AUGUST 2014

SERVICE DESCRIPTION

IPANEMA ANS PROOF OF CONCEPT

CONTENTS

1 Overview

The Proof of Concept gives Customers who intend to buy Ipanema ANS the opportunity to test the Ipanema solution against predefined objectives in the Customer's real live operational environment. The Proof of Concept is conducted under the condition that the Customer will procure the Ipanema solution if the results meet the predefined objectives.

The Proof of Concept consists of three major parts:

- A workshop to provide the input for a document, the *Proof of Concept Agreement*, which will describe the scope of the Proof of Concept, the test criteria and objectives;
- Roll out, testing and optimization of the Ipanema solution at a limited number of representative network locations;
- Creating and presenting the *Proof of Concept Report* document that describes the outcome of the Proof of Concept.

Normally a 2 months pilot period is found sufficient to execute the Proof of Concept of the Ipanema application performance management technology.

2 Benefits

The Proof of Concept de-risks the Customer's decision to invest, by giving him the opportunity to test the Ipanema ANS solution against pre-defined objectives. Customer staff and Videns IT Services consultants and engineers will work closely together, exchanging knowledge of the Ipanema system and how to manage the Customer's applications from a performance perspective. Experience and information gathered during the Proof of Concept is reusable in the roll-out phase; it gives the Customer the benefit of a quick and easy enterprise-wide deployment of the Ipanema solution.

3 Deliverables

The *Proof of Concept Agreement* and the *Proof of Concept Report* are the two deliverables of the Proof of Concept.

3.1 Proof of Concept Agreement

The *Proof of Concept Agreement* is the leading document. It describes the scope and the test criteria of the Proof of Concept. The Customer and Videns IT Services will mutually agree and sign this document, before the actual implementation of the Proof of Concept commences.

3.2 Proof of Concept Report

The *Proof of Concept Report* is the final report and will be presented by Videns IT Services to the Customer in Microsoft PowerPoint format. It includes:
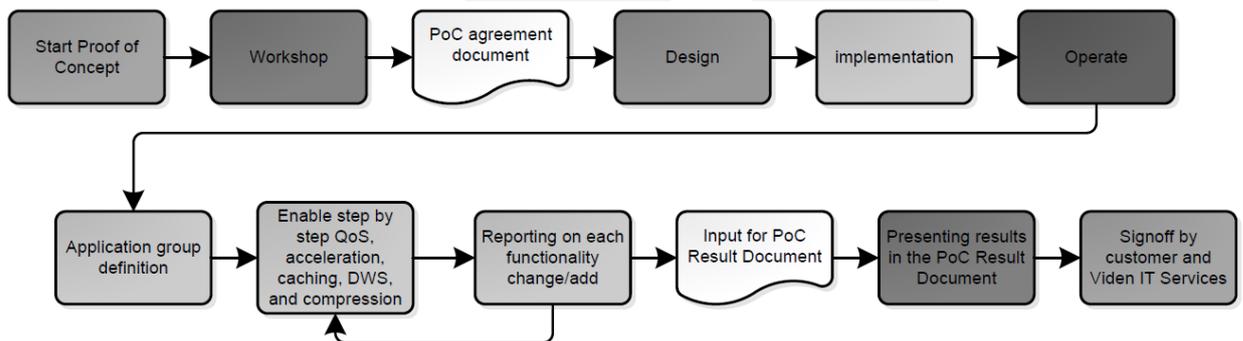
- The baseline performance graphs of the network parts and applications in scope;
- The (improved) performance graphs after the implementation of the Ipanema ANS;

- The results of specific tests (success criteria) conducted during the Proof of Concept.

This document will then be referenced in the *Proof of Concept Results* document.

4   Process

Videns IT Services uses a PLAN-DESIGN-IMPLEMENT-OPERATE-OPTIMIZE model to execute the Proof of Concept project, as depicted in the following diagram:

4.1   Plan

A workshop is organized as a means to gather the necessary information from the customer and to agree on the requirements and objectives of the Proof of Concept.

The workshop will define:

- The purpose, goals and objectives of the Proof of Concept pilot project;
- The success criteria for the Proof of Concept, with input from all stakeholders;
- How to establish an infrastructure/test environment to support the pilot project activities;
- The Customer's business critical applications;
- The performance objectives for the business critical applications;
- The definition of when the requirements are met;
- The scope, including the sites that will participate in the Proof of Concept;
- The Customer project participants;
- The planning and total duration of the Proof of Concept;
- The Ipanema hardware and software that will be provided by Videns IT Services for the purpose of the Proof of Concept.

