

Defect Priority Level Definitions

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Severity Levels

Partner Facing

Defect Severity Level	Definition	Examples	Target Resolution Time
P0 - Critical Outage	Complete Zift123 system outage	<ul style="list-style-type: none"> • no user can log in to Zift123 	One (1) business hour
P1 - Highest Priority	Defect is a platform emergency <i>and</i> any one or more of the following is the case: <ol style="list-style-type: none"> 1. Inability for a Customer's user community to connect to Zift123 2. A critical function within the Application ceases to operate for a Customer's user community, preventing campaign execution, content syndication, lead distribution, or MDF management for multiple users 	<ul style="list-style-type: none"> • no user can send email, post to social, syndicate content, upload contact lists • a single customer's users can not log in to Zift123 	One (1) business day
P2 - High Priority	Defect severely disrupts a single partner's business operations <i>and</i> any one or more of the following is the case: <ol style="list-style-type: none"> 1. Inability for a single user to connect to Zift123 2. Inability for single Zift123 user to execute a campaign, syndicate content, or manage leads or funds in a time-sensitive manner; no immediate workaround exists 	<ul style="list-style-type: none"> • single user cannot execute email, syndicate content • single user cannot log in to Zift123 	3 business days*
P3 - Medium Priority	Defect affects a single Zift123 user's business process or function, but does not qualify as a Critical Outage Defect (P1) or High Priority Defect (P2). <ol style="list-style-type: none"> 1. An issue that affects, but does not severely disrupt, a partner's business process or function 2. Issue is not time sensitive <i>or</i> a temporary workaround exists 	<ul style="list-style-type: none"> • systemic analytics discrepancies • single user cannot edit a social media post • single user cannot personalize web plugin 	10-15 business days in accordance with Wednesday release cycle
P4 - Low Priority	Minor issue that does not adversely impact a user's business process or function, is a cosmetic issue or an inconvenience that requires a work-around to restore functionality.	<ul style="list-style-type: none"> • translation/localization issues • email or plugin formatting issue that does not prevent execution or publication 	Case by case

*If resolution requires changes to the Zift code base, please allow an additional 3-6 business days for resolution and testing (in accordance with Wednesday release cycle)

Customer Facing

Defect Severity Level	Definition	Examples	Target Resolution Time
P0 - Critical Outage	Complete Zift Marcom system outage	<ul style="list-style-type: none"> • no user can log in to Zift Marcom 	One (1) business hour
P1 - Critical Outage	Defect is a platform emergency, and any one or more of the following is the case: <ol style="list-style-type: none"> 1. Inability for a Customer's users to connect to Zift Marcom 2. A critical function within the Application ceases to operate for a Customer which prevents lead distribution to multiple partners 	<ul style="list-style-type: none"> • Customer cannot distribute leads to partners • no user can log in 	1 business day

P2 - High Priority	Defect severely disrupts a Customer's business operations <i>and</i> any one or more of the following is the case: 1. Inability to generate critical data analysis - lead reporting, saved reports, funds reporting, through-partner campaign analysis 2. Inability to create or publish new campaigns or content	<ul style="list-style-type: none"> cannot run a saved report without error cannot create new email, collateral, or social posts in Marcom 	3 business days*
P3 - Medium Priority	Defect affects a Customer's critical business process or function, but a temporary work around has been identified. 1. Inability to generate non-critical data analysis 2. Inability to update published content 3. Inability to send to-partner communications 4. Inability to manage or impersonate partners	<ul style="list-style-type: none"> cannot generate partner adoption, custom activity, or tracking panel reporting cannot edit/modify campaigns cannot export/email reports 	10-15 business days in accordance with Wednesday release cycle
P4 - Low Priority	Minor issue that does not adversely impact a user's business process or function, is a cosmetic issue or an inconvenience that requires a work-around to restore functionality.	<ul style="list-style-type: none"> data formatting duplicate content headers 	Case by case

*If resolution requires changes to the Zift code base, please allow an additional 3-6 business days for resolution and testing (in accordance with Wednesday release cycle)

Integrations

Defect Severity Level	Definition	Examples	Target Resolution Time
P1 - Critical Outage	Defect is a platform emergency, and any one or more of the following is the case: 1. Integration connection is down for more than one business day 2. Lead distribution model fails for all partners (no leads distributed, systemic lead routing failure for all partners)	<ul style="list-style-type: none"> SSO failure for all users in Customer account PRM module connection failure CRM connection failure for entire CRM module 	1 business day
P2 - High Priority	Defect severely disrupts a Customer's business operations <i>and</i> any one or more of the following is the case: 1. Lead distribution model failure for single partner 2. Lead routing configuration failure not impacting all partners 3. SSO failure not affecting all partners	<ul style="list-style-type: none"> single partner's users cannot SSO in lead notification emails fail to send to single partner partner fields not synced with PRM 	3 business days*
P3 - Medium Priority	Defect affects a Customer's or Partner's critical business process or function, but a temporary work around has been identified. 1. Inability to synchronize partner or lead information 2. Inability for a single partner to manage leads or opportunities outside of Zift123	<ul style="list-style-type: none"> CRM connection failure for single partner that does not interrupt lead distribution flow test connection failure single partner cannot receive leads by email (but can receive leads in Zift123) 	6-9 business days in accordance with Wednesday release cycle
P4 - Low Priority	Minor issue that does not adversely impact a user's business process or function, is a cosmetic issue or an inconvenience that requires a work-around to restore functionality.	<ul style="list-style-type: none"> data sent to PRM is formatted oddly lead notification email formatting 	Case by case

*If resolution requires changes to the Zift code base, please allow an additional 3-6 business days for resolution and testing (in accordance with Wednesday release cycle)

Uptime Commitment

Zift 123 and Zift Marcom will be available 98.5% of the time.

Scheduled Maintenance

Zift Solutions releases weekly software updates each Wednesday at approximately 10:00pm EST. There is no downtime during these updates. Should a critical issue present itself during the weekly update, Zift will immediately roll back the update and will address the issue before re-deploying.

Zift Solutions reserves the right to perform periodic system maintenance. We will endeavor to notify customers one week before any maintenance window. If in our reasonable judgment, however, a shorter notification period is necessary, then any such maintenance may be made with such prior notification to customers as is practical and reasonable under the circumstances. We will attempt to minimize any service interruptions or unavailability that may be caused or required by any such maintenance.

Incident Communication

In the event of a service outage or severe incident, Zift Solutions will post incident status, updates, and resolution on our [status page](#).