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Customer Obligations

A. Project Planning & Governance

I. Customer shall make available a Project Manager and Business Leads to provide information, decision making, and quality assurance testing in a timely fashion
II. Customer shall assign a System Administrator(s) who will function as a Sprinklr power user, and internal configuration experts after implementation is complete
III. Customer shall participate in discovery sessions and provide requirements within the mutually agreed timeline
IV. Customer shall create, authenticate, and maintain any necessary social accounts designated for testing purposes

B. Platform Access

I. Sprinklr resources will be administrators in the Customer Sprinklr Platform
II. Confirmation of designated users aligned to license subscription to be shared by Customer during Plan stage
III. Customer users will be granted access after the Educate phase is complete; only the System Administrator can get limited access during earlier stages of the project, to support Sprinklr resources with the implementation

C. Platform Training

I. Customer to confirm dates for training during the Plan phase and any training sessions must be booked a minimum of 2 weeks in advance, at a mutually agreed upon date and time between Sprinklr and Customer teams
II. All training will be provided in English using a web sharing application
III. All end users must be present during the Project training, including admins, and all admins to be present for Trainer the Trainer sessions, dependent upon the agreed SOW deliverables

D. Sprinklr Product-Specific Requirements and Responsibilities of the Customer

Customer shall provide the following deliverables to Sprinklr during the Plan phase of the Implementation Project unless otherwise designated as Sprinklr's responsibility and included in the Implementation and/or Technical Services Exhibit/s under Project Deliverables.

A. **Sprinklr Service**: User roles and access, Customer care workflows, case routing and assignment logic, case tagging taxonomy, case escalation matrix, canned responses for upload, reporting KPIs. Any applicable translations for Care related keywords, custom fields, macros, and other configurable elements must be provided by Customer to the assigned Sprinklr project team. Customer to identify a common identifier, such as email address, phone number or a separate custom field to enable Profile Stitching based on a profile level identifier

   i. **Unified Routing**
      1. Routing logic document to support Customer operational requirements
      2. List of all agents including corresponding skills and proficiency
      3. List of skills needs to be defined on an agent level as well as those tagging logics must be defined on a message/case level
      4. Defined capacity logic (# of concurrent cases) for all type of agents for each channel

   ii. **Case Transfer**
      1. Customer to provide documentation defining required logic and case properties to be derived from message level to enable case-level workflows e.g.

        a. Auto responses
        b. Case assignment
        c. Sending surveys
        d. Auto closure/status change workflows
        e. Case level reporting

iii. **Surveys**
    1. Customer to document and provide a list of questions including the format/field type for each question from the following list:
        a. Single Choice
        b. Multi Choice
        c. Numeric
        d. Description
        e. CSAT
        f. NPS
        g. Matrix, etc

iv. **Care Console:**
    1. Customer will define which modules and widgets they require in the Care Console.
    2. Customer will communicate to Sprinklr what primary key/lookup key Sprinklr will need to use in order to complete a proper GET request and get a response payload back.
    3. Customer will provide volume estimates for the amount of requests Sprinklr should anticipate / engagements customer anticipates care associates to have.
    4. Authentication for GET/POST requests to Customer
        a. Customer will communicate auth requirements from Sprinklr's side

v. **Chatbots:** Chatbot flow diagram, intents, entities, AI guidelines for machine learning

vi. **External Chatbot:** Chatbot vendor ready to engage

vii. **Livechat**
    1. Website Deployment
        a. Customer to assume responsibility for code deployment to Customer website and to embed code within all in-scope pages
    2. Mobile Application Deployment (SDK)
        a. Customer to assume responsibility for deployment which will require Customer to embed code within Customers own mobile applications
        b. Deployment will require Customer to publish updates to Mobile applications on associated app store services
    3. Livechat Application & Workflow
        a. List of URLs to be whitelisted on which live chat code will be embedded.
        b. Welcome message text (in all in-scope languages)
        c. Expected bot trigger conditions (If chatbot in scope)
    4. Livechat UI Customisation
        a. Required colour hex code and gradient
        b. Brand logo, custom font, home screen title and description language
        c. Chat trigger icon logo, background and border hex colour code
    5. Video Calling
        a. Customer to procure a video call account from one of two providers
            i. AWS account with Chime SDK enabled.
            ii. Zoom account with video SDK enabled.
    6. Co-Browsing

a. Customer to provide list of named agents and expected volume of concurrent sessions for co-browsing access in advance

