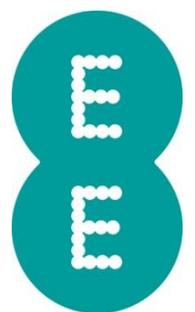


# TAILORED END TO END SOLUTION DESCRIPTION



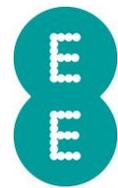


# Tailored End to End Solution Description

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# Tailored End to End Solution Description

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## 1. Introduction

This Solution Description forms part of the Customer's Agreement with EE. Words and expressions used in this document shall, unless the context requires otherwise, have the meaning given to them in, and be interpreted in accordance with, the Agreement.

Businesses are increasingly mobilising their workforce to gain the benefits of flexible working, including cost savings from fixed infrastructures, better utilisation of downtime and improved work life balance. Mobile technologies play a crucial part in this, as they enable staff to work from anywhere, at any time.

EE provides the Business Class Service as an inclusive benefit to business customers. To support eligible Customers requiring a greater level of support and customisation with deploying and managing mobile technologies, EE offers Tailored End to End as described in this document.

## 2. What You Get With Tailored End to End

Tailored End to End provides customised support to the Customer throughout the time Customer takes the Solution. Tailored End to End provides a wide range of features which allow the Customer to efficiently deploy mobile technologies to their Users and manage the Services it has taken from EE. Tailored End to End offers:

- Data Collection
- Enhanced provisioning
- Device Customisation
- Device Delivery
- Welcome day
- Reporting
- Technical customised helpdesk
- Service Review
- Mobile Manager Support including hierarchy set up support and administrator training

These features are described in detail below.

## 3. Enhanced Provisioning

In addition to the Provisioning offered as part of Business Class Service, the Customer gets Enhanced Provisioning under Tailored End to End

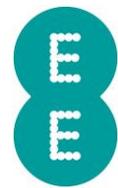
EE will provide a managed migration and implementation service for the Customer ensuring they receive a seamless transition to EE. This will be led by an experienced, PRINCE2-qualified Desk based Client Project Manager (CPM), who provides a single point of contact and coordination of Tailored End to End services:

### 3.1 Data Collection

Where a Customer has selected the Data Collection Add-On, EE offers a User Data collection service providing the following features:

- EE will build an online questionnaire to collate the User information required for the implementation of the Service and any additional information that the Customer may want.
- EE will provide the Customer with a link to the E-survey questionnaire to enable the Customer to send it out to their Users.
- EE can, at the Customer's request, provide a SMS reminder service to prompt Users to complete the questionnaire.
- EE will provide the Customer with the completed User database and a report on the responses from the data collection service of the E-questionnaire survey.

Customisation of the questionnaires, Data Collection timescales and other details are finalised between EE and the Customer during the implementation phase.



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It is the Customer's responsibility to provide EE with contact details for all Users for the E-questionnaire survey and reminder service, to validate the information of the User database and provide EE with any outstanding information to enable EE to complete the implementation. If the Customer is unable to provide the required information within the agreed timescales, this may impact EE's ability to implement the Service.

## 4. Device Customisation

Where a Customer has selected this Add-On, the Customer will receive their Devices pre-configured to their choice of settings selected from the options available.

The standard tasks available under this Add-On are:

- **SIMs Inserted Into Devices & battery and backs fitted** – Devices are delivered to the Customer with SIMs and batteries pre-inserted, and backs fitted
- **Apply screen protectors** = EE applies customer-purchased screen protectors to the Devices
- **Embed Customer Logos** - EE programs logos as provided by the Customer onto the Devices (on screen);
- **Application download** – EE pre-installs the Customer's choice of applications onto the Device. The Customer's choice of applications have a direct impact on the price level of this Add-On;
- **Customer's email and software settings** - EE programs email and software settings as provided by the Customer onto the Devices, including APN settings, applications and email pre-configuration;
- **Company phonebook & pre-programmed numbers** – EE programs the Customer's company phonebook and any other telephone numbers provided by the Customer onto the Devices (up to a maximum of 100 numbers). These will be standard pre-programmed numbers across the Customer's fleet and no individual Device programming is included in this feature;
- **Restricted dialling** – where restricted dialling Devices are selected by the Customer, EE programs the numbers to which the Users are allowed to make calls on these Devices (up to a maximum of 10 numbers). Any changes to these numbers after the Device has been delivered are to be managed by the Customer;
- **Speed dialling** – EE programs the speed dial numbers as provided by the Customer onto the selected Devices (up to a maximum of 8 numbers).
- **Setting PIN 2** – EE replaces the PIN 2 default settings by programming new PIN1 and PIN2 codes as chosen by the Customer on the selected Devices.
- **Asset management tracking** – EE labels each Device with the asset number provided by the Customer and provides the Customer with the database of Devices and corresponding asset numbers.
- **Customised Literature added** - EE provides supporting documentation with the Devices including information on SIM activation and use of the Service. In addition, the Customer may request for additional information to be included to support the Users, such as the IT settings captured for the Customised Helpdesk at implementation and details on the Customer's IT policy, as well as co-branding of the documentation.
- **Additional hardware added** – EE adds customer-purchased hardware to Devices before they are delivered

The number of options chosen from the list above will affect the Charge for this Add-On. This will have been discussed and agreed with the Customer before the Customer contracts for this Solution.

