



Product Terms Directory

Effective Date: March 16, 2026

This Product Terms Directory includes terms applicable to products you may have purchased on an Order Form and may be updated from time to time. Product terms set forth in this Product Terms Directory as of your Order Start Date will apply to the products and services on your Order Form for the duration of the Order Term. In the event new terms are added to this Product Terms Directory for new functionality made available within a Service during an Order Term, the new terms will apply to the use of the new functionality.

Use of Aforza's products included in this document is subject to the corresponding Product Terms Directory detailed below. The Unauthorized Use and Remedies Terms provided herein apply to the purchase of all Aforza products. These Product Usage Terms are legally binding and are incorporated by reference into your Aforza Order Form signed on or after the Effective Date above for the applicable product(s). Capitalised terms used but not defined in the Product Usage Terms shall have the meaning subscribed to them in the Agreement.

Unless expressly stated otherwise in an Order Form, use of any integration, automation, connector, workflow, or interoperability capability described in this Product Terms Directory is subject to the applicable technical, usage and fair use parameters set out in this Product Terms Directory and/or the Documentation.



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Aforza's subscription products are packaged in the following 5 groups. The Product Terms applicable for each subscription product purchased are identified clearly in relevant sections below.

Aforza Editions

Aforza Editions are Aforza's core product subscription licenses, giving users the total Consumer Goods front office experience on both web and mobile. They give users the ability to carry out Retail Execution, Order Capture, Promotion Execution, Planning and much more. A customer must purchase an Aforza Edition subscription license to use these capabilities.

Aforza Studio

Aforza Studio is a Digital Asset Management suite that enables users to manage all their digital content. It is pre-integrated with all Aforza Editions but can also be purchased and used independently from an Aforza Edition subscription license. A customer must purchase an Aforza Studio license to use these capabilities.

Aforza Insights & Business Intelligence

Aforza Insights & Business Intelligence is an advanced Analytics capability that delivers real-time visibility into key KPI's used by Sales, Finance, Trade Marketing and other front-office departments. Aforza Insights & Business Intelligence can be configured to allow customers to connect their analytics to external data sources with discovery and prediction builders in addition to their data held in Aforza. A customer must purchase an Aforza Insights & Business Intelligence subscription license to use these capabilities.

Aforza Digital Commerce

Aforza Digital Commerce is a unified online ordering experience that helps Consumer Products companies deliver online eCommerce capabilities to their customers in being able to see relevant offers, instantly add, edit & purchase products & promotions configured in Aforza. A customer must purchase Aforza Digital Commerce subscription licences to use these capabilities.

Aforza Success Plans

Aforza Success Plans provide a range of support services enabling Aforza customers to increase the value gained on their investments into Aforza Products. A customer must purchase Aforza Premier Support and/or Aforza Managed Service to be entitled to benefit from these subscription services.



Aforza Editions

The following terms apply to Customer's purchase of Aforza's Essential Edition, Professional Edition and/or Aforza's Enterprise Edition (individually an "Aforza Edition" or collectively the "Aforza Editions")

Definitions:

"Combined Solution" means the combination of Services with the SFDC Services that Aforza is authorized by SFDC to use or resell in combination with the Services.

"Org" or **"Organization"** means a unique instance of the SFDC Services, i.e. a separate set of Customer Data and Customer-specific SFDC Services customizations held by SFDC in a logically separated database (i.e. a database segregated through password-controlled access).

"Permitted Allowance" means the maximum quantity of usage (e.g., messages, claims, users, or other metrics) included in a subscription to a product or feature, as defined in the applicable Order Form, this Product Terms Directory, or Fair Usage Policy.

"SFDC Services" means the products or services made available on-line by SFDC. SFDC Services exclude Content and Non-SFDC Applications, including but not limited to applications made available on the AppExchange and the Services.

General Use of Service Terms:

Customer may use the SFDC Services solely as part of the Combined Solution. Customer may use the SFDC Services solely to use the functionality of the Combined Solution in the form it has been provided to Customer by Aforza. Unless otherwise indicated in an Order Form, Customer may not use the SFDC Services to create or use custom objects beyond those that appear in the Combined Solution in the form that it has been provided to Customer by Aforza and up to 10 additional custom objects, provided that such custom objects are within the scope of an Aforza Edition and for use solely with an Aforza Edition. If Customer's access to the Combined Solution provides Customer with access to any SFDC Services functionality within it that is in excess of the functionality described in the Documentation, Customer agrees to not access or use such functionality. Customer agrees that Customer's noncompliance with the terms set forth in this paragraph would be a material breach of the Agreement.

Each User subscription to an Aforza Edition product shall (i) entitle to use the Services via the Aforza Mobile application ("Aforza Field") or via <https://login.salesforce.com> subject to the relevant terms detailed below, together with the Master Subscription Agreement and Order Form entered into between Aforza and Customer's entities as defined in an Order Form, and (ii) increase Customer's Org Data storage by 200MB and File Storage by 2GB, and (iii) increase API Calls as detailed in the SFDC Services documentation available online.

User subscriptions cannot be shared or used by more than one User (but may be reassigned from time to time to new Users who are replacing former Users who no longer require use of the Services.)

Unless otherwise detailed in an Order Form, each Aforza Edition User Subscription includes an embedded Force.com licence from SFDC. Such licenses may be subject to limitations, such as limits on data storage or on the number of calls permitted to make against application programming interfaces. Any limitations specified in the Salesforce documentation are incorporated herein by reference. Customer's use of the Salesforce.com Platform is subject to the terms found at:

https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/alliance-agreements-and-terms/OEM-Pass-Through-Terms.pdf.



| Product Name: | Product Usage Terms: | |
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| Aforza Consumer Goods Base Platform | Use of any Aforza Edition product requires that Customer subscribe to the Aforza Consumer Goods Base Platform. The Aforza Consumer Goods Base Platform is a bundle of the products and capabilities listed below and subject to the Table of Fair Usage Terms detailed below: | |
| | Product Capability: | Included: |
| | Storage: Custom Objects: Sandboxes: Aforza Insights & Business Intelligence Licenses – Growth Edition Aforza Studio Connector | Data Storage: 10GB File Storage: 10GB 10 1 Partial Copy Sandbox 25 Developer Sandboxes 5 Included. |
| Aforza Consumer Goods Base Platform Plus | Use of any Aforza Edition product requires that Customer subscribe to the Aforza Consumer Goods Base Platform. The Aforza Consumer Goods Base Platform Plus is a bundle of the products and capabilities listed below and subject to the Table of Fair Usage Terms detailed below: | |
| | Product Capability: | Included: |
| | Storage: Custom Objects: Sandboxes: Aforza Insights & Business Intelligence Licenses – Plus Edition Aforza Studio Connector | Data Storage: 10GB File Storage: 10GB 10 1 Partial Copy Sandbox 25 Developer Sandboxes 10 Included. |
| Aforza Essentials Edition | <p>Use of Aforza Essentials Edition requires that Customer subscribe to either the Aforza Consumer Goods Base Platform or Aforza Consumer Goods Base Platform Plus and is subject to the following restrictions, which are contractual in nature (i.e., the functionality itself has not been disabled technically in the Services):</p> <p>An Aforza Essentials Edition User may access the Aforza Consumer Goods Platform (via login.salesforce.com) and Aforza Field Mobile App and in doing so is restricted to use only the following objects: Routes, Visits, Tasks, Audits, Surveys, Guides and other screens as needed to managed accounts, visit stores, execute stock and merchandise audits, complete surveys and engage with customers.</p> <p>Customer will assign each Aforza Essentials Edition User a profile that limits access to the functionality required for the purpose above.</p> <p>The Aforza Essentials Edition license will be provisioned with the Aforza Insights & Business Intelligence – Read only on a 1:1 basis.</p> | |



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| | <p>Additional users of this product may be ordered in quantities of 1 or more, unless otherwise agreed in an Order Form.</p> <p>Aforza's rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |
| Aforza Professional Edition | <p>Use of Aforza Professional Edition requires that Customer subscribe to either the Aforza Consumer Goods Base Platform or Aforza Consumer Goods Base Platform Plus and is subject to the following restrictions which are contractual in nature (i.e., the functionality itself has not been disabled technically in the Services):</p> <p>An Aforza Professional Edition User may access the Aforza Consumer Goods Platform (via login.salesforce.com) and Aforza Field Mobile App and in doing so is restricted to use the following objects: Routes, Visits, Tasks, Audits, Surveys, Guides, Requests & Disputes, Inventory & Stock, payments & Collections, Invoices, Orders and Pricing and other screens as needed to managed sales strategy, create and price orders, offer prescriptive stock replacement whilst simultaneously managing accounts, visit stores, execute stock and merchandise audits, complete surveys and engage with customers</p> <p>Customer will assign each Aforza Professional Edition User a profile that limits access to the functionality required for the purpose above.</p> <p>The Aforza Professional Edition license will be provisioned with the Aforza Insights & Business Intelligence – Read only on a 1:1 basis.</p> <p>Additional users of this product may be ordered in quantities of 1 or more, unless otherwise agreed in an Order Form.</p> <p>Aforza's rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |
| Aforza Enterprise Edition | <p>Use of Aforza Enterprise Edition requires that Customer subscribe to either the Aforza Consumer Goods Base Platform or Aforza Consumer Goods Base Platform Plus and is subject to the following restrictions, which are contractual in nature (i.e., the functionality itself has not been disabled technically in the Services):</p> <p>An Aforza Enterprise Edition User may access all Aforza objects and other screens as needed to plan and executive promotions, track budgeting and funds, calculate product baselines and take advantage of Aforza's prediction capabilities to improve revenue and efficiency.</p> <p>Customer will assign each Aforza Enterprise Edition User a profile that limits access to the functionality required for the purpose above.</p> <p>The Aforza Enterprise Edition license will be provisioned with the Aforza Insights & Business Intelligence – Read only on a 1:1 basis.</p> <p>Additional users of this product may be ordered in quantities of 1 or more, unless otherwise agreed in an Order Form.</p> <p>Aforza's rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |



Additional Data Storage, Sandboxes & Custom Objects

| Product Name: | Product Usage Terms: |
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| Aforza Data Storage (10GB) | <p>Use of this product requires that Customer subscribe to an Aforza Edition product. This product is not available if Customer's purchase of Aforza Editions is under Aforza's ISV Agreement (see below for details).</p> <p>This product increases Customer's Data Storage allowance in Customer's Org by 10GB.</p> |
| Aforza Additional API Calls (+10k) | <p>This product requires that Customer subscribe to an Aforza Edition product and may only be used in combination with an Aforza Edition product.</p> <p>This product provides Customer with an incremental entitlement of 10,000 additional API calls per rolling 24-hour period. This entitlement is non-cumulative and does not roll over between periods. It is measured in accordance with Salesforce's API call calculation methodology and is subject to the technical limits and enforcement mechanisms of the Salesforce platform.</p> <p>Any use of API calls in excess of Customer's permitted allowance (including the initial allowance and any additional quantities purchased under an Order Form) constitutes Unauthorized Use. Aforza's rights and remedies set out in the Unauthorized Use and Remedies clause of the Agreement apply in full to this product.</p> |
| Aforza Full Copy Sandbox | <p>Sandbox subscriptions are for testing and development use only, and not for production use.</p> <p>This product must be purchased in a ratio of one Sandbox User for each User of any Aforza Edition allowing login access to the same SFDC Service instance.</p> <p>As part of its system maintenance, SFDC may delete any Sandbox that Customer has not logged into for 150 consecutive days.</p> <p>Thirty or more days before any such deletion, SFDC will notify the Admin User for the SFDC Service Org from which the Sandbox was created (email acceptable) that the Sandbox will be deleted if Customer does not log into it during that 30-day (or longer) period.</p> <p>Deletion of a Sandbox shall not terminate Customer's Sandbox subscription;</p> <p>If a Sandbox is deleted during Customer's Sandbox subscription term, the Admin User for the SFDC Service Org may create a new Sandbox.</p> |
| Aforza Partial Copy Sandbox | <p>Sandbox subscriptions are for testing and development use only, and not for production use.</p> <p>This product must be purchased in a ratio of one Sandbox User for each User of any Aforza Edition allowing login access to the same SFDC Service instance.</p> <p>As part of its system maintenance, SFDC may delete any Sandbox that Customer has not logged into for 150 consecutive days.</p> <p>Thirty or more days before any such deletion, SFDC will notify the Admin User for the SFDC Service Org from which the Sandbox was created (email acceptable) that the Sandbox will be deleted if Customer does not log into it during that 30-day (or longer) period.</p> |



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| | <p>Deletion of a Sandbox shall not terminate Customer’s Sandbox subscription;</p> <p>If a Sandbox is deleted during Customer’s Sandbox subscription term, the Admin User for the SFDC Service Org may create a new Sandbox.</p> |
| <p>Aforza Developer Pro Sandbox</p> | <p>Sandbox subscriptions are for testing and development use only, and not for production use.</p> <p>This product must be purchased in a ratio of one Sandbox User for each User of any Aforza Edition allowing login access to the same SFDC Service instance.</p> <p>As part of its system maintenance, SFDC may delete any Sandbox that Customer has not logged into for 150 consecutive days.</p> <p>Thirty or more days before any such deletion, SFDC will notify the Admin User for the SFDC Service Org from which the Sandbox was created (email acceptable) that the Sandbox will be deleted if Customer does not log into it during that 30-day (or longer) period.</p> <p>Deletion of a Sandbox shall not terminate Customer’s Sandbox subscription;</p> <p>If a Sandbox is deleted during Customer’s Sandbox subscription term, the Admin User for the SFDC Service Org may create a new Sandbox.</p> |
| <p>Aforza Custom Objects</p> | <p>Use of this product requires that Customer subscribe to Aforza Consumer Goods Base Platform or Platform Plus product and an Aforza Edition product. This product is not available if Customer’s purchase of Aforza Editions is under Aforza’s ISV Agreement (see below for details).</p> <p>Where Customer purchases the Aforza Custom Objects product, the applicable Order Form(s) shall specify the number of additional Custom Objects purchased for use in Customer’s Org. The quantity purchased shall be indicated on the Order Form by the product name suffix in brackets (for example, “Aforza Custom Objects (+20)”).</p> <p>Customer’s total Custom Objects entitlement in the applicable Org is calculated as the combination of:</p> <ul style="list-style-type: none"> a) the Custom Objects allowance included in the Aforza Consumer Goods Base Platform product purchased; and b) the cumulative number of additional Custom Objects purchased under all active subscriptions for the Aforza Custom Objects product. <p>Any use of Custom Objects in excess of Customer’s permitted allowance (including the initial allowance and any additional quantities purchased under an Order Form) constitutes Unauthorized Use. Aforza’s rights and remedies set out in the Unauthorized Use and Remedies clause of the Agreement apply in full to this product.</p> |

Table of Fair Usage Terms

| Aforza Allowance | Which access method does this Allowance apply to? | | Allowance Description: | Unit of Measure: | Customer's permitted Allowance Calculation: | How is the Usage of this Allowance measured? |
|---------------------------|---|-------------------------|--|---|--|---|
| | Aforza's Mobile Application | Login via a Web Browser | | | | |
| Aforza Map Loads | No | Yes | <p>This Allowance governs the use of Aforza's mapping capabilities used when planning a Route via a web browser only. This Allowance does not apply in any way to Users accessing Aforza via one of Aforza's Mobile Applications.</p> <p>When using a web browser, each time the Route Builder screen is either open or refreshed, 1 Map Load is used up from Customer's Permitted Allowance.</p> <p>"Permitted Allowance" in this Table of Fair Usage Terms means the maximum quantity of usage (e.g., messages, claims, users, or other metrics) included in a subscription to a product or feature, as defined in the applicable Order Form, this Product Terms Directory, or Fair Usage Policy.</p> | Map Loads per month | <p>For each active Aforza Subscription, 300 Map Loads will be added to calculate Customer's monthly Permitted Allowance.</p> <p>For example, if Customer has 1,000 active Subscriptions, then Customer's Permitted Allowance is 30,000 Aforza Map Loads per month.</p> | <p>Customer's usage will be calculated using the monthly aggregate usage of all Customer's licensed users.</p> <p>For example, 1 User may use 50% of Customer's Monthly Permitted Allowance and all other Users may use different or smaller amounts.</p> <p>This Allowance is only considered to have been exceeded when, in aggregate, the total monthly usage by all of Customer's Users combined exceeds the Permitted Allowance.</p> |
| Aforza Map Tile Downloads | Yes | No | <p>This Allowance governs the use of Aforza's mapping capabilities made available to Users accessing Aforza via a Mobile Application.</p> <p>This Allowance does not apply in any way to Users accessing Aforza via a web browser.</p> <p>For a scheduled Visit, unless previously downloaded into the Aforza Mobile Application by the User on their device, a Map Tile that covers the area of the scheduled Visit will be downloaded during synchronisation and made available to the User accessing the Visit via a Mobile Application in the Visit Execution screen. Once downloaded, a Map Tile may be re-used for other Visits in the same area and will continue to be available to the User on their device until they log out. Each time a Visit is made in a location not covered by a previously downloaded Map Tile or if a User logs out of the Aforza Mobile Application a new Map Tile is downloaded and a Map Tile Download is used up from Customer's Permitted Allowance.</p> | Map Tiles downloaded by Aforza's Mobile Application | <p>For each active Aforza Subscription, 1,000 Map Tile Downloads will be added to calculate Customer's monthly Permitted Allowance.</p> <p>For example, if Customer has 1,000 active Subscriptions, then Customer's Permitted Allowance is 1 million Aforza Map Tile Downloads per month.</p> <p>Once a Map Tile has been downloaded, any repeated use by the User during the same day will not require another Map Tile download unless the User logs out of their Aforza Mobile Application.</p> | <p>Customer's usage will be calculated using the monthly aggregate usage of all Customer's licensed users.</p> <p>For example, 1 User may use 50% of Customer's Monthly Permitted Allowance and all other Users may use different / smaller amounts.</p> <p>This Allowance is only considered to have been exceeded when in aggregate the total monthly usage by all of Customer's Users combined exceeds the Permitted Allowance.</p> |
| Aforza Engine API Calls | No | Yes | <p>This Allowance governs the use of Aforza's Pricing; Promotion and Segmentation API's (each referred to as an "Aforza Engine API"). The Aforza Engine API's are only used by Users who are interacting with an Order via a web browser, for example, a Tele-Sales User or a 3rd party User accessing an eCommerce Channel.</p> <p>This Allowance does not apply in any way to Users accessing Aforza via one of Aforza's Mobile Applications.</p> <p>An Aforza Engine API is called typically, when an Order is created, or when any changes are made to Products, Promotions, Quantities or Pricing are made by a User. Configuring a typical Order with 10 products will, on average, use 10 Aforza Engine API Calls.</p> | API Calls per month | <p>For each active Subscription, 15,000 API Calls will be added to calculate Customer's monthly Permitted Allowance.</p> <p>For example, if Customer has 1,000 active Subscriptions, then Customer's Permitted Allowance is 15,000,000 Aforza Engine API Calls per month.</p> | <p>Customer's usage will be calculated using the monthly aggregate usage of all Customer's licensed users.</p> <p>For example, 1 User may use 50% of Customer's Monthly Permitted Allowance and all other Users may use different / smaller amounts.</p> <p>This Allowance is only considered to have been exceeded when in aggregate the total monthly usage by all of Customer's Users combined exceeds the Permitted Allowance.</p> |



Aforza Insights & Business Intelligence

Additional Terms:

The following terms apply to the purchase and use of any Aforza Insights & Business Intelligence user subscriptions:

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| <p>Definitions:</p> | <p>"Apps" means a logical separator of dashboards, lenses, and datasets in any combination that makes sense for sharing data analyses with Users. Apps are like folders, allowing Users to organise data projects (private and shared) and to control sharing.</p> <p>"Org" or "Organization" means a unique instance of the SFDC Services, i.e. a separate set of Customer Data and Customer-specific SFDC Services customizations held by SFDC in a logically separated database (i.e. a database segregated through password-controlled access).</p> <p>"SFDC Services" means the products or services made available on-line by SFDC. SFDC Services exclude Content and Non-SFDC Applications, including but not limited to applications made available on the AppExchange and the Services.</p> |
| <p>General Terms:</p> | <p>Aforza Insights & Business Intelligence Subscriptions purchased under this Order Form provide enhanced analytics functionality in support of Aforza's services.</p> <p>Unless otherwise detailed in an Order Form, each Aforza Insights & Business Intelligence subscription license includes an embedded CRM Analytics licence from SFDC. Such licenses may be subject to limitations, such as limits on data storage or on the number of calls permitted to make against application programming interfaces. Any limitations specified in the Salesforce documentation are incorporated herein by reference. Customer's use of the Salesforce.com Platform is subject to the terms found at: https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/alliance-agreements-and-terms/Reseller-Pass-Through-Terms.pdf</p> |
| <p>Intended Use:</p> | <p>Subject to and within the limits detailed in Usage Restrictions below, Customer agrees the intended use of Aforza Insights & Business Intelligence is to provide insights into the efficiency and effectiveness of Customer's sales channels, products, pricing and promotions (the "Intended Use").</p> |
| <p>Provisioning.</p> | <p>To use Aforza Insights & Business Intelligence, Customer must have at least one active Aforza subscription installed in their Org. Customer shall only provision Aforza Insights & Business Intelligence licenses to Users that have an active Aforza subscription of Aforza Essentials Edition; Aforza Professional Edition or Aforza Enterprise Edition.</p> |
| <p>Documentation.</p> | <p>Aforza Insights & Business Intelligence includes CRM Analytics services and is subject to Salesforce Services Trust and Compliance documentation, and its usage guides and policies, as updated from time to time, accessible at help.salesforce.com or via login to the applicable Services. For avoidance of doubt, one such documentation is the CRM Analytics (formerly Tableau CRM)</p> |