7. Livechat Commerce
    a. Customer to provide Product catalogue documentation and publicly accessible APIs
8. Speech to Text
    a. If custom speech modulation is required, the details must be provided by the brand.
    b. If default speech needs to be replaced by a recording, the audio file must be provided by the brand.
9. Social to Livechat Deflection
    a. Deflection to full page variant: the customisation details (logo, favicon icon, header colour and text, background colour) must be provided by the brand.

viii. **WhatsApp:**

1. Customer must have a WhatsApp Business Account
2. Customer must have a valid WhatsApp phone number
    a. If the phone number is currently active on WhatsApp Mobile Application, you must deactivate this number prior to authenticating in Sprinklr
    b. If the phone number is currently active with another vendor, you must migrate this number to Sprinklr
3. Customer must have access to the WhatsApp Business Manager, including the certificate code to connect the account
4. Customer must provide all WhatsApp HSM templates and translations for languages other than English.
5. During HSM Template creation, Customer will need to submit content for WhatsApp approval.
    a. Customer must submit content in all required languages.
    b. Actual user information must not be included in submissions, and only sample content must be provided.

ix. **Email:** Customer must provide an email address/account that is IMAP enabled: When setting up the email channel we will require IMAP Host URL, IMAP Host port, SMTP host URL, and SMPT Host port.

1. Additional options for adding an email address/account include: Microsoft Exchange, and Addition via Amazon SES
2. Customer to set up forwarding rules, adjust DNS settings and add a DKIM entry

x. **Telephony/Voice:**

1. Further dependencies will be reliant upon which option below is chosen by Customer during Discovery/Requirements Gathering.
    a. **Option 1:** Sprinklr Providing Phone Number(s)
        - Sprinklr provides the required phone numbers (toll free or local DID)
        - Sprinklr configures the provided numbers for inbound, outbound and Voice IVR
        - Customer must whitelist the Sprinklr Portal and Sprinklr proxy for providing the access to the Customer backend

systems and also the associates Desktop to access the Sprinklr Care Console
- Customer must provide all required Audio Prompts

b. **Option 2:** Customer Owned Phone Number(s) [Specify Approved Provider Here Ex: Twilio]
   - Customer to provides the required phone number(s) (Toll Free or Local DID) and required API/Account SID details which are procured from [Approved Provider] to Sprinklr
   - Sprinklr to configure provided numbers for inbound, outbound and Voice IVR
   - Customer must whitelist the Sprinklr Portal and Sprinklr proxy for providing the access to the Customer backend systems and also the associates Desktop to access the Sprinklr Care Console
   - Customer to provide the required Audio Prompts

c. **Option 3**: BYOC and SIP Interconnect
   - Customer needs to create the SIP Trunk over IP Sec VPN or Cross Connect (Dedicated n/w line) and provide the information of the SBC/ports/codecs supported to Sprinklr
   - Sprinklr to configure the SIP Trunk with the information provided from Customer
   - Customer to provide the Phone numbers (Local Number(s) and Toll-Free Numbers) which Sprinklr will use to configure for inbound, outbound and Voice IVR
   - Customer must whitelist the Sprinklr Portal and Sprinklr proxy for providing the access to the Customer backend systems and also the associates Desktop to access the Sprinklr associate console.
   - Customer to provide all required Audio Prompts

xi. **Voice – Outbound**
1. Customer to provide details of outbound requirements including:
   a. List of all in-scope campaigns, including desired flow diagrams, required After Call Work and desired Guided workflow flow diagrams (EM DELETE AS APPLICABLE)
   b. Customer to required to validate and sign-off final flow diagrams
   c. Customer to provide any white or black label lists require
   d. Customer to provide campaign data from manual file upload or from SFTP site
      i. If from Customer SFTP side, Customer required to provide SFTP access and login details
   e. Customer to confirm languages and locales for outbound dialling specifically for Answering Machine Detection (AMD)

xii. **Voice – ACW**
1. Customer to provide details on call flows for ACW
   a. List of disposition, sub-disposition and other ACW fields per disposition plan
   b. A signed-off Flow Diagram for all the ACW with trigger information
   c. All channels used in post call workflows
2. A detailed description of the API Inputs & Outputs

