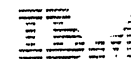
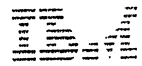


Table 3A-2: Service Level Standards

CLIN	Service Level Standard	Weight Factor to Determine Performance Credit	Monitoring Methods	Frequency (Reporting)
CLIN 0001 Startup and OCD Period				
SLIN0001AB Coupon Distribution	IBM's OCD will include an end-to-end test of the system for a limited number of coupon distribution transactions.	100%	Each coupon distributed is successfully reflected in the Dashboard.	NA
SLIN0001AC Coupon Redemption and Payment	IBM's OCD will include an end-to-end test of the system for a limited number of coupon redemption transactions.	100%	Each coupon redeemed is successfully reflected in the Dashboard.	NA
CLIN 0002 Operational Phase				
SLIN0002AA Consumer Education	Partner support at kick-off: Three partners supporting the campaign by the national kick-off event.	20%	A signed Letter of Agreement from the partnering organizations.	One time occurrence timed to the national launch of the campaign.
SLIN0002AA Consumer Education	Partner support at mid-point: An additional three partners supporting the campaign at the operational phase mid-point.	20%	A signed Letter of Agreement from the partnering organizations.	One time occurrence at the half way between national launch date and February 17, 2009.
SLIN0002AA Consumer Education	Media impressions: Two million media impressions per quarter.	40%	Weekly media log including estimated impressions based on information from Factiva media database, VMS and other independent media monitoring services as necessary.	Quarterly beginning at time of national launch event.
SLIN0002AA Consumer Education	Content of media stories: Web site and/or phone number in 25 percent of media coverage	20%	Weekly media monitoring based on information from Factiva media database, VMS and other independent media monitoring services as necessary.	Quarterly beginning at time of national launch event.
SLIN0002AC Coupon Distribution	Adherence to Live Support Hours of Operation: Consumer Service Center will be operational 99.5 % of all planned hours of operations (24x7) within a calendar month, with the exception of scheduled downtime and pre-approved downtime for maintenance activities.	10%	Hours of Operation are measured as any time that a Customer Service Representative is tracked in the telephony technology as logged in to the telephones. Call Center Suite Reporter Pro generates reports indicating telephony usage on a real-time and historical basis.	Monthly



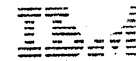
CLIN	Service Level Standard	Weight Factor to Determine Performance Credit	Monitoring Methods	Frequency (Reporting)
SLIN0002AC Coupon Distribution	Consumer Responsiveness: 100% of calls will be answered by the IVR in less than 20 seconds. For callers that transfer from the IVR, live operators will respond to 80% of the calls within 20 seconds. A queue message is played to the other 20% to hold for the next available agent. The 20% include those that hang up before the call is transferred to a live agent.	10%	Call Center Suite Reporter Pro generates reports indicating telephony usage on a real-time and historical basis. Hold times will be monitored and measured in real time to confirm minimum wait times.	Monthly
SLIN0002AC Coupon Distribution	Coupon Distribution: 98% of coupon requests will be fulfilled within 10 business days (between coupon request and coupon issuance), remainder will be fulfilled within 15 business days.	10%	Consumer Service database tracks the total volume of coupons requested and issued. Monthly metrics report will include the distribution of time for coupons issued.	Monthly
SLIN0002AC Coupon Distribution	Coupon Contingency Alert: Provide NTIA an immediate, official notice that requires client receipt and signature when the Program's Total Coupon Funding Spent, calculated as the total value of issued, unexpired coupons plus the total value of all redeemed coupons, is equal to or greater than 80 % of the \$890 Million defined contingency threshold. Once the threshold is reached, NTIA receives daily coupon value reports.	10%	Consumer Service database tracks the total volume of coupons issued and not expired and the volume of coupons redeemed. The NTIA Dashboard will monitor and report on the total value of redeemed, issued and unexpired coupons in the coupon funds management Dashboard report.	One-time occurrence. Any month where this alert is not applicable, IBM will receive full credit.
SLIN0002AC Coupon Distribution	Consumer Coupon Validation: 100 % of all consumer coupon requests are reviewed against NTIA program rules for household eligibility.	20%	Coupon validation is measured monthly by auditing a subset (typically 3%) of the coupon transactions. The IBM Team has not met this SLA for the month if any of the audited coupons do not meet the validation requirements.	Monthly
SLIN0002AC	Coupon Mailing and Activation: 99.8 % of validated coupon requests by eligible households are mailed to the correct U.S. consumer household.	20%	USPS postage paperwork confirms mailing counts and addresses, providing independent validation of activated coupons mailed.	Monthly



