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Avid Support Tier Description Cloud Premium Subscription Entitlement

Cloud Premium Avid Advantage Support Tier is a business-critical support tier available for Avid's Managed Cloud and SaaS product offerings that include Avid core software technology and products.

The Cloud Premium support tier is provided as part of specific Managed Cloud and SaaS subscription purchases and is not available to purchase separately.

If applicable, customers may be required to purchase separate "ongoing manage and operate" services for Managed Cloud Services" that provide active management, monitoring and customer-specific configurations within the cloud infrastructure.

Specific components of this support tier include:

a) Information Services

Avid will provide 7 days x 24 hours access to an online Knowledge Base and product forums (available at www.avid.com/support). Product registration and/or secure user login may be required for access and use of forums is subject to the Avid Community Exchange Terms of Use and Conduct Guidelines (available at <http://community.avid.com/forums/terms.aspx>). Availability may be limited during hours of routine maintenance or updates to the website.

b) Technical Support

"Response" shall mean the initiation of an action by Avid to the support request. The service provided by Avid is limited to Avid qualified cloud service and software offerings.

Technical Support is available via Web case logging with 7 days x 24 hours access. Web case logging is the preferred form of contacting support for all issues. Avid will use reasonable commercial efforts to meet the following Response targets:

- Severity 1 - Critical Issues: 1 hour
- Severity 2 - Urgent Issues: 2 hours
- Lower Severity Cases: 4 hours

Avid will also provide 7 days x 24 hours technical support via telephone for Severity 1 - Critical Issues only with highest priority queuing under the Cloud Premium support tier. "Highest Priority" means the call will be answered before all calls preceding it are answered, except for calls of the same priority. Avid will use reasonable commercial efforts to respond to these calls within 1 hour.

Avid reserves the right to suspend telephone access, or modify the hours of availability, if the customer does not appropriately comply with the above defined usage criteria.

Technical Support provided outside normal business hours (9:00 am to 5:00 pm, local to the Avid contact center) will be delivered in English.

Severity Level Definitions:

- “Severity 1 – Critical” issues shall mean the customer is experiencing an issue for which there is no acceptable work alternative and that is preventing customer from performing critical business functions.
- “Severity 2 – Urgent” issues shall mean customer are able to perform the intended job function, but performance of said job function is degraded or severely limited.
- “Severity 3 – Important” issues shall mean the customer performance of a job function is largely unaffected.
- “Severity 4 – Normal” issues shall mean minimal system impact, and also includes feature requests and other non-critical questions/inquiries.

c) Cloud Software Changes

As part of Managed Cloud Services and SaaS offerings, Avid may at its discretion patch, update and/or upgrade Avid software operating in the cloud infrastructure.

If customer-specific bug fixes ("Bug Fixes") are provided by Avid at its discretion, they will also be deployed by Avid in the cloud infrastructure and may have limited testing.

The Managed Cloud Services and SaaS offerings are limited to specific and qualified software releases, with no support provided for older releases, unless previously agreed.

d) Escalation Process

Avid employs an industry-standard escalation process for all support events. This process provides for increasing levels of resources and technical assistance to be applied based on both elapsed time and the level of severity of the issue.

Avid also uses a severity/priority escalation matrix to determine appropriate response for any escalation and retains the sole right to determine the severity level of an issue. Avid will leverage customer feedback to set the appropriate priority level for all escalations that will help determine the appropriate level of response to the customer.

e) Exclusions from Coverage

This Cloud Premium Support Tier does not apply to or include the following:

Onsite Support and Assistance: No onsite support and assistance is provided with Managed Cloud and SaaS offerings. Avid may offer onsite support as an optional purchase chargeable at current rates plus travel time and expenses. Contact Avid for more information about the availability and terms and conditions of onsite support.

Third party software: Avid provides no support for third party software except when explicitly stated in Avid documentation. Please contact the original manufacturer of the third party product for information about support services, if any, offered for such third-party product.

For cases where Avid includes third party software as part of the overall solution, Avid will use reasonable commercial efforts to deliver Cloud Basic Level of service. However, Avid is dependent on the support capabilities and responsiveness of the applicable vendor.

Professional, Education and Training Services: These services are available at additional charges or fees.