

## Implementation: Gong Professional

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### Description of Services

Gong will provide up to 30 hours of Professional Services support focused on the configuration and rollout of the core Gong Revenue Intelligence™ Platform. 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 third parties it utilizes. Customer assumes responsibility for any delays caused by such resources or third parties' inability to meet project timelines outlined in these terms.

### Engagement Activities

Gong Professional Services will work with Customer on the below activities during the Services. These activities are further described in the paragraphs that follow. 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
- Integrations to the Gong platform
- Business and Privacy Settings
- Workflow Discovery Session(s)
- Use Case Customization Workshops
- Education and Rollout Support
- Go-Live
- 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 that can be aligned to for the duration of the Services.

2. *Integrations to the Gong Platform:* At a minimum, Customer and Customer's Gong Consultant will work together to configure the native integrations between Customer third-party applications and the Gong platform, including the native, Gong-supported CRM, web conferencing, email/calendar, and telephony integrations. In addition, Gong Consultant will cover team member provisioning options. All other supported integrations as defined in the Gong Collective website shall be considered within the scope of this engagement, except where those integrations require consultation on either Gong or the target system's API. All consultation around the Gong API, or other third-party API, are excluded from these Services.
3. *Business and Privacy Settings:* Customer and Customer's Gong Consultant will work together to configure the desired recording settings, recording consent settings, permission profiles, authentication, workspace, notification, and data protection and privacy settings within the Gong platform.
4. *Workflow Discovery Session(s):* At a minimum, Customer's Gong Consultant will host one Workflow Discovery Session around one or more of Gong's advanced capabilities. Advanced capabilities include, but are not limited to:
  - a. Deal Boards, mapping to Customer's pipeline review process
  - b. Initiatives Boards, mapping to Customer's strategic initiatives
  - c. Scorecards and Libraries, mapping to Customer's advanced coaching process
  - d. Trackers/Smart Trackers, which can map to any of the three above
5. 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 multiple Workflow Discovery Sessions based on hours remaining in the Services.
6. *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 advanced capabilities based largely on the outputs from the corresponding Workflow Discovery Session(s).
7. *Education and Rollout Support:* Gong will work with Customer to ensure that enabling Gong 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.
8. *Go-Live:* Customer and Customer's Gong Consultant will turn on the relevant Data Capture settings for Customer's users such that their web conference calls, dialer calls, emails and calendar events, as defined by their Business and Privacy Settings, start being captured.
9. *Post Go-Live Office Hours:* Following the enablement of Data Capture and 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.
10. *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

### **Gong Professional Services**

Gong will assist Customer in configuration of Gong Professional. Gong Professional Services is a flexible approach that requires participation and ongoing engagement from Customer administrator(s) and business subject matter experts (“SMEs”). Professional Services hours can be used to execute Customer connections and 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 within Gong Professional Services:

- Company Settings, in the context of Gong Professional
  - General, authentication, workspaces and notifications
  - Team member profiles, access and permission profiles
  - Team member provisioning options
- Data Capture Connections, in the context of Gong Professional
  - Supported, native CRM integration
  - Supported, native web conferencing integrations
  - Supported, native email and calendar integrations
  - Supported, native telephony integration
- Security Settings and Consent
  - Recording settings
  - Recording consent options
  - Data protection and privacy options
  - SSO authentication
- Account Configuration
  - Trackers and Smart Trackers
  - Libraries
  - Deal Boards
  - Scorecards
  - Initiatives Boards
- Adoption Reinforcement
  - Launch communication
  - Review adoption and KPI targets
  - Training planning

### **Gong Training**

Customer will have unlimited access to training and content in Gong Academy. Gong Academy content includes but is not limited to:

- Self-paced content for administrators, front line managers, and sales teams;
- Pre-recorded live training sessions; and
- Access to register for interactive live weekly trainings designed to get users started with Gong in the following areas:

- Reviewing calls
- Reviewing deals
- Finding calls
- Tracking progress
- Understanding deals
- Deal Boards
- Forecast Boards
- Templates
- Flows

### **Customer Resources**

Customer shall provide at least one resource who shall serve as the primary Gong Administrator and be responsible for all configuration activities during the engagement. Additionally, Customer agrees to provide the following resources throughout the engagement:

- 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 the 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.