

Onboarding Package

1. Communications Control

Overview

The Onboarding Package describes roles, responsibilities, and deliverables within the Communications Control onboarding project. The onboarding project starts based on the Subscription Start Date with a scheduled kick-off to commit to business goals and set success metrics. Afterwards, the Staffbase project team and Customer project team work together to finalize configurational setup, platform training as well as design assistance. The onboarding project ends once Customer has completed all onboarding steps with Staffbase.

Services	Description		
Project Scope Summary	 Customer Success Management Support in current process analysis and definition of target processes Support in use case definition by performing a structure mapping workshop Admin training, user enablement following a "train-the-trainer" approach Q&A sessions on the use of the platform 		
	 Technical Onboarding Support in initial setup of the platform (e.g. user login by SSO) Implementation of basic technical topics as purchased (e.g. standard customisations) Establish the Integrations to the Staffbase platform (if applicable) as well as other standardized third-party integrations (if applicable) 		
	 Onboarding Management Develop a trusted adviser relationship and align touchpoints with Customer's goals, allowing the full potential of the solution to be realized Manage and oversee the implementation and rollout of the product 		
Out-of-scope	 Onboarding does not include: Training calls outside of the budgeted onboarding calls as proposed Legal services or legal advice Further contractual pricing negotiations after its closure Feature requests outside the platform standards 		
Optional	 The following optional packages may be purchased for an additional fee through a Change Order Form: Onsite visits to Customer as part of the Onboarding Package Additional training and consulting sessions extending the Onboarding process Additional support packages Premier Success (if applicable) Premier Success Plus (if applicable) 		

Role	Description				
Staffbase Roles and Resourcing	Customer Success Manager (CSM). Consults on platform usage, structure and shares best practices for successful communication planning.				
	Technical Onboarding Engineer (TOE). Supports Customer with all technical matters for a successful product with all technical requirements fulfilled.				
	Onboarding Project Lead (OPL)). Single point of contact for Customer that manages the project from the Staffbase side. Coordinates tasks to the team.				
	Customer Care (CC). Technical support and implementation of selected technical tasks.				

Customer Roles and Resourcing	 Project Owner (PO). Single point of contact for Staffbase that manages the project from the Customer side, coordinating workshops as well as trainings and participants in each. Provides and coordinates timely responses for required deliverables from Customer. Executive Sponsor (ES). Keeps project aligned with the organization's strategy and direction. Governs project risk. Works with other sponsors. Customer Legal. Provides legal-based deliverables and requirements upon request. Customer IT. Provides technical-based deliverables and requirements upon request. 				
Project Management	 Working together. Each of the above Onboarding Package topics may be delivered by Staffbase remotely (via a group or one-to-one setting) via the web, over the phone, or via web session, or in person at the nearest Staffbase office. Onsite sessions at Customer's location may be arranged for an additional fee (to be agreed in advance between Staffbase and Customer). Scope and Timing. The timing of completion of the Onboarding Package is largely driven by Customer. Staffbase's ability to deliver services will depend on Customer's reasonable and timely cooperation and the accuracy and completeness of any information from Customer needed to deliver the services. 				
Key Customer Obligations	 The following are key obligations to have a successful onboarding and may vary depending on the purchased product package: Provision of any custom fonts in .ttf or .wof format (if applicable and needed instead of available font standard) Documentation of status quo and associated challenges Documentation of use cases to be implemented in the platform Preparation of and participation in workshops Network changes and infrastructure management on Customer side that would affect Communications Control Setting up of Single Sign-On (if applicable) 				

Terms

Project Initiation Phase. The kick-off of the onboarding project will be scheduled in coordination with Customer. Customer and Staffbase agree the onboarding project will not start earlier than five business days after Subscription Start Date. Customer will only get access to the relevant Customer environment after kick-off of the onboarding project.

Estimated Total Hours. The estimated total hours from Staffbase is 20 hours based on the description above. If the total hours from Staffbase exceed more than 10% of the above estimate due to changing requirements from Customer, Staffbase reserves the right to request additional fees, to be agreed in advance between Staffbase and Customer.