        a. User Manual or documentation around APIs functionalities
        b. API’s postman collection or Test Data
        c. Information around API’s authentication mechanism
        d. All APIs to be made available including system access & test data
    3. Customer to provide details of the SMS, Email and/or WhatsApp accounts to be added in Sprinklr to enable ACW
    4. List of HSM Templates and Verbiage corresponding to each of them in case of WhatsApp
    5. Provide SMS, Email or WhatsApp templates to be utilised in ACW process

xiii. **Voice – Call Controls**
1. Customer to provide details of the Microsoft Teams Domain (if Teams integration required)
    a. Customer needs to create application in Microsoft Azure Administration to connect to Sprinklr
2. List of both common and unique features aligned to Customer team structure
3. Confirmation of required actions for different teams of agents
4. List of queues eligible for transfer for different teams of agents
5. List of all IVRs eligible for transfer for different teams of agents
6. List of agents who will be logging in from Mobile Application

xiv. **IVR**
1. Customer to provide Signed-off Flow Diagram(s)/journey(s) of the IVR(s) and mapping to queues/skills
2. Customer to provide for the in-scope IVR flows
    a. Either:
        i. IVR via audio recording: Provide recordings for all IVR prompts in all in-scope languages
        ii. IVR via text to speech: Provide prompts to Sprinklr for each language to be used in the journey
    b. Customer to work with Sprinklr on providing the Voice profile for the IVR flow (Only if Custom Voice will be utilised for TTS)
    c. All relevant API documentation to be made available including system access & test data to support IVR configuration where integrations are required
    d. Sample request response templates, testing data and error scenarios listed.
    e. List of anticipated input and output value
    f. All SMS/Email assets which need to be sent to customer from IVR
    g. Audio files for all type of music to be utilised within IVR

xv. **Smart Replies/Responses:**
1. To Train Smart Replies & Responses AI models
    a. Text: Customer required to provide at least 80,000 messages
    b. Voice: Customer required to provide at least 300 hours of voice recordings

xvi. **AI Intents**
1. Customer will conduct testing of each intent and confirm acceptable usage prior to commencement of Educate stage
2. AI Intents may require further involvement from Customer to advise on and validate intent logic
3. AI intents may require Customer to share more data in case not enough historical data is readily available to train specific intents

xvii. **Knowledge Base - Internal**
1. Customer must provide relevant article information (includes title and content).

xviii. **Knowledge Base - One-Time Import or Continuous Import from External Source**
1. CSV File: Customer must provide Excel/CSV extract of their existing Knowledge Base repository.
    a. Note: article formatting will not be reflected via import on Sprinklr
2. API: Customer must provide necessarily API details from existing Knowledge Base platform to enable migration
3. API: Customer must provide admin login credentials or equivalent for successful API integration
4. Customer to ensure that existing Knowledge Base platform and content includes the following information to import the content to Sprinklr Knowledge Base.
    a. Content (Title and Body)
    b. Category hierarchy structure & relationship (Parent & child category relationship)
    c. Tags
    d. Creation time
    e. Moderation time
    f. Creator

xix. **Knowledge Base - Integration from External Source**
1. Customer will support in creation of necessary tags and hierarchy for articles.
2. Customer must provide required approval flows (if any) for articles.
    a. Note: Customer obligations for API Certifications are applicable to support this use case

xx. **Knowledge Base – External**
1. Customer must ensure creation of relevant web page to host articles
    a. Note: Customer to ensure aligning relevant IT stakeholders for website domain
2. Customer to provide design requirements and files to enable external knowledge base visual configuration
3. Customer to provide and maintain SSL certification for the required website domain(s) (CNAME) mapping

xxi. **Knowledge Base – External**
1. Ensure creation of relevant web page to host articles.
    a. Note: Customer to ensure aligning relevant IT stakeholders for website domain

xxii. **IVR Deflection**
1. Configure IVR API for Deflection via Customer IVR Provider
2. Share any relevant documentation via Customer IVR Provider
3. Generate API Key via Customer IVR Provider
4. Receive API Payload (IVR Provider and Customer)
5. Generate Access Token
6. Install Payload and Complete API Call via Customer IVR Provider
7. Confirm which provider will be used to send the deflection message
8. Acquire account to add and authenticate in Sprinklr
9. Participate in all IVR UAT Activities

xxiii. **Journey Facilitator**
1. Data Preparation
    a. Customer to provide clean, accurate, and well-organized customer data in the required format (e.g., CSV, Excel) for importing into the Sprinklr platform

b. Customer to map data fields between the customer data source and Sprinklr Journey Facilitator fields to ensure alignment.

