

Amplience Service Agreement

Definitions

“Outage” means disruption to live production services resulting in content not appearing and experience manager application and API layer unresponsive excluding any Permitted Outage.

“Permitted Outage” means any outage which is caused by: activities Customer directs, denial of service attacks, or any event beyond Amplience’s reasonable control; periods of Scheduled Maintenance or Emergency Maintenance activities which result in an Outage (see later definition); Customer provided content or programming errors; System administration, commands, file transfers performed by Customer representatives; Work performed at Customer request (for example additional technical assistance); and untimely response time from Customer to respond to incidents that require its participation for resolution.

“Scheduled Maintenance” means the period of time where Amplience performs scheduled maintenance, making reasonable commercial efforts to schedule outages for weekends and/or off hours and Emergency Maintenance means maintenance required as a result of conditions beyond Amplience reasonable control which may occur at any time.

“SaaS Solution” means the internet-accessible software-as-a-service offering hosted by Amplience, its Affiliates or service providers, that has been purchased for Customer’s use under an Order and made available to Customer over a network.

“Customer Documentation Portal” means the latest documentation available at <https://amplience.com/docs>.

“Registered User” means authorized users of Customer permitted to use the SaaS Solution under an active and valid Service Order.

“Response Time” means the target time period for the Amplience Support to respond in person once a Support Ticket has been acknowledged by Amplience.

“Target Resolution Time” means the target time period for the resolution of issues. Amplience will measure the resolution time from the time an incident is logged accompanied by all information necessary to resolve the Support Ticket until the issue is resolved.

“SaaS Solution Service Issue” means the SaaS Solution Service availability is less than the Performance Target

“Status Page” means the official status page for Amplience, providing information on health, availability and performance of Amplience services.

“Rounding Standard” means the use of ISO 80000-1:2009 Quantities and Units standards, with values rounded to two (2) decimal places.

1. Amplience Support

1.1 Amplience will provide “Support” to Customer as set forth below.

1.2 The Amplience Support Service is available 24 x 7 x 365 days and will be in English language only.

1.3 When Customer has an issue that cannot be solved using any of the resources made available by Amplience such as the Customer Documentation Portal available at <https://amplience.com/docs>, Customer’s Registered User(s) can log a ticket with Amplience Support via.:

Web: <https://support.amplience.com>

Email : support@amplience.com

In order to create a ticket (“Support Ticket”) via the Web, Customer’s user will need to have registered at <https://support.amplience.com/support/signup>.

Before logging a Support Ticket with Amplience Support, Customer must take reasonable steps to determine if the issue relates to the Amplience SaaS Solution by searching the Amplience Customer Documentation Portal for information regarding the issue, reproducing the issue and determining if it occurs consistently, and verifying that the issue is not with third party hardware, software, or other Customer internal systems or configuration.

Once a support ticket is received, the assigned agent will acknowledge the issue, set the priority based on its impact and severity to the SaaS Solution, request any additional information if needed, and work on identifying a fix or workaround to minimise disruption to the Customers operations.

Each Support Ticket will have a ticket number. Multiple tickets from Customer which are to a considerable extent related will be merged.

1.4 Customer Responsibilities

Customer must provide all information necessary to support resolution of the Support Ticket, including a full description of the issue including symptoms, error message(s), steps taken to troubleshoot the issue thus far, log files or other supporting data, and continue to provide necessary information until the issue is resolved.

Customer must provide a point of contact who will be available throughout the duration of the issue.

1.5 Priority level designation.

Amplience Support assign a “Priority Level” that reflects the impact and severity to the SaaS Solution. Where Customer feels that the Priority Level of the Support Ticket should change, this may be requested via the Support Ticket, which will then be escalated to Amplience’s management team for review. So that we can get your issue resolved quickly, Amplience will make the final determination on the Priority Level of a Support Ticket.

Amplience Priority Levels are defined as:

Priority Level	Priority Level Definition
Priority 1 - Urgent	Total disruption to live production services resulting in content not appearing and experience manager application and API layer unresponsive. Tasks that are required to deliver business critical content are unable to be performed and the issue is at risk of creating imminent financial losses to Customer.
Priority 2 - High	Widespread disruption to the usability of the live production services, video and image transcoding. Production systems are substantially operational, however, a significant number of business operations and productivity workflows are impacted.
Priority 3 - Medium	No major operational or service availability disruption, with the usability of the service impaired for some users. Business impact is limited minimal and normal operations are continuing.
Priority 4 - Low	Some functionality is impaired, but there is no significant immediate business impact on the Customer’s business.

1.6 Response and Resolution times.

Amplience will close Support Tickets when a permanent solution is provided to the Customer, an interim solution or workaround is provided enabling the Customer to operate normally until a more comprehensive solution is provided or a request for more information has been made by Amplience to the Customer but no response has been provided by the Customer in a reasonable time frame.

Amplience Support will respond and aim to resolve Support Tickets based the Support level specified in the Service Order.

Priority Level	CORE SERVICE		PRO SERVICE		PREMIUM SERVICE	
	Response Time	Target Resolution	Response Time	Target Resolution	Response Time	Target Resolution
Priority 1 - Urgent	4 hours	-	1 hour	4 hours	15 minutes	4 hours
Priority 2 - High	6 hours	-	2 hours	12 hours	1 hour	12 hours
Priority 3 - Medium	12 hours	-	4 hours	4 business days	4 hours	4 business days
Priority 4 - Low	1 business day	-	1 business day	10 business days	1 business day	10 business days

1.7 Phone Support

Customers who subscribe to the Premium Service in their Service Order will receive access to 24/7 phone support. A dedicated phone number will be provided for reporting Priority 1 issues. This line is reserved exclusively for critical incidents and will automatically trigger Support Ticket creation and alert the Amplience Support team. A voicemail system will act as a backup when Amplience Support are unavailable. Voicemails will automatically generate a support ticket.

