



Oracle CrowdTwist Cloud Service Service Descriptions

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METRICS AND DEFINITIONS

“1,000 Active Members” is defined as 1,000 members of a single loyalty program running on the Cloud Service where each enrolled member has a member status of Active. Any enrolled member that is flagged with a Deactivated status will be considered inactive and will not count as an Active Member. If an individual is enrolled separately in more than one loyalty program operated by You on the Cloud Service, the individual is counted separately as a unique Active Member for each loyalty program in which they have enrolled and have not been deactivated.

“10,000 Receipt Scans” is defined as 10,000 receipt scans, where each receipt scan is defined as a single image scan processed by the Cloud Service. Any unused purchased receipt scan will not rollover into the next contract term.

“Each” is defined as a single service requested. You may request these services multiple times and will pay for each service per request.

“Instance” is defined as a single deployment of the application.

“Core of Analytics Compute Capacity” is defined as the CPU capacity equivalent of one physical core available to use by the Cloud Service in a calendar month.

SERVICE DESCRIPTIONS

Oracle CrowdTwist Cloud Service

Part #B92522 – Per 1,000 Active Members

Users of the Oracle CrowdTwist Cloud Service are authorized to access the following modules and features:

- Member Care
- Widgets
- Tiering
- Point Expiration
- Commerce
- Product Catalog
- Administrative Users
- Activities
- Bonus Point Campaigns
- Rewards
- Automatic Rewards
- Segmentation
- Reporting and Data Export
- Language Configuration
- Developer API

Usage Limits

Each instance of the Oracle CrowdTwist Cloud Service is subject to usage limits based on:

- A maximum number of Active Members (in increments of 1,000) as set forth in Your order.
- Oracle will provision one (1) program instance for the Oracle CrowdTwist Cloud Service.
- Additional program instances may be required to ensure separation between different loyalty program constructs. The criteria for this separation includes, but is not limited to, tiering rules, points economy (e.g. point consumption, redemption and expiration rules), operation of unique brands targeting different loyalty behaviors or outcomes, separately managed country programs within a brand and/or data residency requirements. You are required to purchase program setup, configuration and program management services for each additional program instance of the Oracle CrowdTwist Cloud Service. If required based on the criteria detailed above, additional program instances may be purchased subject to additional fees.
- Oracle will provision one (1) Test Environment (as defined below) for each program instance. Additional Test Environments may be purchased subject to additional fees.
- A maximum of twenty (20) Segments (as defined below) per program instance can be live at a given time.
- A maximum of ten (10) Segment Groups (as defined below) per program instance can be live at a given time.
- Code Redemption Campaigns can have a maximum of 100 million codes per campaign.
- A maximum of 5 million products can be imported to Product Catalog.
- A maximum of 10,000 API requests per minute.

“Segment” is defined as a subset of Your Active Members (e.g. all Active Members in New York, Active Members that have spent more than \$100 with Your brand last month, etc.).

“Segment Group” is defined as a combination of Segments.

“Test Environment” is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle’s eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

This Cloud Service was previously offered as the following SKU: CrowdTwist Cloud Service – 1,000 Active Members (Part # B92553).

OPTIONS:

Oracle CrowdTwist Cloud Service is the base SKU for the add-on offerings listed below. These add-on offerings can only be purchased if you have an existing subscription to the Oracle CrowdTwist Cloud Service.

Oracle CrowdTwist Additional Test Environment Cloud Service

Part #B92523 - Each

Usage Limits

The Oracle CrowdTwist Additional Test Environment Cloud Service is subject to usage limits based on:

- Oracle will provision one (1) Test Environment for the Oracle CrowdTwist Cloud Service
- Test environment features will be reflective of those of the associated program instance, within the limitation of the Test Environment as defined below.

“**Test Environment**” is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle’s eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

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This Cloud Service was previously offered as the following SKU: CrowdTwist Additional Test Environment – Each (Part # B92554).

Oracle CrowdTwist Receipt Scanning Cloud Service

Part # B92524 – Per 10,000 Receipt Scans

Oracle CrowdTwist Receipt Scanning Cloud Service allows Active Members to upload receipt images with their qualifying purchases.

Usage Limits

Oracle CrowdTwist Receipt Scanning Cloud Service is subject to usage limits based on:

- Maximum number of Receipt Scans (in increments of 10,000) as set forth in Your order.
- You are required to purchase additional Receipt Scans (in increments of 10,000) if at any time You exceed the maximum number of Receipt Scans as set forth in Your order.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle's eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

This Cloud Service was previously offered as the following SKU: CrowdTwist Receipt Scanning – 10,000 Receipt Scans (Part # B92555).

Oracle CrowdTwist Additional Program Instance Cloud Service

Part # B92606 - Each

Oracle will provision one (1) additional program instance for the Oracle CrowdTwist Cloud Service.

Usage Limits

Each additional program instance of the Oracle CrowdTwist Cloud Service is subject to usage limits based on:

- A maximum number of Active Members (in increments of 1,000) aggregated across all your program instances. (This may not be applicable if You are purchasing this service as an add-on to a legacy contract without an Active Members metric.)
- Oracle will provision one (1) Test Environment (as defined below) for each program instance. Additional Test Environments may be purchased subject to additional fees.
- A maximum of twenty (20) Segments per program instance can be live at a given time.
- A maximum of ten (10) Segment Groups per program instance can be live at a given time.
- Code Redemption Campaigns can have a maximum of 100 million codes per campaign.
- A maximum of 5 million products can be imported to Product Catalog.
- A maximum of 10,000 API requests per minute.

“Segment” is defined as a subset of Your Active Members (e.g. all Active Members in New York, Active Members that have spent more than \$100 with Your brand last month, etc.).

“Segment Group”: is defined as a combination of Segments.

Test Environment: is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle’s eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

This Cloud Service was previously offered as the following SKU: CrowdTwist Cloud Service Additional Program Instance – Each (Part # B92603).

CrowdTwist Cloud Services – Legacy Pricing

For any renewal or expansion of a CrowdTwist Cloud Service SKU identified in Section D below, Oracle shall deliver the service pursuant to the service description (e.g. description of services, features, functionality, limitations etc.) as detailed in the order in which You initially purchased the service with the exceptions noted in Sections A, B and C below.

A. ADDITIONAL CROWDTWIST PLATFORM FEATURES:

- i. Polls
- ii. Quizzes

B. CROWDTWIST PLATFORM FEATURES NO LONGER AVAILABLE:

- i. CrowdTwist Platform Transactional Emails
 - Email Change
 - Foursquare Check-in Confirmation
 - Inactive Email Series
- ii. CrowdTwist Platform Control Center Activities
 - Foursquare and Check-in
- iii. CrowdTwist Program Management Hours
 - Program Management hours are no longer included in the CrowdTwist Platform. Program Management hours are contracted as a unique service offering subject to separate fees and terms detailing the scope of the services being provided.
- iv. CrowdTwist Additional Custom Report(s)
- v. CrowdTwist Defined Number of Segments

C. OPERATING YOUR SERVICES:

i. Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle’s eligible cloud regions. Oracle will continue to bill you from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

ii. Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

D. CROWDTWIST LEGACY SKUs:

Part #	CrowdTwist Legacy SKU Name
B92538	CrowdTwist Platform License Fee - Instance
B92539	CrowdTwist Additional Languages/Countries – Each
B92540	CrowdTwist Additional Sandbox Environment – Each
B92541	CrowdTwist Hosted Solution - Each
B92542	CrowdTwist Hosting - Each
B92543	CrowdTwist Receipt Scan License - Each
B92545	CrowdTwist Platform – Instance
B92546	CrowdTwist Receipt Scanning - Each

B92548	CrowdTwist Website Design & Hosting – Each
B92549	CrowdTwist Unlimited Segments – Instance
B92550	CrowdTwist Additional Country Support - Each
B92551	CrowdTwist Additional Data Center - Each
B92710	CrowdTwist Additional Receipt Scans – 10,000 Receipt Scans
B92711	CrowdTwist Additional Bundle of 10 Segments – Each
B92712	CrowdTwist Additional Segment – Each

Oracle CrowdTwist Advanced Reporting Cloud Service

Part # B108605 – Per Core of Analytics Compute Capacity

This Oracle Cloud Service provides write access environments to the following reporting functions within a dedicated Oracle Analytics Cloud Service – Enterprise edition – environment:

- Data preparation and collaboration
- Self-service analytics and machine learning
- Enterprise reporting and custom data visualization

Usage Limits

The Oracle CrowdTwist Advanced Reporting Cloud Service is subject to usage limits based on:

- A maximum number of Cores of Analytics Compute Capacity per instance as specified in Your order.
- Oracle Analytics Cloud Instances must be separately purchased for each unique CrowdTwist Cloud Service Environment. Additional instances may be purchased to comply with data residency requirements.
- Oracle will provision two instances of Oracle Analytics Cloud for the Oracle CrowdTwist Advanced Reporting Cloud Service:
 - One (1) production environment and
 - One (1) non-production Test Environment for the Advanced Reporting Cloud Service

Additional Test Environments may be purchased subject to additional fees.

“Test Environment” is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle’s eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

RETIRED SKUS

Oracle CrowdTwist Website Hosting Cloud Service

Part # B92526 - Each

Oracle will provide website hosting for one loyalty program microsite subject to Your purchase of an SSL certificate and CNAME to a URL provided by Oracle.

Usage Limits

Oracle CrowdTwist Website Hosting Cloud Service is subject to usage limits based on:

- A maximum of 10,000 web page views per minute.
- This offering is limited solely to the website hosting component of the loyalty program microsite. The actual design and development components of the microsite are subject to additional fees pursuant to a separate professional services order.

Data Center Region

If Your order reflects Global Data Center Region then you have the ability to deploy the Cloud Service/instance in any of Oracle's eligible cloud regions. Oracle will continue to bill You from the Oracle entity reflected on Your order. Oracle reserves the right to update these practices to support our internal operating model.

Oracle Cloud Policies and Pillar Documentation

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and the Oracle SaaS Public Cloud Services pillar documentation, which may be viewed at www.oracle.com/contracts.

This Cloud Service was previously offered as the following SKU: CrowdTwist Website Hosting – Each (Part # B92557).