



Medallia's proposed price list found herein is an exact copy of our pricing that is publicly available through the General Services Administration (GSA) on the GSA MAS Schedule contract GS-35F-267DA.

This price list was evaluated against the rigors of GSA's requirements, which includes a fair market comparison by providing extensive historical documents where Medallia has charged equal to or more than the proposed SKU price to the government. This pricing has been leveraged by the US government for the past two years in support of the execution of numerous deals across a broad range of purchase values.

Guide to price list: Unless otherwise noted, software costs represented in the GSA schedule detailed below are recurring annual software subscription fees. Fees represented under the Labor Categories section are listed as hourly rates for Medallia's professional services offerings.

Medallia

SKU #	Product Name	Product Description	GSA Price	NASPO Price
1200005PRFBSEG	Medallia Professional Edition Platform Tier 1	Medallia Professional Edition includes up to 100 Users, the number of annual web-based survey responses stated in the Order Form, up to 2 Reporting Roles, up to 2 Unit Types of any kind, up to 50 million annual Google machine translated characters, and 40 hours of annual enterprise managed services. Tier 1 includes 5,000 Annual Completed Surveys.	\$20,000.00	\$20,000.00
1200025PRFBSEG	Medallia Professional Edition Platform Tier 2	Medallia Professional Edition includes up to 100 Users, the number of annual web-based survey responses stated in the Order Form, up to 2 Reporting Roles, up to 2 Unit Types of any kind, up to 50 million annual Google machine translated characters, and 40 hours of annual enterprise managed services. Tier 2 includes 25,000 Annual Completed Surveys.	\$35,000.00	\$35,000.00
1200050PRFBSEG	Medallia Professional Edition Platform Tier 3	Medallia Professional Edition includes up to 100 Users, the number of annual web-based survey responses stated in the Order Form, up to 2 Reporting Roles, up to 2 Unit Types of any kind, up to 50 million annual Google machine translated characters, and 40 hours of annual enterprise managed services. Tier 3 includes 50,000 Annual Completed Surveys.	\$49,000.00	\$49,000.00
1200100PRFBSEG	Medallia Professional Edition Platform Tier 4	Medallia Professional Edition includes up to 100 Users, the number of annual web-based survey responses stated in the Order Form, up to 2 Reporting Roles, up to 2 Unit Types of any kind, up to 50 million annual Google machine translated characters, and 40 hours of annual enterprise managed services. Tier 4 includes 100,000 Annual Completed Surveys.	\$74,000.00	\$74,000.00
1200500PRFBSEG	Medallia Professional Edition Platform Tier 5	Medallia Professional Edition includes up to 100 Users, the number of annual web-based survey responses stated in the Order Form, up to 2 Reporting Roles, up to 2 Unit Types of any kind, up to 50 million annual Google machine translated characters, and 40 hours of annual enterprise managed services. Tier 5 includes 500,000 Annual Completed Surveys.	\$168,000.00	\$168,000.00
2001000DGTMNVG	Medallia Digital Web - 1M Monthly Visitors	Medallia for Digital Web feedback enables users to build and manage digital feedback capture that can be configured to target, intercept, engage and listen to visitors to an organizations digital properties. Platform can be design to reflect the look and feel of Customer's organizational branding, as well as configured to segment and target users based on behavioral, session and metadata attributes. Product for websites with up to 1 million monthly visits.	\$30,900.00	\$30,900.00
2005000DGTMNVG	Medallia Digital Web - 5M Monthly Visitors	Medallia for Digital Web feedback enables users to build and manage digital feedback capture that can be configured to target, intercept, engage and listen to visitors to an organizations digital properties. Platform can be design to reflect the look and feel of Customer's organizational branding, as well as configured to segment and target users based on behavioral, session and metadata attributes. Product for websites with up to 5 million monthly visits.	\$51,500.00	\$51,500.00
GX_ENT	Government Experience (GX) Enterprise Base Platform	Enterprise Medallia's Government Experience Cloud Platform that comes with unlimited data records, users, languages, machine comment translations, case management/alerting, role based dashboards, 2 mobile reporting apps and the Government User Admin Suite. The Medallia Experience Cloud Base Platform includes access to Medallia's online reporting, analysis and feedback management tool, which enables authorized users in a clients organization to read end-customer and employee feedback, receive push notifications, respond to feedback, and view important trends and performance indicators. Each Base Platform includes one software-as-a-service instance of the Medallia Experience Cloud, on which the Reporting Application and Customer's feedback program database are hosted.	\$168,000.00	\$168,000.00
GX_EX	Government Experience (GX) for Employee Enterprise Base Platform	Medallia's Government Employee Experience (GEX) cloud platform comes with unlimited Users, unlimited annual web-based survey responses, unlimited Reporting Roles, EX Employee Unit Types only, up to 50,000 daily Query API requests, up to 1 billion annual Google machine translated characters, and 1 sandbox test environment.	\$72,000.00	\$72,000.00
GX_UNIT1	GX Agency Unit Tier 1	Units are the basis of data collection and reporting within the Medallia Experience Cloud. Units are the Customer's most granular point of interaction with its end-customers or employees, and the most granular component to which a survey is attached. Each Unit is classified by its "Unit Type", which identifies the subject on which end-customers or employees are providing feedback. Varies from organization to organization depending on the mission and frequency of transactions executed. Examples for tier 1 include a B2B office, employee, medical doctor, ad-hoc researcher and comparable entities with similar volume of customer touchpoints	\$12.00	\$12.00
GX_UNIT2	GX Agency Unit Tier 2	Units are the basis of data collection and reporting within the Medallia Experience Cloud. Units are the Customer's most granular point of interaction with its end-customers or employees, and the most granular component to which a survey is attached. Each Unit is classified by its "Unit Type", which identifies the subject on which end-customers or employees are providing feedback. Varies from organization to organization depending on the mission and frequency of transactions executed. Examples for tier 2 include a mid-sized office, contact center agent, Airport staff, Claims agent, insurance agent, and comparable entities with similar volume of customer touchpoints.	\$120.00	\$120.00

