

SERVICE LEVEL AGREEMENT

This document details Flytxt NEON-dX platform SLA.

Created by : Flytxt

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Document Overview

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Document Title	Service Level Agreement Document
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Approvals

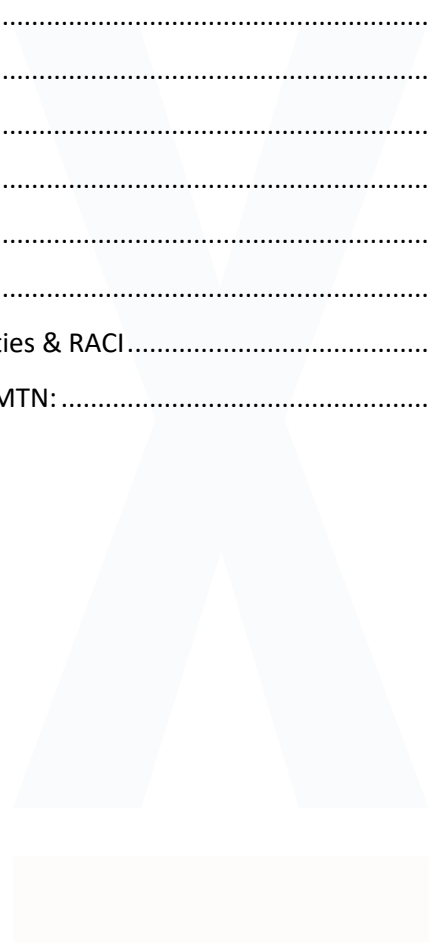
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Distribution

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1 Introduction

This document describes the Service Level Agreement applicable to the Support and Maintenance Services to be provided by Flytxt in accordance with the Service Supply Agreement between Flytxt and MTN. This shall be applicable from the day project goes live. This document may be revised in future based on the mutual agreement of Flytxt and MTN.

2 Purpose

The purpose of this SLA is to ensure a certain level of standard in the Support and Maintenance Services provided by Flytxt to MTN.

3 SLA for Incident Management (IM)

Priority Level	Service Cover Period(SCP)	Time To Respond (per incident)	Time To Restore (per incident)
Priority E	24 x 7 / 365	30 Minutes	4 Hours
Priority 1	24 x 7 / 365	30 Minutes	8 Hours
Priority 2	8 x 5 / Business Days	2 Hours	2 Days
Priority 3	8 x 5 / Business Days	4 Hours	5 Days

Note	The given SLA is for execution of Flytxt responsibilities and is subject to the exclusions including but not limited to Incidents having dependencies with external factors/3 rd party software/ hardware. SLA for Incidents having dependencies with external factors/3 rd party software/ hardware can vary depending on the SLA with the respective stakeholders.
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4 SLA for Service Requests (SR)

Priority Level	Service Cover Period(SCP)	Time To Respond (per Request)	Turn Around Time (per Request)
Priority E	24 x 7 / 365	30 Minutes	4 Hours
Priority 1	24 x 7 / 365	30 Minutes	8 Hours
Priority 2	8 x 5 / Business Days	2 Hours	2 Days
Priority 3	8 x 5 / Business Days	4 Hours	5 Days

Note	Turnaround time (TAT) for requests where development is required or have 3 rd party dependency can vary from the given SLA. TAT for such requests will be mutually discussed and agreed between Flytxt & MTN on case by case basis.
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5 In Scope

L1, L2, L3 & L4 activities of Flytxt/MTN as mentioned in section 8

6 Out of Scope

Issues generated from following to be excluded from Flytxt SLA calculations, since they are out of scope:

- Any delay/ downtime that is resulting from malfunctioning/ delay in response of external touch points
- Any platform issues resulting from deviation of change management practices of external interface affecting Flytxt platform
- Delays/Issues in obtaining VPN access.
- Problems generated due to issues in MTN IT network/ VPN
- Hardware issues caused by external environment factors
- Any outage due to issues in 3rd party software / associated support, which is under the responsibility of MTN.
- Any issues resulting from improper/ incomplete data inputs to Flytxt platform.