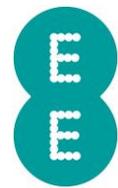
Device Customisation details and timescales are finalised between EE and the Customer in the implementation phase.

Some bespoke settings can be provided for a number of user groups within the Customer's fleet but these will be limited. If the Customer identifies a need for these, EE will advise the Customer during the implementation phase as to the number of these that can be provided to the Customer.

Some of the settings require a pilot test phase and sign off from the Customer prior to completing the order, for example where the Customer supplies a logo where the font, size or format may require some modification to work on a Device. EE may not be able to accurately replicate all of the Customer's branding, logos, fonts etc. In such circumstances the Customer shall agree to either accept a close approximation or shall agree to waive that customisation request.

It is the Customer's responsibility to provide EE with:

- accurate information on their choice of settings for Device Customisation; and



# Tailored End to End Solution Description

- the required information for the selected Device Customisation option (for example: phonebook details, speed dialling numbers);
- the required logos, designs, copy and branding detail necessary for the selected Device Customisation option within the timescales and in the format that is required by EE to meet the delivery timescales. Any delay in the provision of these requirements will result in a corresponding delay of the delivery of the affected Devices or Devices will be delivered without any of the affected Device Customisation.

Device Customisation can be provided on most EE branded and supplied Devices and is likely to be applicable to most future Devices. Some specialist Devices may place particular constraints on the Services that can be provided.

EE is unable to provide Device Customisation on iPhone and certain other Devices due to the manufacturer's restrictions, with labelling of Device boxes available only. EE will advise the Customer on any further limitations on the options available on certain Devices and on the Devices affected at implementation.

## 4.1 Device Delivery

Tailored End to End provides the Customer with the following feature:

- Delivering Devices to the Customer's chosen addresses, including the Customer's registered address, other Customer business sites or Users' home addresses - (as agreed with the Customer).

The Service includes the initial cost of delivering the Device to the Customer. However, it does not include the cost of failed deliveries, for example, where a delivery is aborted because the Customer is not available to accept the delivery on the pre-agreed day (deliveries are made anytime between 8am and 6 pm under this delivery option) and place. EE reserves the right to charge the Customer for subsequent deliveries.

## 5. Welcome Day

Tailored End to End provides the Customer with a number of Welcome Days. The number of these will depend on the Customer's fleet size up to a maximum of 10 days:

- Supporting the delivery and distribution of Devices to Users, by providing rollout support at the Customer's premises to provide:
  - copying contacts from Users' existing SIMs or Devices onto their new SIMs or Devices;
  - providing Users with advice on using EE's products and services to maximise the value of the EE service to them;
  - set up of the Users' Smartphones, including registration and email set up.

The Customer can select to buy additional man days of this support.

## 6. Customer and User Support

Tailored End to End provides the following Customer and User Support in addition to the Business Class Service:

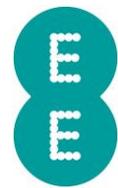
- Customised Helpdesk
- Reporting

### 6.1 Customised Technical Helpdesk

The Customised Helpdesk offers direct access for Users to EE's Business Technical Support. Users can contact the Customised Helpdesk service by using dedicated phone numbers allocated to the Customer.

The Customised Helpdesk uses the information provided by Customer during implementation of the Service to resolve the User's queries faster and more accurately by recognising:

- Device configuration, including the Customer's email server settings
- Exchange rules affecting Users, including mailbox and attachment size limits
- The Customer's corporate Wi-Fi and Proxy settings
- The Customer's Private APN settings



# Tailored End to End Solution Description

- The Customer's mobile and roaming policies

The Business Technical Support team will also provide help and advice on;

- EE supplied Devices
- Network related issues
- EE technical services and solutions
- Quick re-direction of any queries more appropriate to the Business Customer Service (end user support)

To ensure efficient delivery of the Customised Helpdesk, it is the Customer's responsibility to provide EE with accurate information as part of the implementation of the Service. This information is initially captured by the EE's nominated Client Project Manager and reviewed regularly by the Customer and EE's nominated Service Manager as part of the Service Reviews.