Term. This Onboarding Package must be used within 12 weeks of the Subscription Start Date on Customer's Order Form. Any unused services expire at the end of the 12 week period above unless otherwise agreed in a written amendment signed by the parties.

2. Employee Email

Overview

The Onboarding Package describes roles, responsibilities and deliverables within the Employee Email onboarding project. The onboarding project starts based on the Subscription Start Date with a scheduled kick-off to commit to business goals and set success metrics. Afterwards, the Employee Email project team and Customer project team work together to finalize technical setup, platform training as well as design assistance. The onboarding project ends once Customer has completed all onboarding calls with Staffbase.

Services	Description			
Project Scope Summary	 Customer Success Management Support in use case definition Advisory in email content creation and establishing measurement benchmarks Establish and oversee Customer's adoption, training, and development of best practices (done as remote sessions in English or German language, recording of those training sessi could be provided as well as supporting materials), Advisory in adoption and engagement to encourage customers to discover and arrive at the ideal state at a pace that suits them Technical Onboarding Support for user import (either by directory sync or CSV import) Technical advisory and training on metrics and reporting Technical advisory and training on integrations (for Workday, Azure or CSV upload) as well Employee Email add-ins Establish the Integration to the Staffbase platform (if part of the package) Onboarding Management Develop a trusted adviser relationship and align touchpoints with Customer's goals, allowing the full potential of the Employee Email solution to be realized 			
Out-of-scope	 Onboarding does not include: Email design services unless purchased by Customer Training calls outside of the budgeted onboarding calls as proposed Legal services or legal advice Further contractual pricing negotiations after its closure Feature requests outside the platform standards 			
Optional	 The following optional packages may be purchased for an additional fee through a Change Order Form: Premier Success Plus Implementation of languages not already supported by Employee Email Additional training and consulting sessions extending the Onboarding process 			

Role	Description
Employee Email Roles and Resourcing	Digital Customer Success Resources (DCSR). Provide advisory on email content, measurement, and best practices for successful employee communication.
	Technical Onboarding Engineer (TOE). Supports Customer with all technical matters for a successful product with all technical requirements fulfilled.

	 Onboarding Project Lead (OPL). Single point of contact for Customer that manages the project from the Staffbase side. Coordinates tasks to the team. Customer Care (CC). Technical support and implementation of selected technical tasks. Staffbase Campus (Campus). Learning platform for topics ranging from training and enablemen strategizing, communicating and optimizing your comms objectives. 				
Customer Roles and Resourcing	 Project Owner (PO). Single point of contact for Staffbase that manages the project from the Customer side. Provides and coordinates timely responses for required deliverables from Custome Executive Sponsor (ES). Keeps the project aligned with the organization's strategy and direction. Governs project risk. Works with other sponsors. Customer Legal. Provides legal-based deliverables and requirements. Customer IT. Provides technical-based deliverables and requirements. 				
Project Management	 Working together. Each of the above Onboarding Package topics will be delivered by Staffbase remotely (via a group or one-to-one setting) via the web, over the phone, or via web session. Onsite sessions at Customer's location may be arranged for an additional fee (to be agreed in advance between Staffbase and Customer). Scope and Timing. The timing of completion of the Onboarding Package is largely driven by Customer. Staffbase's ability to deliver services will depend on Customer's reasonable and timely cooperation and the accuracy and completeness of any information from Customer needed to deliver the services. 				
Key Customer Obligations	 The following are key obligations to have a successful onboarding: Supplying the supported .ttf custom font files (if applicable and needed instead of available font standard) Connecting the contacts integration (e.g. Azure Active Directory or Workday) or CSV upload if using Email web app sending solution Configuration and quality of contact data if using the Email web app solution Maintaining Customer network infrastructure to ensure a consistent integration Customer is responsible for network changes and infrastructure management on Customer side that would affect Employee Email services Building custom distribution lists if using Email web app solution (if applicable) Provisioning user accounts to wider user base Setting up of Single Sign-On (if applicable) Installing add-in for users if using email client solution (if applicable) Creating most-used email templates Sending at least three tracked emails to wider audience Adopting Employee Email as the primary email tool for internal/employee communications Communicating and utilizing metrics within core team and any other key stakeholders 				

Onboarding Feature Scope

Depending on the purchased product plan, onboarding support will be provided for the following work items as part of the Onboarding project (in-scope).

