

SaaS Services Agreement

This is a Software as a Service Agreement (the “Agreement”) between Blue Triangle Technologies, Inc., a Delaware corporation (“BTT”) and [REDACTED] a [REDACTED] corporation (“Customer”).

1. **Term.** This Agreement will commence on or about _____ (“Effective Date”) and will continue for a period of three (3) years (the “Initial Term”). This agreement shall automatically renew for successive one-year renewal terms unless replaced by another written agreement or terminated in writing by either party at least sixty (60) days prior to the end of the Initial Term or the then-current renewal term.
2. **BTT Products and Pricing.** Customer licenses for use under this Agreement the following products, at the following prices, with the following hours of services (if any) included. During the Term of this Agreement, BTT will provide software for monitoring and management, for Customer’s licensed use. See attached Appendix C, “BTT Products, Pricing, and Success Criteria” for the list of included services, and additional terms. All pricing is in U.S. dollars. Price increases on any automatic renewals shall be limited to the lesser of three percent (3%) or the consumer price index reported by the U.S. Bureau of Labor Statistics 12-month percentage change for all items less food and energy.
3. **Sites Included.** The following websites are included, including all subdomains, and mobile, tablet, and desktop versions as applicable:
 - a. .com
4. **Optional and Additional Professional Consulting Services.** During the Evaluation Term, services will be no-cost. However, after the Evaluation Term Customer may elect to purchase associated performance analyst services as part of an ongoing contract at the prices set forth below:
 - a. Planned and budgeted consulting hours are included at Appendix C, “BTT Products, Pricing, and Success Criteria.”
 - b. Additional hourly remote consulting is \$xxx per hour during standard US business hours for ad-hoc support and \$xxx/hour when purchasing 50+ hours in a bundle.
 - c. Hourly remote consulting is \$xxx per hour during holidays and non-standard US business hours and will be invoiced and paid independently of pre-purchased hourly bundles.
 - d. Consulting service hours that are purchased but unused during the term of this Agreement may be redeemed and used by Customer under a new or renewal agreement with an initial term and economic commitment equal to or greater than this Agreement.
5. **Fees, Invoicing and Payment Terms.** The total cost, fees, and expenses for this engagement are defined in Appendix C, reflecting all services provided for in this Agreement during the Term. BTT shall invoice Customer after the execution of this agreement for the initial year in full.
6. **Customer Procurement Process.** BTT shall issue invoices to Customer as set forth in the Agreement. Unless otherwise noted, Vendor will submit invoice(s) to the appropriate designated billing contact as specified by the Customer. Customer shall inform BTT promptly in writing when a change occurs to the designated billing contact(s).

Bill To:	
Contact Name:	
Company:	
Address:	
City, State, Zip	
Phone:	
Email:	

7. **Service Level Agreements.** See attached [Appendix A](#) for the Service Level Agreements provided

8. **Service Descriptions.** See attached [Appendix B](#) for Detailed Description of the Services

9. **Customer Obligations.**

- a. Customer may not copy, sublicense, rent, lease, barter, resell, or otherwise distribute or share BTT software to or with any third-party entity or individual.
- b. Customer agrees not to copy, modify, create a derivative work, or access any tool provided by BTT except for purposes of Customer's use of the services and license provided under this Agreement, for the Covered Domains, and is prohibited from running automated scripts against BTT's systems. Any violation of this provision may result in additional charges and/or cancellation of Customer's rights to receive BTT's software, at BTT's sole discretion.
- c. Customer shall promptly install the BTT software tag(s) on the Covered Domains, in order to enable BTT's services under this Agreement.
- d. Customer will comply with all laws regarding export and re-export of products, services, technology, and data to any destinations that may be subject to United States embargoes or trade sanctions, including but not limited to U.S. Export Administration Regulations (EAR).

