

SAY HELLO TO A SIMPLIFIED CARE PROGRAM

Improved. Simpler. Easy.

Presenter:

Agenda

- 01 CARE TODAY**
Programs and value propositions

- 02 THE WHY**
What is changing and why

- 03 THE WHAT**
Deep-dive walk-through of changes

- 04 THE HOW**
Communication and collaterals

The most prominent Care packages

Care Plus

On a recurring cadence, the XProtect® VMS products are updated to become better, safer, and more powerful. Designed as a software maintenance service, Milestone Care Plus, assures customers have access to the product updates instantly to help protect their initial investment and ensure their systems' solidity



Here's what you get:

- Access to recurring product updates
- Unique trade-in policy when upgrading

The most prominent Care packages

Care Premium

When support can't wait for Monday, Milestone Care Premium provides customers with business-critical installations direct, personalized, and prioritized access to the experts in the global Milestone technical support team round-the-clock.



Here's what you get:

- Prioritized and direct 24/7 access to the experts in Milestone Technical Support
- Support in select languages

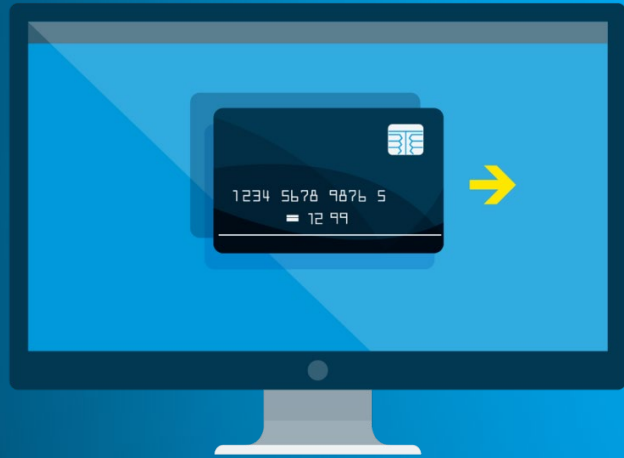
Why change?

For years, Milestone Care has provided thousands of customers with a comprehensive service and support program.

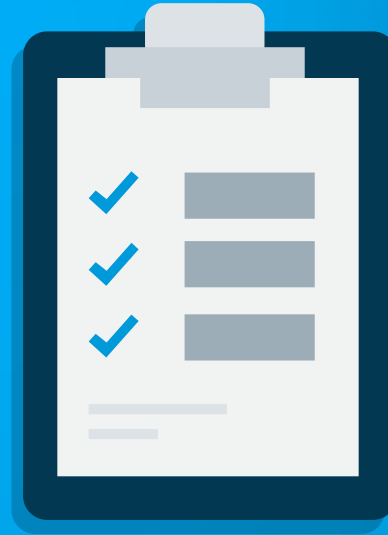
After extensive discussions with you, our partners and customers we are refreshing the Care program to make it more straightforward and easier to understand.



Simplifying Care



BUSINESS RULE CHANGES



PROGRAM CHANGES

Business Rules changes

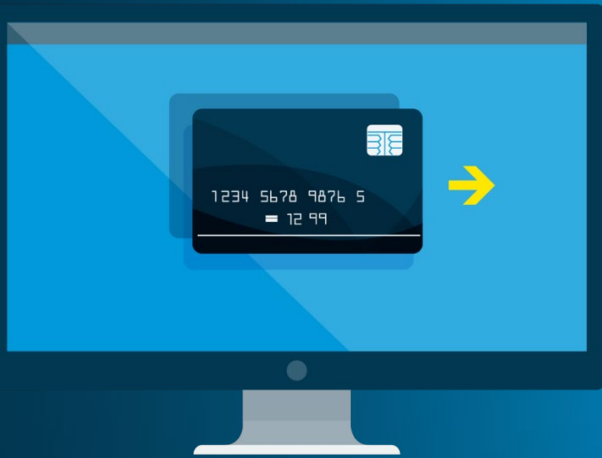
THE FOLLOWING RULES WILL BE REMOVED:

The need to purchase Care days – now replaced with Care months

The costs associated to Care on Milestone Interconnect™ licenses

The start-up fee for Care Premium

The “all licenses or none” limitation for Care Premium. You can now purchase Care Premium on any single license, just like Care Plus.



