



# STORYSTREAM CUSTOMER SLA

Service Level Agreement

Updated Dec 2024

## Document Control

Title	StoryStream SLA
Owner	Cameron Franks

## Document History

Version	Date	Reason	Author
2.0	05/12/2022	Document creation	Alex Cornwell
3.0	16/12/2024	Changes following audit	Alex Cornwell

## Document Distribution

The information held within this document is Public.

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## Section A: Platform Uptime and Product Availability

StoryStream will use all commercially reasonable efforts to maximise the availability of our services, and provides performance availability per quarterly average, as detailed.

- 1. Uptime Commitment:** StoryStream commits to achieving 99.9% uptime availability for each component of its platform and services. Availability is measured 24 hours a day, 7 days a week, 365 days a year, as outlined on the [status page](#).
- 2. Performance Monitoring:** StoryStream shall monitor platform and service performance on a continuous ("as-it-happens") basis and conduct daily assessments. Faults reported by users will be prioritised and addressed promptly. Logged faults will be automatically reported to the helpdesk and escalated to secure communication channels for resolution.
- 3. Redundancy and Backup Measures:** StoryStream leverages the infrastructure of Google, Amazon, Salesforce, and Microsoft to ensure resilience and high availability. Data is encrypted at rest and replicated across multiple in-region locations to guarantee accessibility and reliability.
- 4. Customer Communication:** During service interruptions, StoryStream will notify customers via:
  - Updates on the [status page](#).
  - Emails to customers subscribed to [status page](#) notifications.
  - Individual in-platform communications to directly impacted customers.
- 5. Downtime Notifications:** Scheduled maintenance will be announced at least 72 hours in advance. Unplanned outages will be communicated on the [status page](#) within 30 minutes of detection.

*The availability calculation for any Services set out above excludes scheduled and emergency maintenance, downtime of third-party communications networks or other third-party suppliers. StoryStream may undertake emergency maintenance at any time pursuant to an emergency.*

*Although StoryStream tries to minimise disruption by scheduling maintenance outside UK working hours, StoryStream cannot guarantee this will always be the case. Scheduled maintenance will not normally impact the availability of Experiences (e.g., the display of content on customer websites).*

## Section B: Support Scope

StoryStream provides the following support services:

**Support Availability:** StoryStream's support hours are 09:00 – 17:00 GMT Monday to Friday, excluding any UK public holidays.

Outside these hours, critical issues will still be addressed via our emergency contact protocols. Non-critical issues reported outside support hours will be responded to on the next business day.

Live support assistance is available for customers for the following:

1. **User Support:** Assistance with account access, navigation, and login issues.
2. **Product Usage Queries:** Guidance on product features, functionality, and "how-to" tutorials.
3. **Technical Issue Resolution:** Support for resolving technical issues, including bugs, across all products and services listed on the [status page](#).
4. **Platform Availability:** Ongoing updates regarding service availability and platform maintenance through the [status page](#).

The Customer is able to file a support request with StoryStream using:

1. **Email:** support@storystream.ai
2. **Support Ticket:** Submit a request by clicking the "?" icon in the left-hand navigation of the platform or via the [Help Centre](#) by selecting 'Submit a Request'.
3. **Live Chat:** Access live chat support by clicking the "?" icon in the left-hand navigation of the platform and selecting 'Send us a message'.

StoryStream will log the problem and provide the Customer with a ticket ID number by email to track progress on the valid support request and provide updates accordingly. The Customer can manage requests by email or by using the [My Requests](#) section of the [Help Centre](#).

## Section C: Support Segmentation

### 1. Standard Tier:

- **Response Time:** Within 1 business day.
- Resolution Time:
  - **General queries:** 3 business days.
  - **First-line technical issues:** 7-10 business days.
  - **Development tasks:** 2 weeks from sprint commencement (subject to prioritisation).

### 2. Premium Tier:

- **Response Time:** Within 1 business day.
- Resolution Time:
  - **General queries:** 1-2 business days.
  - **First-line technical issues:** 5-7 business days.
  - **Development tasks:** 2 weeks from sprint commencement (subject to prioritisation).