2. Assets and Content
    a. Customer to prepare all necessary content (e.g., promotional messages, templates, images) for use in outbound campaigns.
    b. Customer to confirm that all content complies with relevant channel regulations (Sprinklr to provide) as well as Customers own internal policies.
3. Business Logic & Approvals
    a. Customer to define the objectives and desired outcomes of the use case, including specific business rules and logic to be implemented in the journey. (e.g. if a path split needs to be taken based on certain audience attribute, it needs to be communicated)
    b. Customer to define and establish internal approval workflows to review and approve journey configurations and content before they are passed on to the Sprinklr team during Implementation.
4. Technical Support
    a. Customer to ensure that the appropriate technical team/POC is available to support the configuration process, particularly for setting up data pipelines and resolving any technical issues that may occur
    b. Customer to maintain timely and clear communication with the Sprinklr support team to address any configuration challenges.
5. API Integration
    a. Customer to ensure that any API endpoints required for integration (e.g., CRM systems, e-commerce platforms) are publicly-accessible, tested and sufficiently documented for Sprinklr configuration
    b. Customer to provide necessary API authentication credentials (e.g., API keys, tokens) for secure access.

xxiv. **Quality Management**

1. For custom AI model training (for increased AI accuracy):
    a. Supported languages:
        i. Minimum of 200 hours of audio recordings
        ii. 20,000 digital conversations
    b. Non-supported languages:
        i. Minimum of 300 hours of audio recordings
        ii. 50,000 digital conversations

xxv. **Conversational Analytics**

1. **Existing Contact Driver List**: If Customer is already using a Contact Driver List, Customer shall provide the list to Sprinklr at the start of the Discovery phase to facilitate alignment and integration.

2. **Custom Reporting Requirements**: Customer shall identify and ensure documentation any custom reporting requirements during the Discovery phase to ensure proper configuration and implementation.

3. **Contact Driver Report Review**: During Discovery, Sprinklr shall issue a Contact Driver Report. Customer shall review the report and provide feedback, including any necessary updates or corrections, within the agreed-upon timeline.

4. **Validation & Scenario Development**: Customer shall validate conversation flows and ensure they are built according to Sprinklr's recommended scenarios.

5. **User Acceptance Testing (UAT) Participation**: Customer shall actively participate in UAT, including reviewing functionality, identifying defects, and providing timely feedback to Sprinklr to confirm alignment with business requirements

xxvi. **Automatic Speech Recognition – (ASR)**

1. **Data volume.**
    a. Customer must share a minimum of 10,000 cases (non-voice channels) to enable intent/contact drivers to be identified and trained
    b. Customer must share a minimum of 300 hours of data recordings or voice transcripts
    c. Customer must provide a minimum of 100 hours of calls (audio) recording data containing both end-customer and agent conversations for each CMU and per language
    d. Brand-relevant / domain keywords
        i. Example: Language: English, Regions: en-us, en-uk
        ii. 100h of audio for en-uk (*) + metadata + keywords
        iii. 100h or audio for en-us (*) + metadata + keywords
    e. Audio should be representative of actual conversations in terms of topics discussed and use-cases, acoustic environment and speaker's characteristics to accurately reflect actual anticipated production data and use cases.
    f. Sprinklr will not evaluate nor identify presence of local accents or dialects.
        i. E.g. For en-us, Western or Northern American English, expected that any required local accents are made available by Customer within provided call data provided.

2. **Data Format**
    a. Audio must be provided in the following format:
        i. WAV format
        ii. 8000Hz
        iii. 16 bits
        iv. Codec PCM A-law
        v. Stereo with with channel assignment
    b. Metadata must be provided in a supported format, including .xml, .csv, .tsv or API parameter
    c. Metadata must include regional information (e.g. en-us, en-uk or equivalent) both for training and ongoing operational use.
    d. Domain or Brand-relevant keywords (text, one keyword per line)

3. **Multilingualism**
    1. Customer must identify and notify Sprinklr of the presence of multilingual conversations (consistent non-native Conversational for one region, presence of multiple languages within one single call for example) along with anticipated percentage of conversations affected.
    2. Failure to provide this information may impact project timeline, efforts and model accuracy

4. **Sharing Platform**
    1. Audio and metadata should be provided via API in line with above defined data format requirements.

