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## ADLIB MAINTENANCE POLICY

The Adlib Maintenance Policy describes the features of the Adlib Maintenance offering and the terms under which it is provided. Terms of the Adlib Maintenance Policy may change at any time without notice.

Adlib Maintenance provides ongoing value to Adlib customers to ensure a sustained return on their software investment. Software Maintenance includes:

**Software Version Upgrades** - for licensed software that is released during the active term of the customer's Software Maintenance.

**Support Services** - to provide technical assistance for up to five (5) incidents per annum for each licensed software on Maintenance.

### 1. SOFTWARE VERSION UPGRADES

#### **Software Version Upgrades**

Adlib will notify customers, with current Software Maintenance of software version upgrade releases and provide download access to these upgrades.

### 2. SUPPORT SERVICES

#### **Hours of Operation**

Technical assistance will be provided by telephone or email, Monday through Friday, 08:00 AM to 18:00 PM EST (GMT-5).

#### **Language Support**

Technical assistance will be available in English only.

#### **Incident Support**

An incident is defined as one issue, problem, or question relating to the use or installation of an Adlib product. A single support incident may involve multiple phone calls, emails and off-line research. Issues that are the result of product defects and documentation errors are not counted as incidents.

A product defect is defined as functionality of a product that does not execute and deliver results included in the product documentation. Unexpected behavior that can be isolated to a customer's specific configuration or environment does not constitute a product defect. Adlib may provide troubleshooting suggestions for unexpected behaviour in these cases; however Adlib is not responsible for the resolution of any such behaviour. An issue is recognized as a product defect only after it has been reproduced in steps provided by the customer and has been confirmed by Technical Support.

A documentation error is inaccurate information or instructions provided in the product documentation. Product documentation includes User Guides, Installation Guides, Release Notes and README files.

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Customers that are current on their annual Software Maintenance may purchase additional incidents in packs of three (3). Purchased incidents will expire at the end of the current Software Maintenance term.

### **Supported Configurations**

Adlib will provide technical assistance for licensed software that is used within a supported configuration. Supported configurations may include operating system levels, databases, and applications. Refer to the software product documentation for information relating to supported configurations, including compatibility lists and related information.

### **Supported Product Versions**

Technical assistance will be provided for the *Generally Available* release and the previous *Major Release* (GA-1) of the licensed software. Refer to the *Product Life Cycle* for complete details and definitions.

### **Extended Software Maintenance Coverage**

To receive technical assistance for a version of the licensed software that is 2 *Major Releases* behind the *Generally Available* version, customers may purchase Extended Software Maintenance. Extended Software Maintenance provides organizations additional time to plan a migration to Adlib's latest technology. Refer to the *Product Life Cycle* for complete details and definitions.

### **Support Tools and Technologies**

Adlib may request remote access to the customer's computer systems to perform diagnostic and troubleshooting activities on licensed software. The ability of Adlib to meet incident resolution goals defined in this policy may depend upon customer consent for Adlib to access the customer's systems.

### **Target Response Times**

Response times and actions taken by Adlib are based on an assessment of the impact of the reported incident. Adlib Technical Support will make reasonable efforts to resolve the incident, but Adlib cannot guarantee that every incident will be resolved.

Initial response time is measured from the time an incident is submitted by a customer to Technical Support, within the Technical Support hours of operation.

The incident is considered to be resolved if one of the following conditions are met:

- If Adlib has provided a reasonable solution or workaround
- If the incident is considered to be a product enhancement, Technical Support will forward the request to Adlib Product Management for future consideration

The following table provides definitions, initial response goals and resolution goals for the four priorities of supported incidents.

Priority Level	Definition	Initial Response Goal	Resolution Goal (after replicating issue)
<b>1 – Critical</b>	Production system is inoperative and business operations are critically impacted due to failure of documented functionality. No workaround is available.	2 business hours	2 business days
<b>2 – High</b>	Production or development system is adversely affected or development system is inoperative. Productivity is compromised; work can be done but the output is degraded.	4 business hours	5 business days
<b>3 – Standard</b>	Production or development system has encountered a non-critical problem or defect and/or questions have arisen about product use. Programs are usable but non-critical documented features may not function.	8 business hours	10 business days
<b>4 - Low</b>	Minimal system impact; includes feature requests and other non-critical problems.	8 business hours	Subject to Adlib Product Management decision to include in future release.

### Escalation Process

If target response times are not met on critical or high priority incidents, Technical Support can escalate unresolved issues to Adlib management to ensure timely response and resolution.

### Adlib Professional Services

Adlib may refer the customer to the Professional Services team, or an authorized Adlib partner, for the following services not covered under Software Maintenance:

- Product Training: Basic or customized training
- Implementation Services: Solution design, architecture review and optimization
- Integration Services: Software Integration, customized workflow processing and automation

### Software Maintenance Renewal

Adlib will notify customers at least 2 months in advance of the expiry date of the current Software Maintenance term. If Maintenance is not renewed prior to the expiry date, then Maintenance will lapse. If Maintenance has lapsed, back maintenance fees, in addition to a reinstatement fee, will be charged prior to the reinstatement of Software Maintenance.

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## PRODUCT LIFE CYCLE

### **Major Release**

A Major Release is defined as a new release of the software which contains substantial changes to the product's functionality, code and/or compatibility. Major Releases are designated by the number to the left of the decimal point such as 1.0, 2.0, 3.0, etc.

### **Minor Release**

A Minor Release is defined as a new release of the software that is tied to the preceding Major Release and may contain new features, new platform support, new operating system support, and defect fixes. Minor Releases are designated by numbers to the right of the decimal point such as 1.1, 1.2, 1.3, etc.

### **Hot Fix Release**

A Hot Fix is any change made to the software, including changes made for purposes of maintaining operating system and database system compatibility, error correction, and workarounds. Hot Fixes generally provide a solution for a specific customer problem.

Note: Adlib offers Hot Fixes as a chargeable service. Adlib Development will assess the feasibility and cost of the fix and a quote will be provided through Adlib Sales.

### **General Availability (GA)**

General Availability (GA) is achieved when a product becomes available for purchase or upgrade. GA releases are the most recent major releases of a product that are available to customers.

### **End of Sales (EOS)**

This is the date that a specific software release will no longer be available for purchase. This is generally the date at which the next major release becomes generally available. Adlib will provide a 60-day notice period so that customers have the opportunity to purchase additional licenses to allow for growth while they plan for the deployment of a new release. The EOS date signifies that, for a specific product release, Adlib will provide no further code level maintenance other than chargeable Hot Fixes.

### **End of Maintenance (EOM)**

This is the date after which technical support is no longer available except under customer-specific Extended Software Maintenance agreements. A release reaches its EOM date at the point at which it is 2 Major Releases behind the current GA release: e.g. release 4.x reaches EOM when Release 6.0 becomes Generally Available.

### **End of Life (EOL)**

This is the date on which Hot Fixes and technical support will no longer be available for a particular release. The EOL date will be a minimum of six months from the EOM date. Adlib reserves the right to change this time based on business needs or technical risk to customers.

The image below illustrates the product lifecycle described:

