Optimizely Journey Orchestration Service Description

Updated: Sep 26, 2022

1. Subscription Description

Optimizely Journey Orchestration (OJO) enables users to reach prospects and customers, based on the 360-degree view of their customer in ODP, across email, SMS/MMS and web/app push notifications. Marketers can create personalized and dynamic content and measure the results of their omni channel marketing efforts. Results include deliverability metrics as well as robust attribution and ROI reporting.

OJO is only available to existing customers in the North America market at the current time.

1.1 ODP Campaigns

Segments can be enabled for use in campaigns that are run and managed inside ODP. ODP supports the ability to target customers who are reachable and opted in via email, SMS, MMS or web and app push notification. Users can also activate segments for targeting in other channels such as ad tech or direct mail via integrations. For more information on how to work with ODP's Campaigns see the ODP Campaign Guide.

1.2 ODP Engagement Designer

ODP enables users to easily create personalized content to increase engagement and conversion of your marketing campaigns. For more information on the Engagement Designer, see the Personalization Guide.

1.3 Campaign Reporting

Measuring campaign performance is crucial to understanding what channels and content work for your messages and where you need to make improvements. ODP provides you with a comprehensive view of your campaign performance metrics, across all channels, at an aggregate, cross-campaign level on the Campaign Performance Page. The reports on this page allow you to drill down into metrics and help you make data-driven decisions for your marketing strategy. For more information on how to work with Campaign Reporting see the Campaign Reporting Guide.

2. Definitions

2.1 Subscription

Means the arrangement by which a Client is granted access to the Optimizely Journey Orchestration (OJO) and the campaign tools to create and measure their campaign efforts. There are additional subscription fees based on the channel (email, SMS and web/push notifications) and the number of messages a client sends in those channels.

2.2 Usage and Overage Terms

All terms are described in https://www.optimizely.com/legal/product-supplement/Metrics-and-basic-items.

3. Service Architecture

More Journey Orchestration, along with an introduction to the system foundation and related components and products, is available in the Technical Overview Guide.

3.1 Service Instances

All Subscriptions include one or more instances that are typically used to align with deployment stages as follows.

3.1.1 Production stage

Once a customer implementation is production-ready and deployed, a separate production instance is used for tracking real events.

3.1.2 Developer Guidelines

See the ODP Developer Guide for information about developing, launching and measure campaigns with Optimizely Journey Orchestration. Service Requirements

Optimizely Journey Orchestration is built on Optimizely and Amazon Web Services technologies. The integration from any Optimizely product to the Optimizely Data Platform can be accomplished via an integration to the Optimizely product listed the app directory in the Optimizely Data Platform. If the integration is not listed, a customer can still integrate with ODP via REST APIs, mobile SDKs or Web SDK.

3.2 Supported Versions of Optimizely B2C Commerce Cloud

To integrate the B2C Commerce Cloud with ODP the Client needs to install the Optimizely Service API Nuget package.

4. Consulting and Training

4.1 Expert Services

Optimizely's Expert Services team helps ensure that customers and partners are successful in implementing Optimizely's Insight features. Expert Services is a global team of consultants who can be contracted to provide best practices guidance or hands-on support to assist the project team in deploying successful projects with Insight.

Contact Optimizely Expert Services by email at expert.services@optimizely.com or online.

4.2 Onboarding

Upon ordering Optimizely Journey Orchestration, the onboarding team will ensure that the Customer receives access to Services included in the Subscription.

4.3 Training and online help

Optimizely offers both business user and developer training at an additional cost. Training may be ordered from an Optimizely sales representative or from the self-service website.

Optimizely also offers online help and has a robust community of active members at Optimizely World.

5. Service Health and Continuity

Optimizely provides a service dashboard where Customer can register to receive incident updates and view information about platform wide planned maintenance.

Optimizely communicates incidents regarding Customer specific applications and websites. Customers are notified by email regarding issues and are continuously updated during the progress of the incident.

More details can be found in the Optimizely Service Continuity Policy.

Data retention is defined in our Data Retention Policy.

5.1 Service Level Indicators

Optimizely monitors key areas of the service to ensure availability and react to incidents. OJO adheres to the Optimizely Data Platform SLA.

5.2 Data Backup and Restore

Customer data is backed up every twenty-four (24) hours with monitoring and verification. The daily backups are restored to a server in production, with reports kept for two weeks. The daily backup is kept in the production cluster. Historic backups are archived for 35 days, to ensure availability of the backups in the event of disaster.

Optimizely takes no responsibility for any loss or distortion of information/data.

5.3 Disaster Recovery

Depending on the cause, the maximum time of changes that may be lost is 24 hours. See Backup and Retention Schemes above for further details.

5.4 Service Level Agreement

See Optimizely Service Level Agreement (SLA).

5.5 Roles and Responsibilities

See the Roles and Responsibilities Matrix for more information.

6. Compliance

For information about compliance see the Optimizely Trust Center. Optimizely Data Platform follows Amazon compliance standards, and therefore our infrastructure has a wide range of compliance certifications, standards, and supporting processes.

6.0 Data Privacy

Optimizely allows you to process and/or store PII data but not sensitive personal information (as defined by EU GDPR) in the Optimizely Data Platform.

Customers who require additional controls relating to protecting provided PII data can opt for the Geofencing optional configuration. If PII data is stored and/or processed, Optimizely can provide a geo-fenced option to help provide compliance with Schrems ii legislation. This option changes certain aspects of the Service Level Agreement (SLA) around support hours and response times. Please content your salesperson or Customer Success Manager if this is of interest.

7. Ordering and Validity

7.1 Ordering of the Service

When a customer places an order with an Optimizely sales representative, Optimizely provisions the systems. Contact your Optimizely sales representative or the local office to order.

7.1.1 Provisioning time

If all necessary data to provision this Software Service(s) has been included in the Order, Optimizely has a target of provisioning the Customer's Software Service(s) within 24 hours during business days after the Order has passed all checkpoints within the Order Management System and reached Optimizely Managed Services.

7.2 Validity and duration of the Service Description

This Service Description shall remain valid as a description of Software Service(s) a Customer may purchase and/or receive from Optimizely through the term of any related agreement between the parties, and may be subject to further updates, under the notice provisions of such agreements. Under such notice provision, Optimizely reserves the right to update or replace it as necessary at any time. Changes made to the Service Description or any new Service Description (for example, a replacement of the previous one) shall always enter into force from the date of their publication on the page, or from such notice provision in the agreement, which may apply. http://world.optimizely.com/services/descriptions/optimizely-journey-orchestration-service-description/.

Appendix 1 - Changelog Summary

In this appendix you will find a summary of the changes that were communicated at times defined below. However, since clarifications may have been made in addition to the changes made in this appendix, it is still important that you read through the relevant Service Description(s).

Changes for distribution Sep 26 2022

Updates to legal references