



Replatform

OVERALL DESCRIPTION

Ecommerce platforms can and will vary widely in how they store, designate and tie together order and product data. Your Listrak solutions are dependent on these configurations so when migrating from one platform to another, we take many of the same steps that we take when you first onboard to the Listrak Platform. This is to ensure that solution and data dependencies align in this new environment and when they do not align, we make the necessary changes to the integration and your various solutions to accommodate.

SCOPE

Integration Discovery:

Prior to starting the new eCommerce platform integration, Listrak will:

- Perform (1) technical review of current integration components, data and platform setup
- Identify key data and integration considerations to keep existing and new eCommerce platform and Listrak solution in parity
- Outline re-platform process
- Review and deliver project timeline
- Once integration requirements are aligned, Listrak will provide all integration guides and instructions for the new eCommerce platform

Staging Integration Guidance:

Listrak will provide up to (2) rounds of review on client's staging environment for completeness of integration and accuracy of data being passed to Listrak, with any revisions provided to client. Standard review includes the following:

- Review and provide feedback regarding eCommerce platform integration; outlining any custom configuration requirements or additional JavaScript components
- Provide code snippets when applicable, or instructions, for integration of subscription points
- When applicable, complete data workbook to outline and gain agreement on data required to remain in parity with previous platform and current solutions
- Review and provide feedback regarding data files

Production Review:

Once the Listrak integration is migrated to the production environment, Listrak will complete (1) round of review. The bulk of the testing is done on staging and this round of review is to ensure a smooth transition between environments and all data connections are established and passing data in expected formats.

- Review eCommerce platform and applicable JavaScript code functionality
- Review subscription points to ensure successful collection
- Enable any new data feeds

Application Setup & Launch:

During the transition to the new eCommerce platform, Listrak will pause any automated campaigns to ensure messages are not deploying with incomplete or incorrectly formatted data or links. These are paused 1 day prior to launch.

To relaunch solutions in the new environment, production review is completed and Listrak completes the following for each solution individually:

- Review of data synced to automated program and appropriate movement of contacts / customers through the workflow(s)
- Updates to formatting of applicable dynamic elements like cart links, product and image URLs, etc.
- Testing of message for functionality with updates to any changed links
- Ensure coupon codes are functioning and relevant pools are updated
- Successful end-user testing followed by re-launch of solution

RISKS

- Standard replatforms include validation on two environments. If working in more than one development environment, Listrak requires validation on the environment that is most in parity with the production environment
- Listrak asks that you first integrate on a staging environment prior to launching the new eCommerce Platform. This allows for discrepancies in data, formatting, etc. to be caught and addressed prior to the launch. Not testing on a stage environment may result in production revisions and a delay in the re-launch of solutions

OUT-OF-SCOPE

- Creative updates and overall render testing of messages is not included
- The bulk of the work is done prior to the launch on the new site. Listrak requires at least 15 days' and requests more than 30 days' notice of a replatform to ensure limited down time to solutions during transition. Less than 15 days' notice will be considered out-of-scope resulting in the potential for additional downtime. A minimum 5 business day notice of any date change is required or downtime and start may be delayed
- Any changes to the solution scope as provided from Listrak may require a statement of work and additional investment. A custom scope definition will be provided in a separate document for your review
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope and will require a change order**