

**Support Contract and Service Level Agreement (SLA)**  
**For**  
 <Customer Name>  
**by**  
 Bluebird Sales and Marketing Limited

**Effective Date:**

<b>Document Owner:</b>	Will Ingleby
<b>Business Relationship Manager:</b>	Will Ingleby

**Version**

<b>Version</b>	<b>Date</b>	<b>Revision / Description</b>	<b>Author</b>
1.0	20.01.2008	DRAFT	Nicola Gibson
1.2	15.10.2008	Prepared for <Customer Name>	Will Ingleby

**Approval**

*(By signing below, all Approvers agree to all terms and conditions outlined in this Agreement.)*

<b>Approvers</b>	<b>[Title and/or Affiliation]</b>	<b>Approval Date</b>

**Agreement Termination**

<b>Approvers</b>	<b>[Title and/or Affiliation]</b>	<b>Termination Approval Date</b>

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Acceptance

Appendix A

## Agreement Overview

This Agreement represents a Service Level Agreement (“SLA” or “Agreement”) between Bluebird Sales and Marketing Ltd and <Customer Name> for the provisioning of Sage ACT! Software support services.

This Agreement remains valid until superseded by a revised agreement mutually endorsed by the stakeholders. Changes are recorded in the Amendments section of this Agreement and are effective upon mutual endorsement by the primary stakeholders.

### 1. Goals & Objectives

The **purpose** of this Agreement is to ensure that the proper elements and commitments are in place to provide the delivery of a consistent and effective support service to the Customer(s) by Bluebird Sales and Marketing Ltd.

The **goal** of this Agreement is to obtain mutual agreement for Systems Management service provision between the Service Provider(s) and Customer(s).

The **objectives** of this Agreement are to:

- Provide clear reference to service ownership, accountability, roles and/or responsibilities.
- Present a clear, concise and measurable description of service provision to the customer.
- Match perceptions of expected service provision with actual service support & delivery.

### 2. Stakeholders

The following Service Provider(s) and Customer(s) will be used as the basis of the Agreement and represent the **primary stakeholders** associated with this SLA:

**IT Service Provider(s):** Bluebird Sales and Marketing Ltd (“Provider”)

**IT Customer(s):** <Customer Name>

### 3. Service Environment

The following information provides detail on the applications and/or other components supported by this SLA:

<b>System Name</b>	<b>Description</b>	<b>Site usage</b>	<b>No of users</b>	<b>SLA dependencies</b>
Sage ACT!	Contact Management Software System –	1		Software support contract with Bluebird Sales and Marketing Limited

**4. Periodic Review**

This Agreement is valid from the **Effective Date** outlined herein and is valid until the **Date of Termination**. This Agreement should be reviewed at a minimum once per fiscal year; however, in the absence of a review during any fiscal year, the current Agreement will remain in effect.

The **Business Relationship Manager** (“Document Owner”) is responsible for facilitating regular reviews of this document. Contents of this document may be amended as required, provided mutual agreement is obtained from the primary stakeholders and communicated to all affected parties. The Document Owner will incorporate all subsequent revisions and obtain mutual agreements / approvals as required.

**Business Relationship Manager:** Will Ingleby  
**Review Period:** Annually  
**Previous Review Date:**  
**Next Review Date:**

**5. Service Agreement**

The following detailed service parameters are the responsibility of the Service Provider in the ongoing support of this Agreement.

5.1. Service Scope

The following Services are covered by this Agreement; full descriptions, specifications and costs are outlined in the IT Service Catalog (Appendix A).

<b>Reference No.</b>	<b>Service</b>
6.0	System support / issue management
7.0	System enhancements / upgrade management (patches within version only). Upgrade to new version is not included.

## 5.2. Customer Requirements

**Customer** responsibilities and/or requirements in support of this Agreement include:

- Payment for all service-related setup and/or configuration costs prior to service provision.
- Reasonable availability of customer representative(s) when resolving a service related incident or request.
- Communication of any significant changes to system configuration / usage.

## 5.3. Service Provider Requirements

**Service Provider** responsibilities and/or requirements in support of this Agreement include:

- Provision of systems management service as described in Systems Management Service Catalog (Appendix A)
- Meeting response times associated with service related incidents.
- Logging all Provider resource hours associated with services provided for review by the Customer.

## 5.4. Service Assumptions

Assumptions related to in-scope services and/or components include:

- Customer user base will remain within 10% of current staff levels.
- Funding for major systems development will be provided by the Customer and treated as a project outside the scope of this Agreement.
- Changes to services will be communicated and documented to all stakeholders.