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| | <p>(including Einstein Discovery and Salesforce Data Pipelines) Trust and Compliance Documentation at https://help.salesforce.com/articleView?id=Trust-and-Compliance-Documentation&language=en_US&type=1</p> <p>The technical limits applied to Aforza Insights & Business Intelligence products are further detailed in CRM Analytics Limits Documentation available and updated from time to time at: https://help.salesforce.com/s/articleView?id=sf.bi_limits.htm&type=5</p> |
| <p>The following terms apply to the Aforza Insights & Business Intelligence Services Subscriptions purchased on an Order Form by Customer:</p> | |
| <p>Product Name:</p> | <p>Product Usage Terms:</p> |
| <p>Aforza Insights & Business Intelligence – Read Only</p> | <p>This product enables Customer to enjoy Aforza’s enhanced Analytics functionality and enables a Dataset Row Storage Allocation of 25 million rows.</p> <p>This product is subject to the following restrictions which are contractual in nature (i.e., the functionality itself has not been disabled technically in the service)</p> <ul style="list-style-type: none"> a) This product may be used only for Read-Only access to prebuilt CRM Analytics Dashboards, Lenses, and Datasets. This product may not be used for any other purpose (including, for example, entering or updating data). b) This product may be used only with Customer Data accessible through licensed Aforza Edition application functionality. c) This product may not be used to create new Dashboards, Datasets or Apps d) This product may not be used with Analytics connectors. e) Users may not access the Analytics API. <p>Customer will assign each Aforza Insights & Business Intelligence – Read Only User a profile that limits access to objects and features in accordance with the above restrictions.</p> <p>To be eligible to use this product, the user must have purchased an Aforza Edition and installed in the applicable org.</p> <p>Aforza will provision to Customer one additional restricted Aforza Insights & Business Intelligence User subscription, at no charge, for the sole purpose of implementing, and facilitating data transfer for, this product (referred to as the “Aforza Insights Integration User”). The Aforza Integration User may not be utilized by Customer.</p> |
| <p>Aforza Insights & Business Intelligence – Growth Edition</p> | <p>This product enables Customer to enjoy Aforza’s enhanced Analytics functionality and enables a Dataset Row Storage Allocation of 100 million rows. Use of this product requires Customer to subscribe to a minimum of 5 users.</p> <p>This product is subject to the following restrictions which are contractual in nature (i.e., the functionality itself has not been disabled technically in the service)</p> <ul style="list-style-type: none"> a) This product may be used by Customer in conjunction with Aforza products and services as described below. For the |

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| | <p>avoidance of doubt, this product may not be used with any functionality other than Aforza functionality, except as explicitly allowed in this product usage term.</p> <ul style="list-style-type: none"> b) This product may only use this product with Customer Data from (i) the namespace of an Aforza product; (ii) the following Salesforce standard objects: Accounts, Activities, Tasks, Calendar, Events, Contacts, Contracts, Documents, Orders, Products, Pricebooks, Ideas, and; (iii) up to 10 additional Customer created custom objects, provided that such custom objects are within the scope of an Aforza product and for use solely with an Aforza product. c) Customer may only use this subscription to upload or access data that is within the scope of an Aforza product and for use solely with an Aforza product. Subject to the foregoing limitation, Customer is allowed the use of 2 connectors as described in the Documentation, limited to Customer may use one Object Store and NoSQL Connector and one Heroku Postgres Connector d) This product may be used only with Customer Data accessible through licensed Aforza Edition application functionality or. e) Customer may not use this subscription to create new Apps. f) Users may not access the Analytics API. <p>Customer will assign each Aforza Insights & Business Intelligence – Read Only User a profile that limits access to objects and features in accordance with the above restrictions.</p> <p>To be eligible to use this product, the user must have purchased an Aforza Edition and installed in the applicable org.</p> <p>Aforza will provision to Customer one additional restricted Aforza Insights & Business Intelligence User subscription, at no charge, for the sole purpose of implementing, and facilitating data transfer for, this product (referred to as the “Aforza Insights Integration User”). The Aforza Integration User may not be utilized by Customer.</p> |
| <p>Aforza Insights & Business Intelligence – Plus Edition</p> | <p>This product enables Customer to enjoy Aforza’s enhanced Analytics functionality and enables a Dataset Row Storage Allocation of 1 billion rows. Use of this product requires Customer to subscribe to a minimum of 10 users.</p> <p>This product is subject to the following restrictions which are contractual in nature (i.e., the functionality itself has not been disabled technically in the service)</p> <ul style="list-style-type: none"> a) This product may be used by Customer in conjunction with Aforza products and services as described below. For the avoidance of doubt, this product may not be used with any functionality other than Aforza functionality, except as explicitly allowed in this product usage term. b) This product may only use this product with Customer Data from (i) the namespace of an Aforza product; (ii) the following Salesforce standard objects: Accounts, Activities, Tasks, Calendar, Events, Contacts, Contracts, Documents, |



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| | <p>Orders, Products, Pricebooks, Ideas, and; (iii) up to 10 additional Customer created custom objects, provided that such custom objects are within the scope of an Aforza product and for use solely with an Aforza product.</p> <ul style="list-style-type: none">c) Customer may only use this subscription to upload or access data that is within the scope of an Aforza product and for use solely with an Aforza product. Subject to the foregoing limitation, Customer is allowed the use of 5 connectors as described in the Documentation.d) This product may be used only with Customer Data accessible through licensed Aforza Edition application functionality.e) Customer may not use this subscription to create new Apps.f) Users may not access the Analytics API.g) During the subscription term, Customer may have up to ten (10) enabled predictions, between Einstein Discovery and Einstein Prediction Builder, deployed per Customer Org. Customer may disable enabled predictions in order to deploy additional predictions, provided Customer does not exceed ten (10) enabled predictions at any time during the subscription term. Customer may only provide a User access to enabled predictions where such User has been assigned an Aforza Insights & Business Intelligence Plus User subscription. <p>Customer will assign each Aforza Insights & Business Intelligence – Read Only User a profile that limits access to objects and features in accordance with the above restrictions.</p> <p>To be eligible to use this product, the user must have purchased an Aforza Edition and installed in the applicable org.</p> <p>Aforza will provision to Customer one additional restricted Aforza Insights & Business Intelligence User subscription, at no charge, for the sole purpose of implementing, and facilitating data transfer for, this product (referred to as the “Aforza Insights Integration User”). User may not be utilized by Customer.</p> |
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Aforza Shield

The following terms apply to the purchase and use of any Aforza Shield products:

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| General Terms | <p>Unless otherwise detailed in an Order Form, a subscription to any of the Aforza Shield products provides Customer with a subscription license to the equivalent Salesforce Shield products provided by SFDC to be used with an Aforza provided Org.</p> <p>The Aforza Shield Service is comprised of Data Detect, Platform Encryption, Event Monitoring and Field Audit Trail. Each of these may be purchased alone or together as a bundle. The specific module(s) provisioned will be as defined in an Order Form.</p> |
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The following terms apply to the Aforza Shield Product purchased:

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| Aforza Shield – Event Monitoring | <p>Aforza Shield – Event Monitoring is incorporated into the Aforza Shield Service and is provided as a Subscription Service that provides monitoring, logging and reporting of security and system related events within the Customer’s Org. Aforza Shield – Event Monitoring service is designed to enhance Customer’s ability to detect, investigate and respond to anomalous or unauthorised activity.</p> <p>In the event that this product uses encryption keys or is used in combination with Platform Encryption, the following terms apply:</p> <ol style="list-style-type: none"> a) Customer is responsible for creating its own customer-managed keys, which is/are used in conjunction with encryption keys created and managed by SFDC as described in the SFDC Services Documentation. b) Customer's customer-managed key is unique to the Customer's Org and to the specific Customer Data to which they apply. Should Customer delete, destroy or misplace a customer-managed key, the encrypted Customer Data is irretrievable unless Customer has previously exported the customer-managed key and then imported such customer-managed key back into the Services. c) Customer is responsible for regularly backing up its customer-managed key and all Customer Data and storing them locally in a safe place. d) In no event shall SFDC have any liability to partner or customer arising from customer's deletion, destruction or misplacement of customer's customer-managed key(s). e) Use of Platform Encryption may restrict the functionality of Service features as further described in the Documentation. f) Customer acknowledges and agrees that key material is not Customer Data and Customer is responsible for the external key service, including but not limited to its high availability, security, key material operation, key material backup, key material exchange, maintenance, troubleshooting along with an acceptable service level agreement, predefined maintenance procedures, and processes to mitigate any potential impact to business continuity. g) Customer's deletion, destruction or misplacement of key material or key service may result in loss of Customer Data and both Aforza and SFDC shall have no liability with respect to such loss and Customer shall not be entitled to any refund, credit, or other compensation. Customer shall actively monitor Customer's key service, keep it error-free, otherwise it will directly impact Customer's Users. |
| Aforza Shield – Data Detect | <p>Aforza Shield – Data Detect is incorporated into the Aforza Shield Service and is provided as a Subscription Service that provides monitoring, logging and reporting of security and system related events within the Customer’s Org. Aforza Shield – Event Monitoring service is designed to enhance Customer’s ability to detect, investigate and respond to anomalous or unauthorised activity.</p> |
| Aforza Shield -360 Privacy Centre | <p>Aforza Shield – 360 Privacy Centre is incorporated into the Aforza Shield Service and is provided as a Subscription Service that provides monitoring, logging and reporting of security and system related events within the Customer’s Org. Aforza Shield – Event Monitoring service is designed to enhance Customer’s ability to detect, investigate and respond to anomalous or unauthorised activity.</p> |
| Aforza Shield – Field Audit Trail | <p>Aforza Shield – Field Audit Trail is incorporated into the Aforza Shield Service and is provided as a Subscription Service that provides monitoring, logging and reporting of security and system related events within the Customer’s Org. Aforza Shield – Event Monitoring service is designed to enhance Customer’s ability to detect, investigate and respond to anomalous or unauthorised activity.</p> |



Aforza Digital Commerce

The following terms apply to the purchase and use of any Aforza Digital Commerce products:

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| <p>Definitions:</p> | <p>“Order” means a record of the order object that is created, modified, and processed using Aforza’s standard pricing, promotion or segmentation engines before entering Customer’s order fulfillment system.</p> <p>“Org” or “Organization” means a unique instance of the SFDC Services, i.e. a separate set of Customer Data and Customer-specific SFDC Services customizations held by SFDC in a logically separated database (i.e. a database segregated through password-controlled access).</p> |
| <p>General Terms:</p> | <p>Use of this product requires that Customer subscribe to an Aforza Edition product.</p> <p>Unless otherwise detailed in an Order Form, each Aforza Digital Commerce subscription includes embedded Customer Community Plus licence from SFDC. Such licenses may be subject to limitations, such as limits on data storage or on the number of calls permitted to make against application programming interfaces. Any limitations specified in the Salesforce documentation are incorporated herein by reference. Customer’s use of the Salesforce.com Platform is subject to the terms found at: https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/alliance-agreements-and-terms/Reseller-Pass-Through-Terms.pdf</p> |