The results of the workshop will be laid down in the *Proof of Concept Agreement.*

4.2   Design

The requirements identified during the workshop will be used to create a detailed design that meets the application performance management requirements.

The Design phase is described in detail in the Videns IT Services service description *"Ipanema ANS Project Management and Design Services".* This service will be executed in the customer environment as described in the *Proof of Concept Agreement*.

4.3   Implement

The actual implementation consists of specific services, performed by Videns IT Services, that will be executed in the customer environment as described in the *Proof of Concept Agreement*:

- Shipping and pre-configuration of Ipanema hardware – see Service Description *Ipanema Logistics and Installation Services*;
- Setting up and configuring the Ipanema management platform – see Service Description *Ipanema ANS Server Setup*.
- Project Management, overseeing the entire implementation process – see Service Description *Project Management and Design Services*.

In short, this phase delivers, installs, configures, and integrates system components, tests and validates system operation.

4.4   Operate

Once all installation and configuration is done and all system tests are executed, the system will commence gathering live network traffic data. The system is now running in "discovery" mode. More detailed, the activities during this phase are to:

- Discover and classify applications;
- Report on MOS (Mean Opinion Score) for voice traffic and AQS (Ipanema proprietary Application Quality Score) for all other traffic;
- Monitor network behavior;
- Monitor application transactions;
- Set dynamic thresholds and alerts at the end-user or business-group levels;
- Enable effective and proactive application troubleshooting via continuous packet capture and inspection (allowing the customer to drill-down root cause analysis that indicates whether the problem is at the application, network or server level).

4.5   Optimize

The optimization phase is used to activate step by step the Ipanema features, and to examine the specific impact of these features. Optimization is a continuous loop of changing and acting on the results of the change.

Thus, the activities during this phase are:

- Enabling QoS (Quality of Service) by implementing the application priority scheme;

- Step by step enabling other Ipanema features like caching, acceleration and compression (if applicable);
- Monitoring and reporting on application performance against the criteria defined;
- Gathering information for preparation of the *Proof of Concept Report*.

5 Evaluation and Reporting

5.1 Evaluation

All gathered information will be analyzed together with the Customer. The actual measurements will be compared with the requirements and performance expectations and the results will be recorded in the *Proof of Concept Report.*

5.2 Acceptance and Sign-off

The acceptance and sign-off phase is the final step, where the *Proof of Concept Report* is signed as a successful conclusion of the Proof of Concept, indicating that all criteria described in the *Proof of Concept Agreement* have been met.

6 Customer responsibilities

In order to execute a successful Proof of Concept, the customer is responsible for:

- Physical installation of the Ipanema ip|engines in the Customer network (unless agreed otherwise);
- Assigning at least one engineer to the project. Preferably, this should be the same person during the entire Proof of Concept project. This person will work together with Videns IT Services consultants and has knowledge of the Customer's network, the application landscape and business priorities of the applications;
- Unless agreed otherwise, providing a (virtual) server platform within his network domain, for the installation of the Ipanema Salsa (system management and reporting) software;
- Providing secure remote access to the (Salsa) server platform;
- The possible configuration changes required in the WAN and/or LAN to let the Ipanema components work properly.

7 Special Conditions

7.1 Exclusions from test results

Any local problems occurring in the Customer's LAN, WAN or Datacenter(s) will be excluded from the Proof of Concept and will not be taken into account of the outcome of the Proof of Concept, meaning that a Proof of Concept can still be successful, even if there are LAN or Datacenter problems.

For the purpose of the Proof of Concept, WAN quality or performance issues (availability, errors, etc.) will be excluded from the Proof of Concept.

7.2   Right to prove suitability

If the customer for whatever reason considers the Proof of Concept to be unsuccessful, then Videns IT Services and Ipanema will have the possibility to extend the Proof of Concept by 2 months, at no additional cost for the Customer, and with the Customer's full cooperation, in order to prove the suitability of the Ipanema solution versus the agreed criteria.

7.3   Ownership

All Ipanema equipment, hardware, software and system components will remain the property of Videns IT services, unless or until other contracts are in place to overrule this. The Customer will be liable for the loss or damage of any equipment provided by Videns IT Services for the purpose of the Proof of Concept.

Any design documents, test reports and all other documents produced for the purpose of, or during the Proof of Concept, will remain the property of Videns IT Services.

7.4   Invoicing

Unless agreed otherwise, the fee for the Proof of concept will be invoiced in two installments: 50% at the start of the project and 50% after conclusion of the Proof of Concept.

Any scope changes will require a reassessment of the Proof of Concept fee.