7 Priority Definitions

Priority Level	Definition
Priority E	Emergency with highest priority, indicating severe and acute operational incidents where the availability of the service is severely impaired. Critical impact on business (> 50%)
Priority 1	The availability of the service is considerably restricted. Major impact on business (> 25% but < 50%)
Priority 2	Queries related to non-acute operational incidents and important technical queries. Medium impact on business (> 10% but < 25%)
Priority 3	General queries. Minor impact on business (< 10% + general queries)

8 Support Levels

Flytxt would be providing L1, L2, L3 & L4 support post production rollout. Support definition for L1, L2, L3 and L4 service levels as provided in the table below;

Level	Definition
Service Desk (SD)	SD is the first contact point for Incidents/Service Requests at Flytxt, gives response and assigns to the concerned team.

L1	This is the initial support level responsible for alarm monitoring, benchmark monitoring, anomaly detection, daily health check, Escalation to L2 with Primary analysis etc. Details listed out in responsibility matrix.
L2	This is the second level of support responsible for resolution of the escalated issues from L1 as well as direct assigned incidents. L2 is responsible to escalate unresolved issues to L3 with detailed analysis. Details listed out in responsibility matrix. Follow change management process for any change activity.
L3	This is the third level of support responsible for resolution of the escalated issues from L2. L3 is responsible to escalate unresolved issues to L4 with detailed analysis. Details listed out in responsibility matrix. Follow change management process for any change activity.
L4	This is the fourth level of support responsible for resolution of the escalated issues from L3. L4 is responsible to provide short term as well as long term solution. Details listed out in responsibility matrix. Follow change management process for any change activity.

9 Support Contact

Incident Reporting Options	Contact
E-Mail (1 st Preference)	servicedesk@flytxt.com
Telephone (2 nd Preference)	+91 471 3081730/ +91 9349369085

10 Service Review Meetings

Call/Meeting Type	When	Duration	Frequency	Attendees from Flytxt	Attendees from MTN
Weekly Service Review	Once a week	1 Hour	Weekly	Service Delivery Manager	MTN IT SPOC
Monthly Service Review Meeting	Once a month	1 Hour	Monthly	Account Manager Service Delivery Manager	MTN IT Stakeholders MTN IT SPOC

11 Service Delivery Responsibilities & RACI

Below table prepared with the assumption that L1 is handled by MTN and L2, L3, L4 handled by Flytxt

Deliverable/Task	MTN	FLYTXT
Service support post Go-Live		
Activities for L1		
24x7 monitoring of the platform including the hardware and software	R,A	I
Monitor the availability of UI and other software services	R,A	I
Broadcast Surveillance – Rendering Failure, Stuck in Delivery, Delivery of messages etc	R,A	I
Execution of operations checklist	R,A	I
Data jobs surveillance (upload and analysis jobs), monitoring the job status.	R,A	I
Outbound communication checks - connectors going offline, connector throughput, messaging slowness, SMS rejection, ACK/NACK from SMS etc	R,A	I
Application specific checks and server checks – exceptions on application logs, resource consumption etc	R,A	I
Monitor the segment Analysis Jobs	R,A	I
Monitoring of the Real time Trigger jobs	R,A	I
Conversion & Fullfilment - Regular checks for Fullfilment servers errors, conversion trend, Fullfilment trend, Queue pileups etc	R,A	I
Inbound communication checks - time out hits, no offers, errors	R,A	I
Resource utilization in the machines - Disk space, Mem, CPU etc	R,A	I
Monitoring the arrival of CDRs or other files from external sources	R,A	I
Hardware alarms Monitoring	R,A	I
Service request ticket creation and follow-up	R,A	I
Incident Management process for high severity tickets	R,A	I
Activities for L2		
Resolution of Issues raised by L1/Escalate to next level if those can't be addressed at L2 level	I,C	R,A