The following terms apply to the Aforza Digital Commerce Product purchased:

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| <p>Aforza Digital Commerce – Named User</p> | <p>Subscriptions to Aforza Digital Commerce may not be purchased for use by Customer employees or other personnel of Customer. Customer shall assign each member User a User profile or permission set that permits access to no more than 10 custom objects in the applicable community.</p> <p>Each Aforza Digital Commerce - Named User subscription license entitles Customer to 10 Orders per month. Customer’s monthly Digital Commerce Order entitlement is measured in aggregate of all Aforza Digital Commerce subscription licenses at an Org level.</p> <p>Customer understands that the above limitation is contractual in nature (i.e., this limitation is not enforced in the Services as a technical matter) and therefore agrees to strictly review its Users’ use of such subscriptions and enforce such limitation. SFDC may review Customer’s use of such subscriptions at any time through the Services.</p> |
| <p>Aforza Digital Commerce – Monthly Login</p> | <p>Aforza will provision 20 User subscriptions for each of the Permitted Number of Monthly Logins; subject, however, to the limitations on the aggregate number of User subscriptions per Org set forth in the Documentation (“Permitted Users”). Each Self-Serve Monthly Login subscription entitles the Permitted Users access to all such Communities with the same Org up to the number logins per</p> |



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| | <p>calendar month ordered (the "Permitted Number of Monthly Logins"). Subject to any restrictions set out in an Order Form and notwithstanding anything to the contrary in the applicable Documentation, each such Self-Serve Monthly Login subscription allows for a maximum of 10 API Requests per 24-hour period for an Org.</p> <p>Unused Monthly Logins are forfeited at the end of each anniversary of the Order Start Date hereunder or the Order End Date, whichever occurs first, and do not roll over to subsequent months. The beginning and end of each calendar month will conform with U.S. Pacific Time.</p> <p>Each Aforza Digital Commerce – Monthly Login subscription license entitles Customer to 2 Orders per month. Customer's monthly Digital Commerce Order entitlement is measured in aggregate of all Aforza Digital Commerce subscription licenses at an Org level.</p> <p>Customer understands that the above limitations is contractual in nature (i.e., this limitation is not enforced in the Services as a technical matter) and therefore agrees to strictly review its Users' use of such subscriptions and enforce such limitation. SFDC may review Customer's use of such subscriptions at any time through the Services.</p> |
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Aforza Studio

The following terms apply to the purchase and use of any Aforza Studio products:

In the event Customer connects Aforza Studio to an Aforza Edition Org, Customer accepts that Customer Data will be transmitted securely outside the Salesforce Platform to Aforza Studio, which is hosted by Google Cloud Platform. Aforza has implemented and will maintain appropriate security measures based on industry best practices as well as administrative, physical, and technical safeguards for protection of the security, confidentiality and integrity of Customer Data.

The following terms apply to the purchase and use of any Aforza Studio products:

| Product Name: | Product Usage Terms: | | |
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| Aforza Studio Base Platform | Use of any Aforza Studio product requires that Customer purchases Aforza Studio Base Platform. In order to connect Aforza Studio to an instance of Aforza Edition, Customer must have purchased Aforza Consumer Goods Base Platform or Aforza Studio Connector. | | |
| | Aforza Studio Base Platform includes the following capabilities: | | |
| | Allowance: | Included with Aforza Studio Base Platform: | |
| | Storage: | 1 TB | |
| | Workflows: | up to 10 workflows | |
| | Watermarked Images: | up to 10,000 images per month | |
| | The following additional usage terms apply to Customer's use of Aforza Studio: | | |
| | Functionality: | Description: | Limit: |
| | File Size: | A single file uploaded to the Aforza Studio service. | 1GB Per File |
| | Bandwidth Fair Usage: | How much a single user is allowed to download and upload in a single month. A soft cap that we reserve the right to enforce if needed. This is equivalent to downloading 35,000 photos at 5MB each. | 175GB Per User Per Month |
| Aforza Studio Malicious Files: | Aforza reserves the right to identify and quarantine malicious files that pose a security or stability risk to Aforza Studio. A malicious file might be one containing a virus flagged by our automated protection. | 0 Malicious Files Allowed | |
| API Calls | Calls made to the Aforza Studio API | 1,000 calls per Month | |



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| <p>Aforza Studio Internal User</p> | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform and either b) Aforza Consumer Goods Base Platform or c) Aforza Studio Connector.</p> <p>The Aforza Studio User license entitles the assigned User to use the Aforza Studio Base Platform and any Aforza Studio Application Licenses purchased by Customer.</p> <p>Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> | |
| <p>Aforza Studio Vision - User License</p> | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform, b) Aforza Studio Internal Users and either c) Aforza Consumer Goods Base Platform or d) Aforza Studio Connector.</p> <p>The Aforza Studio Vision – User License entitles the licensed User to use Aforza Studio Vision on an asset created in Aforza Studio and is subject to Customer’s contractual limits for Aforza Studio Workflows and Storage.</p> <p>Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> | |
| <p>Aforza Studio Vision - Usage License</p> | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform, b) Aforza Studio Internal Users and either c) Aforza Consumer Goods Base Platform or d) Aforza Studio Connector.</p> <p>The Aforza Studio Vision - Usage License entitles Customer to process up to the monthly image volume specified in the applicable Order Form using Aforza Studio Vision. Each image submitted for processing constitutes one unit of usage. Unused monthly volume does not roll over.</p> <p>This product is subject to Customer’s contractual limits for Aforza Studio Workflows, Storage and API usage (where applicable).</p> <p>For the avoidance of doubt, any existing subscriptions to “Aforza Studio Vision” under an active Order Form shall be deemed to refer to the User Licence model described above. The introduction of the Usage Licence model does not amend, restate or otherwise modify the rights or obligations applicable to any existing subscription to Aforza Studio Vision.</p> <p>Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> | |
| <p>Aforza Studio - Sandbox</p> | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform, b) Aforza Studio Internal Users and either c) Aforza Consumer Goods Base Platform or d) Aforza Studio Connector.</p> | |
| | <p>Allowance:</p> | <p>Included with Aforza Studio - Sandbox:</p> |
| | <p>Users: Storage: Workflows: Watermarked Images:</p> | <p>10 1 GB up to 10 workflows up to 500 images per month</p> |



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| | <p>Aforza Studio – Sandbox subscriptions are for testing and development use only, and not for production use. Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |
| Aforza Studio - Workflows | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform, b) Aforza Studio Internal Users and either c) Aforza Consumer Goods Base Platform or d) Aforza Studio Connector.</p> <p>The Aforza Studio Workflow license entitles Customer to an additional 5 active workflows for use within one Aforza Studio instance, unless the applicable Order Form specifies the product as “Aforza Studio – Workflows (x)”, in which case the number stated represents the total number of active workflows permitted for use within Customer’s applicable Aforza Studio instance. Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |
| Aforza Studio – Watermarking +10k | <p>This product increases Customer entitlement to perform watermarking on an additional 10,000 images per month.</p> |
| Aforza Studio Connector | <p>This product entitles Customer to connect an Aforza Studio instance to one of either a) an Aforza Editions instance or b) Customer’s instance with SFDC Services purchased directly from Salesforce.</p> |
| Aforza Studio - External Application Connector | <p>Use of this product requires that Customer subscribe to the following products: a) Aforza Studio Base Platform, b) Aforza Studio Internal Users and either c) Aforza Consumer Goods Base Platform or d) Aforza Studio Connector.</p> <p>The Aforza Studio Application Connector license entitles Customer to connect an Aforza Studio instance to the named 3rd party technology partner specified in the line item of an Order Form. The named 3rd party technology must be licensed directly by Customer.</p> <p>Options for this capability are Microsoft Teams; Neurolabs; Parallel Dots; Slack; Salesforce; WhatsApp.</p> <p>Aforza’s rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> |
| Aforza Studio - Additional File Storage | <p>Use of this product requires that Customer subscribe to the Aforza Studio Base Platform product.</p> <p>This product increases Customer’s storage allowance in Aforza Studio by 1TB.</p> |



Aforza Vertical AI (“Ava”)

The following terms apply to the purchase and use of any Aforza AI products:

In the event Customer purchases and uses Aforza Vertical AI (“Ava”), Customer accepts that Customer Data will be transmitted securely outside the Salesforce Platform to Ava, which is hosted on Google Cloud and Open AI. Aforza has implemented and will maintain appropriate security measures based on industry best practices as well as administrative, physical, and technical safeguards for protection of the security, confidentiality and integrity of Customer Data.

Definitions:

“Agent” means a goal-orientated, autonomous AI assistant that performs tasks and business interactions. An Agent can initiate and complete a sequence of tasks on behalf of a user, handle natural language conversations, and securely provide relevant answers drawn from business data.

“Agent Storage” means the combined storage available for files to be accessed by an Agent.

“Message” means a unit of measure for the usage of an Ava Agent. A Message may be textual or otherwise and encompass all forms and formats of communication submitted by Customer during an interaction.

“Permitted Allowance” means the maximum quantity of usage (e.g., messages, claims, users, or other metrics) included in a subscription to a product or feature, as defined in the applicable Order Form, this Product Terms Director, or Fair Usage Policy.

“Prompt Library” means the pre-packaged prompts made available by Aforza that are sent to an AI Agent. Additional to the Prompt Library, Customer may create their own prompts.

“Ava Use Case Product” means an Aforza product subscription that entitles the Customer to use the Ava Platform solely for a named and predefined Ava Use Case. Each Ava Use Case Product includes: (i) access to the relevant subset of Ava Agents; and (ii) the Ava configurations, prompts and functionality required to execute the named use case, as made available by Aforza during the Customer’s subscription.

The entitlement to Ava Agents under an Ava Use Case Product is restricted to those agents designated by Aforza as necessary or available to perform the named Ava Use Case. Use of Ava Agents outside the scope of a purchased Ava Use Case Product or beyond the permitted Agent entitlements requires a separate subscription. The Ava Use Case Product does not include entitlements to use Ava functionality for any purpose other than the named use case unless otherwise agreed in an Order Form.

Each Ava Use Case Product is priced and provisioned independently and must be purchased separately for each named Use Case.

