemand solution. Customer supports SAP during the Project and is responsible for specific activities as outlined below.

| Premium Onboarding Scope item | In Scope | Out of Scope |
|---|---|---|
| Introduction to NetBase Insight Composer | X | |
| Setup of a Brand Analysis dashboard | X | |
| Creation and disambiguation of topic for Brand Analysis dashboard | | |
| Creation and disambiguation of topics to feed SAP Social OnDemand | Up to 10 | |
| NetBase Insight API call composing and testing for retrieving documents for engagement using SAP Social OnDemand | Up tp 10 | |
| Setup of additional dashboards with associated topic | Up to 5 | |

**Project Management**

*SAP Tasks:*

- Define the project schedule using the project schedule template provided by SAP and review with Customer
- Coordinate Customer and SAP resources according to the confirmed project schedule
- Download applicable SAP provided accelerators and make these available to all project team members
- Monitor, track and report issues and risks as these occur during the Project

*Customer Tasks:*

- Set up and provide the required project infrastructure
- Finalize and confirm the project schedule together with SAP
- Ensure all appropriate key users have been allocated to the Project
- Ensure key users attend the onboarding sessions conducted by SAP
- Manage the validation of solution readiness,

**Prepare**

*SAP Tasks:*

- Conduct an initial call between the Customer's Project Manager and SAP's Project Manager to review objectives, project scope and preparation activities
- Conduct the Project Kickoff onboarding session
- Provide key users with links and directions for self-enablement

*Customer Tasks:*

- Ensure key users complete all relevant self-enablement activities

**System Settings & Test**

*SAP Tasks:*

- Conduct the following onboarding sessions:
    - NetBase Onboarding
    - Topic creation
    - Dashboard creation
    - Dashboard use cases
- Guide/Perform the Topic creation activities and the dashboard creation activities
- Conduct the handover to support meeting

*Customer Tasks:*

- Provide business information and ensure a fast decision making process for any system setup related open questions.
- Provide business data information required for Topics and Dashboards creation
- Perform/Confirm the Topic creation activities and the Dashboard creation activities
- Validate Brand Analysis Dashboard
- Validate the topic to feed the SAP Social Customer Engagement OnDemand system
- Attend the handover to support meeting

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