Last Updated: May 23, 2024

Advisory Services: Program Management	
Advisory Services Package Start Date:	The Program Management Package will commence on a date mutually agreed to between Customer and Twilio in writing.
Available Channels:	The Program Management Package will apply to only one of the available channels below, which Customer will select and inform Twilio in writing prior to the Advisory Services Package Start Date: ● Programmable Messaging ● Programmable Voice ● Twilio Flex ● Twilio SendGrid Email Customer may not change the channel above which it has selected on or after the Advisory Services Package Start Date.
Duration of Advisory Services Package:	Notwithstanding anything to the contrary in the applicable Order Form, the Program Management Package will commence on the Advisory Services Package Start Date and continue for an initial period of 12 months. After the initial 12 month period, the Program Management Package will automatically continue for successive 12 month periods, unless the applicable Order Form is terminated or Customer opts out of all future successive 12 month periods by providing Twilio with at least thirty (30) days written notice prior to the commencement of the next successive 12 month period. *Any items denoted by a single asterisk (*) may be rescheduled beyond month 1 and 2 by mutually agreement in writing between Customer and Twilio*
Assigned Twilio Personnel:	Month 1 & 2*: ● 1 Named Technical Engineer (not to exceed a total of 25 hours**) Months 1-12: ● 1 Named Program Manager (not to exceed 15 hours per calendar month**) *** Hours spent during the scheduled sessions set forth below contribute to this limit*

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Scheduled Sessions:	<u>Months 1 & 2*</u>: ● Kick Off: Project Outline & Discovery Session (60 minutes) ● Architecture Review Session (60 minutes) ● Strategy Implementation: Working Session (60 minutes) ● UI / Console Education (60 minutes) ● Regulatory Landscape & Industry Best Practices (60 minutes) ● Twilio Flex Template Overview (60 minutes) - *Available only if Customer selects Twilio Flex as its channel* ● Twilio Flex Plugin Development Best Practices (60 minutes) - *Available only if Customer selects Twilio Flex as its channel* ● Warmup Metrics Analysis Session (30 minutes) - *Available only if Customer selects Twilio SendGrid Email as its channel* <u>Months 1-12</u>: ● 2 Account Syncs per calendar month*** (60 minutes each) ● Quarterly Program Reviews (60 minutes each) *** *An Account Sync will not occur in the week a Quarterly Program Review is scheduled*
Ad Hoc Activities:	● Troubleshooting Assistance ● Quarterly Usage & Optimization Reviews ● Support from Named Program Manager (not to exceed a total of 10 hours per calendar month)
Included Features:	● Detailed Project Tracker provided to Customer with all call recordings, channel documentation, and best practices ● Ability to leverage an internal liaison to Twilio's Engineering, Product, and Support teams ● Twilio will regularly communicate relevant industry updates to Customer via email or during scheduled sessions
Completion Notice:	Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services ("**Completion Notice**"). The foregoing Advisory Services will be deemed completed upon Customer's confirmation in writing of the same to Twilio via email. If Customer does not provide written confirmation of completion to Twilio via email within seven (7) days of the date of the Completion Notice, the foregoing Advisory Services will be deemed completed.

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