“Ava Fair Usage Policy” means a Permitted Allowance of 500 Messages per User per month, or for Ava for Digital Commerce, 50 Messages per User per month. Customer’s usage will be calculated



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| | <p>using the monthly aggregate usage of all Customer’s licensed Users. The Ava Fair Usage Policy is only considered to have been exceeded when the monthly aggregate usage by all of Customer’s Users exceeds the Permitted Allowance. A “use it or lose it” approach applies to Customer’s Permitted Allowance. At the end of each month or an Order Term, any unused Messages may not be transferred to the following month or a new or extended Order Term. Usage in excess of the Permitted Allowance may constitute an unauthorized use and is subject to the terms and remedies defined in the “Unauthorized Use and Remedies” section of this document.</p> |
| <p>Product Name:</p> | <p>Product Usage Terms:</p> |
| <p>Ava for Commerce</p> | <p>Ava for Commerce is an Ava Use Case Product.</p> <p>To use Ava for Commerce Customer must have purchased a valid subscription to the relevant underlying products (eg Aforza Consumer Goods Base Platform, Aforza Digital Commerce, Essentials, Professional or Enterprise Edition).</p> <p>If purchased under Aforza’s ISVForce Agreement, this product may be purchased as “Ava for Commerce (ISV)” and Aforza’s ISVForce Agreement terms specified below will apply.</p> <p>The scope of functionality permitted for an Ava for Commerce subscription is up to 10 Ava Custom Agents.</p> <p>Ava for Commerce may only be used to interact with objects and features that are explicitly included in the Customer’s subscribed Edition as defined by the Edition terms in this Product Terms Directory; in an Order Form, or, if purchased under Aforza’s ISVForce Agreement, in the applicable SFDC Services. Ava for Commerce shall be limited and operate strictly within the bounds of functionality licensed by the Customer.</p> <p>Ava for Commerce is licensed on a named User basis unless stated otherwise in an Order Form. Except when purchased under Aforza’s ISVForce Agreement, Customer must purchase Ava for Commerce Subscriptions in a 1:1 ratio with the number of Aforza Edition or Aforza Studio User Subscriptions provisioned and designated for Commerce use.</p> |
| <p>Ava Retail Execution</p> | <p>Ava Retail Execution is an Ava Use Case Product.</p> <p>To use Ava Retail Execution Customer must have purchased a valid subscription to the relevant underlying products (eg Aforza Base Platform and Aforza Essentials, Professional or Enterprise Edition).</p> <p>The scope of functionality available to Ava Retail Execution is determined by the capabilities of the underlying Aforza Edition license. Ava Retail Execution may only be used to interact with objects and features that are explicitly included in the Customer’s subscribed Edition as defined by the Edition terms in this Product Terms Directory or in an Order Form. For example, if Customer holds a subscription to Aforza Essentials Edition, Ava Retail Execution may not be used to create, read, update, or delete Orders or Promotions or any other feature not included in the Essentials Edition entitlement. Ava Retail Execution shall operate strictly within the</p> |



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| | <p>bounds of functionality licensed under the corresponding Aforza Edition subscription.</p> <p>Ava Retail Execution is licensed on a per named User basis. Customer must purchase Ava Retail Execution User Subscriptions in a 1:1 ratio with the number of Aforza Edition or Aforza Studio User Subscriptions provisioned and designated for Retail Execution use. Where Ava Retail Execution is provisioned for a subset of Users, Customer must strictly segregate those users by assigning and enforcing a unique profile. No shared usage of Ava Retail Execution across Edition or Studio Users is permitted.</p> <p>Customer's use of Ava Retail Execution is subject to the Ava Fair Usage Policy and Aforza's Artificial Intelligence Acceptable Use Policy. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> |
| Ava Trade Promotion Management | <p>Ava Trade Promotion Management is an Ava Use Case Product.</p> <p>To use Ava Trade Promotion Management, Customer must have purchased a valid Aforza Edition product subscription.</p> <p>Ava Trade Promotion Management subscriptions are licensed on a per Customer Market basis. A "Customer Market" means a distinct and separately managed operation of the Customer's business, defined either (i) geographically (e.g., by country or territory), or (ii) by a combination of geography and business unit (e.g., Business Division, Subsidiary, or Strategic Business Unit), as specified in the applicable Order Form.</p> <p>Customer must purchase one Ava Trade Promotion Management subscription for each Customer Market using the Ava Trade Promotion Management Use Case.</p> <p>A 1:1 ratio must be maintained between Ava Trade Promotion Management designated Customer Markets.</p> <p>Where more than one Ava Trade Promotion Management subscription is purchased, Customer must strictly segregate the associated Aforza Edition Users for each Customer Market by assigning and enforcing a unique profile. No shared or pooled usage of Ava Trade Promotion Management across Customer Markets is permitted.</p> <p>Ava Trade Promotion Management subscriptions must be purchased in accordance with the revenue of each Customer Market, as measured on an annual basis:</p> <p>Small Market: less than USD \$750 million in annual revenue</p> <p>Medium Market: USD \$750 million to \$2 billion in annual revenue</p> <p>Large Market: USD \$2 billion to \$7 billion in annual revenue</p> <p>Extra Large Market: greater than USD \$7 billion in annual revenue</p> |



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| | <p>Customer must disclose and certify the applicable revenue tier for each Customer Market in the Order Form at the time of purchase.</p> <p>If, during the Subscription Term, the annual revenue of any Customer Market using Ava Trade Promotion Management exceeds the declared revenue tier by more than 20%, Customer must promptly notify Aforza of the change. Alternatively, Aforza may notify Customer if it reasonably believes such threshold has been exceeded. Upon such notice, Customer shall, within thirty (30) days, validate the current revenue of the relevant Customer Market by providing appropriate documentation or certification.</p> <p>Following validation (whether in response to Aforza's notice or self-declared), Customer must purchase the applicable higher-tier Ava Trade Promotion Management subscription for that Customer Market within ninety (90) days. The upgraded tier shall apply prospectively for the remainder of the current Subscription Term unless otherwise agreed in the applicable Order Form.</p> <p>Customer's use of Ava Trade Promotion Management is subject to the terms of the Ava Fair Usage Policy and Aforza's Artificial Intelligence Acceptable Use Policy incorporated within this document. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> |
| Ava Claims Management | <p>Ava Claims Management is an Ava Use Case Product.</p> <p>Ava Claims Management enables automated creation, approval, and rejection of claims using Ava Agents. Use of Aforza Claims Management requires that Customer subscribe to a minimum quantity of 1 Ava Claims Processing subscription.</p> <p>Ava Claims Management is licensed as an annual subscription and may include Aforza Edition and Digital Commerce Users as defined on an Order Form.</p> <p>Customer must purchase a sufficient quantity of Ava Claims Processing entitlements to match the forecasted volume of claims to be processed using Ava Claims Management during the Subscription Term. Claims processed using Ava Claims Management without a corresponding Ava Claims Processing entitlement shall be deemed an unauthorized use and subject to the terms of the "Unauthorized Use and Remedies" section of this document.</p> <p>If Customer exceeds either the claims allowance or pooled messages allowance in any given month, Customer must purchase the Ava Claims Processing product described below. Claims processed in excess of the Fair Usage Allowance without an active Ava Claims Processing entitlement shall be deemed an unauthorized use and subject to the terms of the "Unauthorized Use and Remedies" section of this document.</p> <p>Ava Claims Management includes AI agents that operate in an agentic capacity to automate workflows related to claims processing. These agents may make determinations on the creation, approval, or rejection of claims based on structured prompts, predefined configurations, and data made available by Customer.</p> |



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| | <p>Customer remains solely responsible for reviewing, validating, and overseeing outputs generated by Ava Agents. Use of Ava Claims Management does not constitute a replacement for any legally mandated human oversight, internal control, or audit function.</p> <p>In purchasing this product, Customer acknowledges that Ava Agents operate based on the data and configuration provided by Customer and that Aforza does not warrant the accuracy, completeness, or legal sufficiency of any claim-related decisions made by Ava Claims Management. Aforza disclaims any liability for Customer's use of Ava outputs in regulatory filings, financial statements, or contractual correspondence.</p> <p>Customer is solely responsible for ensuring compliance with applicable laws and industry regulations in the jurisdictions where Ava Claims Management is used.</p> <p>Customer's use of Ava Claims Management is subject to the Ava Fair Usage Policy and Aforza's Artificial Intelligence Acceptable Use Policy incorporated within this document.</p> | | | | | | |
| <p>Ava Claims Processing</p> | <p>Ava Claims Processing is an Ava Use Case Product and requires that Customer Purchases an Ava Claims Management subscription.</p> <p>Ava Claims Processing is an add-on product to Ava Claims Management that determines the monthly volume of Claims that Customer is entitled to process using Ava Claims Management.</p> <p>Each unit of Ava Claims Processing entitles Customer to process up to an additional 1,000 claims per calendar month using Ava. Ava Claims Processing is sold separately on a per-unit, per-year basis and must be purchased in advance of use.</p> <p>Unused processing entitlements from one month do not roll over to future months. The monthly processing capacity is cumulative across all purchased units in a given month (e.g., 3 units = 3,000 additional claims/month).</p> <p>Customer's use of Ava Claims Processing is subject to the Aforza Artificial Intelligence Acceptable Use Policy. Aforza's rights and remedies under the "Unauthorized Use and Remedies" section apply in full.</p> | | | | | | |
| <p>Aforza Ava - Sandbox</p> | <p>Use of this product requires that Customer subscribe to the following products: an Ava Use Case Product or the Ava Base Platform & Agent(s). Each Aforza Ava – Sandbox purchased shall be provisioned with the Ava Use Case Product(s) or Ava Products purchased by Customer.</p> <table border="1" data-bbox="593 1727 1396 1861"> <tr> <td data-bbox="593 1727 997 1794">Allowance:</td> <td data-bbox="997 1727 1396 1794">Included with Aforza Ava - Sandbox:</td> </tr> <tr> <td data-bbox="593 1794 997 1861">Users:</td> <td data-bbox="997 1794 1396 1861">5</td> </tr> <tr> <td data-bbox="593 1861 997 1989">Storage:</td> <td data-bbox="997 1861 1396 1989">1 GB</td> </tr> </table> <p>Aforza Ava – Sandbox subscriptions are for testing and development use only, and not for production use. Aforza's rights and remedies in the Unauthorized use and Remedies clause below apply to this product.</p> | Allowance: | Included with Aforza Ava - Sandbox: | Users: | 5 | Storage: | 1 GB |
| Allowance: | Included with Aforza Ava - Sandbox: | | | | | | |
| Users: | 5 | | | | | | |
| Storage: | 1 GB | | | | | | |