Amplience Service Level

2.1 Amplience Service Levels provided to Customer during the term of Service Order based on automated tests:

SaaS Solution Service	Description	Endpoint	Performance Target		
			CORE SERVICE	PRO SERVICE	PREMIUM SERVICE
Content Delivery	Read only Content Delivery Network (CDN). Note: Content Delivery v1 (c1) includes content rendering service	cdn.content.amplience.net cdn.c1.amplience.net	99%	99.5%	99.99%
Content Delivery Fresh API	Fetch uncached content for static site generator builds.	fresh.content.amplience.net			
Content Delivery GraphQL	Read only...	cdn.content.amplience.net/graphql			
Media Delivery	Read only Content Delivery Network (CDN). Note: Includes Accelerated Media.	cdn.media.amplience.net cdn.static.amplience.net a.bigcontent.io			
Content Management	Web application for Registered Users	app.amplience.net/media app.amplience.net/content	99%	99.5%	99.9%
Bulk Media Transfer	Bulk upload of Digital Assets into the Content Hub	transfer.amplience.net			
Virtual Staging	Preview content changes in real-time without publishing updates.	virtual-staging.amplience.net staging.bigcontent.io			
Documentation	Customer Documentation Portal.	amplience.com/docs			
Support	Customer Support web application for raising Support Tickets.	support.amplience.com	99%	99%	99%
Studio(s)	Create, edit, and manage content visually using AI-powered tools.	app.amplience.net/content-studio			

2.2 Availability Calculation. Availability will be measured by a third-party automated monitoring service performing checks on each delivery Endpoint from a minimum of 5 (five) geo separated locations every 1 (one) minute, and to other Endpoints a minimum of 5 (five) geo separated locations every 10 (ten) minutes. Tests are deemed successful if:

SaaS Solution Service	Test Performance Criteria
Content Delivery	Test(s) return HTTP 200 status code responses.
Content Delivery Fresh API	
Content Delivery GraphQL	
Media Delivery	
Content Management	Test user is successfully logged in. Root page returns HTTP 200 status code response. Target text in body response is successfully returned.

Bulk Media Transfer	'PUT' request is successful.
Studio(s)	Test(s) return HTTP 200 status code response(s).
Virtual Staging	
Documentation	
Support	

2.3 Availability Percentage Calculation

The target Service Levels are calculated based on the total number of successful Tests by SaaS Solution Service over 90 day rolling period less any Permitted Outages.

2.4. Scheduled Maintenance will be communicated to Customer a minimum of five (5) business days in advance. Ampliance will use commercially reasonable efforts to Schedule Maintenance to off-peak hours to minimise disruptions to Customer, and avoid any Scheduled Maintenance to the Content Delivery service that would cause an outage to Customer.

2. Service Credits

3.1 Customers subscribed to the Premium Service are eligible for Service Credits if the Availability target is not met during any rolling 90-day period and the Customer has met all obligations under this Agreement.

3.2 To claim a Service Credit, the Customer must submit notice to support@ampliance.com during the Outage or within three working days after it occurs.

3.3 Approved Service Credits will be applied to the Customer's next invoice. If earned during the final month of the Subscription Term, credits will be applied to any outstanding amounts or refunded if no balance is due.

3.4 Service Credits are the Customer's sole remedy for failure to meet the Availability target.

3.5 For annual subscription plans, Service Credits are based on one-twelfth of the total annual fee. Credits are calculated using the applicable percentage for the SLA shortfall and applied per qualifying 90-day period. The total credit in any contract year will not exceed 15% of the annual subscription fee for the affected SaaS Solution.

SaaS Solution Service	CORE SERVICE		PRO SERVICE		PREMIUM SERVICE	
	Availability	Service Credit	Availability	Service Credit	Availability	Service Credit
Content Delivery	-	-	-	-	≥ 99.99%	0%
Content Delivery Fresh API	-	-	-	-	99.50% - < 99.99%	5%
Content Delivery GraphQL	-	-	-	-	99.00% - < 99.50%	7.5%
Media Delivery	-	-	-	-	Below 99.0%	15%
Content Management	-	-	-	-	≥ 99.9%	0%
Bulk Media Transfer	-	-	-	-	98% - < 99.9%	5%
Virtual Staging	-	-	-	-	95% - < 98%	7.5%
Documentation	-	-	-	-	Below 95%	15%
Support	-	-	-	-	-	-
Studio(s)	-	-	-	-	-	-

3. Limitations and Exclusions

To help set clear expectations, this section outlines situations where our support services don't apply. These exclusions ensure we can provide focused and effective assistance where it matters most.

4.1 Support does not extend to issues caused by customer-developed scripts, integrations, or extensions unless explicitly covered under a professional services agreement.

- 4.2 Ampliance does not guarantee support for browsers, operating systems, or devices not listed in the official compatibility matrix.
- 4.3 Support is not provided for features designated as beta, experimental, or pre-release.
- 4.4 Issues related to deprecated, or end-of-life features are excluded from support unless covered by a legacy support agreement.
- 4.5 Ampliance is not liable for data loss resulting from customer error, such as bulk deletions or misconfiguration.
- 4.6 Support does not include troubleshooting failures or delays caused by external APIs, plugins, or CDN providers.
- 4.7 Incidents or downtime occurring during previously announced maintenance windows are excluded from SLA commitments.
- 4.8 General training, onboarding, or platform usage queries are outside the scope of technical support, unless otherwise specified in a Success Plan.
- 4.9 Support does not include performance tuning or optimisation unless part of a managed service agreement.