

## Implementation: Forecast Professional

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### Description of Services

Gong will provide up to 30 hours of Professional Services focused on the configuration and rollout of the Gong Forecast product. These hours shall encompass both online and offline activities. Implementation success is dependent upon Customer's participation and ongoing engagement. All project-related communications and documentation will be in English.

### Project Schedule

Unless otherwise approved by Gong, all Professional Services must be consumed within 90 days from the Start Date of the Professional Services as may be designated on Customer's Order Form. Any Professional Services not consumed within said 90-day period will expire with no further credit or refund and shall have no value thereafter.

Customer acknowledges that Gong's ability to execute this fixed cost, scope, and duration project is highly dependent on timely completion of tasks and decisions assigned to Customer. Customer's failure to complete tasks and make decisions in a timely manner may result in project delays and additional fees.

Customer is responsible for its resources and any third-parties it utilizes and assumes responsibility for any delays caused by such resources or third-parties' inability to meet project timelines outlined in these terms.

This scope is dependent upon Customer's subscribers already being licensed on the core Gong product and having an in-place CRM integration between Gong and Customer's CRM. Supported CRM integrations for Gong Forecast are limited to Salesforce, HubSpot, and Dynamics. Custom CRM integrations for Gong Forecast are not supported.

### Engagement Activities

Gong Professional Services will work with Customer on the below activities during the Services. Note that not all activities are dependent on the previous having taken place, as the order recommended by Gong Professional Services will depend on Customer's specific needs:

- Implementation Kickoff
- Forecast Permissions and Settings
- Workflow Discovery Session(s)
- Use Case Customization Workshops
- Education and Rollout Support
- Post Go-Live Office Hours
- Gong User Training

1. *Implementation Kickoff:* Customer's assigned Gong Consultant will map the Customer's Center of Excellence of key stakeholders, such as Program Manager(s), System Admin(s), Executive Sponsor, and Champion Leader(s), as they pertain to Customer's ongoing management of Gong. Consultant and Customer will align on a tentative schedule for the rest of the engagement activities. Consultant will begin planning change management with Customer, including but not

limited to, providing sample email templates to communicate the change and key dates to Customer's users. Finally, Consultant will align with Customer on the target business outcomes sought with Gong Forecast that can be aligned to for the duration of the Services.

2. *Forecast Permissions and Settings:* Customer and Customer's Gong Consultant will work together to define which users can view forecasts, edit forecasts, and edit targets. Customer and Customer's Gong Consultant will also define who should be allocated a purchased Gong Forecast license.
3. *Workflow Discovery Session(s):* At a minimum, Customer's Gong Consultant will host one Discovery Session around Customer's ideal forecasting process in Gong Forecast. The outputs of this session(s) will be used in future "Use Case Customization Workshops" to map a best-in-class Gong configuration based on the business outcomes sought by Customer. Customer can allocate for additional Workflow Discovery Sessions based on hours remaining in the Services.
4. *Use Case Customization Workshop(s):* At a minimum, Customer's Gong Consultant will host one workshop to consultatively help Customer with the configuration of its Forecast Boards, including Forecast Board settings, warnings settings, and adding the appropriate lines of business, advanced capabilities based largely on the outputs from the corresponding Workflow Discovery Session(s). In addition, Customer's Gong Consultant will enable Revenue Analytics to allow customer to build and deploy Revenue Analytics dashboards in Gong.
5. *Education and Rollout Support:* Gong will work with Customer to ensure that enabling Gong Forecast is as seamless as possible. Gong and Customer will review and advise on Customer's rollout, education, and communication plans to ensure likelihood of a smooth launch. Customer is responsible for executing the communication plan to Customer's employees.
6. *Post Go-Live Office Hours:* Following the Use Case Customization Workshop(s), Gong Consultant will host a series of office hours with members of the Customer Center of Excellence as defined in the Implementation Kickoff to ensure that any necessary adjustments to the configuration are made. In addition, Gong Consultant will provide additional support around change management and adoption.
7. *Gong User Training:* Gong will provide unlimited access to all training and content in Gong Academy. Gong Academy content includes but is not limited to:
  - a. Self-paced content for administrators, frontline managers, sales teams, etc.
  - b. Pre-recorded live training sessions.
  - c. Access to register for interactive live weekly trainings designed to get users started with Gong in the following areas:
    - a. Reviewing calls
    - b. Reviewing deals
    - c. Finding calls
    - d. Tracking progress
    - e. Understanding deals
    - f. Forecast Boards

### **Gong Professional Services**

Gong Professional Services will assist Customer to configure Gong Forecast. This will be a flexible approach that requires participation and ongoing engagement from Customer teams. Professional Services hours can be used to execute configuration requirements, review additional recommendations, or a combination thereof based on Customer preference; in each case, relating to the Gong products purchased by Customer. The following areas may be covered by Gong Professional Services:

- Company Settings, in the context of Gong Forecast
  - General, authentication, workspaces and notifications
  - Team member profiles, access and permission profiles
  - Team member provisioning options
- Data Capture Connections, in the context of Gong Forecast
  - Supported, native CRM integration
  - Supported, native web conferencing integrations
  - Supported, native email and calendar integrations
  - Supported, native telephony integration
- Account Configuration
  - Deal Boards
  - Forecast Boards
  - Enable Revenue Analytics permissions
- Adoption Reinforcement
  - Launch communication
  - Review adoption and KPI targets
  - Training planning

### **Customer Resources**

Customer must designate at least one individual that will serve as the primary Gong administrator and be responsible for all configuration activities during the engagement. Customer agrees to provide the following additional resources throughout the engagement (as relevant):

- Project manager
- Sales process leaders and SMEs (e.g., sales managers, operations personnel)
- Executive sponsor(s)
- System administrators

### **Engagement Assumptions**

Gong Professional Services are limited to Gong products and features only. This includes Gong-provided integrations or applications to be used within third-party platforms such as Salesforce. General consulting on third-party software platforms or internal Customer systems is not included.

- Implementation activities are limited to a single Gong instance and Gong generally-available features only.
- Customer is responsible for the integrations and customization of its Gong instance during this engagement.
- Customer shall promptly provide the necessary decisions on security, consent, and connections required for the launch of Gong to occur.
- Customer shall schedule and coordinate Customer resources in a timely manner.
- Customer is responsible for its personnel and agents. Customer assumes responsibility for any delays attributable to its personnel or agents.