

Onboarding Services SOW

This Onboarding Services Statement of Work (“SOW”) describes Onboarding Services (“Onboarding Services” or “Professional Services”) to be performed by Branch for Customer (each a “party”, collectively the “Parties”) to the extent Customer has purchased Onboarding Services, as set forth in Customer’s Order Form. By executing an Order Form that references this SOW, Customer agrees to the terms of this SOW and the Professional Services Terms & Conditions available at <https://legal.branch.io/#professional-services> (the “PS Terms”). Any capitalized terms not otherwise defined herein shall have the meaning set forth in the PS Terms. In the event of any conflict or inconsistency between this SOW and an Order Form referencing this SOW, the SOW shall control.

I. SCOPE OF SERVICES. Branch PS will provide Customer with resources to assist Customer’s staff as set forth below (the “Project”), subject to Customer’s payment of all applicable fees as set forth in the applicable Order Form. Branch PS and Customer (collectively, the “Project Team”) will commit reasonable resources to work on the Project.

Service	Onboarding Service Description
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Discovery

- Conduct remote discovery sessions to assist with identifying integration requirements for key use cases to work within client tech stack
- Provide assistance with defining Branch integration strategy to leverage deep linking and channel best practices
- Assist Customer in identifying new opportunities to drive additional value from Branch within existing and new channels
- Provide guidance with the creation and execution of Customer's business case in implementing Branch's Services

Engagement Management

- Provide guidance and assistance identifying key integration tasks, owners, and dependencies to support sprint planning
- Assist Customer in tracking and communicating task completion and next steps with project stakeholders
- Actively monitor for and escalate integration risks and issues



<p>Engagement Support</p>	<ul style="list-style-type: none"> • Assist customer with building links for testing, and social/email/ads/site campaigns • Support the creation of Journeys and Deepview templates • Provide guidance and support to Customer in creating custom link builders, test pages, webhooks, and API scripts to streamline integration usage • Support analytics tagging strategy, retrieval of Branch data, and creation of performance reporting and collateral
<p>Software Configuration</p>	<ul style="list-style-type: none"> • Support configuration of default redirect, social, and domain settings • Assign and coordinate user access permissions • Support setup of premium feature (Journeys, Email, Ads, Analytics) dashboard configurations
<p>Enablement</p>	<ul style="list-style-type: none"> • Conduct training sessions for project stakeholders on content which may include Branch functionality, Premium features, Specific Use Cases, and Dashboard Usage

II. PROJECT ROLES & RESPONSIBILITIES. This is a list of Project roles, NOT individuals, required to complete the Project. A single individual may take responsibility for any number of roles, or a single role may require more than one individual. Customer acknowledges its participation is critical for Project success.

Role	Responsibility	Frequency	Estimated Hours
Sponsor	Responsible for providing Customer resources needed for successful Project Completion, and promote process change where necessary	Monthly	5 Hours per Month
Project Manager	<p>Responsible for the oversight of Customer resources, schedules, and responsibilities including:</p> <ul style="list-style-type: none"> • Attending all key Project meetings • Being a point of contact for day-to-day operations • Securing participation (as required) of key business process owners • Participating in Project meetings 	Weekly	10 Hours per Week



Role	Responsibility	Frequency	Estimated Hours
Administrator	<p>Responsible for ongoing administration of Branch's Services, once Professional Services are delivered</p> <ul style="list-style-type: none">• Manages user acceptance tasks, including QA testing, training, and adoption• Manages organization's ongoing use of Branch's Services	Weekly	5-8 Hours per Week



Role	Responsibility	Frequency	Estimated Hours
Functional Consultant(s) / Business Process Owner(s)	Responsible for review and acceptance of Branch integration, and identification of exceptions/risks <ul style="list-style-type: none"> • Attends Project meetings related to area of ownership • Assists in the definition of unique processes outside of standard Branch practices • Participates in user acceptance testing activities 	Weekly	5-10 Hours per Week
Extended Team	Additional Customer resources as needed to support the scope of the Project	Weekly	2-5 Hours per Week

III. ONBOARDING SERVICE ASSUMPTIONS. Unless otherwise noted in this SOW or agreed to in writing by the Parties, the following assumptions are based on information provided by the Customer relating to the Project and have been used to estimate Branch PS's required time, level of effort, and fees. Deviations from these assumptions may lead to commensurate changes in the timeline and fees and will be handled through a formal Change Order.

- 1. Term Length:** Unless otherwise agreed upon by both Parties and executed in a Change Order, the obligation of Branch to provide Onboarding Services under this SOW expires after the

timeframe identified in the Order Form, following the SOW "Effective Date."

2. **Reasonable Work Hours:** Customer agrees that (1) Branch PS staffing commitments ("Staffing Commitments") include up to the amount set forth in the Order Form (if any); (2) Staffing Commitments in this SOW may not have been fully scoped, and there is no assurance that the work identified by the Customer for Branch PS subject to Staffing Commitments can be completed within the time period scoped or even that such work can be completed at all; (3) Branch PS reserves the right to reject any request for work identified by Customer to be provided by Branch PS as Staffing Commitments, if Branch PS reasonably believes such work is outside of the type of services normally provided by Branch PS; and (4) Staffing Commitments may be consumed by Branch PS in completing preparations for meetings, completing offline research, and completing offline configurations or other action items.
3. **Overages:** Branch PS will secure Customer's approval to bill against overages that exceed initial Staffing Commitments or arising from delays caused by Customer before the provisioning of any such overage services.
4. **Cancellation / Postponement:** Branch PS and Customer will use commercially reasonable efforts to attend all scheduled Project meetings. The repeated cancellation of Project meetings may result in Project delay and additional costs.

IV. CUSTOMER RESOURCE AVAILABILITY. Customer acknowledges and agrees that the Branch PS team's performance is contingent upon Customer's timely performance of its obligations under this SOW. Project timeline estimates provided by Branch PS are dependent on the availability of Customer resources and key decision makers. Lack of access to, or any material change to, Customer's resources and/or Project stakeholders may impact estimated timelines, costs, fees, and whether additional Onboarding Services may be needed. As such, Customer agrees to promptly: (a) acknowledge, review, and respond to communications from Branch PS to support and progress the Project; (b) sign or e-sign any documents necessary to enable integration features with third-party partners selected by Customer to enable Branch PS to continue the provisioning of the Onboarding Services; connect the Branch PS team with Customer's relevant contacts and subject matter experts as may be necessary to facilitate the Onboarding Services. Should Customer choose not to go live with any aspect of the deployment, and then at a future date need additional Onboarding Services,

this will require another statement of work or Change Order to extend the Onboarding Services term and may result in additional costs. Customer is solely responsible for its engagement with and management of any third-party vendors that Customer integrates into, or uses in conjunction with, Branch. **V. FEES.** Customer will pay Branch all fees for Onboarding Services in accordance with this SOW and at the rates specified in the applicable Order Form.