8 Appendix 1: Proof of Concept Agreement (TEMPLATE)

This Proof of Concept service agreement ("Agreement") is made between:

Company name	
Address	
City	
Country	

hereinafter named the **Customer**, and

Company name	Videns IT Services B.V.
Address	Orteliuslaan 850
City	3528 BB Utrecht
Country	Netherlands

hereinafter named **Videns.**

Whereas,

Customer commissions Videns to execute a Proof of Concept of the Autonomic Networking Solution (ANS), developed and manufactured by Ipanema Technologies S.A., such Proof of Concept to be conducted in the Customer's network environment,

Now therefore, the Customer and Videns agree as follows:

1 Proof of Concept service definition

The Proof of Concept will be executed by Videns as described in the Service Description *Ipanema ANS Proof of Concept* (version 2.0, August 2014, by Videns IT Services), which forms an integral part of this Agreement.

2 Mutual commitment

The Customer and Videns commit to cooperate and to make all reasonable efforts, with the aim of achieving a successful conclusion of this Proof of Concept.

The Proof of Concept is conducted under the condition that the Customer will procure the Ipanema ANS solution from Videns, as offered to the Customer by Videns, if the results of the Proof of Concept meet the success criteria defined in this Agreement.

3 Contact details

The following persons are designated by each party to represent the Customer and Videns respectively, and will be responsible for the execution of this Agreement.

	for Customer	for Videns
Main Contact		Ruud van Straaten
Title		Managing Director - Operations
Phone		+31 6 31 000 984
e-mail		r.vanstraaten@videns-it.com

4   Project Participants

The Proof of Concept relevant stakeholders are:

Name	Project role	Phone	e-mail	location

5   Proof of Concept success criteria definition

5.1 Key applications marking

The following applications are chosen as the key applications within the Customer's organization.

Application name	Criticality [High / Medium / Low]	Estimated number of users	Locations that use this applications

5.2 Objectives for the key applications

The following objectives are defined:

Application name	Performance Objectives	Success criteria

The results of these tests will be marked as "passed" or failed" in the *Proof of Concept Results* document. The Proof of Concept will be deemed successful if [..] out of [..] tests are "passed".

6   Scope

6.1 Participating locations

For provisioning and shipment purposes of the ip|engines, the site details are:

Location	Address	Local contact person	Selected ip|engine

For initial configuration and installation purposes the following details are used:

Location	WAN IP address	LAN IP address	Number of users	WAN bandwidth

6.2 SALSA management system

Customer will provide the (virtual) server infrastructure for the Ipanema SALSA management and reporting software (ip|boss, ip|uniboss and ip|reporter, to be installed by Videns). The chosen Operating Systems are as indicated in the table below:

Server	ip|boss / ip|uniboss	ip|reporter (InfoVista Server)	ip|reporter Web (VistaPortalSE)
Sun Solaris 10	na		
Microsoft Windows 2008 R2 64 bits			
Linux Redhat 64 bits			

The (virtual) machine sizing requirements will be advised by Videns.
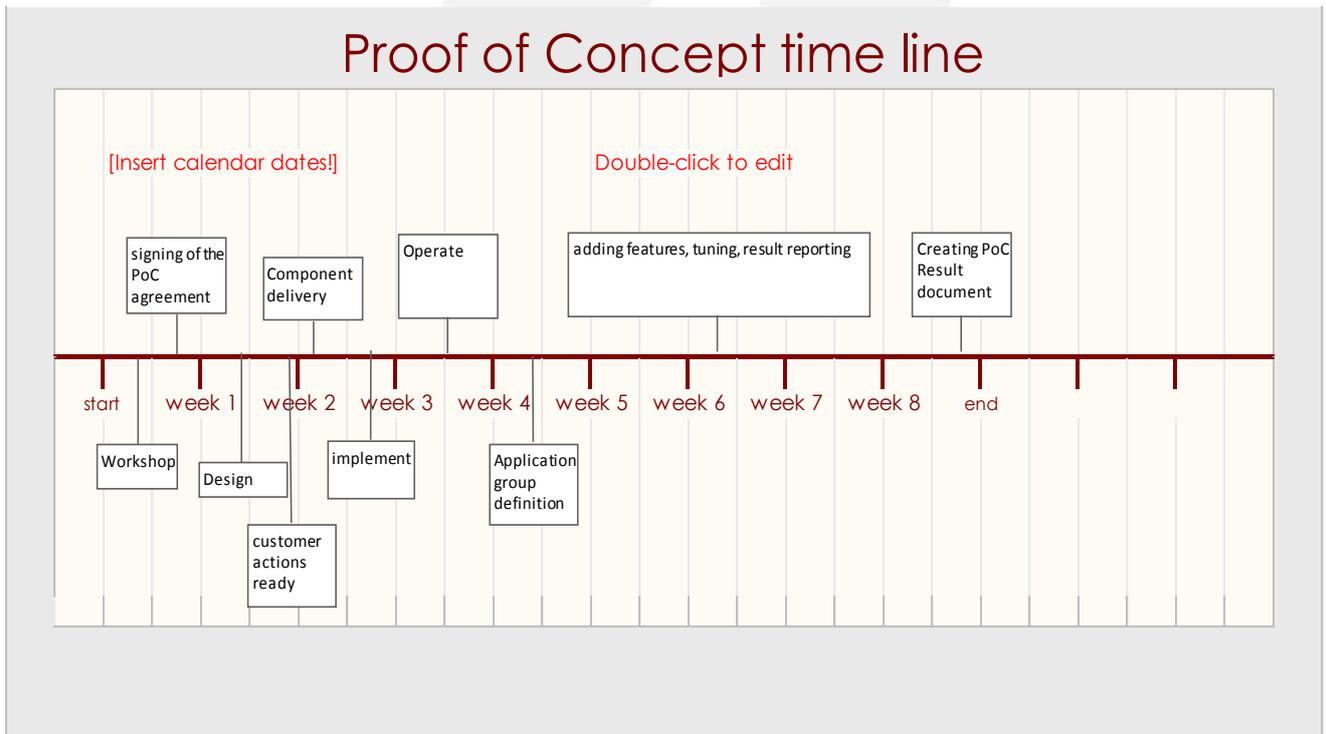
7   Customer actions

