Support and Marketing Engagement Guide

V1.2

This document serves as the guide to our Product Support and Marketing Engagement services. These terms assume an active subscription for applicable WebMD Ignite SaaS Application Services. WebMD Ignite reserves the right to change, alter, replace, or otherwise modify this Product Support and Marketing Engagement Guide at any time in its sole discretion.

Contacting WebMD Ignite

Customers may contact WebMD Ignite Support via our [Help Center](#). Details pertaining to Product and Marketing Engagement support and services can be found in this document.

Types of Support Cases

Support cases come in one of the types listed below. The type of request determines how WebMD Ignite Support handles a Customer's ticket.

- **Service requests:** Requests for help with self-service needs as they relate to WebMD Ignite products. Service requests have response times based on the Severity level definitions and SLAs listed in in the Support Severity Levels & Response Times section.
- **Technical support requests:** Technical product issues such as unexpected behavior or interruption of service. Technical support requests have response times based on the Support Severity Levels & Response Times section.
- **General questions:** Questions regarding the expected behavior of the WebMD Ignite products. General questions are considered a Severity 4 (Low) request as it is defined in this document.

Availability of Support

Core Support business hours are Monday through Friday from 8:00 am to 5:00 pm Central Time, with the exception of the holidays listed below. Support can be accessed via the Support Portal.

For Severity 1 issues, cases will be automatically routed to the agent on call 24 hours a day 7 days a week 365 days a year. We will adhere to the response times documented below in the Support Severity Levels & Response Times section.

Observed Holidays

WebMD Ignite observes the following Federal Holidays. If a holiday falls on a Saturday, we will be closed the preceding Friday. If a holiday falls on a Sunday, the holiday will be observed on the following Monday.

- New Year's Day
- MLK Day
- President's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Day After Thanksgiving
- Christmas Day

Note: If a holiday falls on:

- Monday, our offices close at 2 p.m. local time the preceding Friday.
- Saturday, the holiday is observed the preceding Friday.
- Sunday, the holiday is observed the following Monday.

Support Severity Levels & Response Times

WebMD Ignite Support utilizes Severity Levels based on the impact of a given issue to the business of the Customer. For each Support case created, the Customer should choose a severity level which reflects the business impact of the issue according to the definitions below. WebMD Ignite Support may re-assign the severity as appropriate in its sole, reasonable discretion based on information learned as the support ticket progresses.

Severity Levels

The table below lists each of the Severity Levels available for technical issues and the description for which the ticket can be open under that Severity Level:

Severity	Description
Severity 1 Critical)	The software or service has caused the production system to cease operating, the software or service is unusable in production, or there is a loss of production data. The situation halts the User's business operations, and no procedural workaround exists. Marketing Engagement Services/Support do not qualify for this category.
Severity 2 (High)	A problem where the software or service is functioning, but use in a production environment is severely reduced. The situation is causing a high impact to portions of the User's business operations, but a procedural workaround exists. Marketing Engagement Services/Support do not qualify for this category.

Severity 3 (Medium)	A problem that involves partial, non-critical loss of use of the software or service in production environments. There is a medium-to-low impact on the User's business, but the User's business continues to function, which may include using a procedural workaround. Marketing Engagement Services/Support do not qualify for this category.
Severity 4 (Low)	A general usage question, reporting of a documentation error, There is low-to-no impact on the User's business or the performance or functionality of the User's production system. All Marketing Engagement Services/Support fall into this category.

Initial Response and Subsequent Responses

Service Level Agreements are defined in the tables below.

- "Initial Response" means that WebMD Ignite Support has performed initial analysis of the problem and routed the case to the appropriate Team.
- WebMD Ignite Support will provide the Initial Response to each case according to the Severity Level that is set for the case.
- Following the Initial Response, WebMD Ignite Support will provide updates to the case based upon the Ongoing Response Times according to the Severity Level.
- If the root cause of a case is determined to be a product bug/defect, the issue will be handled via the product development team and communication will be provided.

WebMD Ignite Activation Support		
	Initial Response Time	Ongoing Response Times
Severity 1 (Critical)	60 minutes	4 hours
Severity 2 (High)	90 business minutes	2 business days
Severity 3 (Medium)	4 business hours	10 business days
Severity 4 (Low)	1 business day	10 business days

WebMD Ignite Education Support		
	Initial Response Time	Ongoing Response Times
Severity 1 (Critical)	15 minutes	4 hours
Severity 2 (High)	2 business hours	8 business hours
Severity 3 (Medium)	4 business days	2 business days
Severity 4 (Low)	1 business day	10 business days

Scope of WebMD Ignite Support

WebMD Ignite Support covers production technical support issues of our products. For example:

- Usage issues and questions
- User access
- Issue diagnosis and troubleshooting

Support does not include:

- System enhancements or configuration changes
- Support of custom integrations
- New data sources or changes to existing data
- Changes to API's or other integrations
- User training
- Training/configuration for ancillary products such as Salesforce Marketing Cloud, Eloqua, and Act-On
- Debugging Customer's or other 3rd party applications
- Analyzing or troubleshooting customizations made to supported components obtained from WebMD Ignite as samples, which were modified by Customer
- Software installed on any hardware and/or interfaces that are not explicitly supported by WebMD Ignite
- Problems caused by Customer's negligence, abuse or misapplication or use of the Service other than as specified in the Product Documentation, the applicable Agreement, and/or other guidance provided by WebMD Ignite
- Problems caused as a result of an occurrence outside of the control of WebMD Ignite

Scope of Marketing Engagement Support and Services

Marketing Engagement Support is limited to the following:

- Basic Product usage questions
- Ad-hoc list load ingestion
- Basic Product configuration questions

Marketing Engagement Services include, but are not limited to the following:

Marketing Engagement Services are paid services, charged on a time and material basis. These may be covered in part or in full by contractual terms.*

- List Pull Activities include, but not limited to:
- Evaluation of list criteria
- Building of target audience
- Export of target criteria and delivery of test audience count for approval
- Execution of final list pull upon approval
- Delivery of list to SFTP
- Facilitation of New Movers list purchase
- Facilitation of External/Physician list purchase
- Marketing communication list consultation and/or execution
- Reporting configuration and basic interpretation of results
- Product usage questions to satisfy day-to-day marketing and reporting needs
- Return Direct Mail Do Not Solicit (DNS) Service