10. **Additional Pricing Terms.**

- a. Planned and budgeted page-view and monitoring levels are included at [Appendix C](#), "BTT Products, Pricing, and Success Criteria."
- b. Real User Monitoring (RUM) page-view overages in excess of planned and budgeted levels will be payable as additional charges in response to separate invoices (each an "Overage Invoice"), unless otherwise agreed in writing by BTT. Overage Invoices will follow three months of page views in excess of Customer's Real User Monitoring page views as shown in [Appendix C](#) and will be based on a pro rata calculation of those page-view rates.
- c. Unused Synthetic measurement capacity may be carried forward from year to year under this Agreement and carried forward into a new agreement with an initial term and economic commitment equal to or greater than this Agreement.
- d. BTT's tracking data will be the system of record to track the number of page views per month for purposes of this Agreement. Invoices for overages are payable upon receipt.
- e. Customer may monitor the BTT-calculated page views and will be responsible to notify BTT in writing with any request for an adjustment to limits, page-view capacity, or page-view tiers.
- f. Unless otherwise agreed in writing by the parties, pricing of services will increase by three percent (3%) for each successive renewal term hereunder.

- g. Customer will be liable to BTT for interest in the amount of 1.5% per month (18% per year), attorneys' fees, and all costs of collection for overdue and unpaid amounts.

11. Intellectual Property, Data Rights. Customer and BTT each retain all right, title, ownership, and interest in the pre-existing intellectual property of each of them. BTT's grant of licenses under this Agreement do not create any claim to ownership in any BTT intellectual property, whether such intellectual property exists at the time of this Agreement or is later created or improved upon. Customer retains ownership of its business data, including but not limited to personally identifiable data regarding its employees and customers. BTT will not use, disclose, or transfer across borders Customer's data except to the extent it is necessary to perform under this Agreement or in aggregated form for benchmarking purposes.

12. Confidentiality. "Confidential Information" means any information disclosed by either party to the other party consisting of past, present and future business, financial, technical and commercial information, including but not limited to business concepts, prices and pricing methods, marketing and customer information, financial forecasts and projections, technical data, schematics, analyses, ideas, methods, trade secrets, processes, know-how, computer programs, prototypes, designs, specifications, techniques, and drawings.

Each party shall hold Confidential Information received from the other party in confidence and shall not disclose, publish, or disseminate it to any third party. Each party shall use not less than the same degree of care to prevent disclosure of the other party's Confidential Information as it employs with respect to its own confidential information of like importance, and shall disclose the other party's Confidential Information only to its employees, and contractors under the direct supervision of its employees, with a need to know and who have agreed in writing to protect and preserve the confidentiality of such disclosure on terms no less restrictive than those herein.

Information disclosed shall not be deemed to be Confidential Information and neither party shall have any obligation with respect to any such information which: (a) can be demonstrated to have been known to the receiving party prior to receipt from the disclosing party; (b) is, or becomes, generally available to the public through no wrongful act of or breach by the receiving party; (c) is received by the receiving party from a third party without similar restrictions and without breach of this Agreement; or (d) is independently developed by the receiving party without the use of or reference to the Confidential Information disclosed hereunder. The receiving party shall bear the burden of proof in any dispute regarding the applicability of any exclusion.

All Confidential Information disclosed pursuant to this Agreement shall be deemed the property of the disclosing party. Upon the termination or expiration of this Agreement, or at any time, on ten (10) calendar days written notice, the receiving party shall, at the disclosing party's sole option, either return all Confidential Information in the form of documents and other tangible property provided pursuant to this Agreement, and all copies thereof, or provide the disclosing party with a written assurance that all such information has been destroyed. The confidentiality obligations of recipient shall remain in effect for five (5) years following the date of termination or expiration of this Agreement. Each party shall notify the other as soon as possible of any suspected loss, theft, unauthorized access, acquisition, exposure, or destruction of Confidential Information.

At Customer's written request (for which email shall suffice), BTT will share Customer reports and information with third parties including consultants, vendors, or government agencies. If at any time Customer desires for BTT to cease any such information sharing, Customer shall so instruct BTT in writing (for which email shall suffice).

