

# Professional Services

Professional services is dedicated to supporting customers who want to get the absolute most out of the Purple solution. As part of this service, we offer both a fully managed service and a variety of set up bundles.

## Purple's Managed Service

From tech expertise to marketing know-how, this service has everything covered; helping you generate value quickly.

### Account creation and configuration

- Setup for user accounts across your business
- Define and setup the required user access levels

### Manage portal user access & permissions

- Single point of contact
- Ongoing management
- Aligning with compliance

### Splash page design

- Creation of online and offline design assets
- HTML build and implementation

### Access journey design

- Bespoke configuration for each location
- LogicFlow creation
- Compliance checks

### Portal training

- Training for staff
- 1-2-1 sessions
- Delivered by WebEx
- Functionality overviews and 'how-to' guides
- Video and PDF content

### Marketing campaign activation

- Email campaign design and setup
- SMS campaign setup
- Micro survey campaign design and setup
- NPS setup
- LogicFlow customization

### Marketing consultancy

- Campaign ideation
- Defining success and outcomes
- Platforms and technology review

### Custom dashboard configuration/ user views

- Analytics consultation
- Creation of dashboards at company and user level

### Automated report scheduling

- Creation of bespoke insight reports
- Delivered to the right people at the right time

### Data science - quarterly business insights report

- Consultation session
- Insights report delivered as a presentation

\$75 per access point (AP) annual cost, minimum cost of \$5,000.

## Set up Bundles - Enterprise

For customers wanting support getting Purple up and running, we also offer the following set up bundles as part of our professional services offering.

	Enterprise (6- 49 APs) \$1,725	Enterprise (50- 99 APs) \$3,875	Enterprise (100- 249 APs) \$7,750	Enterprise (250- 499 APs) \$14,765	Enterprise (500- 999 APs) \$23,375	Enterprise (1000+ APs) \$32,000
Portal set up & configuration	✓	✓	✓	✓	✓	✓
AP upload	✓	✓	✓	✓	✓	✓
Splash page design	✓ X1	✓ X2	✓ X3	✓ X5	✓ X7	✓ X10
Access journey design	✓	✓	✓	✓	✓	✓
Portal training	✓ 2X1 hour	✓ 2X1 hour	✓ 0.5 days	✓ 0.5 days	✓ 0.5 days	✓ 2 days
Campaign creation sessions	✗	✓ 2X1 hour	✓ 4X1 hour	✓ 0.5 days	✓ 1 day	✓ 3 days
Data science reports	✗	✗	✗	✓	✓	✓

## Set up Bundles - Enterprise + Presence/ Location

For customers wanting support getting Purple up and running, we also offer the following set up bundles as part of our professional services offering.

	Enterprise + Presence/Location (6- 49 APs) \$3,015	Enterprise + Presence/Location (50- 99 APs) \$5,815	Enterprise + Presence/Location (100- 249 APs) \$10,335	Enterprise + Presence/Location (250- 499 APs) \$22,145	Enterprise + Presence/Location (500- 999 APs) \$35,060	Enterprise + Presence/Location (1000+ APs) \$48,000
Portal set up & configuration	✓	✓	✓	✓	✓	✓
AP upload	✓	✓	✓	✓	✓	✓
Splash page design	✓ X1	✓ X2	✓ X3	✓ X5	✓ X7	✓ X10
Access journey design	✓	✓	✓	✓	✓	✓
Portal training	✓ 2X1 hour	✓ 2X1 hour	✓ 0.5 days	✓ 0.5 days	✓ 0.5 days	✓ 2 days
Campaign creation sessions	✗	✓ 2X1 hour	✓ 4X1 hour	✓ 0.5 days	✓ 1 day	✓ 3 days
Data science reports	✗	✗	✗	✓	✓	✓
Presence set up & configuration	✓	✓	✓	✓	✓	✓