Monthly SKU for Care

REASONING

- Daily SKU's become obsolete quickly
- Daily SKU's add unnecessary complexity

OUTCOME

- Buying, renewing and expanding Care is simpler
- Quotes are valid for longer
- Cost calculations are more straightforward



Examples of monthly SKU purchase

Initial purchase, new installation - Customer purchase one year of Care in the middle of a month

January 10, 2021

Initial license purchase

- 100 device licenses are purchased for a new customer installation.
- 1 year of Care purchased on SLC within 30 days of initial purchase of the 100 device licenses

Included



- When purchasing Care, the customer will only be able to select between months and year, not days
- At purchase, the Care expiration date is adjusted to have an expiration at the end of the month
- The validity of the quote is extended until the start of the next month

Examples of monthly SKU purchase

Renewal purchase, existing installation
Customer extend one year of Care on an ongoing agreement



- Expiration date is adjusted at purchase
- Going forward, existing agreements will align to end of month dates

Examples of Monthly SKU purchase

Expansion sale, existing installation

Customer adds 60 cameras with one year of Care in the middle of a month

February 1, 2021

Initial license purchase

- 100 device licenses are purchased for a new customer installation.
- 1 year of Care purchased on SLC within 30 days of initial purchase of the 100 device licenses

Initial purchase

1 year of Care

January 31, 2022

Examples of Monthly SKU purchase

Expansion sale, existing installation

Customer adds 60 cameras with one year of Care in the middle of a month

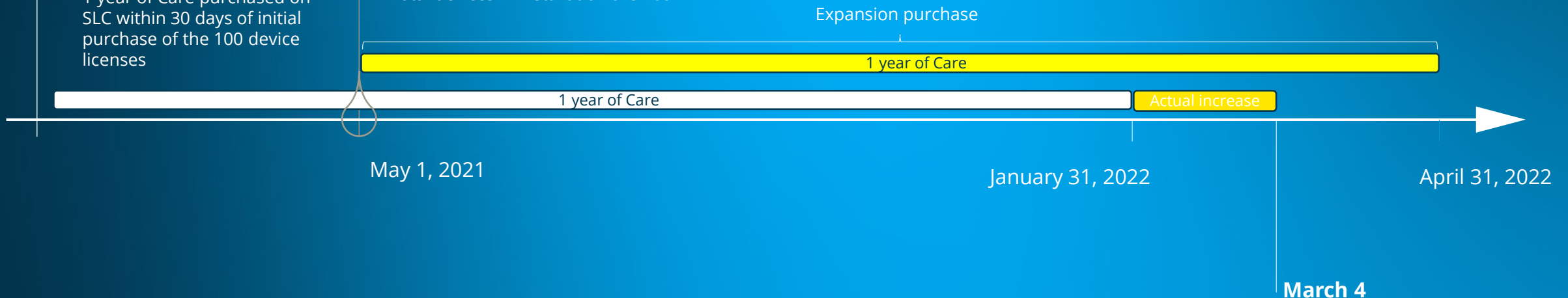
February 1, 2021

Initial license purchase

- 100 device licenses are purchased for a new customer installation.
- 1 year of Care purchased on SLC within 30 days of initial purchase of the 100 device licenses

60 cameras Expansion

- 60 device licenses are purchased for the same installation.
- 1 year of Care purchased on the expansion
- Total devices in installation are 160

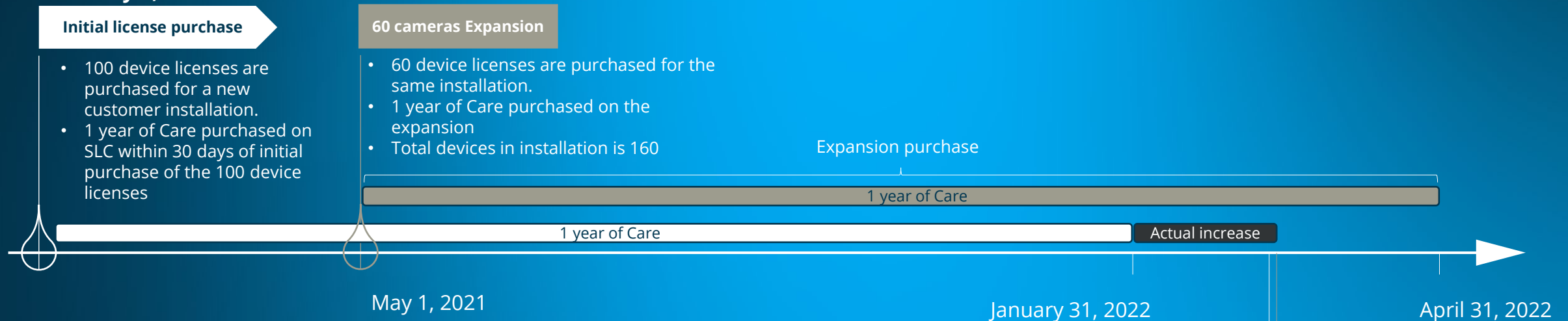


Examples of Monthly SKU purchase

Expansion sale, existing installation

Customer adds 60 cameras with one year of Care in the middle of a month

February 1, 2021



- Care on system expansions are calculated as today, but aligned (back- or forwards) to the closest end-of-month
- Break date is 15th, calculations ending on the 15th and later will be adjusted to the end of the month

