

Attachment C: Price Schedule

ManufacturerName	Product SKU	Product Name	Product Description	UOM	Qty	NASPO Price
Medallia, Inc.	1200100PRFBSEG	Medallia Experience Cloud Experience Data Records ("EDR"). EDR Tier 1 includes up to 30,000 Records in a rolling 12 month period.	Medallia Experience Cloud Experience Data Records ("EDR") includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, and Text Analytics including Action Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 1 includes up to 30,000 Records in a rolling 12 month period.	Annual	1	\$70,831.23
Medallia, Inc.	1200500PRFBSEG	Medallia Experience Cloud Experience Data Records ("EDR"). EDR Tier 2 includes up to 86,000 Records in a rolling 12 month period.	Medallia Experience Cloud Experience Data Records ("EDR") includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, and Text Analytics including Action Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 2 includes up to 86,000 Records in a rolling 12 month period.	Annual	1	\$160,806.05
Medallia, Inc.	1200600PRFBSEG	Medallia Experience Cloud Experience Data Records ("EDR"). EDR Tier 3 includes up to 148,000 Records in a rolling 12 month period.	Medallia Experience Cloud Experience Data Records ("EDR") includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, and Text Analytics including Action Intelligence. Each Record is a data record that includes all signals and feedback for a single discrete interaction. EDR Tier 3 includes up to 148,000 annual records in a rolling 12 month period.	Annual	1	\$241,209.08
Medallia, Inc.	1200700PRFBSEG	Medallia Experience Cloud Experience Data Records ("EDR"). EDR Tier 4 includes up to 260,000 Records in a rolling 12 month period.	Medallia Experience Cloud Experience Data Records ("EDR") includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, upto 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, and Text Analytics including Action Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 4 includes up to 260,000 Records in a rolling 12 month period.	Annual	1	\$361,813.61
Medallia, Inc.	1200800PRFBSEG	Medallia Experience Cloud Experience Data Records ("EDR"). EDR Tier 5 includes up to 465,000 Records in a rolling 12 month period.	Medallia Experience Cloud Experience Data Records ("EDR") includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, upto 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, and Text Analytics including Action Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 5 includes up to 465,000 Records in a rolling 12 month period.	Annual	1	\$542,720.42
Medallia, Inc.	MS_UNITSS	Managed Services Subscription Units - 100 hour blocks	Managed Services Subscription Units are 100 hour blocks of platform maintenance and programmatic frontline support provided directly to customers.	Annual	1	\$24,175.47
Medallia, Inc.	SA_DXA	Medallia Digital Experience Analytics (DXA) - 10 Million Annual Sessions	Medallia Digital Experience Analytics (DXA) - 10 Million Annual Sessions	Annual	1	\$47,858.94
Medallia, Inc.	Mindful Standard Platform	Mindful Standard Platform	Access to the Mindful platform includes all features such as callback, digital callback, notifications, etc., includes all upgrades and additional features as they are developed and added to the Mindful Platform.	Annual	1	\$11,486.15
Medallia, Inc.	Mindful Conversation	Mindful Conversation	Conversations are defined as a request for callback where the end customer chooses to receive a single callback either in the IVR, on a digital channel or when prompted by an agent. Sold per conversation on an annual basis.	Annual	1	\$0.84
Medallia, Inc.	Mindful Implementation	Mindful Implementation	Access to dedicated implementation manager, architecture and configuration resources, and best practices.	Each	1	\$72,332.49
Medallia, Inc.	Mindful Feedback User	Mindful Feedback User	Mindful Feedback provides an intuitive web-based interface that allows users to create and automatically conduct highly flexible surveys. Through a number of unique capabilities, Mindful Feedback enables businesses and organizations to collect real-time, actionable insights from customers, anywhere at any time.	Annual	1	\$229.72
Medallia, Inc.	Mindful Feedback Quickstart	Mindful Feedback Quickstart	Includes hands on assistance with initial survey set-up, integration with CaaS, configuration of users and assistance with call-flow changes if required. This package provides up to 24 hours of onboarding services provided by the Mindful Feedback Team.	Each	1	\$3,086.19
Medallia, Inc.	1200100PRFBSEG-NG	Medallia Experience Cloud Experience Data Records ("EDR") Gen AI. EDR Tier 1 includes up to 30,000 Records in a rolling 12 month period. *Not available on GovCloud *	Medallia Experience Cloud Experience Data Records ("EDR") GenAI includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, Text Analytics including Action Intelligence, and Generative Artificial Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 1 includes up to 30,000 Records in a rolling 12 month period.	Annual	1	\$81,455.92
Medallia, Inc.	1200500PRFBSEG-NG	Medallia Experience Cloud Experience Data Records ("EDR") Gen AI. EDR Tier 2 includes up to 86,000 Records in a rolling 12 month period. *Not available on GovCloud *	Medallia Experience Cloud Experience Data Records ("EDR") GenAI includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, Text Analytics including Action Intelligence, and Generative Artificial Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 2 includes up to 86,000 Records in a rolling 12 month period.	Annual	1	\$184,926.96
Medallia, Inc.	1200600PRFBSEG-NG	Medallia Experience Cloud Experience Data Records ("EDR") Gen AI. EDR Tier 3 includes up to 148,000 Records in a rolling 12 month period *Not available on GovCloud *	Medallia Experience Cloud Experience Data Records ("EDR") GenAI includes a Base Platform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, Text Analytics including Action Intelligence, and Generative Artificial Intelligence. Each Record is a data record that includes all signals and feedbacks for a single discrete interaction. EDR Tier 3 includes up to 148,000 Records in a rolling 12 month period.	Annual	1	\$277,390.44

