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TAQTICS DOCUMENT

Rollout Kit

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Project Roll-out Plan

This plan outlines the standard rollout sequence from initial setup through to continuous improvement. **Important:** The timeline below begins on the Onboarding Start Date, being the date on which your first invoice payment is received in cleared funds. **For the definitions of Onboarding Start Date, Onboarding Period and Commencement Date, refer to Clarificatory Note #1 of your COF.**

> First Invoice payment must be received before Taqtics begins any platform configuration. The date your payment is received in cleared funds is your Onboarding Start Date and it starts the Onboarding Period. Refer to the Payment Terms in Part C and Clarificatory Note #1 of your COF.

> **If your rollout is phased:** If your deployment is structured across multiple phases, the cycle below applies per phase. Each phase requires a signed Go-Live Phase-Wise Document (Annexure IV of your COF) before Taqtics commences onboarding activities for that phase. Refer to Annexure III and Annexure IV of your COF for the full phased rollout schedule and billing terms.

Kick-Off & Configuration - Day 1 to Day 14

Name your Platform

Submit Store Locations + User Details as per Hierarchy

Submit Information for Use-case Configuration

Platform Created with Store Locations and User IDs

Use-cases Configured as per requirement

Client Review and Approval of the Platform Configuration

> Configuration scope & when training starts: Platform configuration during a 30-day Onboarding Period is scoped at up to 80 person-hours of Taqtics configuration effort per 30-day period (160 person-hours for a 60-day period, 240 person-hours for a 90-day period), which typically occupies the first 10 business days. The remaining 10 to 12 business days are reserved for user training and roll-out. End-user / store-user training is therefore scheduled from Day 15 onward by default, so that configuration can be validated before your users are trained. Earlier training may be arranged where configuration is confirmed complete.
> Where the requirements you submit exceed the applicable scope limit, we will tell you in writing how much additional effort is needed, and you choose one of three options: (1) extend the onboarding period by a further 30 calendar days on payment of an additional onboarding fee, which also moves your Commencement Date accordingly; (2) defer the excess to Professional Services after go-live, delivered within the Professional Services hours already included in your plan, on a queued basis across successive billing cycles; or (3) have the excess delivered as chargeable Professional Services at the hourly rate in Annexure I. Where deferred scope under option 2 cannot feasibly fit within your plan's included hours, option 3 applies to the portion that cannot. If you do not tell us your choice within 5 business days, we will make the election for you so the project is not held up. Refer to Clarificatory Note #1(h) of your COF.

Training & Roll-out - Day 15 to Day 26

Note: Your Commencement Date is the earlier of (a) the first day on which end-user / store-user training is delivered, or (b) the final day of your Onboarding Period. It is recorded in the Go-Live Confirmation Report issued by Taqtics. **Refer to Clarificatory Note #1 of your COF for the exact definition and calculation.**

- Training for Batch 1 Store-Users / End-Users

- Reconfiguration of Processes (if any)
- Training for Batch 2 Store-Users / End-Users
- Training for Batch 3 Store-Users / End-Users
- Refresher Training for Low Adoption Teams

Adoption & Scale-up - Day 27 to end of Onboarding Period

- All users have logged in at least once
- Over 92% adoption of First Use-case

Continuous Improvement - Post Onboarding Period

- Review progress periodically as per plan
- Repeat 30-day cycle for any new Use-case roll-outs
- Set Processes for Sustenance of Programs
- Ongoing User Management & Training of New Users
- Phased clients: Initiate next phase by executing a new Go-Live Phase-Wise Document. Refer to Annexure IV of your COF.

Support

The Taqtics Customer Success team has experience launching Taqtics and enabling users at multiple organisations. Call for help when needed.

Taqtics Expert - Professional Support

Request help from a **Taqtics Expert** when you need help with:

- Training your team to use Taqtics
- Learning about industry best practices
- Identifying opportunities where Taqtics impact can be seen
- Guidance for interventions that enable effective launch and adoption of initiatives

> Professional Support is a tracked resource with included hours per month and overage charges applicable beyond the included limit. Refer to Annexure I of your COF for the number of included Professional Support hours and the applicable overage rate.

Day-to-Day Helpdesk Support

Day-to-day user support is best provided by training your internal IT support team or assigned Administrator, who your employees reach out to for tech issues. Users can reach out to the Taqtics Helpdesk for any issues that your internal IT support team cannot handle.

