

Campaigns	
Description	Provider will implement the campaign feature by first conducting a discovery session of the Customer's needs. This will be followed by gathering master data and a Provider driven configuration along with training Customer on the essential features.
Assumptions	Provider Enterprise software is fully implemented. Campaigns will be implemented for one account designation only, other account designations implementations are the customer's responsibility Advanced SQL querying will require Customer user(s) to be familiar with SQL
Limitations	Not applicable
Kick Off	Provider responsibility: Internal handover and preparation Customer responsibility: Ensure project scope is accurate and fully aligns to all business requirements Raise any risks, blackout periods for software release, resourcing plan
Discovery	Provider responsibility: A 1-hour remote requirements gathering meetings with preparation and write up Customer responsibility: Ensure key resources attend discovery session Provide an understanding of business processes, data, and requirements At the end of the session, Customer will provide all required master data to enable Provider to configure the module
Design	Provider responsibility: Provider will perform a sample configuration of the master tables: Campaign Detail Status, Campaign Groups, Campaign Types, and one standard Campaign Results view The configuration result will be presented to the customer and feedback collected Customer responsibility: Ensure key project resources and stakeholders attend the demonstration of the configuration Provide feedback on the demonstrated processes in the new software
Build	Provider responsibility: Finalize the configuration of the following items based on feedback from the design phase: Full Campaign Detail Status, Campaign Groups, Campaign Types, and one standard Campaign Results view Provider will configure one comprehensive test campaign containing the most frequently used query steps to segment the results of the campaign
Training	Provider responsibility: One 90 minute remote training session; session will be recorded Customer responsibility: Ensure appropriate users are selected and attend training session All users will be expected to complete the designed curriculum in the Provider's Learning Center
Testing	Provider responsibility: Up to 30 minutes of final adjustments based on the customer feedback Customer responsibility: Customer is responsible for preparing for and executing user testing, including creation of test plans, test cases, and test scripts. Perform full testing using real credit card transaction in PROD Ensure key resources attend all testing meetings Complete UAT in no more than 1 week
Launch & Post Launch	Provider responsibility: Not applicable Customer responsibility: Complete Customer Satisfaction survey
Project Management	Provider responsibility: Coordination of activities and meetings in alignment with timelines and activities Customer responsibility: Coordination of activity and resources on Customer side to align with 2 week schedule
Exclusions	Integration services not specifically defined in the scope above SQL queries, if required, are not part of the scope Word Merge documents are not part of the scope Email templates are not included in the scope
Estimated length of project: 2 weeks Note: This is an estimate and is dependent on Customer cooperation, timely responses and availability of necessary resources.	