Anaplan Premium Service for Predictive Insights:

Predictive Insights Services consists of the following:
- Quarterly business reviews up to four times per year
- Recurring status updates up to two times per month
- Anaplan led live product and platform training up to once per quarter
- Anaplan guided integration configuration for marketing automation & CRM

   * Bulk API available for Predictive Insights Enterprise subscriptions only

- **1:1 Concierge for Premium Subscriptions**. A Predictive Insights Customer Experience or Data Analyst/Data Scientist resource will be available to answer general questions or advise on platform usage, use cases, and questions around data and modeling between recurring status updates with SLA of three business days for updates. Service Accelerators are available for clients seeking guidance on custom or bespoke architectures, workflows, model-building, etc.

- **Quarterly business reviews.** Predictive Insights Premium Service customers will be provided additional input to the standard Quarterly Business Review (QSR) executed in conjunction with the Anaplan Customer Success Business Partner (BP).

- **Annual end user adoption survey and feedback session.** A Predictive Insights Service resource will conduct a remote end-user interview upon customer's written request. The Predictive Insights Service resource will provide insights, observations, and recommendations on how to improve the overall experience using Anaplan. A survey will also be provided to the customer collecting customer feedback on their experience with the Predictive Insights Service service.

- **Preferred eligibility to product programs.** Predictive Insights Premium Service customers may receive preferred eligibility and consideration to participate in optional Early Access (EA) for upcoming new features and functionality of the Predictive Insights platform. Please Note: This does not guarantee placement in EA programs or access. Participation is determined based on overall fit and suitability for the EA product. EA is provided "as is," exclusive of any and all warranties, is not supported, and is not subject to any availability or security

obligations, and Anaplan may terminate or discontinue the EA version at any time without liability.

ADDITIONAL Information around Data:
Customer acknowledges that Anaplan will use the following categories of system data in its provision of Predictive Insights Services*:*

- User IDs
- User names
- Customer ID
- Market IDs
- Model IDs
- List IDs
- Segment IDs
- Record IDs
- User action types*
- User action duration
- User action frequency

* See "6. User action types

Customer acknowledges that Anaplan may collect and use the following other categories of Client data during its provision of Predictive Insights Services:

- Name and employee email address of Client's primary Premium Service contact
- Names and employee email addresses for up to ten (10) additional Client contacts
- Workspace and model GUID of models to be monitored
- Name and instance IDs of all platforms integrated to Predictive Insights via APIs
- Time windows for each model when nightly data loads occur (if applicable)
  Anaplan may use system and client data to perform the following tasks:
- Case analysis and resolution;
- Proactive outreach;

Anaplan may use specific categories of system and data as follows:
   1. Employer email addresses

1. Associated with all particular actions performed within the Anaplan model or the Predictive Insights platform.
2. See "6. User action types" for all relevant metrics tracks and analyzed.

2. Customer GUID
   1. Associated with all particular actions performed within the Predictive Insights platform.
   2. See "6. User action types" for all relevant metrics tracks and analyzed.

3. Workspace GUID
   1. Associated with all particular actions performed within Predictive Insights platform.
   2. See "6. User action types" for all relevant metrics tracks and analyzed.

4. Model GUID
   1. Associated with all particular actions performed within the Anaplan model or the Predictive Insights platform.
   2. See "6. User action types" for all relevant metrics tracks and analyzed.

5. User GUID
   1. Associated with all particular actions performed within the Anaplan model or the Predictive Insights platform.
   2. See "6. User action types" for all relevant metrics tracks and analyzed.

6. User action types
   1. By user, the following actions are tracked:
      1. Platform logins and activity
      2. Model creation
      3. Segment creation
      4. Scoring
      5. Enrichment
      6. API calls and responses
      7. Export and import time
      8. Processing time

7. User action duration

1. Track and analyze duration of all actions under "6. User action types."

8. User action frequency
   1. Track and analyze frequency of all actions under "6. User action types."

9. Client's customer care contact (name and employer email address)
   1. Store contact information within Anaplan's licensed customer resource management system and within Anaplan in order to contact in case of alert triggered due to dynamically calculated thresholds and any items related to Predictive Insights Services.

10. Client's contacts for proactive outreach (names and employer email addresses for up to ten (10) contacts)
    1. Store contact information within Anaplan's licensed customer resource management system and within Anaplan in order to contact in case of alert triggered due to dynamically calculated thresholds.
    2. Used to setup proactive monitoring of the metrics enumerated under "6. User action types."

Glossary of terms
- User ID: The unique identifier, presented as a code, for users of the Predictive Insights platform. The unique identifier is associated with a single customer ID.
- Customer ID: The unique identifier, presented as a code, for the Predictive Insights platform instance. This is the equivalent of the workspace GUID in the Anaplan platform.
- Market ID: The unique identifier, presented as a code, for the Predictive Insights market object. The market object is associated with model IDs and contains the market metadata.
- Model ID: The unique identifier, presented as a code, for the Predictive Insights predictive model object. The predictive model object is associated with a single market object.
- List ID: The unique identifier, presented as a code, for every file of records or an aggregation of records in the Predictive Insights platform.

- Record ID: The unique identifier, presented as a code, for every record that passes through the Predictive Insights platform.
- Segment ID: The unique identifier, presented as a code, for every segment of records created in the Predictive Insights platform.
- Model creation: The process of creating new predictive models in the Predictive Insights platform.
- Segment creation: The process of creating new segments with the Market Analyzer functionality of the Predictive Insights platform.
- Scoring: The process of prioritizing records against a market object with Predictive Insights. The scoring process can be initiated in the platform itself or through APIs that integrate the platform with external systems.
- Enrichment: The process of appending records with indicators and other features against a market object with Predictive Insights. The enrichment process can be initiated in the platform itself or through APIs that integrate the platform with external systems.
- Export time: The amount of time taken for the server to process an export action once it has been requested. It does NOT incorporate time due to network latency or accessing machine's processing time.
- Import time: The amount of time taken for the server to process an import action once it has been requested. It does NOT incorporate time due to network latency or accessing machine's processing time.
- Platform login and activity: The event where a distinct user accesses (opens) the Predictive Insights platform, or performs any activity in the platform.
- Processing time: The duration taken by the Anaplan server to process a submitted request from an Anaplan user.