## 6.2 Resolution of Incidents, Queries, Issues, problems

The Customer acknowledges that not all Incidents, queries, issues or problems (Issues) will be resolvable by EE. EE will use its reasonable endeavours to identify where the cause of any Issue lies and where EE is able to exclude that EE, the Network, Solutions, Devices, EE Software or Equipment are at fault, the Issue will be defined as resolved and closed. In such circumstances EE may advise the Customer that it will need to carry out its own further investigations into the fault and EE will advise where possible of any information that it had that might assist the Customer in its investigations.

## 6.3 Reporting

Tailored End to End provides the Customer with the following reporting.

### Billing Insights Advanced

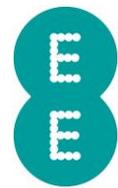
EE will provide the Customer with:

- a monthly billing report, which sets out details of all usage on the Customer's account;
- a monthly management report, consisting of:
  - a breakdown of all Charges;
  - duration of calls and number of calls made;
  - call and data traffic volumes across all Users;
  - usage trends;
  - a summary of Roaming usage; and
  - itemisation of all premium rate calls, directory calls and texts.
- Customer branding on all reports;
- tailored billing content and layout, as agreed between the parties;
- all reports via email within three days of the billing information being made available on Mobile Manager or the Mobility Manager Portal;
- invoice summaries (excluding itemisation) for the previous 24 months, available on a self- service basis and accessible via Mobile Manager or the Mobility Manager Portal;
- itemised invoice summaries for the previous 12 months, available on a self- service basis and accessible via Mobile Manager or the Mobility Manager Portal; and
- a managed billing helpdesk for general billing queries.

### Weekly Insights

EE will provide the Customer with:

- a weekly report, consisting of:
  - a breakdown of weekly data and international voice charges;
  - weekly data traffic volumes across all Users;
  - weekly international call traffic volumes across all Users;
  - call duration details; and



# Tailored End to End Solution Description

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- a summary of Roaming data and voice usage (including incoming and outgoing traffic) for the previous four weeks.
- all reports via email and password protected, sent to up to three nominated contacts;

The Customer:

- will contact the report sender if they require a password reminder;
- will contact the report sender to add or remove recipients of the report;
- will refer to their online billing tools or select a monthly Billing Insights Advanced report if they require detailed billing analysis;
- may update their Services following information received from their report, by contacting customer services; and
- will verify if an employee is using too much data by also checking their monthly invoice, as data usage details set out in their report may span across two billing periods.

The report will not include:

- UK voice calls;
- directory calls
- premium rate calls;
- texts; and
- picture messaging.

A specific Managed Bill Helpdesk is available for general queries and advice on bill content.

These customisation requirements will be discussed and agreed between EE and the Customer in the implementation phase. There may be some system limitations to some Customer requested changes and these will be explained to the Customer during the implementation phase.

The report is emailed monthly to the Customer's nominated recipient/s within 3 working days of each month's bill being made available on the Mobility Manager Portal.

## 7. Service Review

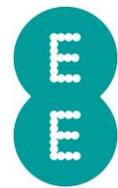
Depending on the size of the Customer's account, a service review will be due at the relevant interval (as detailed below) following completion of the Post Implementation Review by the desk based Customer Project Manager.

Service Reviews are provided to the Customer on the following basis:

- 200-1500 connections – quarterly/yearly reviews
- 1500 +connections – monthly reviews

For Customers with between 200 -1500 voice connections\* a review will be completed with the Customer by a Desk Based Service Manager. Each review will consist of the following elements:

- Action Tracker review
- Initial creation and subsequent review of an Account Guide to include:
  - EE virtual account team details
  - Key processes and procedures manual
  - Escalation routes
- Performance Scorecard results review
- Billing Insights reporting review
- Network performance overview (UK, National level)
- Improvement initiatives



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The Desk Based Service Manager will coordinate the review meetings which may include other members of the EE virtual team as required (for example: Account Manager, Business Customer Service support, collections coordinator, billing team, network service support, technical contact as applicable).

The Reviews will be undertaken via conference call, web conference, video conference or as preferred and agreed between the Customer and EE via other applications e.g. Face Time, Skype, Polycom.

The output of the reviews will be detailed in the Action Tracker, where responsibilities and timescales for delivery will be clearly identified and shared with the Customer. Day to day service activity on the Customer's account will be managed by business customer support and any commercial reviews or queries will be managed by the Account Manager.

\* Customers with more than 1500 connections will receive monthly reviews - please refer to Sections 3 & 4 of the Service Management Solution Description for details of the service provided to these Customers.

## 8. Mobile Manager Support

### 8.1 Hierarchy Set-Up

Under the Tailored End to End service EE will provide the Customer with a built cost centre hierarchy based on its specific set up for use within the Mobility Manager Portal.