### 3. Enterprise Tier:

- **Response Time:** Within 1 business day.
- Resolution Time:
  - **General queries:** 1 business days.
  - **First-line technical issues:** 3-5 business days.
  - **Development tasks:** 2 weeks from sprint commencement (subject to prioritisation).

*StoryStream will use its best endeavours to ensure that max resolution times are met, but on some occasions, depending on the issue raised by the customer, this may not be reasonably possible. Any extensions will be communicated by StoryStream to the customer on a case-by-case basis.*

## Section D: Ticket Prioritisation

All support tickets shall be categorised by priority:

1. **Critical:** Complete platform unavailability or failure of a critical feature essential for business operations. Examples include:
  - Total system outage across all users.
  - Inability to access the platform or essential services.
  - Data loss impacting business continuity and/or data security.
  - Resolution shall be initiated immediately upon receipt and escalated to the highest level of support.
2. **High:** Significant performance degradation or impact on user productivity without a complete loss of functionality. Examples include:
  - Major delays in system performance affecting most users.
  - Errors in key features critical to specific workflows (e.g., unable to publish content across multiple instances).
  - Prioritised resolution within SLA response and resolution timelines.
3. **Medium:** Partial functionality loss with viable workarounds available. Examples include:
  - Errors or bugs in non-essential features.
  - Localised user access issues not affecting the broader system.
  - Inconsistent platform behaviour that does not significantly impact business operations.
  - Resolution within standard SLA timeframes.
4. **Low:** General enquiries, feature clarifications, or minor issues that do not impact the primary functionality of the platform or services. Examples include:
  - Requests for guidance on product features or usage.
  - Minor display or formatting inconsistencies.
  - Resolution according to standard SLA guidelines for non-urgent issues.

*StoryStream reserves the right to prioritise support requests depending on the severity of the issue identified, and the impact on the Services to the Customer that raised the support request, as well as the rest of StoryStream Customers.*

## Section E: Development-Related Ticket Procedures

### 1. Evaluation Process:

- All development-related tickets will be reviewed by the technical team weekly.
- The prioritisation of tickets will be based on the criteria outlined in Section D. Issues affecting multiple customers will be prioritised for inclusion in the next available sprint.

### 2. Sprint Integration:

- Customers will be notified when their issue has been allocated to an upcoming sprint.
- While StoryStream aims to resolve development tasks within 2 weeks of sprint commencement, exceptions to this timeframe will be communicated to customers on a case-by-case basis.

### 3. Progress Updates:

- Customers will receive updates via the ticketing system, with notifications sent to their email.
  - The support team will endeavour to provide regular updates regarding the status of linked development tasks where possible.
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## Section F: Customer Responsibilities

Customers must ensure the following to facilitate efficient support resolution:

1. Submit support requests through designated channels (email, ticketing system, or live chat).
2. Provide detailed issue descriptions, including steps to reproduce the problem, screenshots and/or screen recordings, and any associated error messages.
3. Respond promptly to additional information requests.



## Section G: Exclusions

This SLA does not cover:

1. Issues caused by third-party systems or external factors beyond StoryStream's control.
  2. Feature requests or custom development outside agreed scopes.
  3. Delays resulting from incomplete or inaccurate information provided by the customer.
  4. Issues arising from unauthorised modifications or misuse of the platform or products.
  5. Support for customer-implemented integrations or APIs outside the standard StoryStream offering.
  6. Environmental factors such as power outages, local network disruptions, or incompatibilities with customer-side software or hardware.
  7. Errors caused by customer testing environments or experimental configurations.
  8. Issues related to the use of beta or pre-release features unless otherwise specified in the beta terms.
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## Addendum

StoryStream is committed to fostering a collaborative and transparent relationship with its customers. This SLA aims to outline clear service expectations while maintaining flexibility to adapt to evolving customer needs. Should you have any questions or require additional clarification regarding the terms of this SLA, please contact our support team at [support@storystream.ai](mailto:support@storystream.ai). We value your partnership and look forward to continuing to support your success.