

# Short onboarding descriptions for Software Subscription Agreements (SSAs)

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## DXP Onboarding package (Standard) – up to 40 h, (Enhanced) 65 h and (Premium) 95 h

The scope of activities includes:

- Online training program
  - Unlimited seats to *Introduction to Optimizely DXC Service* is for business users, including project managers, decision-makers, and anyone who wants an introduction to Optimizely DXC Service.
  - Unlimited seats to *Cloud (DXP) Common Troubleshooting Tools for Optimizely* is designed to provide the knowledge and skills required to support and troubleshoot the Optimizely platform.
- Program management from kickoff until first go-live deployment, with regular status calls during the onboarding engagement.
- Best practice guidance
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- Relationship management between the Customer, Optimizely managed services, and development partner
- Establish, execute, and sign off on a launch checklist and go live prerequisites.
- Up to 2 weeks of go-live support

## Campaign Onboarding Package (Standard) up to 100 h

The scope of activities includes:

- Online training courses
  - Unlimited seats to *Optimizely Campaign – Onboarding* this course will guide you through the onboarding process for Optimizely Campaign.
  - Unlimited seats to *Optimizely Campaign - Deliverability* this course provides a series of modules to help new customers through the onboarding process regarding marketing campaign mailing deliverability
- Program management from kickoff until first send out, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Initial setup and configuration of Campaign Clients according to best practices
  - Initial subscriber list check, including quality testing of recipient addresses to ensure quality performance/first class mailing reputation
  - Creation of initial users and assignment of appropriate rights/permissions
  - Setup of the initial recipient lists, with field structure matching the customer scenarios
  - Depending on your scenario setup of the needed configuration, including jobs, user rights, and API Users, we will cover the goals of your scenario. Including one adoption of the initial design.
- Best practice guidance
- Connecting Campaign with other Optimizely solutions
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Campaign Onboarding Package (Enhanced) up to 200 h

The scope of activities includes:

- Online training courses
  - Unlimited seats to *Optimizely Campaign – Onboarding* this course will guide you through the onboarding process for Optimizely Campaign.
  - Unlimited seats to *Optimizely Campaign - Deliverability* this course provides a series of modules to help new customers through the onboarding process regarding marketing campaign mailing deliverability
- Program management from kickoff until first send out, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Initial setup and configuration of Campaign Clients according to best practices
  - Initial subscriber list check, including quality testing of recipient addresses to ensure quality performance/first class mailing reputation
  - Creation of initial users and assignment of appropriate rights/permissions
  - Setup of the initial recipient lists, with field structure matching the customer scenarios
  - Depending on your scenario setup of the needed configuration, including jobs, user rights, and API Users, we will cover the goals of your scenario. Including one adoption of the initial design.
- Best practice guidance
- Connecting Campaign with other Optimizely solutions
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Product Recommendations Onboarding package (Standard) up to 40h

The scope of activities includes:

- Online training program
  - Unlimited seats to *Optimizely Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Email Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Email Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Personalized Search & Navigation* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Personalized Search & Navigation service.
- Program management from kickoff until live, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of-escalation for related issues as part of the onboarding engagement
- Best practice assistance includes the setup and configuration of bespoke strategy to Product Recommendations widgets, based on client requirements and KPI objectives
- Deployment & Go-Live following the implementation and functional testing of recommendations on a test site
  - 6 x Perform widgets
  - 1 x Perform channel
- Admin and business user enablement session of portal
- Weekly Performance report
- Establish, execute, and sign off custom deliverables
- 2-4 weeks of live support

## Product Recommendations Onboarding package (Enhanced) up to 50h

The scope of activities includes:

- Online training program
  - Unlimited seats to *Optimizely Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Email Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Email Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Personalized Search & Navigation* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Personalized Search & Navigation service.
- Program management from kickoff until live, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of-escalation for related issues as part of the onboarding engagement
- Best practice assistance includes the setup and configuration of bespoke strategy to Product Recommendations widgets, based on client requirements and KPI objectives
- Deployment & Go-Live following the implementation and functional testing of recommendations on a test site
  - 6 x Perform widgets
  - 1 x Perform channel
- Admin and business user enablement session of portal
- Weekly Performance report
- Establish, execute, and sign off custom deliverables
- 2-4 weeks of live support