ALL CONFIDENTIAL INFORMATION DISCLOSED BY EITHER PARTY TO THE OTHER PARTY, EXCEPT INFORMATION DISCLOSED WITHIN THE CONTEXT OF A SPECIFIC COOPERATION WHERE THE INFORMATION IS NECESSARY FOR THE OTHER PARTY TO FULFILL ITS DUTIES UNDER THIS AGREEMENT, IS PROVIDED "AS IS" AND WITHOUT ANY WARRANTY WHATSOEVER, WHETHER EXPRESS, STATUTORY OR IMPLIED, AS TO ITS ACCURACY, COMPLETENESS OR PERFORMANCE.

13. **Warranty.** BTT will use commercially reasonable efforts to perform the BTT services in a professional manner conforming to generally accepted industry standards. For any breach of this Agreement or warranty, customer's sole remedy, and BTT's entire liability, will be the re-performance of the BTT services; provided that, if BTT is unable to re-perform the BTT services as warranted, BTT will refund the BTT service fees to the customer. Other than as noted expressly herein, BTT makes no other warranties or representations, express or implied, by operation of law or otherwise, with respect to any BTT services or the results which may be obtained therefrom and disclaims any warranty of merchantability or fitness for a particular purpose.
14. **Indemnification, Procedures.** Each Party (the "Indemnifying Party") agrees to indemnify, defend and hold harmless the other Party and its affiliates, and its and their respective past, present and future officers, directors, employees, contractors, equity holders, representatives, agents, successors and assigns (collectively, the "Indemnified Parties"), to the fullest extent not prohibited by applicable law, from and against any and all damages, awards, judgments, losses, liabilities, obligations, liens, variances, settlements, interest, penalties, fees, costs and expenses (including reasonable attorneys' fees and expenses) of any kind or nature whatsoever, in law or equity, suffered or incurred by any of them in connection with any claim, demand, suit, complaint, grievance, controversy, action, cause of action or proceeding (collectively, "Claims") of any third party alleging: (a) a breach by the Indemnifying Party of any representation, warranty, covenant or agreement contained in this Agreement; or (b) gross negligence or a more culpable act or omission of the Indemnifying Party or any of its Representatives. With respect to any Claim for which indemnification is sought under this Section, the Indemnified Party(ies) will provide the Indemnifying Party with written notice of the Claim and control of the defense or settlement thereof; provided, however, that failure to provide such notice will not relieve the Indemnifying Party of its obligations. The applicable Indemnified Party(ies) will reasonably cooperate with the Indemnifying Party's reasonable requests (at the Indemnifying Party's sole cost and expense) in connection with the defense and settlement of any Claim. The Indemnifying Party will not settle any claim for which indemnification is sought unless (w) there is no finding or admission of any violation of law or of any person's rights by the Indemnified Parties; (x) there is no effect on any other Claim by or against the Indemnified Parties; (y) the sole relief is monetary damages that are paid by the Indemnifying Party; and (z) such settlement contains an unconditional and irrevocable release of the Indemnified Parties from and against any and all liability in respect of such Claim.

15. Termination. The term of this Agreement is set forth in Section 1 above. Either party may terminate this agreement for cause at any time, following express and detailed written notice of a material breach, provided that the non-noticing party shall have thirty (30) days in which to cure such breach, and further provided that Customer's account with BTT and all pending invoices are fully paid up to the effective date of any such termination for cause. In the event of any Customer termination or attempted termination not in accordance with this part 15, BTT shall be entitled to the total of its fees for the remainder of the term of this Agreement. Upon termination of this Agreement for any reason, the rights granted to Customer shall end and Customer shall immediately cease using BTT services. Sections 11-14 and 17 and all existing payment obligations of Customer to BTT shall survive any termination of this Agreement. If at the time or following the termination of this Agreement, Customer requires or requests reporting or data transfer services or other transitional support from BTT, the relevant data formatting and pricing for such services will be agreed in writing (for which email shall suffice); failing such agreement pricing will be calculated hourly according to BTT's then-current consulting rates and with data in a common format determined by BTT. Once calculated, such invoice shall be payable to BTT prior to delivery to Customer of each such report or data transfer.

16. Transferability. This Agreement and the obligations herein are not transferable or assignable by Customer, in whole or in part, without the prior written consent of BTT. BTT may, upon written notice to Customer, transfer its rights and obligations to any corporate successor in interest.