Agreed customer actions, required to execute the Proof of Concept:

	Action	Responsible participant	Date ready
1.	Server platforms ready for installation		
2.			
3.			

4.		
5.		

8 Planning

The execution of the Proof of Concept will follow the timeline as indicated in the figure below. The dates indicated are non-binding, estimated target dates and may be amended from time to time, if mutually agreed by the parties.

Proof of Concept time line

If the Customer for whatever reason considers the Proof of Concept to be unsuccessful, then Videns (supported by Ipanema Technologies, if necessary) will have the possibility to extend the Proof of Concept end date by 2 months, at no additional cost to the Customer, and with the Customer's full cooperation, in order to prove the suitability of the Ipanema solution versus the agreed criteria.

9 Charges

Videns will invoice the Customer and the Customer will pay Videns the agreed fee of € [………...] (in words: [……………………………….]) for the Proof of Concept. Changes of the scope of the Proof of Concept may lead to amendment of this fee, subject to the Customer's and Videns' mutual written agreement.

10 Ownership

Videns will provide all Ipanema equipment, hardware, software and system components required to conduct the Proof of Concept. All Ipanema equipment, hardware, software will remain the property of Videns and will be returned by the Customer to Videns after completion of the Proof of Concept, unless or until overruled by other contracts. The Customer will be liable for the loss or damage of any equipment provided by for the purpose of the Proof of Concept.

Any design documents, test reports and all other documents produced for the purpose of, or during the Proof of Concept, will remain the property of Videns.

11 Limitation of liability

In no event shall Videns be liable for loss of profits, loss of business revenue, loss of data, failure to realize expected profits or savings or economic loss of any kind, or for any indirect, consequential, special, incidental or punitive losses or damages, or for any claims against the Customer by any other person, even if Videns has been advised of or could reasonably foresee the possibility of any such damage occurring.

12 Governing law

This agreement shall be governed and interpreted according to the laws of the Netherlands.

13 Effective Date

This Agreement is dated as of [..-………-20..] ("Effective Date"),

In witness whereof, each party has caused its authorized representative to sign this Agreement as of the Effective Date.

[Customer name]		Videns IT Services B.V.	
Place:	Date:	Place:	Date:
Name:		Name:	
Function:		Function:	
Signature:		Signature:	

9   Appendix 2: Proof of Concept Results (TEMPLATE)

1   Introduction

This document is considered as the final results report of the Proof of Concept Agreement, dated [..-………-20..] ("Effective Date"), between

[Customer name]	and	Videns IT Services B.V.
[Address]		Orteliuslaan 850
[City]		3528 BB Utrecht
[Country]		Netherlands

2   Analysis and conclusions

The following reports were used to analyse the results:

Document name	Document version / date

The results for the defined objectives are:

Application name	Performance Objectives	Success criteria	Result [Passed / Failed]

3   Acceptance and project sign-off

The parties mutually agree they consider this Proof of Concept [SUCCESFUL / NOT SUCCESFUL], and accept the results by signing this document.

[Customer name]	Videns IT Services B.V.
Place: Date:	Place: Date:
Name:	Name:
Function:	Function:
Signature:	Signature: