



Boomerang Support Services

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1 Purpose

The purpose of this document is to:

- Define the support services for Boomerang's operational service according to:
 - Proactive operational support
 - Reactive operational support
- Describe Boomerang's responsibilities with regard to pro-active support
- Describe the process for and the customer's responsibilities when initiating reactive support requests
- Provide contact information for all types of support requests.

2 Scope

This document covers the support services (Boomcare Standard and Boomcare Premium) relating to Boomerang's operational service, consisting of both the messaging services and service administration (currently provided as a managed service).

3 Support services

3.1 Operational Service Support overview and responsibilities

The Operational Service comprises of:

- The message services subscribed to by the customer, that consist of:
 - Boomerang Messaging (API interfaces)
 - Boommail (Email 2 SMS)
 - Plug-In / App for MS Dynamics CRM
 - Boomalert (Incident Management software and escalation messaging using Boomerang)
 - Boomcast (Broadcast messaging application)
 - Boomflow (Campaign response management)

Boomerang is responsible for providing the following operational support:

- Proactive Operational Support
 - Service Monitoring
 - Notification of planned outages
- Reactive Operational Support
 - Service Requests
 - Support Requests

Where Boomerang's services are integrated with third party software solutions, the scope of support does not extend to issues relating to or questions regarding the third-party software.

Each of these is discussed in detail in the following sections.

3.2 Pro-active Operational Support: Service Monitoring

The external service endpoints (APIs) are monitored from 6 different geographical locations that are used to test connectivity to all services.

Availability and performance of all hardware components, critical application processes and connectivity to suppliers is monitored. This includes but is not limited to, message transit times, processing capacity, message queues (internal), carrier queues and delivery and response success rates.

Each component that is monitored will trigger a warning / critical state alarm based on breaching pre-defined metrics. These metrics are reviewed quarterly to ensure their accuracy, relevance and reliability

3.3 Pro-active Operational Support: Planned outages

All planned outages are scheduled where possible to minimise customer inconvenience and will be handled according to the following guidelines:

- Notification is sent by e-mail to the nominated customer contacts, the Operational Support team and Account Manager within Boomerang along with all designated supplier contacts. The maximum notice period possible is provided and correspondence will contain the following information:
 - Date and time of the outage
 - The scope of the work to be carried out
 - Expected timeframe for service interruption
- At the end of a Planned Outage a further notification will be sent by e-mail and will contain the following information:
 - Date and time the outage ceased
 - Results of the work carried out, stating whether further work may be required

Planned outages are scheduled for both software and hardware updates, these are categorised as follows:

- Software:
 - Functional enhancements
 - Bug fixes
 - Updates and maintenance
- Hardware:
 - Equipment upgrade
 - Relocation of hardware
 - System re-boot

3.4 Reactive Support: Service Request

Service requests are raised and monitored through our Technical Support case management system. Such requests can be raised directly by the customer or by Boomerang's Technical Support team at: technicalsupport@boomcomms.com

- **Customer originated requests:** Any customer representative raising a ticket is required to provide their own name, the name of the organisation and a description of the request. The description should contain as much relevant information as possible regarding the support request that will help the Support team to identify the root cause of the issue. Confirmation of the service request, including a unique reference is sent to the e-mail address provided, with status updates issued as action is undertaken.
- **Boomerang Support team request:** Where service requests are made verbally by a customer or internally by Boomerang to the Support team, a ticket is raised by the team using the method described above and confirmed to the nominated e-mail address also containing a unique reference.

All service requests are assigned a priority level ranging from one to three, where Priority 1 = Level 1 (High), Priority 2 = Level 2 (Medium) and Priority 3 = Level 3 (Low).

Attributing the priority/severity of a request should be based on the definitions provided in the table below:

Support request type	Definition	Support contact	Escalation point
<p>Level 1 – HIGH</p>	<p>The System is down and inoperable. All work has stopped and the situation is causing a critical impact to the Customers service. Examples:</p> <ul style="list-style-type: none"> • A complete outage of critical service • A recurring temporary outage of a critical service • Inability to provision a critical service • Substantial loss of billing data • Messages not received by Boomerang’s platform from the relevant Operator’s network • Boomerang’s platform unable to send messages to the relevant Operator’s network • Customers are unable to connect to Boomerang’s platform • Platform corrupts messages 		
<p>Level 2 - MEDIUM</p>	<p>System is severely limited or degraded. The situation is causing a significant impact to certain portions of the Customer’s service. The System is interrupted and recovered but has a high risk of reoccurrence) Examples:</p> <ul style="list-style-type: none"> • Servers connected to some of the operators have traffic disturbances, however not all operators affected. • Significant degradation of a critical service occurs • Results of critical services are materially different from those described in the product definition 	<p>Support team</p>	<p>Operations Director</p>
<p>Level 3 - LOW</p>	<p>Problems or disturbances affecting a specific area of functionality, but not the whole system. Serious disturbance with impact given to end-user services. Examples:</p> <ul style="list-style-type: none"> • Congestion in the system causing the System to reject some messages. Degraded performance or incorrect behaviour of a specific area of functionality, but not the whole system. • General consultation and minor problems that have a minor effect on the functionality of the System. Problem encountered; irritant; minimal impact to business operation • Faults that do not disturb traffic or cause any loss of service such as incorrect System printouts, documentation faults, and minor design imperfections. Operational questions. • A small system delay occurred, but no loss of data is experienced • A minor application error occurred • Documentation errors. 		