17. Miscellaneous.

- a. This Agreement shall be governed by the laws of the Commonwealth of Virginia, without regard to conflicts of laws principals, uniform commercial codes, or international treaties. Legal action to enforce or interpret any term of this Agreement shall be conducted only in the federal or state courts in the City of Richmond or the County of Hanover, Virginia, respectively, and each party consents to personal and subject matter jurisdiction therein, waiving any *forum non conveniens* or other objections.
- b. The prevailing party in any action related to this Agreement shall be entitled to recover its attorneys' fees, court costs, and any other costs of collection.
- c. Any modifications to this Agreement must be in writing and signed by the party to be bound.
- d. Any term of this Agreement may be amended and the observance of any term of this Agreement may be waived (either generally or in a particular instance and either retroactively or prospectively), only with the written consent of each of the parties hereto.
- e. Notice by means of email shall be sufficient to satisfy any written notice requirement hereunder.
- f. If any provision of this Agreement is held to be unenforceable under applicable law, such provision shall be excluded from this Work Order and the balance of shall be interpreted as if any such provisions were so excluded and shall be enforceable in accordance with its terms.

CUSTOMER

Blue Triangle Technologies, Inc.

By: _____
Authorized Signature

By: _____
Authorized Signature

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Appendix A - Service Level Agreements

Capitalized terms used shall have the meanings set forth in part 6, “Defined Terms.” Additional support coverage and services not covered under the Agreement or this Appendix A may be purchased for an additional cost. This is applicable to any paid contracts, not for no-cost Evaluations of the solution.

1. **Emergency Support Service.** BTT will provide to Customer and its Affiliates Emergency telephone support (“Emergency Support Service”), on a 24x7 basis. Emergency Support Service includes telephone and research time. An Emergency constitutes any BTT outage lasting more than 5 minutes. General telephone support will be provided between 8:30AM and 5:30PM Eastern time zone on Monday through Friday, excluding U.S. bank holidays.
2. **Service Availability and Resolution.** BTT shall measure, retain, report and post in a manner accessible to Customer, true and accurate downtime reporting. For any Customer reported Incidents and/or from BTT systems monitoring tools, BTT will resolve reported issues in accordance with the Priority Level as provided in the chart below:

Priority	Acknowledgement	Resolution Time	Communication	Credit
P1 (Critical)	15 minutes	Resources targeted to resolve within 4 hours	Every 30 minutes , unless otherwise agreed	If not resolved within Resolution Time, credit is assessed by hours in excess of the applicable Resolution Time: < 2.5 hrs – 2% 2.51 – 12.5 – 4% 12.51 – 25 – 10% 25.01 – 50 – 15% 51 – 100 - 25% 101.1 + - 50% The above % are the % of the monthly Service fees (calculated accordingly to account for any annual/pre-payments).
P2 (High)	30 minutes	Resources targeted to resolve within 8 hours	Every 1 hour after Acknowledgement, unless otherwise agreed by the Customer.	
P3 (Medium)	8 hours	Resources targeted to resolve within 72 hours	At the beginning and at the end of every Customer workday or at the time defined for action.	
P4 (Low)	24 hours	Resources targeted to resolve as soon as feasible but within 10 days	Weekly	

3. **Tag Delivery System Availability and Resolution.** BTT commits to have the BTT Tag Delivery System available to Customer at least 99.9% of each month, excluding Scheduled Downtime.

Service Level	Compliance Requirement	Compliance Credit
BTT Tag Delivery Uptime	99.9 % Uptime	If measured downtime (excluding Scheduled Downtime) exceeds 0.01% during a month, a credit equal to the Software as a Service fees for that month shall be issued to Customer.
BTT Portal Uptime	99.9 % Uptime	Hours in excess of the applicable Resolution Time: < 2.5 hrs – 2% 2.51 – 12.5 – 4% 12.51 – 25 – 10% 25.01 – 50 – 15% 51 – 100 - 25% 101.1 + - 50% The above % are the % of the monthly Service fees (calculated accordingly to account for any annual/pre-payments).