## Product Recommendations Onboarding package (Premium) up to 60h

The scope of activities includes:

- Online training program
  - Unlimited seats to *Optimizely Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Email Product Recommendations* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Email Product Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Personalized Search & Navigation* business users, including project managers, marketers, and anyone who understands the basic principles and function of the Optimizely Personalized Search & Navigation service.
- Program management from kickoff until live, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Best practice assistance includes the setup and configuration of bespoke strategy to Product Recommendations widgets, based on client requirements and KPI objectives
- Deployment & Go-Live following the implementation and functional testing of recommendations on a test site
  - 6 x Perform widgets
  - 1 x Perform channel
- Admin and business user enablement session of portal
- Weekly Performance report
- Establish, execute, and sign off custom deliverables
- 2-4 weeks of live support

## Content Intelligence and Recommendations onboarding package Standard up to 40h, Enhanced up to 50 h and Premium up to 65 h

The scope of activities includes:

- Online training program
  - Unlimited seats to *Introduction to Optimizely Content Recommendations*. This short course introduces CMOs, Project Managers, and Marketing Leads to the basic principles and functions of the Optimizely Email Content Recommendations service.
  - Unlimited seats to *Introduction to Optimizely Content Intelligence*, you will learn what Optimizely Content Intelligence is and does and its benefits.
  - Unlimited seats to *Introduction to Optimizely Email Content Recommendations*. This course is designed to help anyone understand the basic principles and functions of the Optimizely Email Content Recommendations service.
- Program management from kickoff until first go-live deployment, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of-escalation for related issues as part of the onboarding engagement
- Admin and business user enablement of portal
- Best practice assistance includes the setup and configuration of bespoke strategy to widgets based on client requirements and KPI objectives
- Deployment & Go-Live following the implementation and functional testing of recommendations on a test site
  - 1 x Recommendations Channel (Web is the default)
  - 1 x Intelligence Channel (DXC Site is the default)
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Optimizely Data Platform Onboarding package (Only Migration from VI/CDP to ODP) up to 15 h – CAN'T BE BOUGHT, ONLY MIGRATION!

The scope of activities includes:

- Online training program
  - Up to one seat to *Introduction to Optimizely Data Platform* In this self-paced eLearning course, you will learn what the Optimizely Data Platform is and does, as well as its benefits.
- Program management from kickoff until first go-live deployment (product onboarding) with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- The setup and configuration of Optimizely connectors for core products CMS and Commerce (No external connectors included)
- Create an example based on existing data in your Optimizely Data Platform.
  - five standard Reports, including a walkthrough with the reporting tool to get familiar with its capabilities
- Create five segments based on existing data in your Optimizely Data Platform
  - three segments on observations or insight
  - two based on personal use cases
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Optimizely Data Platform Onboarding package up to 40 h

The scope of activities includes:

- Online training course content
  - Unlimited seats to *Introduction to Optimizely Data Platform* In this self-paced eLearning course, you will learn what the Optimizely Data Platform is and does, as well as its benefits.
- Program management from kickoff until project completion, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- The setup and configuration of Optimizely connectors for core products CMS, Commerce, or custom integration of eCommerce data if not using out-of-the-box commerce connector
- Admin and business user enablement of portal
- Reporting and segmentation enablement
- Integration of up to 1 external data source (POS data)
- Create two custom objects
- Assist the Customer to create up to five standard reports.
  - Targeting up to five segments
    - Up to three segments based on tailored best practices
    - Up to two segments based on personal use cases
  - Walkthrough of reporting capabilities in ODP
- Establish, execute, and sign off on project closure

## Optimizely's B2B Commerce Onboarding Package (Standard) up to 50 h

The scope of activities includes:

- Program management from kickoff until first go-live deployment, with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- Architecture Review to ensure we fully understand what you expect from the platform once the implementation has been completed, continuous contact with your partner to ensure all steps are being taken for a smooth setup of your new platform
- Best practice guidance
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Optimizely's B2B Analytics Onboarding Package (Standard) up to 15 h

The scope of activities includes:

- Program management from kickoff until first go-live deployment (product onboarding) with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- Architecture Review to ensure we fully understand what you expect from the platform once the implementation has been completed, continuous contact with your partner to ensure all steps are being taken for a smooth setup of your new platform
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Optimizely's B2B PIM Onboarding Package (Standard) up to 25 h

The scope of activities includes:

- Program management from kickoff until first go-live deployment (product onboarding) with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- Architecture Review to ensure we fully understand what you expect from the platform once the implementation has been completed, continuous contact with your partner to ensure all steps are being taken for a smooth setup of your new platform
- Product Adoption, Technical and Business oriented consulting for up to 15 hours
- Establish, execute, and sign off on a launch checklist
- Up to 2 weeks of go-live support

## Optimizely's B2B Mobile Apps Onboarding Package (Standard) up to 35 h

The scope of activities includes:

- Program management from kickoff until first go-live deployment (product onboarding) with regular status calls during the onboarding engagement.
- A single-point-of-contact and a single-point-of escalation for related issues as part of the onboarding engagement
- Detailed tasks and project plan to ensure alignment between the Parties
- Architecture Review to ensure we fully understand what you expect from the platform once the implementation has been completed, continuous contact with your partner to ensure all steps are being taken for a smooth setup of your new platform
- Pre-go live checklist review & sign-off
- Product Go-Live Support



## Experimentation - Web Essentials (50 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Web Platform – Optimizely will deliver end user outline of how to use the Optimizely Web platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up – Optimizely delivery workshop(s) to set up the primary components: Pages, Events, and Audiences that will be used to build experiments
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture
- Experiment Launch – Optimizely will build, QA, and launch your first 2 experiments with your participation

## Experimentation - Web Enhanced (65 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Web Platform – Optimizely will deliver end user outline of how to use the Optimizely Web platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Multi-Armed Bandit Strategy – Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up – Optimizely delivery workshop(s) to set up the primary components: Pages, Events, and Audiences that will be used to build experiments
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted

Experiment Launch – Optimizely will build, QA, and launch your first 2 experiments with your participation

## Experimentation - Web Scale (87 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Web Platform – Optimizely will deliver end user outline of how to use the Optimizely Web platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Multi-Armed Bandit Strategy – Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features and provide 5+ campaign hypotheses
- Personalization Strategy - Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features
- Governance - Optimizely will provide a RACI outlining how you should manage the experimentation workflow in your organization
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis

- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up – Optimizely delivery workshop(s) to set up the primary components: Pages, Events, and Audiences that will be used to build experiments
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted
- Experiment Launch – Optimizely will build, QA, and launch your first 2 experiments with your participation

## Experimentation – Feature Enhanced (53 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Feature Experimentation Platform – Optimizely will deliver end user outline of how to use the Optimizely Feature Experimentation platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Governance - Optimizely will provide a RACI outlining how you should manage the experimentation workflow in your organization
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up – Optimizely will help you set up environments, events, audiences, and first flags in your account/provide enablement on UI & SDK methods
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted

## Experimentation – Feature Scale (83 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Feature Experimentation Platform – Optimizely will deliver end user outline of how to use the Optimizely Feature Experimentation platform
- Feature Experimentation Platform – Optimizely will deliver end user outline of how to use the Optimizely Feature Experimentation platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Multi-Armed Bandit Strategy – Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features and provide 5+ campaign hypotheses
- Feature Management Strategy – Optimizely will consult on best practices and governance for managing multiple feature flags
- Governance - Optimizely will provide a RACI outlining how you should manage the experimentation workflow in your organization
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up – Optimizely will help you set up environments, events, audiences, and first flags in your account/provide enablement on UI & SDK methods
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted

## Experimentation – Full Platform Enhanced (107 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Web Platform – Optimizely will deliver end user outline of how to use the Optimizely Web platform
- Feature Experimentation Platform – Optimizely will deliver end user outline of how to use the Optimizely Feature Experimentation platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process

- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Multi-Armed Bandit Strategy – Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features
- Personalization Strategy - Optimizely will consult on use cases for the customer to gain value with Optimizely's personalization features and provide 5+ campaign hypotheses
- Governance - Optimizely will provide a RACI outlining how you should manage the experimentation workflow in your organization
- Feature Management Strategy – Optimizely will consult on best practices and governance for managing multiple feature flags
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up (Web) – Optimizely delivery workshop(s) to set up the primary components: Pages, Events, and Audiences that will be used to build experiments
- Platform Set Up (Feature Experimentation) – Optimizely will help you set up environments, events, audiences, and first flags in your account/provide enablement on UI & SDK methods
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate (Web and Feature Experimentation)
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture (Web and Feature Experimentation)
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted
- Experiment Launch – Optimizely will build, QA, and launch your first 2 experiments with your participation

## Experimentation – Full Platform Scale (136 Hours)

- Kickoff & Business Review - Optimizely will start and end your engagement with a review of your goals, how we get there, and recommendations
- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Web Platform – Optimizely will deliver end user outline of how to use the Optimizely Web platform
- Goal Tree Mapping & Hypothesis Creation - Optimizely will deliver a goal tree map of metrics for experiments and a set of 10+ hypotheses to execute against
- Process & Documentation - Optimizely will provide prioritization criteria for your backlog, related test plans, and consult on a proper experimentation process
- Stats Engine & Results Review – Optimizely will review Stats Engine and deliver a results review for the first 2 experiments
- Multi-Armed Bandit Strategy – Optimizely will consult on use cases for the customer to gain value with Optimizely's Multi-Armed Bandit features
- Personalization Strategy - Optimizely will consult on use cases for the customer to gain value with Optimizely's personalization features and provide 5+ campaign hypotheses
- Governance - Optimizely will provide a RACI outlining how you should manage the experimentation workflow in your organization
- Feature Management Strategy – Optimizely will consult on best practices and governance for managing multiple feature flags
- Strategic Foundations – Optimizely will deliver guidelines for experimentation best practices related to the customer, from goal alignment through results analysis
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Platform Set Up (Web) – Optimizely delivery workshop(s) to set up the primary components: Pages, Events, and Audiences that will be used to build experiments
- Platform Set Up (Feature Experimentation) – Optimizely will help you set up environments, events, audiences, and first flags in your account/provide enablement on UI & SDK methods
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate (Web and Feature Experimentation)
- Experiment QA – Optimizely will consult on the best ways for you to QA and launch experiments in your architecture (Web and Feature Experimentation)
- Enriched Event Export - Optimizely will work with your team to find the ideal connection with Enriched Events Export and provide enablement on how data is stored and formatted
- Experiment Launch – Optimizely will build, QA, and launch your first 2 experiments with your participation

## Experimentation – Rollouts + (20 Hours)

- Project Planning & Coordination - Optimizely will actively project plan against your team's needs and work through that plan on a weekly call
- Feature Management Strategy – Optimizely will consult on best practices and governance for managing multiple feature flags
- Q&A Session / Platform Set Up– Optimizely will help you set up environments, events, audiences, and first flags in your account/provide enablement on UI & SDK methods
- Technical Discovery – Optimizely deliver workshop(s) to establish an implementation design document specific to the customer architecture
- Integration Support & A/A Test Support - Optimizely will work with you to develop necessary integrations for data in and data out of Optimizely and help setup A/A Test to validate

## Content Marketing Platform (CMP) Foundation (80 Hours)

## DAM (45 Hours)