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Medallia, Inc.	1200700PRFBSEG-NG	Medallia Experience Cloud Experience Data Records ("EDR") Gen AI. EDR Tier 4 includes up to 260,000 Records in a rolling 12 month period *Not available on GovCloud *	Medallia Experience Cloud Experience Data Records ("EDR") GenAI includes a BasePlatform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, Text Analytics including Action Intelligence, and Generative Artificial Intelligence. Each Record is a data record that includes all signals andfeedbacks for a single discrete interaction. EDR Tier 4 includes up to 260,000 Records in a rolling 12 month period.	Annual	1	\$416,085.65
Medallia, Inc.	1200800PRFBSEG-NG	Medallia Experience Cloud Experience Data Records ("EDR") Gen AI. EDR Tier 5 includes up to 465,000 Records in a rolling 12 month period *Not available on GovCloud "	Medallia Experience Cloud Experience Data Records ("EDR") GenAI includes a BasePlatform with Unlimited Users, Role-Based Dashboards, Case Management, and Alerts, up to 5,000 Query API per day, and features including Web-Based Feedback, Digital Feedback, Message-Based Surveys, Social feedback, Speech insights, Video Feedback Capture, Text Analytics including Action Intelligence, and Generative Artificial Intelligence. Each Record is a data record that includes all signals andfeedbacks for a single discrete interaction. EDR Tier 5 includes up to 465,000 Records in a rolling 12 month period.	Annual	1	\$624,128.48
Medallia, Inc.	MC100	Medalia Concierge: 100,000 Annual Messages Tier	Medallia Concierge is a software-as-a-service messaging service platform that enables Customer's end-users to communicate with Customer's authorized Medallia Concierge users via third-party channel outbound and inbound messages (each, a "Medallia Concierge Message"), like SMS and MMS.	Annual	1	\$19,143.58
Medallia, Inc.	MXO1	Medallia Experience Orchestration Million Annual Interactions Tier 1	With "Medallia Experience Orchestration" ("MXO") software-as-a-service productsuite, a Medallia customer (a "Customer") can listen to end-customer activity across web, mobile, email, contact centers, as well as offline channels. This activity is processed and stored as end-customer journeys, then modeled and analyzed to discover common and uncommon behavior across the entire end-customer ecosystem of a Medallia customer. Insights from Journeys, blended with data integrated from other systems, drive real-time personalized end-customer conversations at scale.	Annual	1	\$4,785.89
Medallia, Inc.	AF_T1	Partner Packaged Integration for Adobe Analytics	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$11,573.20
Medallia, Inc.	AF_T2	Partner Packaged Integration for Adobe Experience Platform	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$24,110.83
Medallia, Inc.	AF_T3	Partner Packaged Integration for Microsoft Dynamics	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$67,510.33
Medallia, Inc.	AF_T4	Partner Packaged Integration for Salesforce	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$67,510.33
Medallia, Inc.	AF_T5	Partner Packaged Integration for Salesforce Marketing Cloud	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$11,573.20
Medallia, Inc.	AF_T6	Partner Packaged Integration for ServiceNow CSM	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$38,577.33
Medallia, Inc.	AF_T7	Partner Packaged Integration for ServiceNow HRSD	"Partner Packaged Integrations" workflows enable Customers to connect Medallia to a number of Customer's existing third-party software tools like Salesforce and ServiceNow, with features like pre-built data connectors, visualizations, Alerts, and actions for use cases common to users of both software platforms. Each Partner Packaged Integration may only be used for the specific third-party software provider product listed in the Order Form. If purchased in an Order Form, the specific Partner Packaged Integrations will be listed along with any additional entitlement limitations (e.g., number of Users).	Annual	1	\$38,577.33
Medallia, Inc.	ADDON_UNITS	Addon Services Units - 100 hour blocks	Addon Services Units are 100 hour blocks that are used for adhoc or surge platform maintenance and programmatic frontline support provided directly to customers. This is used in a Time and Materials based approach and have a 12 month expiration following the date of contract signature.	Each	1	\$27,500.00

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Medallia, Inc.	MED_IMP	Medallia Implementation Hours	Medallia Implementation Hours are used for the configuration of Medallia products to customers' specifications. Implementation allows customers to tailor packages of Experience Cloud, Digital Experience Analytics, Concierge, Experience Orchestration, and Partner Packaged Integrations (listed above) to their needs. Depending on the scope of the project, implementation hours may include analysis, design, planning, building, integration, testing, documentation, and training on any of the listed Medallia products. Implementation hours will be sold with an agreed upon scope of work.	Each	1	\$275.00
Medallia, Inc.	SME_HOURS	Subject Matter Expert Hours	Subject Matter Experts provides deep level expertise for one or more technology domains. Technology domains may include Cloud, Virtualization, Data Management, Big Data, System Architecture, Data Center Operations and Tooling, Cyber Security, Best Practice development, Database Design and Development, Integration, Consolidation, Migration, IT Strategic Planning, and specific IT Products. Subject Matter Experts manages team(s) providing domain specific expertise throughout the entire lifecycle of a project, including analysis, design, planning, implementation, integration, testing, documentation, and training. Depending on the scope of the project, Subject Matter Experts may support client requirements directly or manage technical team(s) within a project. Subject Matter Experts often have additional specialized training or certifications relating to his/her domain(s) of expertise including, but not limited to: Medallia Experience Orchestration (MXO), Customer Experience Advisory (CXA), Analytics, Research Services, and/or Medallia Agile Research.	Each	1	\$300.00