CLIN	Service Level Standard	Weight Factor to Determine Performance Credit	Monitoring Methods	Frequency (Reporting)
SLIN0002AC Coupon Distribution	Consumer Information Website Availability: Consumer website is available and functioning for public access 99.5 % of the 24 hours and 7 days of operation excluding regularly scheduled downtime and pre-approved downtime for maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured using Web Watch Bot. Located outside IBM's network, this machine queries websites at predetermined intervals to test availability. Expected formula: Number of minutes in the reporting period – (regularly scheduled downtime + pre-approved downtime)/ Total possible operating minutes	Monthly
SLIN0002AC Coupon Distribution	Voice response unit availability: Interactive voice response unit is functioning and available for public access 99.5 % of the time, excluding regularly scheduled downtime and pre-approved maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured and reported using Call Center Suite Reporter Pro. Expected formula: (Number of minutes in the reporting period – (regularly scheduled downtime + pre-approved downtime))/Total possible operating minutes	Monthly
SLIN0002AC	TOTAL	100%		
SLIN0002AD Coupon Redemption and Payment	Retailer Certification : 100 % of coupons are redeemed by certified retailers only	20%	Monthly report will provide the count of redeemed coupons by certified retailer; the total of this will be compared with the total number of coupons redeemed. Any coupons authorized and reimbursed by non-certified retailers will result in this penalty being enacted.	Monthly
SLIN0002AD Coupon Redemption and Payment	Coupon Redemption Authorization Rate: The payment authorization engine will respond to 99% of all authorization requests within 3 seconds. The standard is consistent with credit card authorization standards. If the authorization request is unsuccessful, the retailer simply tries again.	20%	The Payment Authorization engine processes all coupon redemption authorizations and provides approval or denial within 3 seconds. This information is captured and reported by the Payment Authorization Engine.	Monthly



CLIN	Service Level Standard	Weight Factor to Determine Performance Credit	Monitoring Methods	Frequency (Reporting)
SLIN0002AD Coupon Redemption and Payment	Coupon Redemption Validation: 100 % of coupons are validated against NTIA program business rules before requesting settlement from the Treasury.	30%	Audit analysts will assess a sample of redeemed coupons to conduct a post-settlement audit to confirm that each coupon was redeemed at a valid retailer, is an actual valid coupon, is redeemed for the \$40 value, and has a valid SKU number. The IBM Team has not met this SLA for the month if any of the audited redeemed coupons do not meet the validation requirements.	Monthly
SLIN0002AD Coupon Redemption and Payment	Retailer Payment Processing Time: 99 % of retailer payment transactions that successfully pass the automated post-settlement audit will be sent to the Treasury for payment in 2 business days. The remainder will be processed within 5 business days.	20%	Coupon Redemption database records date when retailers request settlement, the date of authorization, and when the transaction is sent to the Treasury for settlement.	Monthly
SLIN0002AD Coupon Redemption and Payment	Authorization Unit Availability: Coupon authorization engine is functioning and available 99.5 % of the time (24x7) excluding regularly scheduled downtime and pre-approved maintenance activities.	10%	Actual uptime and expected uptime measured in minutes on a monthly basis measured using the Payment Authorization technology. Expected uptime formula: (Number of minutes in the reporting period – (regularly scheduled downtime + pre-approved downtime))/Total possible operating minutes	Monthly
SLIN0002AD	TOTAL	100%		



CLIN	Service Level Standard	Weight Factor to Determine Performance Credit	Monitoring Methods	Frequency (Reporting)
CLIN 0003 Contingent Plan				
SLIN0003AA Coupon Distribution	Same as SLIN0002AC, substituting an alert when 80% of final distribution of funds has been obligated, for the one-time Coupon Contingency Alert standard that is not applicable to SLIN0003AA	Same as SLIN0002AC	Same as SLIN0002AC	Same as SLIN0002AC
SLIN0003AA	TOTAL	100%		
SLIN0003AB Coupon Redemption and Retailer Payment	Same as SLIN0002AD	Same as SLIN0002AD	Same as SLIN0002AD	Same as SLIN0002AD
SLIN0003AB	TOTAL	100%		