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| Ava Base Platform | <p>With the exception of Ava Use-Case Products, use of any of the following Ava products in this section requires that Customer purchases an Ava Base Platform subscription. In order to connect Ava to Aforza’s products, Customer must have purchased Aforza Consumer Goods Base Platform; Aforza Studio Base Platform or Aforza Studio Connector subscriptions.</p> <p>Ava Base Platform includes the Ava Web App accessed via ava.aforza.com and Ava Mobile App (available via the Apple App Store or Google Play); the Prompt Library; Chat History; a monthly usage allowance of 25,000 Messages; 10GB of Agent Storage. A “use it or lose it” approach applies to Customer’s monthly Message allowance. At the end of each month or an Order Term, any unused Messages may not be transferred to the following month or a new or extended Order Term.</p> <p>Customer’s use of the Ava Base Platform is subject to the terms of the Aforza Artificial Intelligence Acceptable Use Policy incorporated within this document. Aforza’s rights and remedies set out in the “Unauthorized Use and Remedies” section of this document apply in full to this product.</p> |
| Ava Additional Messages | <p>Use of Ava Additional Messages requires that Customer has an active subscription for Ava Base Platform or Ava Commercial Coach.</p> <p>Ava Additional Messages provides Customer an additional 25,000 Messages per month. A “use it or lose it” approach applies to Customer’s monthly Message allowance. At the end of each month or an Order Term, any unused Messages may not be transferred to the following month or a new or extended Order Term.</p> <p>The use of the Ava Additional Messages is subject to Aforza’s Artificial Intelligence Acceptable Use Policy. Aforza’s rights and remedies set out in the “Unauthorized Use and Remedies” section of this document apply in full to this product.</p> |
| Ava Account Agent | <p>Ava Account Agent assists users in retrieving detailed information about accounts and related activities such as search accounts, view customer details and providing general guidance on account details.</p> <p>The use of the Ava Account Agent is subject to Aforza’s Artificial Intelligence Acceptable Use Policy. Aforza’s rights and remedies set out in the “Unauthorized Use and Remedies” section of this document apply in full to this product.</p> |
| Ava Visit Agent | <p>Ava Visit Agent assists users in scheduling visits with customers and visit related activity including viewing schedules, creating and updating visits, creating notes and providing guidance on visit priorities.</p> <p>The use of the Ava Visit Agent is subject to Aforza’s Artificial Intelligence Acceptable Use Policy. Aforza’s rights and remedies set out in the “Unauthorized Use and Remedies” section of this document apply in full to this product.</p> |
| Ava Sales Agent | <p>Ava Sales Agent assists users by providing sales guidance and sales related activity including creating orders, predicting orders, viewing order history, the product catalog and displaying order details.</p> |



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| | <p>The use of the Ava Sales Agent is subject to Aforza's Artificial Intelligence Acceptable Use Policy. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> |
| Ava Promotion Agent | <p>Ava Promotion Agent assists users by analysing promotion performance, performing scenario modelling, planning and creating new promotions, finding eligible promotions and providing details on existing promotions.</p> <p>The use of the Ava Promotion Agent is subject to Aforza's Artificial Intelligence Acceptable Use Policy. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> |
| Ava Custom Agent | <p>Ava Custom Agent is an Agent that has a dedicated specialization aligned with a single focus area. Each Ava Custom Agent may be configured to provide information, guidance, and perform tasks relevant to its defined role (the "Dedicated Specialization"). Each Ava Custom Agent purchased increases the customer's Agent Storage allocation by 1GB</p> <p>Dedicated Specialization Requirement:</p> <ul style="list-style-type: none">• The configuration of an Ava Custom Agent is limited to a single Dedicated Specialization.• If a customer requires support for multiple Dedicated Specializations, a separate Ava Custom Agent must be purchased for each Dedicated Specialization. An Ava Custom Agent may not be configured to support multiple Dedicated Specialization.• Ava Custom Agent may be reconfigured to serve a different Dedicated Specialization, but any such reconfiguration requires a reset of previous configurations. <p>The use of Ava Custom Agents is subject to the Ava Fair Usage Policy and Aforza's Artificial Intelligence Acceptable Use Policy. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> |



Aforza Bridge

The following terms apply to the purchase and use of any Aforza Bridge products:

In the event Customer purchases an Aforza Bridge Platform subscription, Customer accepts that Customer Data will be transmitted securely outside the Salesforce Platform to the Aforza Bridge Platform, which is hosted on the Workato Embedded Platform. Customer further acknowledges that Customer Data will be processed by the Aforza Bridge Platform and securely transmitted to Customer's designated target application(s), as expressly defined in the applicable Aforza Bridge Technical Order Form.

Customer acknowledges that Aforza does not control, operate, or manage Customer's designated target application(s), and that Customer is solely responsible for the security, configuration, and ongoing operation of such target application(s).

Aforza has implemented and will maintain appropriate security measures based on industry best practices as well as administrative, physical, and technical safeguards for protection of the security, confidentiality and integrity of Customer Data.

Customer's purchase and use of any Aforza Bridge product subscriptions constitutes Customer's acknowledgement and acceptance of Workato, Inc being engaged by Aforza as a Sub-Processor and incorporated into the List of acknowledged Supplier Sub-Processors in the Agreement.

Definitions:

"Aforza Bridge Tasks" means a discrete unit of processing, workflow execution, or platform activity as defined in the documentation.

"Platform Assets" means the assets, integrations, automations, recipes, templates, workflows, and other components designed, configured, created, or used in the delivery of any Aforza Bridge product and made available to Customer via a subscription to the Aforza Bridge Platform.

"Distributor" means a third-party that purchases, resells, or distributes a manufacturer's products to trade or retail channels.

"Distributor Branch" means any physical location operated by a distributor for the storage, handling, or movement of inventory, including its onward distribution

"Retailer" means a third-party that purchases products from a manufacturer or distributor for resale to end consumers.

"Process Flow" means any combination of Platform Assets used to support the integration and automation of data between Customer's designated system for a specific business purpose as defined in a technical order form or similar document and Customer's instance of Aforza via Aforza Bridge. Process Flows may be pre-built by Aforza, custom built or any variation thereof.

"Aforza Bridge Technical Order Form" means the set of technical information agreed in writing between Aforza and Customer describing the configuration details of Process Flow(s) that may be configured on the Aforza Bridge Platform, including connection parameters or data mappings.



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| <p>Aforza Bridge Task Allowance & Monitoring</p> | <p>Aforza Bridge Tasks are purchased as a fixed annual allowance starting on the Order Start Date as specified in the applicable Order Form ("Purchased Task Quantity"). All Tasks are counted as billable based on the annual allowance limit across all Customer's Aforza Bridge environments. Unused Aforza Bridge Tasks expire and do not roll over at the end of each annual 12 month period.</p> <p>Aforza may conduct usage analysis on the actual Aforza Bridge Tasks used by Customer against the Purchased Task Quantity (the "True Up") at any time during the subscription term. If the True Up reveals that Customers actual usage exceeds the total quantities purchased by Customer, Customer will be required to purchase additional Aforza Bridge Tasks to account for its excess use. Aforza will issue a new Order Form and any additional product quantities so purchased will be coterminous with the existing Order Form. Customer agrees to pay for such excess use in accordance with the payment terms in the Agreement.</p> | |
| <p>Product Name:</p> | <p>Product Usage Terms:</p> | |
| <p>Aforza Bridge Platform</p> | <p>Customer's subscription to the Aforza Bridge Platform includes the provisioning of Customer as a tenant on the Aforza Bridge Platform with 1 Aforza Bridge production and 1 Aforza Bridge test environment.</p> <p>The Aforza Bridge Platform subscription includes the following additional features and allowances:</p> <ul style="list-style-type: none"> - 1 end-point connector to Customer's instance of Aforza. - Aforza Premier Support. - Aforza Managed Service (8 hours / month). - Aforza Bridge Tasks (as specified in an Order Form). <p>Aforza Premier Support and Aforza Managed Service is provided exclusively in support of Customer's purchase of Aforza Bridge products and may not be used or transferred to other products. Aforza's rights and remedies set out in the "Unauthorized Use and Remedies" section of this document apply in full to this product.</p> | |
| <p>Aforza Bridge Add-On Subscriptions</p> | <p>Product Name:</p> | <p>Product description:</p> |
| | <p>Additional Aforza Bridge Tasks</p> | <p>This product increases Customer's Purchased Task Quantity by the quantity of Aforza Bridge Tasks purchased in an Order Form.</p> |
| | <p>Aforza Bridge Portal (+1 User)</p> | <p>This product increases Customer's user allowance to access the Aforza Bridge Portal by 1 User.</p> |
| | <p>Aforza Bridge Bulk Data Processing</p> | <p>This product entitles Customer to store data in Aforza Bridge, transform data and process large files.</p> |
| <p>Aforza Bridge Fair Usage Terms</p> | <p>Customer acknowledges that use of the Aforza Bridge Platform involves the execution of integrations, automations, and Process Flows which consume underlying platform resources. Customer's use of the Aforza Bridge Platform is therefore subject to a fair usage policy ("Fair Usage Policy") intended to ensure reasonable and proportionate use of the</p> | |



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| | <p>Aforza Bridge Platform within the allowances purchased by Customer.</p> <p>The applicable Fair Usage Policy limits, including any usage thresholds or allowances is defined in these Product Terms, the applicable Order Form, Statement of Work, or Aforza Bridge Technical Order Form, and shall apply on a cumulative basis across the relevant Aforza Bridge subscriptions unless expressly stated otherwise.</p> <p>Notwithstanding any provision in these Product Terms, where Aforza reasonably determines that Customer's use of the Aforza Bridge Platform materially exceeds the applicable Fair Usage Policy, Aforza shall notify Customer and the parties shall discuss in good faith appropriate measures to address such usage, which may include optimisation of Process Flows, modification of integration design, or agreement on revised commercial terms.</p> |
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Aforza Success Plans

Aforza Success Plans will be provided to Customer in accordance with this description:

Aforza's Success Plans incorporate different levels of support and include Aforza's Standard Support service, Aforza's Premier Support service and Aforza's Managed Service. These are collectively defined as the "Success Plans" or individually as a "Success Plan".

Customers who have purchased Aforza Professional Edition or Aforza Enterprise Edition will receive Aforza's Standard Support service as part of the Service Subscription they have purchased. Aforza Essentials Edition provides Customers with access to the Aforza Success Community Portal but does not include Aforza Standard Support Service.

In addition to Aforza Standard Support, Customers may elect to purchase Aforza Premier Support or Aforza Managed Service.

Success Plans do not include implementation of the Services. Success Plans are for ongoing support and administration of the Services after the Services have been implemented and shall not result in a transfer or assignment of intellectual property rights between the parties.

The terms and conditions of each Success Plan are detailed below. Capitalised terms used but not defined below shall have the meaning subscribed to them in the agreement or Order Form under which the Success Plan has been purchased.

Aforza Success Plans are only available in English.

Designated Contacts.

Designated Contacts are Users identified by Customer as primary liaisons between Customer and Aforza for coordination and management of a Success Plan. Customer shall identify and maintain at least one (1) Designated Contact.

Customers' Designated Contacts shall be responsible for:

1. Overseeing Customer's Success Plan support case activity
2. Developing and deploying troubleshooting processes within Customer's organization
3. Resolving password reset, username and lock out issues for Customer, and
4. Requesting Success Plan cases.
5. Configuring and maintaining a minimum of 1 Admin User Subscription to Customer's Organisation as instructed by Aforza for the exclusive use by Aforza's Managed Service Team (Managed Service Customer's only).

Customer shall ensure that Designated Contacts:

1. Have completed, at a minimum, the basic SFDC Services administration trail on Trailhead (trailhead.salesforce.com) currently titled "Admin Beginner" which is available at no additional charge.
2. Are knowledgeable about the Services in order to help resolve, and to assist Aforza in analysing and resolving, technical issues, and
3. Have a basic understanding of any problem or requirement that is the subject of a case, and if necessary, the ability to reproduce the problem in order to assist Aforza in diagnosing and triaging it.