The Customer will provide EE with up-to-date and accurate information required to build the hierarchy and to support EE with any further details necessary to complete the Hierarchy Set-Up. Updates and revisions of the Hierarchy in-life are the responsibility of the Customer.

### 8.2 Administrator Training

Under the Tailored End to End service, EE will provide up to two Web conferencing Administrator Training sessions on the use of Mobility Manager Portal to the Customer's in house training team or other personnel nominated by the Customer, enabling them to deliver on-going training to other members of the Customer's staff as required.

EE will provide these sessions on the use of the online billing tools to the Customer's in house training team or other personnel nominated by the Customer, enabling them to deliver on-going training to other members of the Customer's staff as required.

Scheduled sessions can be cancelled with 24 hours prior notice and rescheduled at no extra Charge. EE will raise an additional Charge if the Customer cancels a session with less than 24 hours' notice and wishes to reschedule

## 9. The Customer's Role and Responsibilities

To deliver and support the Tailored End to End requires the co-operation and assistance of the Customer. These are detailed in the Business Class Service description but are re-iterated below:

- The nomination of suitable points of contact for the administration of all aspects of the account;
- The provision of an internal IT and technical help desk to provide first line support to the Customer's Users available during sufficient hours to allow EE to meet any Service obligations described herein;
- Provide sufficient and detailed information to enable EE to carry out root cause analysis and any follow up information that is reasonably required
- Respond to any requests from EE for information in a timely manner;
- Cascade any EE service notices to the appropriate Users in a timely manner;
- Assisting EE with the identification and diagnostics of service related faults;
- To follow (and ensure their Users follow ) agreed processes for
  - the reporting and escalation of service-affecting Incidents;
  - the management of the Services, Solutions and Equipment
- Participate in any regular reviews held by the Account Development Contact to review the account and provide feedback, including:
  - Performance compliance



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- Service development opportunities
- Technical issues
- Planned maintenance
- Network improvements
- Service improvements
- Exception reporting
- Communication
- Feedback through EE's Scorecard
- Business benefits from EE's network and services
- Notifying EE at least 5 Working Days in advance of any planned works that the Customer will carry out that will or may affect the operation of the Services. Customer to give EE at least 5 working days' notice of any planned works that will or may affect operation of the Service. EE may suspend the Service during the planned works where it reasonably considers the works to be of a nature that may affect or compromise the performance of the Network.

This document has also identified some specific areas where the Customer's support is a pre-requisite to providing a certain feature or option.

## 10. Exclusions

EE shall have no responsibility for faults which in its reasonable opinion result (directly or indirectly) from:

- the Customer's use of its internal telecommunication equipment or to any equipment not provided by EE
- Improper or unauthorised use of the Service or interference with the Service by the Customer including from Customer Equipment;
- Events outside of EE's direct control;
- A breach by the Customer of its obligations under the Business Agreement.

EE may charge the Customer reasonable repair fees (including the cost of replacement equipment) to rectify any faults resulting from the above.

## 11. Definition of Terms

Definitions: where the context permits any defined term in this document shall have the same meaning as in the Customer's Business Agreement. In this document:

**Account Development Contact** means the nominated point of contact from Account Development. This nominated contact may change from time to time as required by EE.

**Account Guide** - This Account Guide describes the processes and procedures on ordering new Equipment, Upgrading Devices, information on Service Plans, Solutions, Add-Ons that the Customer has ordered, billing and payment options, contact details of key departments and personnel within EE and escalation routes for issues **and concerns**.

**Action Tracker** means an electronic log of all open significant actions that are raised during meetings and communications with the customer. The Action Tracker is reviewed during the Service Reviews to ensure progress and closure is achieved in a timely manner.

**Business Class Service** means the services provided to all Customers who meet the eligibility criteria as described in the 'EE's Business Class Service Plan for Large Customers' Solution Description.

**Business Customer Service (end user support)** means the EE team that provides support to all the Customer's Users on EE's service and Equipment they may be using.

**Business Technical Support Team** means the EE team that provides support to the Customer Technical Contacts on any technical issues around EE's service and equipment.

**Client Project Management Team** means the EE team that provides a fully managed migration and implementation service for the Customers to support with the deployment of their fleet.

**Client Project Manager** means the nominated point of contact from the Client Project Management Team. This nominated contact may change from time to time as required by EE.



## Tailored End to End Solution Description

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**Customer Technical Contact** means a Customer employee, nominated by the Customer who is responsible for acting as the first level technical support for Users and escalating issues to EE where the Customer's IT Helpdesk is unable to resolve an issue.

**Incident** means an issue logged with EE and which is being investigated by EE.

**Mobile Manager** means the online portal used by Customers to access billing information, generate reports, enable and disable service features and order Devices and accessories online.

**Service** means the products and services provided by EE to the Customer under their Agreement.



# Tailored End to End Solution Description

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## Disclaimer

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