xxvii. **Unified Data Connector**
1. To migrate cases via File Based Connectors, data must be a format which is required by Sprinklr to ingest cases. Information on what the format should be is mentioned in the KB documentation here
2. If agents need to be associated to a migrated case, then an export of the agent must be provided separately, and cases can only be migrated after the agents have been added in the system (in an inactive manner)
3. If the source is owned by the customer, Sprinklr team would need to have a read access and delete access for file present in the source.
4. If the source is a standard API like Zendesk, Freshdesk or Genesys PureCloud, Sprinklr should have the admin access to instance to test those APIs

B. **Sprinklr Insight:** User roles and access, keywords for topics, keyword lists, themes, exclusion lists, dashboard requirements, reporting KPIs, sample reports

i. Listening: Keyword Lists, Themes, Topics, Topic Groups, KPIs, Sources
ii. Media Monitoring & Analytics: Keyword Lists, Themes, Topics, Topic Groups, KPIs, Custom Metrics
iii. Location Insights: Customer shall claim ownership of their location pages natively before implementation can begin. This is a mandatory step before project commencement.
iv. Product Insights: Owned Products, Competitor Products, SKUs per product
v. Visual Insights: Brand Logos/Images
vi. Benchmarking: Benchmarking URLs (owned and competitor accounts)

C. **Sprinklr Marketing:** Content Marketing: User roles and access, content ideation process, content creation and publishing workflow, approval paths for content, sample campaign briefs and calendar, UGC workflow, potential legal content requirements, Journey Facilitator workflow (if applicable)

D. **Sprinklr Marketing:** Advertising: List of teams and users (including agencies), social ad accounts/pages, account owners and users that will need access to the accounts (account owners/admins will be required to add accounts into Sprinklr), post tagging structure, existing tracking/DCM, taxonomy, custom metrics and KPIs, custom audiences, timeline to launch a live campaign

a. **Google Campaign Manager (DCM) Integration:** Relevant admins must authenticate Google Campaign Manager (DCM) into Sprinklr. In order to use Google Campaign Manager with Sprinklr, you need to have the following permissions on native.

i. Read Permissions: Advertiser Management, Account Management, Floodlights, Path to Floodlight Conversion, Sub Accounts, User Profiles, User Roles
ii. Read and Write Permissions: Campaigns, Creatives, Placements, Ads, Sites, Tags, Reporting
iii. NOTE: Read and Write permissions will provide access to both Trafficking and Reporting.

b. **Sprinklr Social:** User roles and access, approval paths for content, asset and content tags, publishing and engagement workflows, reporting KPIs, UGC approval request language (if applicable), potential legal content requirements
c. **SSO:** IT Team availability to provide the following:
    i. Preferred SSO URL, as a sub-domain of Sprinklr, usually customername.sprinklr.com
    ii. Entity ID of Identity Provider
    iii. Identity Provider Login URL
    iv. Confirmation that Email is passed as the NameID
    v. AuthNRequest: POST or REDIRECT bindings
    vi. Public Key Certificate of the Identity Provider of the Client. (PEM format)
d. **Advocacy:** Screener questions, site name, site URL, brand guidelines, brand logos, font files, other applicable image assets, legal documents (Terms & Conditions, FAQ, Privacy Policy, Contact Us Email Address, Social Media Policy), general editorial direction
    i. Capability and features may vary for social channels due to API limitations
e. **Distributed:** User roles and access, user groups, approval paths for publishing and media assets compliance, control panel tabs. Listening: keywords, Topics and Topic Groups, brands (competitor accounts).
f. **Sandbox:** Customer responsible for identifying users and creating test accounts requiring access to Sandbox
g. **Display:** Customer must provide screen specs, brand compliance guidelines, style guides and brand fonts
h. **Gallery/Shoppable Gallery:**
    i. Customer to embed Gallery in selected web pages, content creation and approval workflow
    ii. Provision of product catalog data in agreed file format and structure(csv)
i. **Adobe Analytics:**
    i. Provide Adobe Analytics API access by generating a JWT token in adobe.io
    ii. Identify the correct domain/reporting combination
j. **Google Analytics:**
    i. Identify the correct domain/reporting suite combination
    ii. Identify the metrics of interest
    iii. Customer to participate in platform configuration review sessions and provide feedback; up to 2 feedback rounds per project phase

