

Tickets whouting

SHA's Purchase of Marketing Cloud effective 8/31/2014-2/29/2016

Solutions Included:

- Marketing Cloud – Basic (includes Radian6, Buddy Media and Social Studio)
- Additional 150,000 Mentions (Radian6) – This is on top of the include 20k mentioned below to provide a total of 170,000 Mentions per month.
- Premier Success – Marketing Cloud – Basic
- Topic Setup Service (Radian6)
- Private Training: Optimize Your Topic Profile (Radian6)
- Private Training: Product Overview (Marketing Cloud)

Marketing Cloud - Basic

USAGE LIMITS: Marketing Cloud Basic package ("MC Basic") includes: (a) 100 Topic Profiles with an aggregate of 20,000 Mentions per month; (b) 1,000 Insights Credits per month; (c) 30 days of Historical Data for each of the 100 Topic Profiles; (d) up to 1,000 Radian6 Users; (e) Radian6 for Salesforce Integration; (f) Web Analytics; (g) 5 Buddy - Social Accounts; (h) Open Web Sharing for up to 1,000,000 Page Views per month; and, (i) Open Web Syndication for up to 1,000,000 Page Views per month. "Page Views" means a request to load a single HTML of an Internet site. Services branded as "Insights" that are made available with the Radian6 Services are deemed to be Non-SFDC Applications or Third Party Applications. If required by Customer during the subscription term, additional Users and Topic Profiles may be obtained at no additional charge upon receipt of an executed Order Form from Customer. Products from other Marketing Cloud packages may not be combined with products from the MC Basic package. MC Basic is limited to 1 Radian6 "Tenant," which is a unique global instance of the Radian6 Services, i.e. a separate set of data held by salesforce.com in a logically separated database that is accessible by password. Customers who are agencies may use the Marketing Cloud Services for the benefit of their agency clients in accordance with the agency supplemental terms as set forth at:

<http://www.salesforcemarketingcloud.com/agency-terms-of-service/>; ("Agency Terms") including the following restrictions : (i) the Radian6 Services may only be used by agency Customers for one client per MC Basic package, not multiple clients; (ii) Radian6 Users who are clients of the agency Customer may only be issued read-only access to Radian6 Services; and (iii) Customer is responsible for its agency clients and their Users. RADIANT6 FOR SALESFORCE INTEGRATION: Radian6 for Salesforce Integration may be used with salesforce.com's customer relationship services provided via login link at <http://www.salesforce.com/>, (the "other SFDC services") to export Content (or "Indexed Content"), or Customer Data from the Radian6 Services and create objects in the other SFDC services. As such, the Salesforce Integration is only available to customers who have valid subscriptions to the other SFDC Services. Content that has been exported from Radian6 Services to the other SFDC Services is not "Customer Data" under Customer's subscription agreement to the other SFDC Services and such exported

Content may, from time to time, be subject to deletion or modification without notice to Customer to the extent so required by applicable law or by Third Party Platform (or "Third Party Social Platform") providers from which such Content is derived. Customer shall not export Content from the other SFDC services under any circumstances. If Customer is an agency using the Radian6 for Salesforce Integration on behalf of a client, additional restrictions apply as set forth in the Agency Terms referenced herein.

INSIGHTS CREDITS: Insights Credits are applied to Insights Services. To apply Insights Credits to a Topic Profile, Customer shall send an email to credits@salesforce.com with the following required information: Customer name, Tenant ID (as assigned by salesforce.com), Topic Profile(s) name(s), email contact information, Insights provider, and start and end dates. Upon receiving the required information, salesforce.com shall provision the specified Insights products. Insights Credits expire at the end of the month and do not roll over to subsequent months. Sufficient Insights Credits are required to cover the monthly Mentions in the respective Topic Profile. Should the Topic Profile increase in size, Customer shall purchase additional Insights Credits to account for the increased Topic Profile. Further information can be found at <http://www.salesforcemarketingcloud.com/products/social-media-listening/insights-faq/>.

HISTORICAL DATA: Content that is more than 30 days old is "Historical Data". Customer may request additional Historical Data for a period greater than 30 days by sending an email to marketingcloudsupport@salesforce.com, with the following required information: Customer name, Tenant ID (as assigned by salesforce.com), Topic Profile(s) name(s), and email contact information. Upon receiving the required information, salesforce.com shall provision available Historical Data for specified Topic Profile(s).

WEB ANALYTICS: Web Analytics entitles Customer to Google Analytics, Webtrends, or Omniture integrations. To provision Web Analytics, Customer shall send an email to marketingcloudsupport@salesforce.com with a request for the applicable request form for the specified product. The Customer shall complete the form and return it by email to marketingcloudsupport@salesforce.com. Upon receipt of such required information, salesforce.com shall provision the specified products.

BUDDY - SOCIAL ACCOUNTS: For provisioning of Social Accounts (Buddy), Customer shall specify which Third Party Platform accounts will be used, up to the entitled amount. Additional Buddy Social Accounts may be purchased as an add-on. "Social Account" means a single account with a unique set of credentials that is created with a Third Party Platform, which interoperates with and is supported by the Marketing Cloud Services. Social Accounts may not be transferred from one Third Party Platform to another Third Party Platform during the subscription term. Additional information on provisioning Buddy – Social Accounts is available in the Implementation Guide: <http://www.salesforce.com/us/developer/docs/marketing/BuddyMediaImplementationGuide.pdf>

Topic Set-up Services (Radian6)

TOPIC SET-UP SERVICES, (TSS), will be performed by salesforce.com's Radian6 social media traffic coordinators. Topic Setup Services involve setup of the Customer's Topic

Profile configuration and the Dashboard widgets within the Radian6 Service. This configuration requires determination of relevant keyword groups and brands relevant to the Customer's global search queries, which will be mutually agreed to by the parties in writing. TSS for up to 20 Topic Profiles will be provided to Customer within 15 business days from the Start Date indicated on the Order Form, and within 45 days where Customer has purchased more than 20 Topic Profiles, unless otherwise mutually agreed to by the parties in writing. To provision Topic Set-up Services, Customer shall provide the following information via email at TSS@salesforce.com: Customer name; Client Account ID, (as assigned by salesforce.com), Provision Date; and, where required, Topic Profile ID and Topic Profile Name. Topic Set-up Services are provided in accordance with the salesforce.com Supplemental Terms and Conditions for Marketing Cloud Professional Services at <http://www.salesforcemarketingcloud.com/supplemental-terms-conditions-marketing-cloud-professional-services/>. Notwithstanding anything to the contrary in the Order Form, Topic Set-Up Services are provided as a one-time service and accordingly the fees indicated in the Order Form are a one-time fee only.

Private Training (Radian6)

PRIVATE TRAINING: salesforce.com will provide private training delivered via webinar by a salesforce.com trainer to assist with Customer's use of the Radian6 Services. Private Training will consist of up to 90 minutes of a salesforce.com trainer's time for: (i) a pre-session consultation to address preliminary questions and review the training session; (ii) a training session (up to 60 minutes in duration); and (iii) a follow-up call approximately one week after the training session. Prior to the pre-session consultation and training session, Customer shall complete a needs assessment questionnaire as provided by salesforce.com. No more than 30 Users may attend any one training session. Private Training is provided in accordance with the salesforce.com Supplemental Terms and Conditions for Marketing Cloud Professional Services at <http://www.salesforcemarketingcloud.com/supplemental-terms-conditions-marketing-cloud-professional-services/>. Notwithstanding anything to the contrary in the Order Form, Private Training is provided as a one-time service and accordingly the fees indicated in the Order Form are a one-time fee only.