## 6. Service Management

Effective support of in-scope services is a result of maintaining consistent service levels. The following sections provide relevant details on service availability, monitoring, measurement and reporting of in-scope services and related components.

### 6.1. Service Availability

#### 6.1.1. Service Desk Telephone Number

External 01283 535445

#### 6.1.2. Service Desk Email Address & web form

Email support requests may be submitted via:

[support@bluebirdcrm.co.uk](mailto:support@bluebirdcrm.co.uk)

Support requests may also be posted via web form to:

<http://www.bluebirdcrm.co.uk/Support.htm>

#### 6.1.3. Normal Working Hours

Services support will be available during Normal Working Hours, i.e. 8.30am to 6.00pm Monday to Friday but excluding UK Bank and Public Holidays.

#### 6.1.4. Services Outside Normal Working Hours

Services outside normal working hours will not usually be required but occasional out-of-hours support can be arranged.

### 6.2. Service Levels

Calls are given a priority based on incident description, subject and overall impact to the business e.g. impact of individual, site or organisation. This is determined at the point of call and is reasonably assigned by the call handler.

A 'Response' is a response which will result in one or more of:-

- A fix to the problem or completion of a service request.
- A recommendation to implement a temporary workaround.
- A request for further information regarding the problem or further investigative procedures to be carried out by the provider.
- A written report on the cause of the problem and the likely effect(s) on the system other than those already experienced.

The Provider will record all Service Requests and maintain a record of resolutions of faults in order that any recurrence of the fault may be detected quickly.

Reporting a request for service or fault should initially be reported by the Customer to the Provider either by telephone or the Email Support box. The communication will be recorded in the IT Service Desk software.

Any communication from the Customer, in respect of a requirement for Support or Service will be recorded on the Provider's Service Desk under an incident log under the name of the User. Details will be recorded of the time, date, fault reported, actions recommended by the Provider, the result of such actions and further recommendations. The Provider will allow the Customer full access to all records related to provision of the Services under this Agreement.

### 6.3. Description of support service for service requests

The following description demonstrates the minimum level of Service that will be delivered. In all cases the Service Provider will endeavor to provide support as soon as possible in order to meet the business needs of the customer where the resolution of the incident or service provision is within the control of the provider (not including natural disasters, county wide power cuts, third party failings).

	<b>SLA</b>	<b>Response</b>
<b>Category</b>	<b>Aim to fix</b>	<b>Service Desk</b>
<b>Low</b>	2 weeks	1 day
<b>Med</b>	72 hours	4 hours
<b>High</b>	24 hours	2 hours
<b>Critical</b>	same day	2 hours

## Acceptance

For an on behalf of 'the support provider', Bluebird Sales & Marketing Ltd

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Name: Will Ingleby

Position: Director

Date: 15<sup>th</sup> October 2008

For an on behalf of <Customer Name>

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Name:

Position:

Date:

## **Appendix A: Software Support Service Components**

1. Telephone Help Line: Providing access to our support staff between 9.00am and 6.00pm, Monday to Friday.\*

2. E-mail Support: You can e-mail us with a query at any time and we will aim to respond within 12 hours. We will also provide a live 'chat' link that enables you to engage in text based communication with us in a messenger style format in 'real time'.

3. Advice: You are invited to seek our advice regarding the use of your ACT! system including the potential benefits of applying updates and upgrades. You can call us at any time during office hours to consult our technicians regarding advice on system features or add-ons that might help you address specific needs.

4. On site support: We are able to offer on-site support for our contract customers in the East and West Midlands at a reduced rate of £65 per hour. There is a minimum charge of 2 hours on-site time and no travelling costs. For contract customers outside the postcode areas listed below, the same structure will be applied except that we will charge travelling time beyond 2 hours (round trip) at £65 per hour:

B (Birmingham ), CV, CW, DE, LE, NG, NN, TF, WS, WV, ST.

For none-contract customers, we will attend site to resolve ACT! issues on a time chargeable basis at £81.25 per hour plus VAT with a minimum of 3 hours chargeable time plus travelling costs.

5. On line support: Using the power of the internet and state-of-the-art web tools, our technicians are able to 'dial in' to your server or workstation and see the problem that you are encountering at first hand. We can either watch your screen remotely or even take control of your system to help rectify errors. A small software plug-in is required to enable this.

6. Business Advice: With the benefit of many years of sales and marketing experience, we are ACT! users too. This means that we understand how business works and why it is important to you to get the best from your ACT! system. We can offer practical advice around database, sales automation and marketing systems to help your business grow, and support you in making management and business decisions.

7. Upgrade Discount: Where contract customers upgrade to a more recent version of ACT!, Bluebird will offer a further 5% discount against new licenses, in addition to any upgrade discount offered by Sage.