Remove Care cost on Milestone Interconnect

REASONING

- Care cost on Milestone Interconnect creates confusion and the perception of paying twice for the same thing

OUTCOME

- Reduce complexity and simplify the Care rules
- Reduction of cost for bigger Care orders
- Easier to understand how “Care” is relating to the software maintenance service



Care Premium purchasable on SLC level

REASONING

- Practically very challenging for some organizations where physical infrastructure is covered by different cost centers

OUTCOME

- Customers can purchase Care Premium to meet local installation needs
- Budget approvals can be made for each installation, rather than for the entire account
- Allows an easy price comparison between Care packages



Care Premium purchasable on SLC level

Example 1:

Flexibility for different cost centers to make their own decision on coverage

HQ multi-national company



Branch 1
Sweden

Branch 2
Spain

Branch 3
UAE

Branch 4
Ukraine

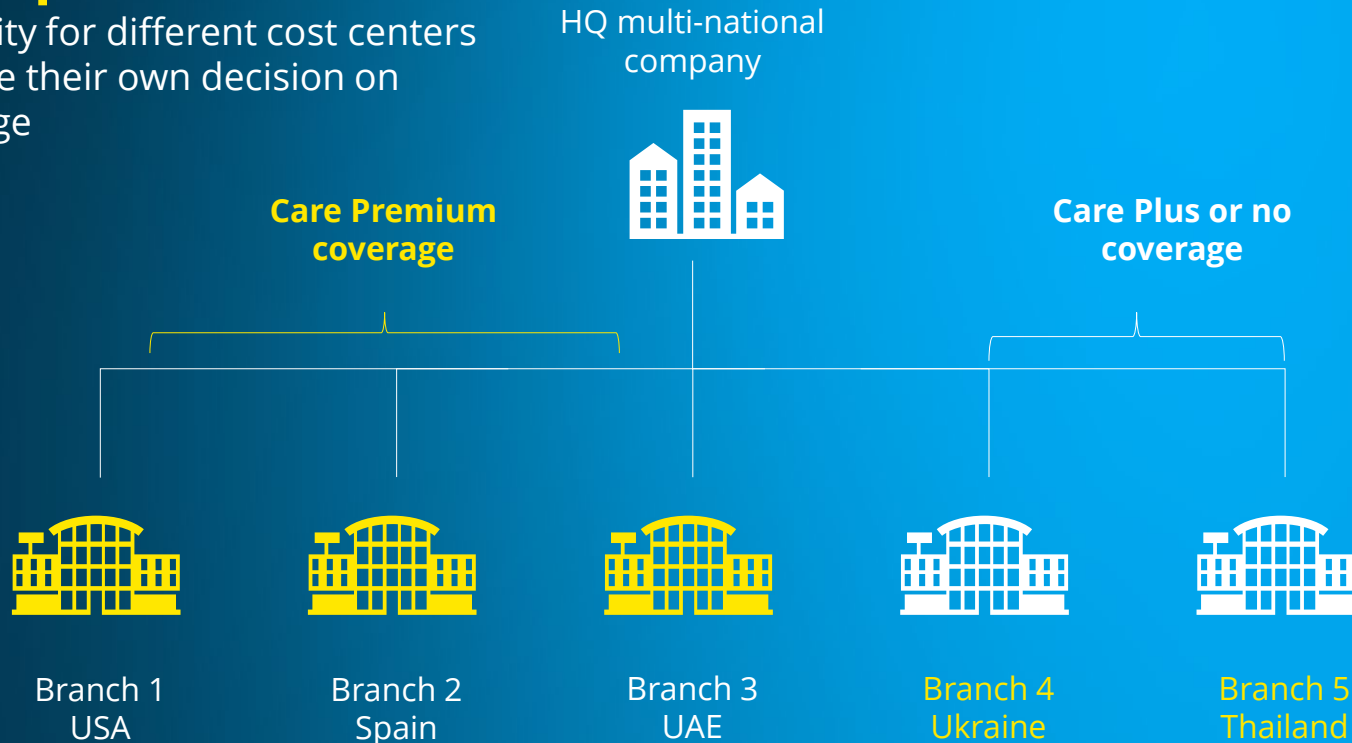
Branch 5
India



Care Premium purchasable on SLC level

Example 1:

Flexibility for different cost centers to make their own decision on coverage



Care Premium purchasable on SLC level

Example 2:

Flexibility to differentiate
critical and non-critical areas



Peripherals



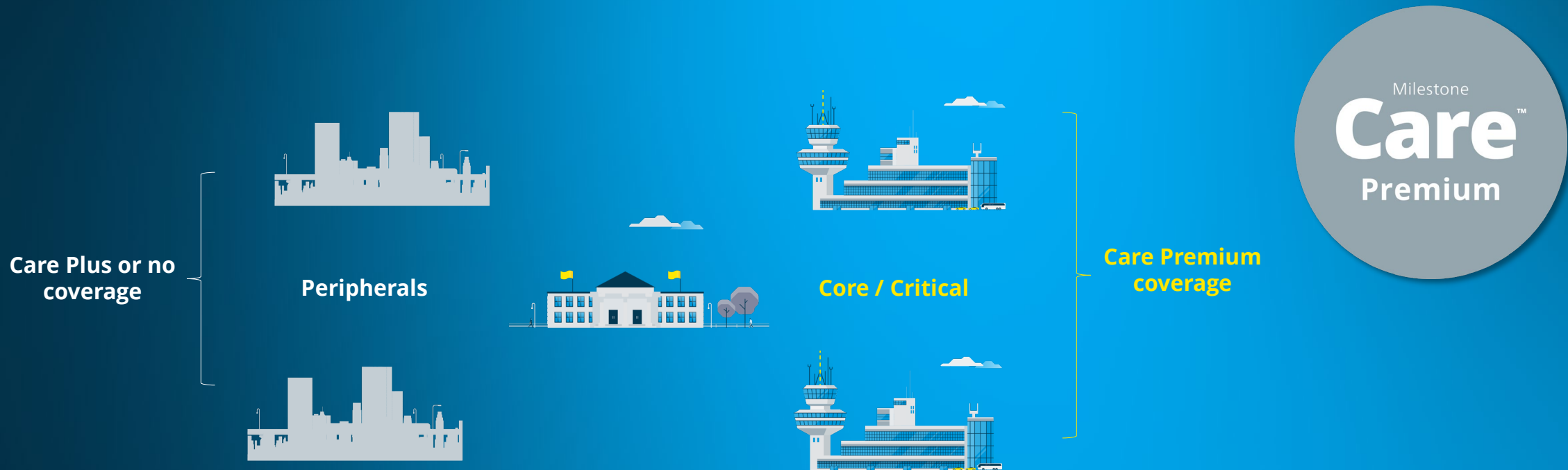
Core / Critical



Care Premium purchasable on SLC level

Example 2:

Flexibility to differentiate
critical and non-critical areas



Care Premium purchasable on SLC level

EXCEPTION:

XProtect Express or Express+ only customers will not be able to purchase Care Premium

Existing agreements will be honored



Remove Care Premium start-up fee

REASONING

Startup fee creates confusion and is indicated as an impediment for new Care Premium customers

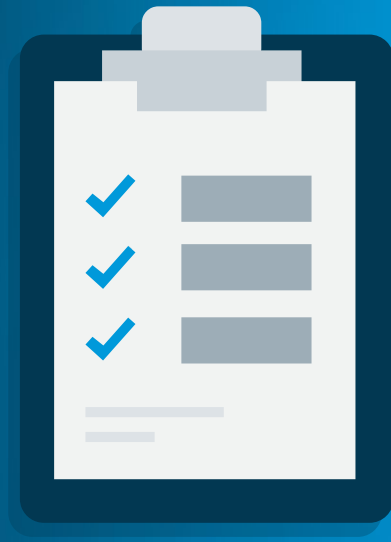
OUTCOME

To make Care Premium more accessible, we eliminate start-up fees and simplify and align the program rules.

So, whether you have a new customer or an expired membership, joining Care Premium will now be more affordable



Program changes



Reduce the visibility of Care **Basic** and Care **Elite**

Elite remains available on a per project basis

Simplified Care Program



Simplified Care Program



Simpler overall Care communication

Milestone Care is a complete service and support program



Milestone Care is a complete **product maintenance and technical support** program

Designed to give you peace of mind, the Care program has four packages. Whether you need frequent software updates, 24/7 access to Milestone Support or critical incident resolution – there is a package to suit your needs



Designed to give you peace of mind, the Care program has **two packages**. Whether you need frequent product updates or 24/7 access to Milestone Support – there is a package to suit your needs

Care Collaterals



CARE BROCHURE



**CARE PLUS FLYER
CARE PREMIUM FLYER**



**SALES
PRESENTATION**



WEBPAGES



eLEARNING



ICONS, ILLUSTRATIONS

Thank you!