



*forfront*

**SERVICE  
LEVEL  
AGREEMENT**

## FORFRONT COMMITMENT TO ITS CLIENTS

Our mission is to create simple-to-use software, apps and digital marketing tools that organisations can rely upon to increase their sales and productivity and reduce operational costs. These tools enable businesses to grow consistently.

Since our inception in 1998, we have taken pride in offering second-to-none, UK based support, while maintaining the personal care our customers expect and have become accustomed to.

We have implemented systems, procedures and a Service Level Agreement (SLA) in order to improve the customer experience constantly when using Forfront services including e-shot™, our email marketing platform. This document describes the response methods and times for any issue encountered regarding Forfront services and products. For all hosted services our SLA is in line with our ISP and Data Centre currently provided by Verizon Business (one of the main global Internet traffic suppliers).

## SERVICE LEVEL AGREEMENT (SLA), SUPPORT AND MAINTENANCE SERVICE

Forfront will provide support subject to an up-to-date valid subscription and/or maintenance contract.

Forfront makes no guarantee that it will complete support service requests within any given time period. It will make reasonable efforts to address operational emergencies and start work within the defined Response Times.

All maintenance work is to be requested through the Forfront Support System and should clearly state the authorising person. Emergency situations should also be followed up with a telephone call. No work will be undertaken unless a request is received in writing.

Forfront is not responsible for any delay, malfunction, non-performance and/or other degradation of performance of any of the services caused by, or resulting from, any amendments requested or implemented by the client, whether or not beyond the services already supplied. We reserve the right to raise additional charges for any work so arising.

If any services become unavailable then we will use reasonable endeavours to repair and reinstate the service within 24 hours of detection depending on the severity of the failure.

## RESPONSIBILITIES

### Forfront Responsibilities

Forfront will provide and maintain the software and hardware systems provided by Forfront that are used by the client.

#### Forfront will:

- Ensure relevant software, services and equipment are available to the client in line with the uptime levels listed below
- Respond to support requests within the timescales listed below
- Take steps to escalate and resolve issues in an appropriate, timely manner
- Maintain good communication with the client at all times

### Client Responsibilities

The client will use the software as intended and abide by all the relevant laws and regulations such as Data Protection Act, Defamation Act, Racism and Anti-discrimination Acts.

#### The client will:

- Notify Forfront of issues or problems in a timely manner
- Provide Forfront with the authority to access the software and services for the purposes of maintenance, updates and fault prevention
- Maintain good communication with Forfront at all times

## CONTINUITY OF SERVICE

Since 1998 we have consistently provided a service uptime of greater than 99.8% (in line with Verizon Business). We always proactively inform our customers of any scheduled maintenance either by e-mail or on the e-shot™ dashboard. The uptime represents the percentage of total service time, excluding any unexpected outage or any of the following events:

- Maintenance
- Downtime caused by third party issues (governmental acts, war, riots, strikes or trade disputes (including by and with our own employees), technical failure, general availability of the Internet, power failure, communications failure, weather, flood, fire or explosion, natural or local emergency)
- Traffic bursts
- Customer inadvertencies
- Software or hardware equipment used by the Customer, not supplied by Forfront

In the case of peak time traffic overload, we apply contingency in the form of intelligent delivery procedures in order to protect the reputation of our customers' domains and IPs.

Forfront will immediately inform customers if there is an issue affecting the services or products via e-mail or the e-shot™ dashboard.

## REPORTING FAULTS

'Faults' are defined as outages of service or deviations of the software from the specification or typographic mistakes. All other changes are defined as 'Enhancements'. Fault reports must include enough information to enable Forfront to reproduce the fault.

To report an issue, a new case has to be created using the Forfront Support System. We can also be contacted on our Live Support System, Support Line (020 3320 8750) or by e-mail to support@forfront.com.

For out-of-hours and public holidays' support we monitor our Support System and our emergency email at support24@forfront.com. To ensure the quickest response time please provide us with your account reference number and a clear description of the issue including the feature affected and if possible the steps we can take to recreate the issue.

Every case will have its priority set as Low, Normal, High or Urgent based on which we will apply the appropriate escalation procedure.

	Priority description	First Response	Status Update	Resolution	Escalation
LOW	Issues that do not affect the availability of service or the business processes. Issues that would improve the customer experience and productivity but not stop the product or service from being used.	1 working day	2 working days	2 weeks or next maintenance release or product update	Product Manager / Operations Manager / Technical Director
STANDARD	Issues that have small effects on the use of the system but do not stop anyone from using it. Business processes can continue.	1 working day	1 working day	2 working days	Product Manager / Operations Manager / Technical Director
HIGH	Issues that require urgent attention because they affect a large number of users or critical functions.	2 hours within business hours 4 hours out-of-hours	4 working hours	1 working day	Product Manager / Operations Manager / Technical Director
URGENT	Issues that require immediate attention because they affect all users of the system or the service is not available at all.	1 hour within business hours 2 hours out-of-hours	2 hours (work around proposal after 1 hour and status update every 1 hour)	1 day	Technical Director

## ISSUE RESPONSE

Forfront will immediately inform customers if there is an issue affecting the services or products via e-mail or in the e-shot™ dashboard. If it is a high or crisis priority issue, the customers will be periodically updated with the status. All the time frames above are based on the working hours schedule 09:00 – 18:00 Monday to Friday excluding Public Holidays.

## CONTACT FORFRONT

Support System	<a href="http://support.forfront.com">http://support.forfront.com</a>
Live Support	Available directly from the e-shot™ dashboard during normal working hours
Email	<a href="mailto:support@forfront.com">support@forfront.com</a>
Emergency Email	<a href="mailto:support24@forfront.com">support24@forfront.com</a>
Support Telephone	+44 (0) 20 3320 8750