E. Integration Dependencies

I. To meet our delivery commitments, the Customer Assembly of a Customer Project Team consisting of the following personas:
    1. Business Lead (Mandatory)
    2. Technical Lead/ AEM DAM Administrator (Mandatory)
    3. Social Content Manager/Publisher (Mandatory)
    4. End user representative – Campaign Manager, Marketing Specialist (Mandatory)
    5. Project/Program Manager (Preferred)
II. Resource commitment and availability during the agreed project phases.
III. Single point of contact for any escalations.
IV. Timely completion of any Sprinklr questionnaires prior to project kick off.
V. Provide a list of test cases for UAT.
VI. Integration to other 3rd party tools requested by the Customer not identified in this SOW shall be subject to review by both parties to assess whether a Change Order to this SOW is necessary.
VII. Customer to provide detailed use case for integration flow

VIII. Customer to provide public Internet accessible APIs

IX. Customer to share any security requirements for access to APIs in a timely manner

X. Customer to provide APIs for the above integrations [state the integrations in scope] in a timely manner adhering to the project timeline. Any shift in delivery will have an impact on the overall project timeline, impacting completion of integration configuration, configuration testing, training and onboarding.

XI. Customer to assign teams for testing integrations and the end-to-end workflow

XII. For projects with Integrations in scope, delete as applicable what is not required from the following specific obligations:

a. **API Certification:**

i. Business use case(s) must be validated. For use cases not listed, Sprinklr will perform a discovery session to understand the business use case in order to determine technical feasibility, deliverables, timelines and cost.

ii. Customer must engage Customer's internal System Admin or Sprinklr Managed Services contact if:

i. New platform configuration is required

ii. Existing functional configuration needs to be clarified

iii. Developer seat in Sprinklr platform to be used for API Key authentication and as the Integration user

b. **API Endpoint:** The configuration of these API endpoints within Sprinklr is dependent upon Customer to:

i. Customer to ensure all APIs required are ready and available for use by Sprinklr at the beginning of the project.

ii. Customer to provide all API details and documentation.

iii. Customer to ensure the APIs are accessible via the public Internet.

iv. Customer to allocate technical resource to assist Sprinklr, including providing details to use different APIs, fetching logs for debugging where required, make technical decisions on the implementation, liaise with the Customer's business team to ensure the implementation satisfy the use case

c. **Adobe Experience Manager Digital Asset Manager (AEM DAM)**

i. Customer provides AEM DAM APIs that are accessible outside Customer's network. This will require IT team to open the firewall in a timely fashion. The required APIs include:

i. Search Assets API Endpoint - HTTPS (POST): Sprinklr will call this endpoint to fetch the assets and facets information from AEM DAM.

ii. Download Asset API Endpoint - HTTPS (GET): Sprinklr will call this endpoint to download the Asset.

ii. Tags/Fields:

i. It's expected Customer will continuously maintain the values in the relevant custom fields separately outside the scope of this SOW

ii. Field mapping requirements between DAM/Sprinklr need to be finalized in a timely fashion, using tags within a fixed hierarchy to be defined

d. **Aprimo DAM**

i. Customer to provide a Single Point of Contact to:

i. Provide access to DAM.

ii. Answer questions related to DAM.

ii. Timely completion of any Sprinklr questionnaires prior to project kick off.

iii. API documentation and access to the Customer DAM REST APIs (for search, authentication, download, update, etc.) need to be provided at the start of the project

iv. Sandbox access to Customer Aprimo to test APIs and use it during the development and UAT phases of the project.

e. **Bynder DAM**
   i. Customer to provide a Single Point of Contact to:
      i. Provide access to DAM.
      ii. Answer questions related to DAM.
   ii. Timely completion of any Sprinklr questionnaires prior to project kick off.
   iii. API documentation and access to the Customer DAM REST APIs (for search, authentication, download, update, etc.) need to be provided at the start of the project
   iv. Sandbox access to Customer Bynder instance to test APIs and use it during the development and UAT phases of the project.

f. **Customer Social Authentication**
   i. Customer will host the authentication mechanism (login page) of the end-user, and provide the hyperlink to Sprinklr for delivery to end-user via supported channels
   ii. Customer will generate a callback to Sprinklr API upon each successful user login, per Sprinklr's requirements, after successful user login. The callback must include the following information:
      i. Sprinklr Case ID that triggered the login request
      ii. User profile ID on Customer's software
      iii. Authentication status information
   iii. Customer will choose from the below list of HTTP GET parameters added to the login link required for the integration:
      i. Sprinklr Case ID (* required)
      ii. Sprinklr brand account id
      iii. Channel type
      iv. User id on channel
      v. Customer brand account id on channel
   iv. Customer will provide a public key (2048-bit) for Sprinklr to encrypt the query parameters using RSA encryption, or provide a 256-bit key for Sprinklr to encrypt the query parameters using AES-ECB encryption
   v. There are inherent limits to this authentication workflow, including:
      i. Only direct message is supported
      ii. Sprinklr will not store the information of the end-user, instead an URL link to the end-user profile could be provided in Sprinklr UI
      iii. When the Customer authentication mechanism is not available, end-user will not be able to log-in