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| <p>Cooperation & Reproducing Errors.</p> | <p>Aforza must be able to reproduce errors in order to resolve them. Customer agrees to cooperate and work closely with Aforza to reproduce errors, including conducting diagnostic or troubleshooting activities as reasonably requested and appropriate. Also, subject to Customer's approval on a case-by-case basis, Designated Contacts or Users may be asked to provide remote access to their salesforce.com account, mobile device and/or desktop system for troubleshooting purposes.</p> | |
| <p>Escalation & Severity Levels.</p> | <p>Reproducible errors that cannot promptly be resolved will be escalated to higher support tiers for further investigation and analysis. Issues will be categorized and handled according to an assigned severity level. The case severity level will be categorized to an assigned severity level and handled as follows:</p> | |
| | <p>Severity Level</p> | <p>Description and Examples</p> |
| | <p>Level 1 – Critical</p> | <p>Critical production issue affecting all users, including system unavailability and data integrity issues with no workaround available.</p> |
| | <p>Level 2 – Urgent</p> | <p>Major functionality is impacted or significant performance degradation is experienced. Issue is persistent and affects many users and/or major functionality. No reasonable work around is available. Also includes time-sensitive requests such as requests for feature activation or a data export.</p> |
| | <p>Level 3 – High</p> | <p>System performance issue or bug affecting some but not all users. Short-term workaround is available, but not scalable.</p> |
| | <p>Level 4 – Medium</p> | <p>Inquiry regarding a routine technical issue; information requested on application capabilities, navigation, installation or configuration; bug affecting a small number of users. Reasonable workaround available. Resolution required as soon as reasonably practicable.</p> |



| Product Name: | Product Usage Terms: |
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| Aforza Standard Support | <p>Aforza Standard Support Service will be provided to Customer's Designated Contacts in accordance with this description.</p> <p>General Terms. Aforza's Standard Support Service will be provided at no additional charge to Aforza Customers who have an active subscription of Aforza's Professional Edition or Enterprise Edition Service Subscriptions. Support is available on weekdays, excluding holidays, during UK business hours. Designated Contacts must submit requests via the Aforza Success Community Portal or by email to support@aforza.com. Upon email submission, Designated Contacts will be asked to provide their company name, contact information and the reason for their query. Each request will be assigned a unique case number. An Aforza Customer Success Support Representative will use commercially reasonable efforts to contact the Designated Contact within two (2) business days and will use commercially reasonable efforts to promptly resolve each case. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in Aforza's reasonable determination.</p> <p>Submitting a Case. Designated Contacts may submit a request in English in any of the following ways:</p> <ol style="list-style-type: none">1. By logging into the Aforza Success Community Portal at https://success.aforza.com and raising a case.2. By sending an email to support@aforza.com <p>Excluded Items. Aforza's Standard Support service does not include any of the following:</p> <ul style="list-style-type: none">• Assistance with Salesforce password resets. Users should click the "Forgot your password?" link on the login page or contact their system administrator;• Assistance with Salesforce username. Users should contact their system administrator;• Assistance in developing or configuring User-specific customizations;• Assistance with Salesforce lockouts due to incorrect login attempts. Users should contact their system administrator to unlock the account, or wait for the lockout period to expire;• Assistance with non-Aforza products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems;• Assistance with SFDC AppExchange applications, whether authored by SFDC, Customer or a third party; or• Assistance with installation or configuration of hardware, including mobile devices, computers, hard drives, networks or printers.• Creation or testing of custom code, including SOQL queries. |



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| | <p>Changes to Aforza's Standard Support Service. Aforza may change its Standard Success Plan from time to time in its sole discretion.</p> |
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| Aforza Premier Support | <p>Aforza Premier Support will be provided to Customer's Designated Contacts in accordance with this description.</p> <p>General Terms. Aforza Premier Support is purchased as a subscription starting on the Order Start Date and ending on the Order End Date set forth in the Agreement.</p> <p>Aforza Premier Support subscriptions are non-cancellable and fees paid are non-refundable. If Customer does not use Aforza Premier Support during the Order Term, fees paid by Customer may not be refunded, extended, or rolled over to another subscription.</p> <p>Aforza Premier Support may not be purchased for a subset of Customer's subscriptions. When purchased, Aforza Premier Support must be purchased for all Aforza subscriptions in any given Customer Org for the duration of the Order Term. Therefore, Customer may incur additional Aforza Premier Support charges as new subscriptions are added to an Org.</p> <p>Designated Contacts can submit cases via the Aforza Success Community Portal, by email or by telephone. Aforza will use commercially reasonable efforts to promptly respond to each case and will use commercially reasonable efforts to promptly resolve each case. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in Aforza's reasonable determination.</p> <p>Telephone Support. Telephone support in English is available from 8:00 a.m. to 6:00 p.m. GMT, seven days a week. Calls will normally be answered by a triage agent, who will document the case and route it to the appropriate Support Team for response to Customer. Aforza's Customer Support telephone number is +44 1442 780 183.</p> <p>Submitting a Case. Designated Contacts may submit a request in English in any of the following ways:</p> <ol style="list-style-type: none">1. By logging into the Aforza Success Community Portal at https://success.aforza.com and raising a case.2. By sending an email to support@aforza.com3. By telephone call to Aforza Customer Support as described above. For Severity Level 1 issues, Designated Contacts must call Aforza's Customer Support on +44 1442 780 183. <p>Designated Contacts will be asked to provide their company name and contact information, and each case will be assigned a unique case number.</p> <p>Target Initial Response Time. Aforza will use commercially reasonable efforts to respond to each case within the applicable response time described in the table below, depending on the severity level set on the case.</p> |
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| Target Initial Response Time by Severity | | | | | | | | | | | | | |
|---|-------------------------------------|--------------------------|--|--------------|--------------|---|-------------------------------|---|-------------------------------------|---|----------------------|---|---------------------|
| Severity Level | Target Initial Response Time | | | | | | | | | | | | |
| 1 | 1 hours | | | | | | | | | | | | |
| 2 | 2 hours | | | | | | | | | | | | |
| 3 | 4 hours | | | | | | | | | | | | |
| 4 | 8 hours | | | | | | | | | | | | |
| <p>Note:</p> <ol style="list-style-type: none"> Severity Level 1 and 2 target initial response times are measured including weekends and holidays. Severity Level 1 cases must be submitted via telephone as described above. Severity Level 1 and 2 target initial response times do not apply to cases submitted via email. Severity Level 3 and 4 target initial response times include GMT business hours only and exclude weekends and holidays, and do not apply to cases submitted via e-mail. Reproducible errors that cannot promptly be resolved will be escalated to higher support tiers for further investigation and analysis. <p>Escalation Matrix. The table below outlines the escalation contacts available to Customer, as necessary.</p> <table border="1"> <thead> <tr> <th colspan="2">Escalation Matrix</th> </tr> <tr> <th>Level</th> <th>Title</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Customer Support Duty Manager</td> </tr> <tr> <td>2</td> <td>Assigned Support Escalation Manager</td> </tr> <tr> <td>3</td> <td>Manager, Engineering</td> </tr> <tr> <td>4</td> <td>VP Customer Success</td> </tr> </tbody> </table> <p>Customer Success Guidance. The Aforza Success Community Portal includes access to a variety of resources with specialized product and market expertise to assist with Aforza Service adoption and utilization, including sharing advice and guidance related to optimizing Customer’s ongoing use of Aforza. Customer is responsible for evaluating any advice or guidance received from Aforza and for implementing any such advice and guidance.</p> <p>Excluded Items. Aforza Premier Support does not include any of the following:</p> <ul style="list-style-type: none"> Assistance with Salesforce password resets. Users should click the “Forgot your password?” link on the login page or contact their system administrator; Assistance with Salesforce username. Users should contact their system administrator; Assistance in developing or configuring User-specific customizations; Assistance with Salesforce lockouts due to incorrect login attempts. Users should contact their system administrator to unlock the account, or wait for the lockout period to expire; Assistance with non-Aforza products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems; Assistance with SFDC AppExchange applications, whether authored by SFDC, Customer or a third party; or | | Escalation Matrix | | Level | Title | 1 | Customer Support Duty Manager | 2 | Assigned Support Escalation Manager | 3 | Manager, Engineering | 4 | VP Customer Success |
| Escalation Matrix | | | | | | | | | | | | | |
| Level | Title | | | | | | | | | | | | |
| 1 | Customer Support Duty Manager | | | | | | | | | | | | |
| 2 | Assigned Support Escalation Manager | | | | | | | | | | | | |
| 3 | Manager, Engineering | | | | | | | | | | | | |
| 4 | VP Customer Success | | | | | | | | | | | | |



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| | <ul style="list-style-type: none">• Assistance with installation or configuration of hardware, including mobile devices, computers, hard drives, networks or printers.• Creation or testing of custom code, including SOQL queries. <p>Changes to Aforza Premier Support. Aforza may modify Aforza Premier Support from time to time, provided the level of service under this service plan will not materially decrease during a subscription term.</p> |
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| Aforza Managed Service | <p>Aforza Managed Service will be provided to Customer's Designated Contacts in accordance with this description.</p> <p>General Terms</p> <p>Aforza Managed Service is purchased as a subscription starting on the Order Start Date and ending on the Order End Date set forth in the Order Form.</p> <p>Aforza Managed Service subscriptions are non-cancellable and fees paid are non-refundable. If Customer does not use the Aforza Managed Service purchased during the Order Term, fees paid by Customer may not be refunded, extended, or rolled over to another subscription.</p> <p>Aforza Managed Service cannot be purchased for a subset of Customer's subscriptions. When purchased, Aforza Managed Service must be purchased for all Aforza subscriptions in any given Customer Org for the duration of the Order Term. Therefore, Customer may incur additional Aforza Managed Service charges as new subscriptions are added to an Org.</p> <p>Designated Contacts can submit cases via the Aforza Success Community Portal, or by email. Aforza will use commercially reasonable efforts to promptly respond to each case and will use commercially reasonable efforts to promptly resolve each case. Actual resolution time will depend on the nature of the case and the resolution. A resolution may consist of a fix, workaround or other solution in Aforza's reasonable determination.</p> <p>Submitting a Case.</p> <p>Designated Contacts may submit a request in English in any of the following ways:</p> <ol style="list-style-type: none">1. By logging into the Aforza Success Community Portal at https://success.aforza.com and raising a case.2. By sending an email to support@aforza.com <p>The purchase of Aforza Managed Service requires one (1) Aforza Enterprise Edition (Restricted Use License) per Customer Org.</p> <p>Scope</p> <p>Aforza Managed Service is for the ongoing support and administration of the Services after the Services have been implemented and shall not result in a transfer or assignment of intellectual property rights between the parties. Aforza Managed Service does not include the implementation of the Services.</p> <p>Aforza Managed Service is delivered remotely by Aforza's Managed Service Team and provides Customer with access to: Aforza's advisory resources, content, skilled consultants and domain expertise to deliver administration, advisory and related services associated with Aforza's Products.</p> <ul style="list-style-type: none">• Specific areas of capabilities available with Aforza Managed Service are:<ul style="list-style-type: none">• Configuration changes, including• Product library and hierarchy updates |
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- Pricebook and Discount Rules
- Desktop and Mobile layout configuration
- Visit and activity configuration
- Promotion configuration (if applicable)
- Custom Dashboard & Report creation
- Updates to custom logic built on the Aforza & Salesforce platform to support Aforza functionality
- Updates to existing data transfer logic built on the Aforza & Salesforce platform to support Aforza functionality
- Aforza Data Management Assistance (limited to your Salesforce Org where the Services have been installed)
- Salesforce Environment Management (limited to your Salesforce Org where the Services have been installed)
- Education with periodic User Clinics
- Assistance with new feature implementations
- Periodic End-user training in line with Aforza Releases
- Aforza System Administration
- General Aforza admin support
- New Product Features Introduction & exploitation specific for your business

Aforza Managed Service Monthly Allowance.

