

TAILORED SET UP SOLUTION DESCRIPTION

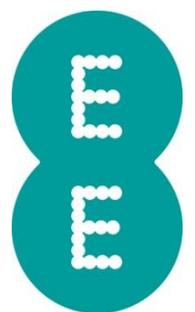
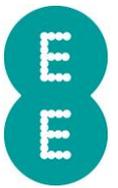




Table of Contents

<u>1.</u>	<u>INTRODUCTION</u>	3
<u>2.</u>	<u>WHAT YOU GET WITH TAILORED SET UP</u>	3
<u>3.</u>	<u>ENHANCED PROVISIONING</u>	3
<u>4.</u>	<u>DEVICE CUSTOMISATION</u>	4
<u>5.</u>	<u>WELCOME DAY</u>	5
<u>6.</u>	<u>MOBILE MANAGER SUPPORT</u>	5
<u>7.</u>	<u>BM HIERARCHY SET-UP</u>	5
<u>8.</u>	<u>ADMINISTRATOR TRAINING</u>	6
<u>9.</u>	<u>THE CUSTOMER'S ROLE AND RESPONSIBILITIES</u>	6
<u>10.</u>	<u>EXCLUSIONS</u>	6
<u>11.</u>	<u>DEFINITION OF TERMS</u>	7
	<u>DISCLAIMER</u>	8



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 Solution as an inclusive benefit to business customers. To support eligible Customers requiring a greater level of support and customisation with deploying mobile technologies, EE offers Tailored Set Up which is described in this document.

2. What You Get With Tailored Set Up

Tailored Set up provides a wide range of features which allow the Customer to efficiently deploy the Services it has taken from EE to their Users. Tailored Set Up offers:

- Full support from a qualified client project manager
- Enhanced Provisioning
- Data Collection
- Device Customisation
- Device Delivery
- Welcome Day
- Mobile Manager Support
- Mobile Manager Hierarchy Set Up support
- Administrator Training via Web conferencing

These services 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 Set-Up as detailed below.

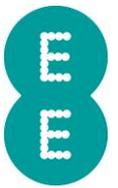
EE will provide a managed migration and implementation service for the Customer ensuring they receive a seamless transition to EE. This will be led by an experienced, and qualified Desk based Client Project Manager (CPM), who provides a single point of contact and coordination of the Tailored Set-Up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

3.1 Data Collection

Under Tailored Set Up, EE offers a fully managed User Data collection service to ensure all User information required for the implementation of the Service is captured in a single database. This feature provides 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 questionnaire to enable the Customer to send it out to the 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 to the questionnaire.

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



It is the Customer's responsibility to provide EE with contact details for all Users for the SMS 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.

3.2 Device Customisation

Under the Tailored Set-Up EE provides the Customer with a Device Customisation service, enabling the Customer to receive Devices that are pre-configured to their choice of settings from the following options:

3.3 Device Delivery

Tailored Set-Up 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.

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
- 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.

5. Welcome Day

Tailored Set Up provides the Customer a Welcome Day. 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.

Customers with 50-100 users will get 1 Welcome Day.

Customers with 101-300 users will get up to 2 Welcome Days.

Customers with 301-400 users will get up to 3 Welcome Days

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

6. Mobile Manager Support

Tailored Set-Up provides the following Customer and User Support in addition to the Business Class Service:

- Mobile Manager Hierarchy Set-Up
- Additional Administrator Training;

7. Mobile Manager Hierarchy Set-Up

Under Tailored Set Up EE provides the Customer with a built cost centre hierarchy based on its specific set up for use within Mobile Manager.



It is the Customer 's responsibility to provide EE with the 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. Administrator Training

Under the Tailored Set-Up Service EE will provide up to two Web conferencing Administrator Training sessions on the use of the online billing - 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.

9. The Customer's Role and Responsibilities

To deliver and support the Tailored Set Up 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
 - 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.

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' document.

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.

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.



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