g. **ESKO DAM**
   i. Customer to provide a Single Point of Contact to:
      i. Provide access to DAM.
      ii. Answer questions related to DAM.
   ii. Timely completion of any Sprinklr questionnaires prior to project kick off.
   iii. API documentation and access to the Customer DAM REST APIs (for search, authentication, download, update, etc.) need to be provided at the start of the project
   iv. Sandbox access to Customer DAM to test APIs and use it during the development and UAT phases of the project.

h. **Media Valet DAM**
   i. Customer to provide a Single Point of Contact to:
      i. Provide access to DAM.
      ii. Answer questions related to DAM.
   ii. Timely completion of any Sprinklr questionnaires prior to project kick off.

iii. API documentation and access to the Customer DAM REST APIs (for search, authentication, download, update, etc.) need to be provided at the start of the project
iv. Sandbox access to Customer Aprimo to test APIs and use it during the development and UAT phases of the project.

i. **Microsoft Dynamics CRM**
   i. Customer to dedicate a primary resource to:
      i. Download and configure the Sprinklr App
      ii. Edit Case Form Layout (Sprinklr will supply a guide)
      iii. Configure and provide API access to Dynamics
      iv. Create assignment logic to assign case created via connector
      v. Update the fields in objects, e.g. adding Facebook as a Channel
      vi. Define automation logic, e.g. auto populate certain fields based on data on the Case/Message/Profile
      vii. Sprinklr Macros and other agent interface updates
      viii. Manage deployment between successive instances of Dynamics, e.g. Sandbox to Production
   ii. Customer is responsible for updating the Sprinklr custom field values if/when those corresponding values change in Microsoft Dynamics

j. **Oracle B2C Connector**
   i. Customer to dedicate a primary resource to:
      i. Download and import the Sprinklr package
      ii. Edit Case Page Layout (Sprinklr will supply a guide)
      iii. Configure and provide API access to Oracle B2C Service CRM
      iv. Create assignment logic to assign case created via connector
      v. Update the fields in objects, e.g. adding Facebook as an Origin
      vi. Define automation logic, e.g. auto populate certain fields based on data sent via connector to the Case/Sprinklr Post/Sprinklr Persona objects
      vii. Sprinklr Macros and other agent interface updates
      viii. Manage deployment between successive instances of CRM e.g. Sandbox to Production
   ii. Customer is responsible for updating the Sprinklr custom field values if/when those corresponding values change in Oracle B2C Service CRM

k. **Salesforce Service Cloud**
   i. Customer to dedicate a primary resource to:
      i. Download and configure the Sprinklr App
      ii. Edit Case Page Layout (Sprinklr will supply a guide)
      iii. Configure and provide API access to Salesforce
      iv. Create assignment logic to assign case created via connector
      v. Update the fields in objects, e.g. adding Facebook as an Origin
      vi. Define automation logic, e.g. auto populate certain fields based on data on the Case/Message/Persona
      vii. Sprinklr Macros and other agent interface updates
      viii. Manage deployment between successive instances of CRM e.g. Sandbox to Production
   ii. Customer is responsible for updating the Sprinklr custom field values if/when those corresponding values change in Salesforce

l. **JIRA**
   i. Customer to own the following tasks to facilitate Jira related activities and tasks:
      i. Configure the necessary Sprinklr setup in Jira.
      ii. Configure and provide the necessary API access to Jira.

