

# Implementation & Integration Project Approach

## A. Project Approach

Sprinklr will use the following implementation methodology to provide the Implementation Services. Customer must comply with its obligations, as defined in Annex 1.

### Pre-Plan

In this phase, Sprinklr will be assigning and debriefing the project team that will work on this SOW. If applicable, Sprinklr will provision a new Sprinklr instance and configure the relevant best practice blueprint to use as a starting point for the project.

### Plan

During the Plan stage, the Sprinklr Team will in consultation with Customer gather information, understand current business and workflow requirements, determine Platform readiness, and propose an optimal rollout plan of the Platform.

### Build

During the Build stage, Sprinklr will in consultation with Customer configure a blueprint platform configuration aligned to the Customer's business process requirements, to include value realization dashboards. Following iterative configuration reviews, the Customer's Platform administrators will perform any required quality assurance (QA) and testing, and Sprinklr will develop the end user training plan in accordance with Customer's requirements. The Customer is responsible for the creation of any custom documentation relevant only to the Customer's specific Sprinklr environment.

### Quality Assurance & UAT

During the QA/UAT stage, Sprinklr will in consultation with Customer draft a set number of test scenarios per product to be validated and finalized by the Customer. Sprinklr will then perform adjustments based on Customer feedback. Adjustments will be related to unexpected behaviours. UAT does not include developments of workflows not agreed during the Plan/Build phases.

### Educate

During the Educate stage Sprinklr will deploy the Platform for the Customer's use and provide any mutually agreed to user training (as set out below) in relation to the Platform functionality. Following training, the Customer will be live and able to start realizing value with Sprinklr's Platform.

### Empower

During the Empower stage, Sprinklr will optimize Customer's use of the Platform and will assist and support initial user adoption. Sprinklr will conduct weekly sessions during local business hours to support the end users in their adoption of the Platform. These sessions may also include workflow and process optimization, strategic new feature recommendations, ongoing best practice recommendations, campaign management and optimization, product troubleshooting, and system administration sessions.

## B. Project Team Roles

The following project teams, for Sprinklr and Customer, indicates the recommended roles to be fulfilled in order to successfully deliver a Sprinklr Professional Services project:

<b>Sprinklr Services Team Roles</b>	<b>Primary responsibilities</b>
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<b>Project Management</b>	<ul style="list-style-type: none"> <li>• Project ownership, coordination across Sprinklr and Customer teams to provide project governance, process standardization and task management optimization, for ongoing project workstreams</li> <li>• Prioritization and management of tasks and activities, in alignment with Customer's Project Manager and System Admins</li> <li>• Resource management of all Sprinklr resources</li> <li>• Primary escalation points for all issues across any workstream</li> </ul>
<b>Implementation Consulting</b>	<ul style="list-style-type: none"> <li>• Lead requirements discovery sessions</li> <li>• Platform and configuration consultancy</li> <li>• Mapping of Customer use cases and business requirements to product capabilities</li> <li>• Platform configuration</li> <li>• Demonstration of configured products</li> <li>• QA, testing and UAT</li> </ul>
<b>Technical Consulting</b>	<ul style="list-style-type: none"> <li>• Lead requirements discovery sessions</li> <li>• Technical and integration consultancy</li> <li>• Integration configuration, QA, UAT and troubleshooting</li> <li>• Conduct any required training</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>• Create training plan</li> <li>• Deliver training sessions</li> </ul>

<b>Customer Roles</b>	<b>Primary responsibilities</b>
<b>Project Manager</b>	Support Sprinklr Project Manager to: <ul style="list-style-type: none"> <li>• Mutually agree detailed project timeline</li> <li>• Coordinate meetings and trainings</li> <li>• Ensure project related information and inputs are provided in a timely manner</li> </ul>
<b>Business Subject Matter Expert(s)</b>	Responsible for business process decisions, strategy and reporting at an organizational level and will be directly involved in requirements sessions, design meetings, and training. Key to decision making and adapting ways of working aligned to desired future state objectives. Also responsible for ensuring business/departmental alignment on what Sprinklr is and the objectives for the partnership with Sprinklr. <p>Project responsibilities:</p> <ul style="list-style-type: none"> <li>• Plan Phase: Attend and provide required information in the discovery session</li> <li>• Build Phase: Attend and provide inputs to the configuration review and sign off meeting</li> </ul>
<b>System Admins</b>	Sprinklr platform expert, coaching and developing internal knowledge, and maintaining the effectiveness of the platform to fulfil cross-business requirements after implementation <p>Project responsibilities:</p> <ul style="list-style-type: none"> <li>• Educate Phase: Attend Training Sessions, including any System Admin trainings</li> </ul>

	<ul style="list-style-type: none"> <li>• Empower Phase: Use the platform on a daily basis. Attend and provide inputs into Empower sessions</li> </ul>
<b>End Users</b>	<p>Customer Platform users that will be adopting Sprinklr for day-to-day usage, aligned to specific organizational role</p> <p>Project responsibilities:</p> <ul style="list-style-type: none"> <li>• Educate Phase: Attend End User Training Sessions</li> <li>• Empower Phase: Use the platform on a daily basis. Attend and provide inputs into Empower sessions</li> </ul>
<b>Technical stakeholder(s) / IT lead(s)</b>	<p>Development leads in the third-party system who provide input into requirements, feasibility of integrations, security specifications, reporting needs, and execute on configuration/development required on the third-party system. Normally the system architect of the destination third party system to be integrated.</p>