4. **Tag Response Time.** The average time required for the services to respond (*i.e.*, commence transmitting BTT’s tag) after a request from a customer’s system, measured over each 24 hour day, will not exceed 500 milliseconds from the time such request reaches BTT’s servers.
5. **Tag Response Time.** The average time required for the services to respond (*i.e.*, commence transmitting BTT’s tag) after a request from a customer’s system, measured over each 24 hour day, will not exceed 500 milliseconds from the time such request reaches BTT’s servers.
6. **Defined Terms.**

“**Communication**” means a written electronic communication.

“**Priority Level 1 Problem**” or “**P1**” means a core business function that, when compromised, will cause a significant loss of revenue in Customer’s business. P1 examples include site outage(s) or system application outage(s).

“**Priority Level 2 Problem**” or “**P2**” means a core business function that impacts the use or continued use of any one or more functions of the services, or a condition that impedes Customer’s web site transactional activities. P2 examples include Customer Site page error(s) visible to the end user.

“Priority Level 3 Problem” or “P3” means a core business function is affected but is not causing an immediate loss of Customer’s revenues or loss of data. P3 examples include Customer Site navigation error(s) and application issues preventing the main function of measuring, reporting or alerting.

“Priority Level 4 Problem” or “P4” means a minor incident or enhancement to the services. A P4 example includes failure of the JavaScript to be served up, any HTTP errors for request for the tag or the reception of the data (not visible to the casual visitor) or failure of data storage in the BTT database.

“Resolution” means a permanent resolution for an Incident.

“Resolution Time” means the amount of time, from the time of BTT’s knowledge of an Incident, in which BTT shall provide a Resolution to Customer.

“Response Time” means the amount of time, from the time of BTT’s knowledge of an Incident, in which BTT shall respond acknowledging the Incident. For incidents from 8 am ET through 5:30 pm ET - Monday through Friday, BTT will make reasonable efforts to meet a Response Time of 2 hours. For any Incidents occurring outside this time period, BTT will make reasonable efforts to meet a Response Time of 4 hours.

“Scheduled Downtime” means downtime resulting from either a Force Majeure events, or for regular maintenance, improvements and upgrades which BTT has provided Customer at least forty eight (48) hours’ advanced written notice and in aggregate such time shall not exceed: (a) a total of 8 hours per month and shall only occur on Wednesday evenings between 8 pm to 12 am, and Saturday mornings between 7 am to 11 am U.S. Eastern Time; and (a) a total of 1 hour per month during times other than such scheduled hours.

“System Downtime” being any time the services are unavailable, including unavailability due to planned and unplanned maintenance activities.

“Workaround Time” means the amount of time, from the time of BTT’s knowledge of an Incident, in which BTT shall provide a Workaround to Customer.

“Workaround” shall be defined as a temporary resolution of an Incident. For clarification, each Workaround shall be followed as soon as commercially practicable by a Resolution.

Appendix B - Detailed Description of the Services

Blue Triangle provides real-time digital experience analytics for online businesses. The BTT platform includes Marketing and Customer Journey Analytics, Real User & Synthetic Performance Monitoring, and Third-Party Tag Governance and Control. BTT utilizes a combination of real user performance and synthetic monitoring to provide its data by module.

Online access provided via <https://portal.bluetriangletech.com>

Enterprise (included as Services and within the Fees): includes the following deliverables, unless otherwise restricted in the work order details)