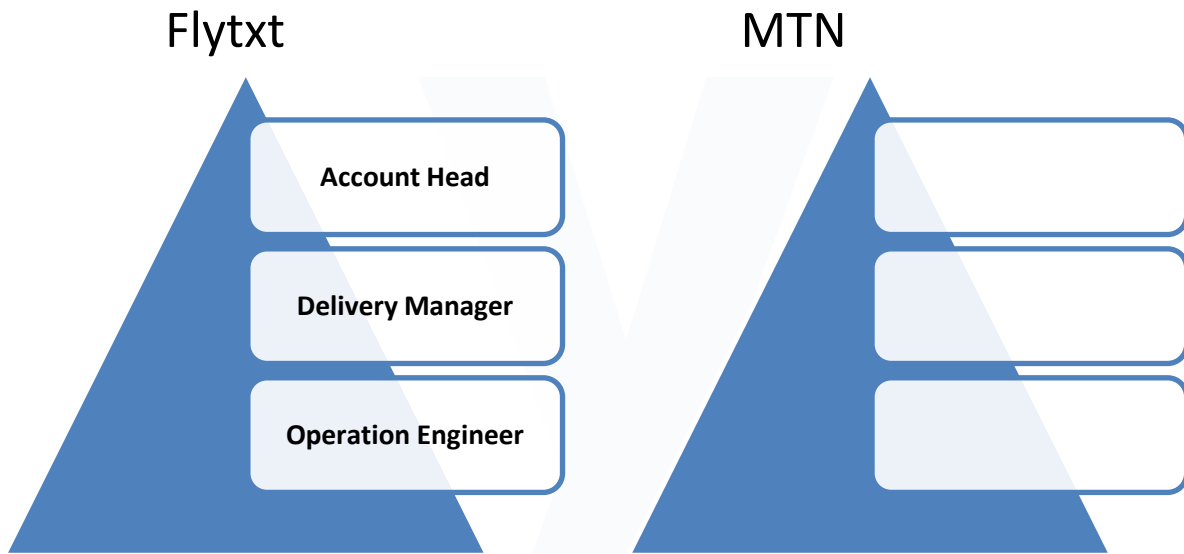
Execute Scheduled database and server maintenance activities in Timely manner	I,C	R,A
Ensure backup for the platform	I	R,A
Develop ETL for processing Files to extract insights as per business logic	I,C,A	R,A
Adhoc list uploads	I,C	R,A
Configurations and resolution of configuration related issues–Event, Usage Metrics, Profile, Sender ID, Reward Pack, Data Job etc	I,C	R,A
Manage platform issues due to hardware and software failures or due to failures in the surrounding systems.	I,C	R,A
Resolution of all Precision Marketing issues such as BC Rendering outbound message Delivery issues, conversion & fulfillment issues etc	I	R,A
Resolution of Intent Management issues such as wrong offer delivered, timeouts etc	I,C	R,A
Ensure Data Quality of the KPIs	I,C	R,A
Configuration of Trigger to help marketing team reach business objective	I,C	R,A
UI Login and privilege issues as per the Policy and Guidelines given by client.	I,C	R,A
Creation and Maintenance of roles and users in Neon dX UI	I,C	R,A
Governance process with client: Weekly and Monthly Reporting and Round-up meeting with key client SPOCs and Relevant Stakeholders to discuss Platform health/status, issue etc.	I,C	R,A
Performance management of system KPI's.	I	R,A
Resolve problems reported by customers by analyzing, simulating and fixing them to ensure Quick Solution.	I	R,A
Track reported problems through the Problem tracking system and generate the necessary reports, root cause analysis, etc. for analysis and future need.	I	R,A
Provide data requested by business teams and client	I,C	R,A

Change Management - Ensure that CR is raised and follow up with deployment teams to deploy the changes and perform pre and post deployment checks	I,C,A	R,A
Coordination with Internal and external teams for new requirements, Integrations and customizations	I,C	R,A
Liaison with hardware vendors or clients for hardware related issues	I	R,A
Provide updates to client in case of High Priority issues and ensure that the agreed SLAs , policies and procedures are being met and followed	I,C	R,A
Support the business team for new campaign configurations and launches	I,C	R,A
Maintaining regulatory compliance as per the applicable policy	A	R,C,I
Upgrade to new releases and application of patches	I	R,A
Activities for L3		
Support for L2 escalated issues. Ensure such issues are L3 level issues. If an L2 level issue is raised to L3 that needs to be pushed back to L2 with suggestions on troubleshooting and fixing including more training.	I	R,A
Detailed analysis for escalated issues	I	R,A
Root Cause Analysis and provide permanent fix	I	R,A
Raise Problem tickets to L4 teams for Big fixes	I	R,A
Revision of Operation Manuals and standard procedures	I	R,A
Review of the Platform performances and suggestions for improvements	I	R,A
Raise requirement to Product Management for new features/automation	I	R,A
Review of the Incidents/Request tickets on a monthly basis to explore possibilities of improvement/optimization	I,C	R,A
Discussion with Solution Engineers, Business Teams to evaluate the feasibility of new requirements and customizations	I	R,A
Activities for L4		
Support for L3 escalated issues	I	R,A

Change builder of Change requests	I	R,A
Bug Fixes / Develop patches	I	R,A

12 Escalation Levels at Flytxt & MTN:

Escalation levels during production phase is given below. Contact details for each role will be shared prior to Go Live. MTN IT to share the corresponding roles and contacts.



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