



BUSINESS SPELLED EASY

Join our solution

APPTUS CLOUD SOLUTION PRODUCT SHEET

PERSONALISATION NEW HEIGHTS IN THE CLOUD

Running eSales as a cloud service connects all of your products - across all of your ecommerce sites - to the exact IT resources needed to manage personalisation. You save by precisely matching capacity demands to actual usage and by not having to manage own on-premise IT maintenance and data centres for personalisation. Team efficiencies will soar thanks to immediate software upgrades and deployments, direct access to new improvements and functions as continuous data optimisation, testing and support. Apptus service level agreements are our commitment to ensuring your personalisation delivers measurable results.



CUT COSTS

Resources and time

- Scalable capacity
- Removes significant data centre costs
- No capital expenditure required



BOOST EFFICIENCY

Personalise more and faster

- Automatic upgrades & immediate enterprise-wide deployments
- No bottlenecks to roll out new releases for on-premise software
- Infrastructure scales to match your exact requirements



INCREASE PERFORMANCE

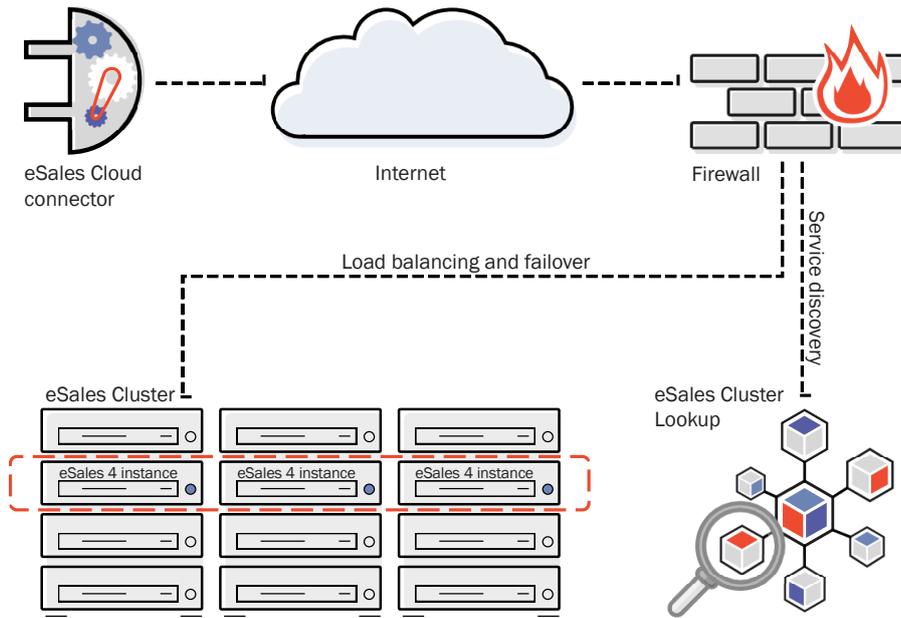
Let us take care of it

- Continuous optimisation, testing and data analysis support
- Proactive management of your personalisation - 24/7/365 with 99.95% availability guarantees
- Better operational deployment and maintenance reliability