- **Business Analytics:** Provide Revenue Analysis and Revenue Calculators
- **Marketing Insights:** Provide Customer Journey mapping, real time Campaign Analysis, and My Campaign dashboards.
- **Real User Monitoring:** Blue Triangle has incredible detailed performance data on the real user traffic being measured by geography, by device type and by page type. We then provide many graphical displays of this data in both real-time and over-time, including a scatter plot of every session, along with aggregate views of waterfall data. There are also automated reports and alerts that can be configured from the real-user data.
- **Synthetic Monitoring:** Blue Triangle Synthetic monitoring is used as part of the Tag Governance module and will be provided from 5 US locations, running every 15-minutes from each location, for the top visited 25 pages derived from the BTT pixel. Additional measurements can be added for a defined cost to help test with both production and pre-production sites.
- **Tag & Content Governance Module:** Includes all the areas as described above.
- **Data Science Insights:** Provide customer drive ad hoc analysis of key performance and revenue metrics, on demand.
- **Online Reporting:** Online access provided via <https://portal.bluetriangletech.com> to performance analyses and lost revenue correlative analyses.
- **Lost Revenue Analyses:** Based on observed performance using the Portal measurements and the lost revenue correlation. A detailed assessment will be made on each web site under evaluation to identify.
- **Optimal Page Load Times:** Pages will be evaluated individually in conjunction with how respective page load times impacted purchase patterns. The goal of this report is to summarize the impact of how end user experience impacts:
 - **Pages Per Session**
 - **Bounce Rate**
 - **Revenue**
 - **User Abandonment Threshold** - for the Customer's web site for each major geographic region where the Customer web site is accessible for user transactions. It is important that enough

data samples are collected in each region in order to make an accurate assessment of user's sensitivity to page slowness, in each geography.

- Conversion Rate – A detailed analyses of how conversion rates are impacted by page speed in each major geographic region.
- Average Sales Size – A detailed analyses of how slow pages impact the average sales size per purchasing visitor to Customer's web site.
- Remediation Recommendations – Vendor will provide remediation recommendations to bring the Customer's web site speed of the users under the 90th percentile of user traffic under the recommended optimal web site speed.
- Estimated Cost of Remediation – Vendor will provide best effort estimates for the cost of each remediation activity. The expectation is that this will be a joint exercise with the Customer providing as much input as possible regarding existing contracts and negotiated costs for CDN providers, hardware and network infrastructure, cloud server costs, data services, web site development, etc.
- ROI Analyses – Provided that the web site has significant abandonment and lost revenue at the optimal page response time, the Vendor Consultant will analyze options to enhance the web site for optimal delivery to major target markets. The ROI recommendation will take into account the lost revenue and remediation costs to build the ROI for remediation to the most economical web site speed.

Tag and Content Governance: Ability to track and monitor your tags and site content in real time and measure and take action to ensure minimal impact on your performance and revenue, including the following modules:

- Tag and Content Governance Overview: Dashboard access to worst performing tags by service, domain, and file, prescribed recommendations, 1st and 3rd party tag mix by site, current SLA violations
- Service Profiles: List of all defined Services by site
- Service Details: Full details on defined services for each site, including: customer's assigned technical and business owners, departments, associated domains by service, associated files by service, configured SLA's and alerts by Service, map of associated load/latency of service files.
- SLA Status and Alerting: Ability to set external or internally define service level agreements of third-party tags, and alert on non-compliance as defined by customer to various parameters.
- Hierarchy: Detailed map of all tags on customer's site, by page, in network view, table view, or tree views
- Inventory Analysis: Page by page inventory of tag placement, along with reflection of the sequential ordering of the tags
- Domain Baseline Analysis: Tabular view of all tag latencies over time, aggregate waterfalls of tag performance by service, domain, or file.

CSP Manager: Provide the mechanism to build an effective Content Security Policy to prevent Cross Site Scripting

- **CSP Overview:** This shows all the whitelist violations and CSP violations, along with a view into the new domains to be approved or not.
- **Pre-Work/Discovery:** VENDOR to assist and provide insights to Customer's on domains that may be included in a whitelist/CSP based on the ability to view that domain's presence from a Synthetic and Rum perspective, in the VENDOR portal. VENDOR to work with Customer's on the final approvals of the domains for the whitelist/CSP.
- **CSP Creation and Management:** In VENDOR's portal, a CSP based on the Customer's approved whitelist, can be created and saved for deployment, along with a full versioning capability.
- **Deployment:** The CSP can be deployed to the Customer's website either as a meta tag or a header as provided in the CSP Manager of the VENDOR portal. Customer's may utilize the VENDOR CSP API to poll for new versions of the CSP to be pulled into Customer's workflow, the Customer's can retrieve the CSP directly in the VENDOR portal, or Customer's may request that the CSP be provided to Customer's for deployment on the CDNs staging environment. Customer's will be responsible for pushing CSP headers or Meta Tags to production.
- **Domain Violation & Audit Log:** The VENDOR portal will provide full visibility and access to whitelist/CSP violations via the portal and Reports and emails. VENDOR to utilize this reporting to support customers continuous tuning of the whitelist/CSP.