Severity Level 1 – High Priority Service Request (incl. unplanned outages)

Where Boomerang identified or verifies a Level 1 severity support, the following course of action is undertaken:

- A notification will be sent by e-mail to all the customer, including all nominated customer contacts, the Operational Support team and Account Manager within Boomerang, along with all designated supplier contacts, containing:
 - A description of the fault
 - Progress made towards a resolution
 - Expected timeframe for service interruption (if known)
- An update is sent to all stakeholders every two hours.
- A notification is sent to all stakeholders upon resumption of service
- A final notification will be sent to all stakeholders detailing the cause of the outage along with a summary of the resolution and a description of the measures taken to guard against any recurrence

3.5 Reactive Support: Support Requests

Different types of support request

The table below lists different types of support requests. These requests should be directed to Boomerang from the appropriate customer contact points, highlighted in the “Request initiation” column. All requests should be made in writing, providing a detailed description of the issue. All verbal requests should be supported by a written request and submitted within 30 minutes.

Support request type	Definition	Request Initiation	Support contact	Escalation point
“How to” queries	1. Service integration or service administration queries/requests	Customer’s User	Customer’s Relationship Manager	Boomerang Support Team
Billing queries	1. Invoices/credits/statements 2. Payments 3. Billing information changes 4. Other	Financial Administrator	Boomerang Accounts dept	Operations Director
Service change requests	Service change requests	Customer’s Relationship Manager	Boomerang Account Manager	Operations Director

3.6 Boomerang support packages

Basic Support is provided at Boomerang’s discretion. Basic Support is provided by email only, between 9am and 5pm, Monday to Friday and offers no commitments around service availability, responses times or fix times.

There are two further support packages offered by Boomerang. These are chargeable at the rate set out in the customer’s agreement with Boomerang:

- Boomcare Enhanced Support
- Boomcare Premium Support

The table below summarises the level of support applicable to each package:

Support element	Boomcare Enhanced Support*	Boomcare Premium Support*
Support availability		
Support times	9am-6pm, Mon-Fri (UK)	24x7
Support channel	Email	Email, Telephone
System availability		
Target availability	No commitments	99.50%
Issue response times		
Severity level 1	24 hours	1 hour
Severity level 2	24 hours	1 hour
Severity level 3	24 hours	1 hour
Service Restoration Target		
Severity level 1	12 hour fix time	3 hour fix time
Severity level 2	2 day fix time	5 hour fix time
Severity level 3	1 week fix time	2 day fix time
Scheduled Maintenance		
Notice period	5 days	5 days
Actions per month	No commitments	Maximum of 2
Terms		
Minimum term	12 months	12 months
Payment terms	12 months in advance	12 months in advance

*Chargeable at contracted rate

4 Service Levels definitions and targets

	Service Item	Service Subcomponents	Service Description	Target SLA	Success Criteria
1	Service Availability	1.Boomerang APIs 2. Boomalert 3. Boommail 4. Boomcast 5. Boomflow	Boomerang Service Provision	99.50%*	No more than 223 minutes of accumulative recorded service disruption per calendar month.
2	Support	End Customer Response	Response Time to email or call	1 Hour*	Customer support response should not exceed End Customer Response time.
3	Support	Fix Time Level 1	Critical Global Customer affecting issues. Both Service & Administrative functions.	3 hours total fix time. 2 hour customer update.*	Customer support response should not exceed defined Fix times based on support severity.
4	Support	Fix Time Level 2	Customer specific issue, affecting a single customer. If more than two customers report issue, this should be defined as a Level 1 incident.	5 hour fix time. 4 hour customer updates.*	Customer support response should not exceed defined Fix times based on support severity.
5	Support	Fix Time Level 3	Specific customer function that does not impact on core customer end to end services.	2 day fix time. Notification to customer on completion*	Fix time should not exceed 2 days.

*These SLAs are only provided to customers with Boomcare Premium support chargeable at contracted rate

5 Key Performance Indicators

5.1 Service availability

KPI Description	Target	Actual	Measured
Service availability	99.95%	99.99%	External monitoring
No. of service interruptions	1 PA	1	Incident Log
Ave duration of interruptions	30 mins	11	Incident Log
No. of scheduled maintenance activities	4	4	Maintenance plan

5.2 Incident management

KPI Description	Target	Actual	Measured
Average response time (Sev 1)	15 Mins	N/A*	Incident Log
Average resolution time (Sev 1)	3 Hours	11 Mins	Incident Log
Average response time (Sev 2)	30 Mins	N/A*	Incident Log
Average resolution time (Sev 2)	5 Hours	N/A*	Incident Log
Average response time (Sev 3)	1 Hours	1 minute	Incident Log
Average resolution time (Sev 3)	2 Days	18 Mins	Incident Log

* No tickets of this severity level raised by a customer

6 Summary of Support contact points

Contact	Tel	Email
Technical Support - New tickets	N/A	technicalsupport@boomcomms.com