APPTUS

CLOUD ARCHITECTURE



AVAILABLE CLOUD PACKAGES

	eSales Professional	eSales Enterprise	Definition
LEGAL			
Restrictions	Customer may not reverse engineer	Customer may not reverse engineer	Restrictions on use of delivered code
Data protection	Apptus warrants to protect the data properly and do not spread it	Apptus warrants to protect the data properly and do not spread it	Protection of customer data
Data legality	Customer is responsible	Customer is responsible	Who is responsible for data that is stored in eSales
Usage scope	3 markets, 3 languages/locales, 1 brand	100 markets, multiple languages/locales, multiple brands	Allowed scope in terms of markets, locales & brands
Usage applications	B2C	B2C, B2B, marketplaces	Allowed usage application in terms of market verticals
PRICING			
Pricing Model	7€/1k visits, min: 700€, max: 30k products and 500k visits	Traffic and Product volume table, starts at 2000€/month	The system we use to base our pricing
Max number of articles	30k	No Limit	Products (articles) are defined as base variations as presented in search result lists (also called visible units per language)
Max number of monthly sessions	500k	No limit	Sessions are defined as in Google Analytics default definition
Payment Terms	Payment: quarterly in advance, 30 days net	Payment: quarterly in advance, 30 days net	
MAINTENANCE & SERVICE LEVEL AGREEMENT (SLA)			
Maintenance availability	24/7	24/7	The degree to which Apptus maintenance support is available
Backwards compatibility	No "External" errors of current major release and preceding release for 12 months	No "External" errors of current major release and preceding release for 12 months	We promise files and data created from latest versions of eSales are compatibility with earlier versions
Issue response time	Severity 1 - 1 hr Severity 2 - 2 hr Severity 3 and 4 - No time frame	Severity 1 - 1 hr Severity 2 - 2 hr Severity 3 and 4 - No time frame	SLA times for Apptus support to respond to incoming tickets

	eSales Professional	eSales Enterprise	Definition
Initial resolution goals	Severity 1 - asap Severity 2 - 2 business days Severity 3 - next release	Severity 1 - asap Severity 2 - 2 business days Severity 3 - next release	SLA times to fix, rollback or patch an eSales issue
Final resolution goal	Severity 1 - Next product release or patch Severity 2 - Future product release or patch Severity 3 - Future product release or patch	Severity 1 - Next product release or patch Severity 2 - Future product release or patch Severity 3 - Future product release or patch	SLA times to properly resolve an eSales issue
Planned maintenance window	Planned Maintenance window: 3 hr/quarter	Planned Maintenance window: 3 hr/quarter	Allowed amount of planned downtime. Apptus give 2 weeks notice to affected customers to negotiate a maintenance window.
Response time	5-35ms average response time + network latency	5-35ms average response time + network latency	Depends on query complexity and more factors.
Version handling	Automatic updates to latest release channel	Automatic updates to latest release channel	
Environments	1 test = 1 node 1 production = 3 nodes	1 development= 1 node 1 test = 1 node 1 production = 3 nodes	High availability & SLA covers this environment
SERVICES			
Academy Business pass	2 passes	Unlimited	Amount of passes with Apptus training and support per year
Academy developer pass	2 passes	Unlimited	Amount of passes with Apptus training and support per year
Optimisation reviews		1/year	Amount of reviews with Apptus optimisation team members
Algorithm optimisation testing	Continuously	Continuously	Apptus will automatically A/B test customers production data to optimise output.
ADD-ONS			
		Dedicated instances +10%	Dedicated hardware per customer.
		Managed on-premise +15%	Apptus to have access to: 1) 2 contact persons at customer (must have) 2) VPN (firewall to firewall) (must have) 3) Shell access (must have) 4) Root access (desirable) 5) Firewall access (desirable)
		Global Personalisation: Feasibility study for quotation	
EXISTING CUSTOMER UPGRADE			
On Premise no 24/7 service	NA	+30% of current fee, max new list price	
On Premise incl. 24/7 service	NA	Free transfer (for small and medium sized)	

ABOUT APPTUS

Apptus has been at the cutting edge of high-performance computing, search and navigation technologies, recommendation engines and online behavioural analytics since its launch in 2000. Today its ground-breaking, AI-powered eCommerce Optimisation software – Apptus eSales – is redefining online merchandising and enabling some of the worlds' leading retailers to dramatically improve sales performance, reduce cost, and drive organisational efficiency. A single, unified solution for intelligent product exposure, Apptus eSales draws on big data and machine learning to constantly tune exposure strategies aligned to wider conversions, revenue and profit driven goals. It transforms previously reactive, manual and rule-based merchandising – enabling automated, predictive merchandising that works with even the biggest product ranges to display the right products in the right context at the right time. With a rapidly growing client base across the Nordics, United Kingdom, Germany and the US, Apptus is headquartered in Lund, Sweden with offices in London and Munich.



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