> Helpdesk Support is governed by SLA severity levels (P1-P4) with defined response and resolution times. Refer to Annexure II of your COF for the full SLA terms, severity definitions, and your escalation matrix.

Taqtics Helpdesk - Contact Details

Mail	support@taqtics.co
Timings	Refer to Annexure II of your COF for agreed support hours and applicable timezone.

> For escalation beyond the Helpdesk, refer to the Escalation Matrix in Annexure II of your COF.

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Prepare for the Launch

Getting started with Taqtics is simple. To make it even easier, here is a step-by-step guide to help you prepare your team and set the right foundation for a successful launch.

Identify & Orient Your Project Team

A project team that can translate your vision into an actionable plan is key to your success. To help you form an effective project team, we recommend the following:

1. The Taqtics Champion (Project Lead)

Successful Taqtics Champions take responsibility for:

- **Laying the Foundation -** Understand the Business Leader's vision and translate it into an action plan with measurable short and long-term goals. Identify team to support and responsibilities of each team member. Lead identification of the first set of use cases to be brought on Taqtics and an owner for each.
- **Managing the Project -** Keep the project on track with strong planning, timely execution, reviews and interventions. Take responsibility for the success of the first 3-5 use cases, building confidence and skills within the team so that they can take on more.
- **Building Sustainability -** Set processes to ensure continued awareness, skilling and execution until the tool becomes a way of life.

2. Other Key Team Members

To support the Champion, identify additional members for critical roles:

- **Back-up Platform Admin -** The Taqtics Champion is the default Admin with unlimited access to the platform and access to content created by all producers. Identify a backup.
- **User Management - HR / IT Resource -** Creates and manages users and Business units. Needs access to information around new unit setup, new joiners, role changes and exits.
- **User Support - Your IT Helpdesk -** Get them equipped to handle Taqtics queries with the User Support Training Manual available at time of onboarding.
- **Internal Communications - Marketing / Internal Communication Rep -** Helps the Taqtics Champion create and send out all communications.
- **Creator Support - 1-2 people per function -** Complete the Taqtics certification and help the Champion (1) identify opportunities and (2) support / train team members when opportunities arise.

> **Important Tip:** While the Taqtics Champion gets identified and prepared, it is also important to align the Management team to ensure that they understand the platform, the vision, goals and their role. Plan a kick-off meeting with the Taqtics Champion, Other Key Team Members and the Management team to align all.

Terminology Guide

Platform - Your company's dedicated workspace on Taqtics, where all tools, users, and store locations are set up.

Store / Location - A physical outlet, branch, or unit where day-to-day operations are executed and tracked on the platform.

User - An individual with access to the platform (e.g., store staff, area manager, HQ team). Users have roles and permissions defined based on their hierarchy.

Hierarchy - The organisational structure that defines reporting levels (e.g., Store ' Area Manager ' Regional Head ' HQ). This ensures the right visibility and accountability.

Use-Case - A business process or operational objective digitised on Taqtics (e.g., SOP Checklist, Store Audit, Food Safety Compliance, Visual Merchandising Execution).

Process & Workflow - A defined sequence of steps for completing a business activity (e.g., completing a checklist, approving an action point). Workflows ensure tasks move to the right people at the right time.

Action Point - An automated or manually created corrective task triggered during an Audit or Checklist, assigned to the right person/team for resolution.

Ticket - An issue raised on the platform (e.g., repair, maintenance, or compliance issue) that gets logged, assigned, and tracked until closure.

Noticeboard - A communication tool on the platform that allows HQ teams to publish important updates, announcements, or policies to all relevant users.

Asset Management - A module that tracks and manages company assets across stores, covering their lifecycle, maintenance schedules, and performance history.

VM Execution Tracker - A tool to ensure Visual Merchandising (VM) guidelines are executed correctly at stores, with tracking, validations, and photo uploads.

Transfer - A feature that allows a store user to request re-assignment to another store. All transfers require the new store manager's approval before being finalised.

Executive Dashboards - Ready-to-use dashboard templates that provide organisation-level performance metrics and summaries.

BI Dashboard - A customisable dashboard builder that allows clients to create multiple dashboards based on the metrics, insights, and KPIs they want to monitor.

Onboarding Start Date - The date on which Taqtics receives your first invoice payment in cleared funds. This date starts your Onboarding Period. Refer to Clarificatory Note #1 of your COF.

Onboarding Period - The 30, 60 or 90 calendar day implementation window running from the Onboarding Start Date, as specified in Part C of your COF. Configuration, user training and roll-out all take place within this window.