Aforza Managed Service is subject to a monthly Managed Service allowance which is calculated exclusively from the Aforza Managed Service Daily Unit Price and Number of Days per Month as detailed on an Order Form. A “use it or lose it” approach applies to the first 80% of each month’s Managed Service allowance. However, Customer may transfer up to a maximum of 20% of a month’s unused fixed monthly Managed Service allowance to the immediately following month only. The 20% unused monthly allowance transfer does not apply in the last month of each annual 12 month period. Also, at the end of an Order Term, any unused Managed Service time cannot be transferred to a new or extended Order Term. There is a maximum 8 hours of Managed Service time available in any one day. The minimum unit of measure is 1 hour.

Configuration Services.

Aforza will work in alignment with the Customer’s Designated Contacts to execute configuration requests based on Customer’s design specifications. Customer is responsible for gathering business and functional requirements, design specifications, change management approvals, and documentation of configuration. Customer’s Designated Contacts will act as Customer’s sole contacts for submitting cases on behalf of Customer. Cases are worked during Aforza’s local business hours only. Case or request delivery times are dependent on mutual scheduling between Aforza and Customer and Aforza’s delivery capacity or other relevant factors.

Success Guidance.

Aforza Managed Service includes access to a variety of resources with specialized product and market expertise to assist with Aforza product adoption and utilization, including sharing advice and guidance related to optimizing Customer’s ongoing use of Aforza. Customer is responsible for evaluating any advice or guidance received from Aforza and for implementing any such advice and guidance.



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| | <p>Excluded Items. Aforza Managed Service does not include any of the following:</p> <ol style="list-style-type: none"> 1. The initial implementation of the Aforza application, data migrations, data management or manipulation (de-duping, merging, cleansing), transferring data from one org or object to another, flows, AppExchange installs / uninstalls / customization and custom code. Any initial implementation must be undertaken by certified experts from one of Aforza’s Professional Services Partners or by Aforza’s Professional Services team under a separate and dedicated Statement of Work. 2. On-boarding of additional Customer’s User groups such as Users in additional countries, divisions or teams where Customer processes and application requirements are different to those already in use. 3. General administrative tasks including: <ul style="list-style-type: none"> • Assistance with Salesforce password resets. Users should click the “Forgot your password?” link on the login page or contact their system administrator; • Assistance with Salesforce username. Users should contact their system administrator; • Assistance in developing or configuring User-specific customizations; • Assistance with Salesforce lockouts due to incorrect login attempts. Users should contact their system administrator to unlock the account, or wait for the lockout period to expire; • Assistance with non-Aforza products, services or technologies, including implementation, administration or use of third-party enabling technologies such as databases, computer networks or communications systems; • Assistance with SFDC AppExchange applications, whether authored by SFDC, Customer or a third party; or • Assistance with installation or configuration of hardware, including mobile devices, computers, hard drives, networks or printers. • Creation or testing of custom code, including SOQL queries. <p>Changes to Aforza Managed Service. Aforza may modify Aforza Managed Service from time to time, provided the level of service under either plan will not materially decrease during the Order Term.</p> |
| <p>Aforza Managed Service - Administration Licence</p> | <p>This product is required for Customer’s purchase of Aforza Managed Service.</p> <p>Unless otherwise indicated on an Order Form, Aforza Managed Service – Administration License is a Restricted Use Subscription that shall be used exclusively by Aforza’s Managed Services Team and may not be purchased for use by Customer’s employees or any other personnel associated with Customer’s use of the Services. Restricted Use Subscriptions shall be configured and maintained by Customer as</p> |



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| | <p>instructed by Aforza for the performance of Aforza's responsibilities as detailed in the Agreement. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e. the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such subscriptions and enforce the applicable restrictions.</p> |
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Aforza’s ISVForce Agreement

If the name of the Service Subscriptions purchased under an Aforza Order Form include “(ISV)”, this denotes that the relevant Aforza Product or Service Subscriptions are purchased under Aforza’s ISVForce agreement with Salesforce. The relevant Product Usage Terms detailed above continue to apply, but with the following two amendments: a) an embedded Salesforce license is not included within the purchase of Service Subscription and b) the following Product Usage Terms also apply:

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| Definitions: | "Managed Package" means a container that includes the components of an application that serves as a mechanism for installing applications into Customer’s Org. |
| Product Name: | Product Usage Terms: |
| All Aforza Products and/or Service Subscriptions that include “(ISV)” within its name. | In order to access the Aforza functionality purchased under an Order Form, Customer’s system administrator must install the Aforza Manage Package into its Org. The subscriptions ordered do not include a subscription to use the SFDC Service or to use Aforza’s Managed Package in connection with applications other than as permitted via the Documentation. |

Unauthorized Use and Remedies

| Product Name | Product Usage Terms |
|--------------------------------------|--|
| Unauthorized Use and Remedies | <p>Customer understands and agrees that both any fair usage terms and any terms defining functional capabilities, allowances or limitations defined in this Product Terms Directory or in an Order Form are contractual in nature (i.e, the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its User’s use of such subscriptions and enforce the applicable restrictions.</p> <p>Aforza may review Customer's use of Aforza or Aforza-resold product at any time through the Services. Should any audit reveal any unauthorized use of any subscriptions, Customer agrees it will pay, within thirty (30) business days of notice of the audit results, the difference between the contracted price for the subscriptions and the then-current list price for full use of all functionality made available to Customer, for all of Customers subscriptions for that product then in effect, beginning with the date of the first violation through the end of the then-current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term.</p> |



Aforza Artificial Intelligence Acceptable Use Policy

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| 1. Applicability | <p>This Aforza Artificial Intelligence Acceptable Use Policy (“Policy”) applies to Customer’s use of all services offered by Aforza, its Affiliates, or third party products, applications or functionality that interoperates with services offered by Aforza, that incorporate Artificial Intelligence. The terms of this Policy are additional to other terms and conditions or Acceptable Use Policies as agreed between Customer and Aforza elsewhere.</p> <p>Aforza may change this Policy by posting an updated version of the Policy at https://info.aforza.com/legal-agreements and such updates will be effective upon posting. A customer’s violation of this Policy will be considered a material breach of the Master Subscription Agreement (“MSA”) and/or other agreement governing the customer’s use of the services.</p> |
| 2. Content | <p>Customer may provide input to Aforza AI (“Input”), and receive output from Aforza AI based on the Input (“Output”). Input and Output are collectively “Content.” Customer is responsible for Content, including ensuring that it does not violate any applicable law or these Aforza AI terms. Customer represents and warrants that it has all rights, licenses, and permissions needed to provide Input to Aforza AI. As between Customer and Aforza, and to the extent permitted by applicable law, Customer retains all ownership rights in Input.</p> <p>Aforza may use and retain Content, and share it with its third-party partners for a variety of reasons including but not limited to (a) providing, maintaining, developing, training, and improving Aforza AI, (b) complying with applicable law, (c) enforcing our terms and policies, and (d) keeping Aforza AI safe.</p> |
| 3. Acceptable Use | <p>Customer is responsible for all activities that occur under its account. Customer may not access, use, or allow others to access or use Aforza AI in any matter that would: (a) violate any applicable law (including but not limited to any manner that promotes, contributes to, or encourages illegal or unlawful activity), (b) attempt to or assist anyone to reverse engineer, decompile or discover the source code or underlying components of Aforza AI, including models, algorithms, or systems, (c) generate, promote, disseminate, or otherwise use or facilitate content that may harm other individuals, including to encourage self-harm, discrimination, bullying, humiliation, and/or other emotional harms, (d) represent that Output was human generated when it was not, (e) interfere with or disrupt Aforza AI, including circumventing any rate limits or restrictions or bypass any protective measures, privacy filters, controls or safety mitigations put on Aforza AI, (f) present a risk of death or bodily harm to individuals, (g) deceive or mislead others, including but not limited to activity related to plagiarism, scams, phishing or malware, and furtherance of misinformation, (h) generate, promote, disseminate, or otherwise use or facilitate content that may violate or infringe upon the rights of others (including but not limited to intellectual property rights and privacy rights), and/or (i) use Output to develop systems that compete with Aforza AI.</p> |
| 4. Accuracy | <p>Artificial intelligence and machine learning are rapidly evolving. Aforza is constantly working to improve Aforza AI to make it more accurate, reliable, safe, and beneficial. Use of Aforza AI may, in some situations, result in Output that does not accurately reflect real people, places, or facts. When using Aforza AI Customer understands and agrees that:</p> <ol style="list-style-type: none">1. Customer is solely responsible for all use of Output and evaluating Output for accuracy and appropriateness for its use case. |



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| | <p>2. Output may not always be accurate. Customer should not rely on Output as a sole source of truth or factual information.</p> <p>3. Output may not accurately translate Inputs. Outputs and Aforza AI should not be relied upon as a language translation service.</p> <p>4. Customer must evaluate Output for accuracy and appropriateness for its use case, including using human review as appropriate, before using or sharing Output.</p> <p>5. Aforza AI may provide incomplete, incorrect, or offensive Output that does not represent Aforza's views. If Output references any third party products or services, it doesn't mean that Aforza endorses such third party or is affiliated with such third party in any way.</p> |
| 5. Decision Making | <p>Aforza AI is not a decision making tool and cannot and should not be used to make legal or consequential decisions concerning a consumer. For the avoidance of doubt, Aforza AI cannot assist in making consequential decisions regarding financial services, essential government services, housing, insurance, healthcare, and legal services.</p> |
| 6. Professional Advice | <p>Aforza AI is not intended to be a substitute for professional advice or to be used as a compliance tool. Customer may not use Aforza AI to seek or provide legal, tax, medical, financial, or any other kinds of professional advice or any opinions, judgments, or recommendations without conducting its own independent consultation or research. Aforza AI cannot replace advice provided by a qualified professional and does not form any such relationship (e.g., attorney-client relationship).</p> |
| 7. Intellectual Property | <p>Aforza owns all rights, title, and interest in and to Aforza AI, including but not limited to any and all copyrights, patents, patent applications, trade secrets, trademarks and other intangible rights therein. Other than the rights of access and use expressly granted in these Aforza AI terms, these Aforza AI terms do not grant Customer any right, title, or interest in or to Aforza AI. Aforza makes no claim of ownership</p> |



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