

# IMPLAN Support Policy

*Every subscription and purchase of an IMPLAN product<sup>1</sup> is backed by the following support and service terms.*

## Anytime, Anywhere Guidance and Support

1. The IMPLAN Help and Support site ([support.implan.com](https://support.implan.com)) provides an immediate solution via articles and videos to many questions users have in relation to software instruction, data sources, and economic study methodology.
2. IMPLAN maintains a [Community Forum](#) within the Help and Support site to publicly answer specific questions from customers and encourage customers to comment on questions from other IMPLAN users. All customers have access to the IMPLAN Community Forum to review previously answered questions and/or post their own questions at no charge.
3. The average IMPLAN response time for questions posted to our Community site is 1-2 business days but may be up to 3 business days in case of complex cases. Customers may comment on questions and provide responses to other's questions at any time.

## Included Support from Customer Success Managers

1. All active<sup>2</sup> customers have access to a dedicated Customer Success Manager (CSM). Customer Success Managers are IMPLAN specialists who act as a first level of support and serve as the main point of contact for questions, inquiries, and feedback.
2. The goal of the Customer Success Management team is to facilitate the customer's successful adoption and utilization of IMPLAN products and services. This includes supporting customers with IMPLAN terms and definitions, referencing case studies/reports, sharing support articles and documents exemplifying economic best practices, answering and escalating technical/analytical issues as necessary, assisting in billing-related issues.
3. The scope of Customer Success Manager's support extends up to helping users on interpreting data points on analysis overview, study area data, social accounts,

---

<sup>1</sup>Product - Any IMPLAN software or service subscription

<sup>2</sup>Active - Customers that have an active data subscription or have purchased our most recent data set within the last twelve months.

results, and basic model operation and functionality. All questions that involve application of data or assumptions are escalated up to Advisory Economists on a first come, first served basis via support ticket. All project specific questions or queries can be supported by our Advisory Economists at an additional cost.

4. Customers are provided with the email address of their dedicated CSM. If the dedicated CSM is unavailable, another CSM team member can be reached through the general support email at [support@implan.com](mailto:support@implan.com).
5. Responses to emails are provided Monday through Thursday, 8 a.m. to 5 p.m. ET and Friday from 8 a.m. to 3 p.m. (Holidays excluded).
6. Some economic topics or complex analysis require the expert advice of an IMPLAN economist. Escalation of support to an IMPLAN advisory economist is at the discretion of the CSM and may delay support response time. All customers are advised to reach out to their CSM at least seven business days in advance of a report/study submission deadline.
7. Response times regarding the IMPLAN software vary by the severity of the issue. We strive to meet the response times listed below; however, we do not guarantee a resolution in all cases. The CSM will provide periodic updates to the customer on the progress of a solution, as applicable.

Severity of Issue	Definition	Response Time
<p><b>Critical</b></p>	<p>Critical product issue that severely impacts your use of the product or service. The situation halts business operations and no procedural workaround exists on our <a href="#">Known Issues Page</a>.</p>	<p>Within 24 hours*            Monday through Thursday, 8 a.m. - 5 p.m. ET            &amp; Friday 8 a.m. to 3 p.m. ET</p>
<p><b>Major</b></p>	<p>Major functionality is impacted or significant performance degradation is experienced. The situation is causing a high impact to portions of your business operations and no reasonable workaround exists.</p>	<p>Within 24 hours*            Monday through Thursday, 8 a.m. - 5 p.m. ET            &amp; Friday 8 a.m. to 3 p.m. ET</p>
<p><b>Minor</b></p>	<p>There is a partial, non-critical loss of use of the service with a medium-to-low impact on your business, but your business continues to function. Some minor inquiries include but are not limited to a routine technical issue; information requested on application capabilities, navigation, installation, or feedback.</p>	<p>Within 3-5 business days            Monday through Thursday, 8 a.m. - 5 p.m. ET            &amp; Friday 8 a.m. to 3 p.m. ET</p>

## Paid Expert Services from IMPLAN Economists

1. For complex topics requiring direct communication with an IMPLAN advisory economist, customers have the option to purchase an Educational Service product that suits their needs. The services offered vary in level of involvement and cost. For more information, you may submit an inquiry to [Support@implan.com](mailto:Support@implan.com).
2. Expert guidance from IMPLAN advisory economists can include recommendations on best practices, advice on conducting a study, data gathering, data organization, utilizing the software, as well as interpreting and reporting results. Although we offer support and assistance, final determination of assumptions and study inputs are determined by the customer as the analyst.
3. Customers who purchase advanced support packages will be provided with an email address to contact the team of advisory economists directly.
4. Paid support is prioritized and will receive an initial response within 1 business day Monday through Thursday from 8 a.m. to 5 p.m. ET & Friday from 8 a.m. to 3 p.m. ET (holidays excluded). Response time varies by issue complexity. Customers are encouraged to allow at least a week for support responses requiring extensive research.
5. For questions and queries regarding IMPLAN's underlying data, 30 minutes of research time will be provided at no additional cost. IMPLAN reserves the right to charge for additional research time. Responses to data inquiries may require retrieving archived data sets and can take up to 10 business days for a response.
6. IMPLAN may periodically modify the options of Educational Service Packages, provided the level of service under the plans will not materially decrease during the subscription term.

## Special Considerations for IMPLAN Pro

1. IMPLAN Pro is a legacy product that is supported by the IMPLAN Team in a limited capacity.
2. Because IMPLAN Pro is not a cloud-based application, there are a few additional service and support terms that apply in addition to those of any other purchase.
3. Technical<sup>3</sup> support from the CSM team, including manual data transfers for IMPLAN Pro are provided for only the two most recent IMPLAN data sets at no additional charge.
4. Analytical or technical support for inactive<sup>4</sup> customers can be provided by the CSM team at a rate of \$99 per hour. A quote will be provided based on the

<sup>3</sup>Data and software access and issues.

<sup>4</sup>Refer to the definition of Active customers/accounts on Page- 1.

complexity of support required and support will be provided following payment.

5. Recovery of older IMPLAN Datasets (Pro) prior to the last two data releases will incur an additional fee. Additionally, any data questions regarding older IMPLAN datasets will incur additional costs for all active subscribers/customers.
6. The IMPLAN Appliance is obsolete and will no longer be supported beyond data transfer to the customer's local drive (assuming the appliance is in working order).
7. IMPLAN may be unable to support IMPLAN Pro if a Windows/System update prevents Pro from running normally. The system requirements for IMPLAN Pro can be accessed via [IMPLAN PRO System Requirements](#).

## Subscription Terms, Definitions, and Pricing

1. Product refers to any data set or paid service subscription purchased through IMPLAN.
2. Subscription refers to any product or service in which the purchase price is associated with a time frame for access.
3. Subscription-based packages purchased are considered an annual subscription and expire 365 days from the date of the purchase (unless otherwise established).
4. All active subscriptions can be renewed any time between the subscription start and the expiration date for the following year.
5. Any subscription that is not renewed before the expiration date is considered lapsed and no longer active. Inactive customers will need to contact their Customer Success Manager or email [sales@implan.com](mailto:sales@implan.com) in order to regain access to their expired account.
6. IMPLAN reserves the right to increase the price of products and services at the time of the renewal per current list prices.