EMPLOYEE EMAIL				
FEATURES	PRODUCT PLAN			
	Starter	Business	Enterprise	
Custom Fonts	x	~	~	
Custom Email Domain (US Hosting only)	x	x	~	

Custom Distribution Lists	x	~	~
CSV Uploads	x	~	~
Azure Active Directory Sync	х	~	~
Sync Contacts from Workday	x	×	~

Terms

Project Initiation Phase. The kick-off of the onboarding project will be scheduled in coordination with Customer. Customer and Staffbase agree the onboarding project will not start earlier than five business days after Subscription Start Date. Customer will only get access to the relevant Customer environment after kick-off of the onboarding project.

Estimated Total Hours. The estimated total hours for Employee Email is 20 hours based on the description above. If the total hours from Staffbase exceed more than 10% of the above estimate due to changing requirements from Customer, Staffbase reserves the right to request additional fees, to be agreed in advance between Staffbase and Customer.

Term. This Onboarding Package must be used within 12 weeks of the Subscription Start Date on Customer's Order Form. Any unused services expire at the end of the 12 week period above unless otherwise agreed in a written amendment signed by the parties.

3. Employee App and/or Front Door Intranet

Overview

The Onboarding Package describes roles, responsibilities, and deliverables within the Employee App and/or Front Door Intranet onboarding project. The onboarding project starts based on the Subscription Start Date with a scheduled kick-off to commit to business goals, develop use cases, and work on a project plan. Afterwards, the Staffbase project team and Customer project team work together to finalize the technology, application structure, launch strategy, and content. The onboarding project ends with delivery of the Mobile App, either directly to Customer or submitted to public App Stores, and when the in-scope deliverables have been performed by Staffbase.

Services	Description				
Project Scope Summary	 Customer Success Management Support in use case definition Advisory in content-based concept (especially with regards to user roles, local and global content, persona) and platform structure Admin enablement (done once as remote session in English or German language, recording of those training session can be provided, as well as a link collection to the Staffbase support portal) App review loops (including readiness check prior to launch) and sharing best practices Sharing best practices for launch strategies and approaches to user training 				
	 Technical Onboarding Support in user management / authentication and app distribution Implementation of Customer specific app graphics and CI requirements (if applicable customizations / localizations) Implementation of tech topics (e.g. custom domain if applicable) Advisory on third party integrations Technical provision of the Web and Mobile App (app build and app delivery) Mobile App delivery, published by Staffbase or packages to be provided so that the app can be published by Customer Management of user invitations / onboarding / offboarding Support within the app submit process (depending on distribution method), available for Apple's App Store and the Google Play Store Project Management Provision basic project set-up Onboarding project management (including Customer guidance, project planning, project meeting structures, provision of single-point-of-contact) Support in managing data security and compliance aspects Support in managing the implementation of legal documentation in the Web and Mobile App 				
Out-of-scope	 Support for stakeholder management (e.g. workers council) Support for Customer-specific requirements (e.g. individual test requests) Onboarding does not include: App use case formulation App content creation as well as realization App graphics creation Third party integrations Customer specific integrations Creation of a launch strategy Definition of personas Overall app strategy and goal definition Creation of intranet strategy and concept, information architecture, intranet use cases, intranet launch strategy, integration and migration, additional intranet design and layout Legal services or legal advice Further contractual pricing negotiations after its closure Feature requests outside the Web App and Mobile App standards Mobile App submit for any other provider or store than Apple or Google 				

	For Customers that wish to distribute via App Stores, Staffbase's onboarding services are completed with submission to the relevant App Store(s). Publication in the relevant App Store is subject to the approval of the App Store provider.			
Optional	 The following optional packages may be purchased for an additional fee through a Change Order Form: Onsite visits to Customer as part of the Onboarding Package. Implementation of languages not already supported by the Staffbase Services. Additional training and consulting sessions extending the Onboarding process Additional support packages Premier Success Premier Success Plus 			

Role	Description				
Staffbase Roles and Resourcing	Customer Success Manager (CSM). Consults on content, structure and shares best practices for successful employee communication.				
	Technical Onboarding Engineer (TOE). Supports Customer with all technical matters for a successful (mobile) App with all technical requirements fulfilled.				
	Onboarding Project Lead (OPL)). Single point of contact for Customer that manages the project from the Staffbase side. Coordinates tasks to the team.				
	Customer Care (CC). Technical support and implementation of selected technical tasks.				
Customer Roles and Resourcing	Project Owner (PO). Single point of contact for Staffbase that manages the project from Customer side. Provides and coordinates timely responses for required deliverables from Customer.				
	Executive Sponsor (ES). Keeps project aligned with the organization's strategy and direction. Governs project risk. Works with other sponsors.				
	Customer Legal. Provides legal-based deliverables and requirements.				
	Customer IT. Provides technical-based deliverables and requirements.				
Project Management	Working together. Each of the above Onboarding Package topics may be delivered by Staffbase remotely (via a group or one-to-one setting) via the web, over the phone, or via web session, or i person at the nearest Staffbase office. Onsite sessions at Customer's location may be arranged for a additional fee (to be agreed in advance between Staffbase and Customer).				
	Scope and Timing. The timing of completion of the Onboarding Package is largely driven by Customer. Staffbase's ability to deliver services will depend on Customer's reasonable and timely cooperation and the accuracy and completeness of any information from Customer needed to deliver the services.				
Key Customer Obligations	 The following are key obligations to have a successful onboarding and may vary depending on the purchased product package: Provision of uses cases as well as validation of use cases and decision about final use cases representing the project's scope Validation and one-time decision for a distribution method Provision of App graphics, any custom fonts (if applicable and needed instead of Staffbase Font standard), Apple and Google accounts, support email address, app name and decision about content delivery network (CDN) activation Only applicable in case of public distribution: provision of privacy policy and confirmation setting, public relevance within the content creation, Mobile App's App Store title and regional restrictions 				

Onboarding Feature Scope

Depending on the purchased product plan, onboarding support will be provided for the following work items as part of the Onboarding project (in-scope).

FEATURES	PRODUCT PLAN				
	Starter	Business	Enterprise		
EMPLOYEE APP					
Custom Fonts	×	~	~		
Custom CSS	x	~	~		
Interface Localizations	×	~	~		
Custom Email Template	×	~	~		
APIs & SDKs	x	~	~		
Microsoft Integrations	x	~	~		
Integrations via Links Plugin and Embedded Pages Plugin	~	~	~		
App Store Distribution	~	~	~		
Mobile Device Management Distribution	~	~	~		
Apple Business Manager	×	x	~		
Direct Download Page	×	x	~		
FRONT DOOR INTRANET					
Custom Fonts	x	~	~		
Custom CSS	×	~	~		
Custom Web Domain	x	~	~		
Interface Localizations	x	~	~		
Custom Email Template	x	~	~		
APIs & SDKs	x	~	~		
Microsoft Integrations	x	~	~		
Integrations via Links Plugin and Embedded Pages Plugin	~	~	~		

Terms

Project Initiation Phase. The kick-off of the onboarding project will be scheduled in coordination with Customer. Customer and Staffbase agree the onboarding project will not start earlier than five business days after Subscription Start Date. Customer will only get access to the relevant Customer environment after kick-off of the onboarding project.

Estimated Total Hours. The estimated total hours from Staffbase is 150 based on the description above. If the total hours from Staffbase exceed more than 10 % of the above estimate due to changing requirements from Customer, Staffbase reserves the right to request additional fees, to be agreed in advance between Staffbase and Customer.

Term. This Onboarding Package must be used within 20 weeks of the Subscription Start Date on Customer's Order Form. Any unused services expire at the end of the 20 week period above unless otherwise agreed in a written amendment signed by the parties.

4. Combined Staffbase Services

Overview

The Onboarding Package describes roles, responsibilities, and deliverables within the Staffbase Services onboarding project. The onboarding project starts based on the Subscription Start Date with a scheduled kick-off to commit to business goals, develop use cases, set success metrics and work on a project plan. Afterwards, the Staffbase project team and Customer project team work together to finalize the technology, application structure, launch strategy, and content as well as platform training and design assistance. The onboarding project ends with delivery of the Mobile App, either directly to Customer or submitted to public App Stores, and when the in-scope deliverables have been performed by Staffbase.

Services	Description				
Project Scope Summary	Employee App Front Door Intranet	Employee Email			
	 Customer Success Management Support in use case definition Advisory in content-based concept (especially with regards to user roles, local and global content, persona) and platform structure Admin enablement (done once as remote session in English or German language, recording of those training session can be provided, as well as a link collection to the Staffbase support portal) App review loops (including readiness check prior to launch) and sharing best practices Sharing best practices for launch strategies and approaches to user training 	 Customer Success Management Support in use case definition Advisory in email content creation and establishing measurement benchmarks Establish and oversee Customer's adoption, training, and development of best practices (done as remote sessions in English or German language, recording of those training session could be provided as well as supporting materials), Monitor adoption and engagement to encourage customers to discover and arrive at their ideal state at a pace that suits them 			
	 Technical Onboarding Support in user management / authentication and app distribution Implementation of Customer specific app graphics and CI requirements (if applicable customizations / localizations) Implementation of tech topics (e.g. custom domain if applicable) Advisory on third party integrations Technical provision of the Web and Mobile App (app build and app delivery) Mobile App delivery, published by Staffbase or packages to be provided so that the app can be published by Customer Management of user invitations / onboarding / offboarding Support within the app submit process (depending on distribution method), available for Apple's App Store and the Google Play Store 	 Technical Onboarding Support in technical setup of the platform (e.g. user login by SSO) Implementation of basic technical topics (e.g. domain setup, web app or add-in usage) Support for user import (either by directory sync or CSV import) Technical advisory and training on the email designer Technical advisory and training on metrics and reporting Technical advisory and training on integrations (for Workday, Azure or CSV upload) as well as Employee Email add-ins Establish the Integration to Staffbase platform (if part of the package) 			
	 Project Management Provision basic project set-up 				

	 Onboarding project management (including Customer guidance, project planning, project meeting structures, provision of single-point-of-contact) Develop a trusted adviser relationship and align touchpoints with Customer's goals allowing the full potential of the solution to be realized Manage and oversee the implementation and rollout of the product Support in managing data security and compliance aspects Support in managing the implementation of legal documentation in the Web and Mobile App Support for stakeholder management (e.g. workers council) Support for Customer-specific requirements (e.g. individual test requests) 	
Out-of-scope	 Onboarding does not include: App use case formulation App content creation as well as realization App graphics creation Third party integrations Customer specific integrations Creation of a launch strategy Definition of personas Overall app strategy and goal definition Creation of intranet strategy and concept, information architecture, intranet use cases, intranet launch strategy, integration and migration, additional intranet design and layout Legal services or legal advice Further contractual pricing negotiations after its closure Feature requests outside the application standards Mobile App submit for any other provider or store than Apple or Google Email design services unless Email Design Service has been purchased Training calls outside of the budgeted onboarding calls as proposed 	
	For Customers that wish to distribute via App Stores, Staffbase's onboarding services are completed with submission to the relevant App Store(s). Publication in the relevant App Store is subject to the approval of the App Store provider.	
Optional	 The following optional packages may be purchased for an additional fee through a Change Order Form: Onsite visits to Customer as part of the Onboarding Package Implementation of languages not already supported by the Staffbase Services Additional training and consulting sessions extending the Onboarding process Additional support packages Premier Success Premier Success Plus (where available) 	

Role	Description		
Staffbase Roles and Resourcing	Customer Success Manager (CSM). Consults on content, measurement as well as structure and shares best practices for successful employee communication.		
	Technical Onboarding Engineer (TOE). Supports Customer with all technical matters for a successful (mobile) App and Email with all technical requirements fulfilled.		
	Onboarding Project Lead (OPL)). Single point of contact for Customer that manages the project from the Staffbase side. Coordinates tasks to the team.		
	Customer Care (CC). Technical support and implementation of selected technical tasks.		
Customer Roles and Resourcing			
	Executive Sponsor (ES). Keeps project aligned with the organization's strategy and direction. Governs project risk. Works with other sponsors.		

	Customer Legal. Provides legal-based deliverables and requirements. Customer IT. Provides technical-based deliverables and requirements.		
Project Management	 Working together. Each of the above Onboarding Package topics may be delivered by Staffbase remotely (via a group or one-to-one setting) via the web, over the phone, or via web session, or person at the nearest Staffbase office. Onsite sessions at Customer's location may be arranged for a additional fee (to be agreed in advance between Staffbase and Customer). Scope and Timing. The timing of completion of the Onboarding Package is largely driven the Customer. Staffbase's ability to deliver services will depend on Customer's reasonable and time cooperation and the accuracy and completeness of any information from Customer needed to delive the services. 		
Key Customer Obligations	 The following are key obligations to have a successful onboarding, and are further described in the Deliverables and Key Milestones section below. Provision of uses cases as well as validation of use cases and decision about final use cases representing the project's scope Validation and one-time decision for a distribution method Provision of Web and Mobile App graphics, any custom fonts (if applicable and needed instead of Staffbase Font standard), Apple and Google accounts, support email address, app name and decision about content delivery network (CDN) activation Only applicable in case of public distribution: provision of privacy policy and confirmation setting, public relevance within the content creation, Mobile App's App Store title and regional restrictions Supplying the supported .ttf custom font files (if applicable and needed instead of available font standard) Connecting the contacts integration (e.g. Azure Active Directory or Workday) or CSV upload if using web app sending solution Configuration and quality of contact data if using web app solution Maintaining Customer network infrastructure to ensure a consistent integration Customer is responsible for network changes and infrastructure management on Customer side that would affect Employee Email services Building custom distribution lists if using web app solution (if applicable) Provisioning user accounts to wider user base Setting up of Single Sign-On (if applicable) Installing add-in for users if using email client solution Creating most-used email to wider audience Adopting Employee Email as the primary email tool for internal/employee communications Communicating and utilizing metrics within core team and any other key stakeholders 		

Onboarding Feature Scope

Depending on the purchased product plan, onboarding support will be provided for the following work items as part of the Onboarding project (in-scope).

FEATURES	PRODUCT PLAN				
	Starter	Business	Enterprise		
EMPLOYEE EMAIL					
Custom Fonts	x	~	~		
Custom Email Domain (US Hosting only)	x	x	~		
Custom Distribution Lists	x	~	~		

CSV Uploads	x	~	~		
Azure Active Directory Sync	x	~	~		
Sync Contacts from Workday	x	x	~		
EMPLOYEE APP					
Custom Fonts	x	~	~		
Custom CSS	x	~	~		
Interface Localizations	x	~	~		
Custom Email Template	x	~	~		
APIs & SDKs	x	~	~		
Microsoft Integrations	x	~	~		
Integrations via Links Plugin and Embedded Pages Plugin	*	~	~		
App Store Distribution	*	~	~		
Mobile Device Management Distribution	~	~	~		
Apple Business Manager	x	x	~		
Direct Download Page	x	x	~		
FRONT DOOR INTRANET					
Custom Fonts	x	~	~		
Custom CSS	x	~	~		
Custom Web Domain	x	~	~		
Interface Localizations	x	~	~		
Custom Email Template	x	~	~		
APIs & SDKs	x	~	~		
Microsoft Integrations	x	~	~		
Integrations via Links Plugin and Embedded Pages Plugin	~	~	~		

Terms

Project Initiation Phase. The kick-off of the onboarding project will be scheduled in coordination with Customer. Customer and Staffbase agree the onboarding project will not start earlier than five business days after Subscription Start Date. Customer will only get access to the relevant Customer environment after kick-off of the onboarding project.

Estimated Total Hours. The estimated total hours from Staffbase is 170 based on the description above. If the total hours from Staffbase exceed more than 10 % of the above estimate due to changing requirements from Customer, Staffbase reserves the right to request additional fees, to be agreed in advance between Staffbase and Customer.

Term. This Onboarding Package must be used within 25 weeks of the Subscription Start Date on Customer's Order Form. Any unused services expire at the end of the 25 week period above unless otherwise agreed in a written amendment signed by the parties.