Commencement Date - The earlier of (a) the first day on which end-user / store-user training is delivered, or (b) the final day of your Onboarding Period. This is the date your subscription term starts. Training delivered only to your project team, platform administrators or internal trainers (Train-the-Trainer) does not set the Commencement Date.

Go-Live Confirmation Report - A short report issued by Taqtics at go-live recording the configuration completed, the products and add-ons enabled, the date end-user training was first delivered, and your resulting Commencement Date and subscription period. It is issued for your records and does not require your signature. Factual corrections may be raised in writing within 5 business days of issuance.

Billing Cycle - The recurring period for which subscription fees are invoiced. Refer to Part C of your COF for your applicable Billing Cycle and payment terms.

Phase (Phased Rollout) - Where a client has elected to deploy the platform across stores and/or products in stages rather than all at once. Each phase is governed by Annexure III and activated via a signed Go-Live Phase-Wise Document (Annexure IV) of your COF.

Prepare for the Launch

IT Checklist

In order to ensure a smooth Taqtics launch at your organisation, we have put together a checklist of items that the IT team should complete to ensure a seamless user experience.

Most Critical: Do the targeted users have adequate hardware and internet access?

1. Unblock "Taqtics.co" access for all users. Check if the page loads properly. Update firewall settings if the page is not loading correctly.
2. Ensure all devices meet current browser compatibility requirements for Taqtics. Contact support@taqtics.co to confirm the latest supported browsers and device specifications prior to rollout.
3. Unblock video content upload and streaming on Taqtics.co.
4. If any keywords are blocked within the organisation, please unblock them for Taqtics access. Authorised internal producers create all Taqtics content. Any other firewall rules that could lead to blockage should also be reviewed for whitelisting.
5. Create and publish internal guidelines on which IT department contacts can be reached by users and the Taqtics team in case of access issues. Ensure this person or team is trained by the Taqtics team.
6. Communicate limits on large file uploads, downloads, and streaming to your user base.
7. Various emails will be automatically generated from Taqtics on an ongoing basis. Please unblock emails from support@taqtics.co.

Phased rollout clients: IT readiness (firewall unblocking, device checks, access provisioning) must be completed for each batch of stores ahead of that phase's go-live date. Refer to Annexure III and the Go-Live Phase-Wise Document (Annexure IV) of your COF for phase go-live dates.

For support hours, escalation contacts, and SLA severity levels applicable to your IT team's queries, refer to Annexure II of your COF.

Document Reference Legend

Throughout this Roll-out Kit, references marked in amber are deliberate pointers to your Customer Order Form (COF) and its Annexures. This ensures that client-specific terms - such as support hours, payment obligations, phased rollout schedules, and SLA commitments - are always drawn from the agreed contract rather than repeated here, preventing any inconsistency.

Reference	What it covers
MSA	The legal backbone governing the entire relationship - license grant, IP ownership, data protection, liability limits, indemnities, termination rights, and governing law.
COF -Main Body	The commercial front page of the deal - captures client details, what plan and inclusions, commercials, billing cycle, bank details, and support reference.
COF -Clarificatory Notes	Plain-English explanations of how key dates and mechanisms work (Commencement Date calculation; phased rollout overview and PAO trigger).
COF - Annexure I -Detailed Subscription Plan	The full product and pricing breakdown behind the plan name in Part C - every module, add-on, storage slab, support inclusion, and billing option laid out in one reference sheet
COF - Annexure II -Support Services (SLA)	Taqtics' service commitment - what counts as an error, P1-P4 severity levels with response and resolution times, uptime SLA, service credits, support hours, and the escalation matrix
COF - Annexure III -Phased Rollout Plan & Billing Schedule	Governs clients deploying in phases - sets the target rollout scope as the pricing basis, the binding 3-month tier minimum obligation, the indicative phase plan, and all phased billing rules including the PAO mechanism and repricing consequences
COF - Annexure IV -Phase Activation Order (PAO)	The one-page operational trigger issued per phase - confirms the go-live date, stores being activated, modules being activated, before/after subscription impact, and invoice details.
Go-Live Confirmation Report	Issued by Taqtics at go-live. Confirms the configuration completed, products and add-ons enabled, the date end-user / store-user training was first delivered, and the resulting Commencement Date and subscription period. Issued for your records; no signature required.
Roll-Out Kit	The client's onboarding guide - project plan timeline, team setup guidance, terminology reference, and IT checklist.