

# Pendo Launch Predict Services

## Implementation Approach

Pendo Launch Predict Services ("Professional Services") are outcome-based implementation engagements delivered by Pendo.io, Inc. ("Pendo") to empower customers to achieve success with Pendo Predict. Pendo Professional Services teams, including Engagement Managers and Consultants, will partner with Customers throughout their implementation of Pendo Predict, focusing on accelerating time to value, and driving adoption and retention.

## Outcome-Based Engagement

Launch Predict Services are designed to support customers through the following:

- Data Integration – Security review and connection of customer data sources (native or custom).
- Use Case & Model Design – Align to business goals, define KPIs, success/fail criteria, and build a predictive model
- Model Validation – Test predictions vs. historical performance; optimize for accuracy and segmentation.
- Rollout – Automate outputs, integrate triggers (e.g., alerts, campaigns), and execute the enablement plan.

## Launch Predict Services Options

The table below outlines the options available, as explained below in "Implementation Activities":

Activities	Launch Predict Standard	Launch Predict Gold
Number of applications in scope for data integration support	1 app	2 apps
Predict Enablement and Best Practices	Included for one team	Included for up to two teams
Use Case & Model Design	1 use case	2 use cases
Model Validation	1 use case	2 use cases

Activities	Launch Predict Standard	Launch Predict Gold
Project Management	Included	Included
Launch Predict Deliverables	Included	Included

## Implementation Activities

Pendo will be responsible for the following Launch Predict implementation services: Data integration support, Predict enablement, use case delivery, project management activities, and launch deliverables described in more detail below (collectively, the "Professional Services"):

### Data Integration

- Security review and connection of native customer data sources.

### Predict Enablement & Use Case Model & Design

- Provide core product training to build foundational knowledge of Pendo Predict
- Define business objectives and success criteria
- Identify work process, procedures, data sources and relevant data objects to support the use case
- Define model metrics - success criteria, fail criteria, audience
- Conduct data correlation analysis and agree on model's factors
- Build the predictive model

### Model Validation & Rollout

- Compare model's prediction and accuracy
- Model optimization
- Integration model's output to schedule/actions to be triggered
- Define roll out approach and execute

## Project Management Activities

- Conduct project kickoff meeting with Customer
- Facilitate project planning, reverse demo, and discovery calls as needed to discuss key objectives for the engagement, align on priority use case(s) for Launch Predict activities, and coordinate schedules
- Work with Customer Project Manager to develop associated project management schedule including alignment on timelines, milestones, and project health criteria
- Coordinate resources from Pendo to support the project objectives and schedule
- Provide regular project status updates
- Deliver project recap session, including a value recap and outcome validation

## Deliverables

- Kick off deck
- Project plan
- Documented architecture, business objectives, use case(s) and success criteria
- Build Pendo Predict Model (including validation and optimization recommendations)
- Recap document (project summary and recommendations) at project close

## Customer Roles and Responsibilities

Customers are expected to:

- Install the Pendo snippet, SDK, or browser extension
- Provide access to relevant applications and environments
- Assign key roles (see below)
- Participate in required discovery, enablement, and validation activities

Recommended project roles and associated time commitment is as follows:

Role	Responsibilities
Business Owner	Owns the "why" <ul style="list-style-type: none"><li>• Sets business goals and success metrics</li><li>• Secures exec buy-in and budget</li><li>• Reviews outcomes</li></ul>
IT Owner	Owns data access and compliance <ul style="list-style-type: none"><li>• Approves permissions and security policies</li><li>• Ensures compliance with internal IT/infosec</li></ul>
BI / Data	Owns data modeling and integrity <ul style="list-style-type: none"><li>• Maps data sources</li><li>• Validates schema, freshness, and data/model quality</li></ul>
Business Ops	Forwrd Admin <ul style="list-style-type: none"><li>• Maps predictions to CRM workflows</li><li>• Monitors effectiveness</li></ul>

Role	Responsibilities
Project Manager	Owns coordination and timelines. <ul style="list-style-type: none"> <li>Manages tasks, owners, and milestones</li> <li>Drives cross-functional execution</li> </ul>

*\*A single person may hold multiple roles*

## Assumptions

- Customer will install Pendo code on the applicable Customer or third-party application(s) and provide access to Customer's Pendo subscription and such application(s) as needed to provide Professional Services.
- Pendo will not modify Customer application code. For clarity, Customer is responsible for installing the Pendo code snippet in its application(s).
- The customer has a cloud data platform or data warehouse where all the data sources are available. Historical data, which is sometimes not available in raw data sources, is required to drive the accuracy of the models.
- The Professional Services include up to the specified number of applications and use cases covering the Implementation Activities as described above. For clarity, Customer must have an active, paid subscription for any application key in scope for the Professional Services.
- The Professional Services expire and must be consumed within 180 days after execution of the Order Form or other ordering document between Pendo and the Customer
- Pendo can provide one onsite visit, at Customer's location, that is up to one day in length for up to two project team members at no additional cost. Additional onsite travel can be contracted via a change request and in accordance with the terms of the Agreement.
- Pendo Professional Services will be performed on a remote basis.

The Launch Predict services performed by Pendo in accordance with this Services Description are referred to as "Professional Services." This Services Description is incorporated into the Pendo Order Form or other ordering document between Pendo and a customer covering the purchase of applicable Professional Services.

*Last updated: November 6, 2025*