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ii. Handle required assignment logic to assign tickets to the right Assignee within Jira.
iii. Create/update the required values in Jira ticket fields.
iv. Define automation logic, e.g. auto populate certain Jira fields based on data sent by Sprinklr.
v. Manage deployment between successive instances of Jira e.g. Sandbox to Production
vi. Customer is responsible for updating the Sprinklr custom field values if/when those corresponding values change in Jira.

m. **Oracle Eloqua**
   i. Provision of an Eloqua Integration User for this Integration.
   ii. Customer has no Single Sign On (SSO) enabled in their Eloqua instance for the Integration User.
   iii. Eloqua Credential from the Customer for Fetching Field Names (Company Name, Username, Password)
   iv. Ensure necessary Permissions in Eloqua sandbox to use Bulk APIs
   v. Since Eloqua is an Email Marketing Tool, EMAIL ID is a mandatory field when we are syncing profiles between the 2 systems.
      i. Customer must have collected email addresses of their end users in the Sprinklr Profiles
   vi. To support WebApp as part of this Integration, Customer's Eloqua instance must have these permissions as well -
      ii. Segment apps and Marketplace

n. **Sitecore DAM**
   i. Customer to provide a Single Point of Contact to:
   ii. Provide access to Sitecore APIs the required APIs include:
      i. Query API Endpoint - HTTPS (GET): Sprinklr will call this endpoint to search the assets and facets information from Sitecore DAM.
      ii. Fetch Asset API Endpoint - HTTPS (GET): Sprinklr will call this endpoint to fetch the Asset and upload to Sprinklr
   iii. Answer questions related to Sitecore API
   iv. API documentation
   v. Contact person in Sitecore if needed
   vi. API documentation and access to the Customer DAM REST APIs (for search, authentication, download, update, etc.) need to be provided at the start of the project
   vii. Sandbox access to Customer Sitecore to test APIs and use it during the development and UAT phases of the project

o. **STFP for Advertising Targeting**
   i. Provide SFTP server access to Sprinklr; Sprinklr can only access SFTP via dynamic IP addresses

p. **Zendesk**
   i. Customer to dedicate a primary resource to:
      i. Download and configure the Sprinklr App
      ii. Edit Ticket Layout (Sprinklr will supply a guide)
      iii. Configure and provide API access to Zendesk
      iv. Create assignment logic to assign case created via connector
      v. Update the fields in objects, e.g. adding Facebook as an Origin
   ii. Define automation logic, e.g. auto populate certain fields based on data on the Case/Message/Persona
   iii. Sprinklr Macros and other agent interface updates
   iv. Manage deployment between successive instances of Zendesk e.g. Sandbox to Production

   v. Customer is responsible for updating the Sprinklr custom field values if/when those corresponding values change in Zendesk

q. **Marketo Integration (Audience Import)**
   v. Customer to provide Client Id and Client Secret from Customer's Marketo instance for authorization in Sprinklr
   vi. Customer to configure/identify the segments in Marketo to be utilized

r. **Marketo Integration (Pushing Leads)**
   i. Derive and configure a process separately to collect the email of the profile and store into a Sprinklr Universal Profile Custom Field to enable the end-to-end Integration workflow
   ii. Customer to provide Client Id and Client Secret from Customer's Marketo instance for authorization in Sprinklr
   iii. Customer to assist Sprinklr with any Marketo workflows
   iv. Communicate to Sprinklr of any technical or business challenges that may impact agreed delivery timelines, including but not limited to specific Release cycles, Code freezes, Governance that Sprinklr must adhere to.

s. **ExactTarget Integration**
   i. Customer to provide Client Id and Client Secret from Customer's Marketo instance for authorization in Sprinklr
   ii. Customer to configure/identify the segments in ExactTarget to be utilized

t. **Salesforce Integration (Audience Import)**
   i. Customer to run OAuth authentication with a Salesforce integration user in Sprinklr Marketplace
   ii. Customer to configure/identify the leads in Salesforce to be utilized

u. **Salesforce Integration (Leads)**
   i. Derive and configure a process separately to collect the email of the profile and store into a Sprinklr Universal Profile Custom Field to enable the end-to-end Integration workflow
   ii. Customer to run OAuth authentication using Customer's Salesforce integration user within Sprinklr Marketplace
   iii. Customer to assist Sprinklr with any Salesforce workflows
   iv. Communicate to Sprinklr of any technical or business challenges that may impact agreed delivery timelines, including but not limited to specific Release cycles, Code freezes, Governance that Sprinklr must adhere to

v. **Global Relay Email Archive**
   i. Customer to confirm email format and manifest file meet requirements.
   ii. Customer to confirm the email destination address for the delivery of the message archive
   iii. Customer to provide any networking requirements in a timely manner

w. **Nexgate/Proofpoint**
   i. Generate API key access to Nexgate/Proofpoint
   ii. Provide and maintain test social accounts during the course of the project
   iii. Configure the disposition workflow within Nexgate/Proofpoint to ensure end-to-end use case delivery