

Statement of Works:

Marketing Boost Implementation

Detailed information on what's included with your Marketing Boost Implementation Services

1. Background

The Client have selected edison365 as the technology solution to meet core business requirements. This Statement of Work provides the effort and pricing to undertake marketing efforts in support of the implementation.

Where the Client procures more than one module of the edison365 suite, work is not repeated to cover the distinct implementation of each module.

It is incumbent upon the Client to prioritize work and marketing effort across the entire suite.

2. In Scope

2.1 Exploration

Through a dedicated Exploration session up to 2h in length, edison365 will explore and capture the Client needs, desires, ambitions and objectives. In comparison to the product-focused implementation services, edison365 will be focusing entirely on the soft elements of launch, as opposed to the technical elements.

Following the session, edison365 will provide detailed guidance to the Client on the necessary next steps to continue the work. It is incumbent upon the Client to provide, via email, as soon as is reasonably practicable:

- Branding information / guidelines – a single document in .docx or .pdf format, covering font, sizing, corporate colours (provided in HEX or RGB values)
- If non-standard fonts are to be used, provision of font files in .tiff format.
- If separate, a tone of voice document - a single document in .docx or .pdf format
- Logo – up to 3 logos, in .png or .svg format.

2.2 Communication Plan

Leveraging information from the exploration session, edison365 will build a comprehensive communications plan, to outline the steps to be taken by the Client in the weeks and months leading up to the launch. edison365 will collaboratively review this with the Client so the execution plan is clear and viable.

The communications plan will be provided in .pdf format, up to 6 pages of A4 in length. Up to 1 revision of this communications plan will be provided, which is timeboxed to 8 hours of effort. It is incumbent upon the Client to provide the Marketing team access to the edison365 app in order to begin content production, where necessary, using real information and insights from the the Client application instance(s).

2.3 Bespoke Video Presentation

Using insights generated through the previous sessions, edison365 will develop a unique co-branded slideshow video explaining how the Client is driving success and achieving their objectives through edison365.

The edison365 team will document the video structure and script. This document, provided in .pdf format, will be shared with the Client for approval prior to content creation.

If the bespoke video presentation requires inclusion of video content from the Client (for example, interviews or testimonials from internal teams), these must be provided in .mp4 format, in 1920 x

1080p aspect ratio. No more than 3 videos should be provided, at a total duration of 90 seconds per video.

If the bespoke video presentation requires inclusion of audio content from the Client (for example, voiceovers, narrative or music), these must be provided in .mp3 or .wav format. No more than 3 audio clips should be provided, at a total duration of 120 seconds per clip.

If the bespoke video presentation requires inclusion of visual / graphics content from the Client (for example, charts, images, visualisations), these must be provided in .png format. Provision of source material is preferable to maximise quality of the output.

It is incumbent on the Client to ensure that they own the relevant rights and licenses to any content shared with the edison365 team.

The bespoke video presentation will be provided in .mp4 format, up to 2 minutes in length. It is incumbent upon the Client, to publish and distribute the final output.

2.4 Press Release

edison365 will produce content that may be used for an internal announcement / press-release, to broadcast progress and nurture wider support. This will be provided to the Client, up to 2 pages of A4 in length in .pdf, who will be responsible for publication and distribution. Up to 1 revision of this press release will be provided, which is timeboxed to 2 hours of effort.

2.5 FAQs

Using insight gathered from the exploration session, edison365 will produce a comprehensive document designed specifically for your employees, to answer their questions and concerns.

This document will be up to 6 slides of A4, provided in .pdf format. This will address:

- Process
- People
- Technology
- Access
- Training

2.6 Emails

edison365 will provide several email templates to the Client, encouraging employees to use the software in a way that helps the Client achieve their successes. The edison365 team will draft the content, based on prior conversations and sessions, so that the correspondence accurately reflects strategy, vision and requirements. These emails will be provided to the Client, who will be responsible for publication and distribution.

Up to 4 emails will be provided, each up to 200 words in length in either HTML or .docx format. These will include imagery and visuals. edison365 will also provide summary guidance on how to leverage these resources. Up to 1 revision of these emails will be provided, which is timeboxed to 2 hours of effort for all 4 emails (not per email)

2.7 Content Library

edison365 will provide a collection of visual assets to improve engagement, retention and impact.

edison365 will provide the Client with up to 15 images, provided in .png format via email, that are bespoke to the Client and reflect the branding guidelines as required. the Client can use the images without further attribution or credit in communications, presentations and further engagements.

edison365 will also provide access to a central content library, where the Client can access a growing collection of visuals and graphics for use in future communications, presentations and engagements. Access will be available whilst the Client possesses licenses for the edison365 platform.

3 Out of Scope

The items listed below are specifically excluded from the scope of this engagement. Should the Client wish to include these into the defined scope later, this will be managed through formal Change Requests and may require additional budget.

- Production of video custom animations
- Production of in-video graphics
- Production of video voiceovers
- Outsourced administration – edison365 will not conduct any product configuration
- Outsourced report writing – edison365 will not conduct and report development or customization
- Management of any licenses
- Portfolio Analysis (Drivers, selection & prioritisation)
- Resource engagements
- Integration to other systems
- SharePoint Online workflows
- Timesheet / individual progress collection
- Custom development of the toolset
- Additional instances or installations
- Changes to SharePoint Online (outside of agreed deliverables)
- Data migration
- Any customization / development
- Customer specific documentation
- Microsoft Project training
- Project Planning & Project Management upskilling
- Project Lifecycle Workflow including Phases, Stages and Actions
- On going Support
- End user training
- Reporting developing using any tool other than Microsoft Power BI
- Connection to external (non-edison365) data sources for report development
- Publication / distribution of reports

3.1 Changes to Scope

Any changes to scope, deliverables or budget will be subject to a standard change request process and will be documented in a change log, estimated, impact assessed and agreed by both parties prior to commencement.