Measurements – During the Term, Vendor will conduct measurements of the web site under test during the Term using the Vendor tagging technology along with other Web measurement and analysis tools. The web site must be available to be measured for a minimum of two weeks using the Vendor tag. The Pixel is added to a common header or footer on the page and should appear on all pages of the web site, including the checkout and confirmation pages. There is no restriction on the pages that the Customer chooses to measure, except for quantity. The quantity of pages measured will be limited to the purchased quantity of page measurements.

- The Pixel, i.e., a unique JavaScript source include tag, will be provided to Customer to apply to every page of a single web site to be measured including the purchase confirmation page.
- Vendor will assist with naming of pages in the path from the landing page to checkout and verification.
- Data will be collected for a percentage of user visits to be determined by the Customer.
- End user measurements will be limited to modern browsers (including IOS and Chrome mobile browsers) that support the Web Timing Specification and browsers that support cookies, which today represents the majority of online traffic.
- Page Load Times – Online graphing of page load times by page down to one-minute granularity.
- Performance Metrics, including, but not limited to:

- Full Page Load Times (Onload Event)
- DOM Load Times (DOM Interactive, DOM Content Loaded, DOM Complete)
- Time to First Byte
- DNS Lookup Time
- Base Page timing
- SSL Connection Time
- TCP Connect Time
- JavaScript Error count
- Google Lighthouse Metrics:
 - Time to Interactive (TTI)
 - Time to First Contentful Paint (FCP)
 - Time to First Meaningful Paint (FMP)
- Page Speed Comparison – Compare the page speed of multiple web pages to see how landing pages compare with more back-end intensive pages.
- Performance Alerting - Set page speed alerts for any pages measured where traffic is occurring regularly.
- Traffic and Low Revenue Alerting - Set alerts for low volume and low revenue thresholds

Training and Certification: BTT provides training and certification, either through its on-demand resources or live with an instructor. For any excess seats (trainees) not included here, pricing will be according to the posted rates in the customer's BTT portal.

- On Demand, _____ seats included
- Instructor-led, scheduled, _____ seats included

Appendix C - BTT Products, Pricing & Success Criteria

Product	Type	Total Annual	Monthly Average	Notes	Annual Rate
Real User Monitoring	Million Page Views	___	___		\$___
Synthetic Monitoring – Auto Scheduled	Measurements	___	___	25 pages, every 15 mins, 4 locations	\$___
Synthetic – Single, Multi, or Function Tracing	Measurements	___	___	Control in Settings	\$___
Consulting Support	Hours	___	___		\$___
				TOTAL	\$___

(See part 10 of the Agreement regarding overages and carry-over of unused capacity in these areas.)

The Pricing Above Includes:

Enterprise Modules	
Business Analytics (Connecting Performance to Revenue/Conv.)	Included
Marketing Insights	Included
Tag & Content Governance+	Included
CSP Manager	Included
Real User Monitoring	Included
Synthetics	Included
Data Science Insights	Included
Dashboards	Included
Alerts & Reports	Included

Real User Monitoring: Page View Tiers

Provided for reference, and discussion upon renewal

Avg. Monthly Page-Views (in millions)	Monthly List Cost	1-Year List Cost	Cost of 2-Year Commitment (added 10% discount)	Cost of 3-Year Commitment, Paid Annually (added 20% discount)
200	\$16,364.00	\$196,368.00	\$176,731	\$157,094.40
256	\$18,527.33	\$222,327.96	\$200,095	\$177,862
300	\$21,909.00	\$262,908.00	\$236,617	\$210,326
350	\$23,747.00	\$284,964.00	\$256,468	\$227,971
400	\$25,901.00	\$310,812.00	\$279,731	\$248,650