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GX_UNIT3	GX Agency Unit Tier 3	Units are the basis of data collection and reporting with the Medallia Experience Cloud. Units are the Customer's most granular point of interaction with its end-customers or employees, and the most granular component to which a survey is attached. Each Unit is classified by its "Unit Type", which identifies the subject on which end customers or employees are providing feedback. Varies from organization to organization depending on the mission and frequency of transactions executed. Often a field office, project manager, government business unit, restaurant, retail store, wealth manager and comparable entities with similar volume of customer touchpoints	\$360.00	\$360.00
GX_UNIT4	GX Agency Unit Tier 4	Units are the basis of data collection and reporting with the Medallia Experience Cloud. Units are the Customer's most granular point of interaction with its end-customers or employees, and the most granular component to which a survey is attached. Each Unit is classified by its "Unit Type", which identifies the subject on which end-customers or employees are providing feedback. Varies from organization to organization depending on the mission and frequency of transactions executed. Often a shared services project team, high services physical customer touchpoint, Medical office, and comparable entities with similar volume of customer touchpoints	\$1,080.00	\$1,080.00
GX_UNIT5	GX Agency Unit Tier 5	Units are the basis of data collection and reporting with the Medallia Experience Cloud. Units are the Customer's most granular point of interaction with its end-customers or employees, and the most granular component to which a survey is attached. Each Unit is classified by its "Unit Type", which identifies the subject on which end-customers or employees are providing feedback. Varies from organization to organization depending on the mission and frequency of transactions executed. Often an entire office, contact center (dependant on # of agents), digital property, hotline and comparable entities with similar volume of customer touchpoints	\$10,200.00	\$10,200.00
AF_T1	Advanced Feature Tier 1	Enhanced functionality for the Medallia Government Experience Cloud, Government Employee Experience and Professional edition platforms. Features include functionality such as productized integrations with external platforms, Text analytics functionality, Promoter.io, Athena AI, CX360, Strikedeck, and Journey Analytics.	\$10,000.00	\$10,000.00
AF_T2	Advanced Feature Tier 2	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as open text analytics, Medallia Conversations, and the Athena AI Action Intelligence Platform.	\$35,000.00	\$35,000.00
AF_T3	Advanced Feature Tier 3	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as Adobe Analytics Package Integration, Medallia Conversations, Athena Action Intelligence, Medallia Social Media Monitoring, Open Text Analytics, and CX360 Profiles	\$75,000.00	\$75,000.00
AF_T4	Advanced Feature Tier 4	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as productized integrations with external platforms such as ERPs, HRIS, etc, Open Text analytics functionality, Crowdcity, Zingle, Promoter.io, Athena AI, CX360, Strikedeck, Journey Analytics and social media feedback listening.	\$100,000.00	\$100,000.00
AF_T5	Advanced Feature Tier 5	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as productized integrations with external platforms, CX360 Profiles, Medallia Conversations, and Medallia Social Media Monitoring.	\$200,000.00	\$200,000.00
AF_T6	Advanced Feature Tier 6	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as productized integrations with external platforms, CX360 Profiles, Medallia Journey Analytics, and Medallia Social Media Monitoring	\$350,000.00	\$350,000.00
AF_T7	Advanced Feature Tier 7	Enhanced functionality for the to the Medallia Government Experience Cloud, Government Employee Experience or Professional edition platforms. Features include functionality such as Medallia Athena Action Intelligence, CX360 Profiles, and Medallia Journey Analytics.	\$675,000.00	\$675,000.00
LP_75411	CX Navigator Technical Online Learning Portal	40+ Interactive courses with 25+ topics covered, approximately 25 hours of instructions focused on both the technical operation of the Medallia Government Experience Cloud and the fundamentals of standing up and maintaining a customer experience program.	\$2,300.00	\$2,300.00

Labor Categories

SKU #	Job Title	Job Description	GSA Price	NASPO Price
DLTPS-SA-02	System Administrator II	System Administrator II is responsible for maintaining specific systems within the IT environment. As required, the System Administrator II is responsible for the maintenance, configuration, upkeep, and reliable operation of his/her assigned systems, networks, storage, and cloud-based technologies. System Administrator II has mid-level technical skills relating to the technologies or scripting languages used in the operation of the IT systems.	\$110.59	\$110.59
DLTPS-SA-03	System Administrator III	System Administrator III is responsible for maintaining specific systems within the IT environment. As required, the System Administrator III is responsible for the maintenance, configuration, upkeep, and reliable operation of his/her assigned systems, networks, storage, and cloud-based technologies. System Administrator III develops standard operating procedures and runbooks for the IT systems. System Administrator III has senior-level technical skills relating to the technologies or scripting languages used in the operation of the IT systems.	\$132.71	\$132.71

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DLTPS-SA-04	System Administrator IV	System Administrator IV is responsible for maintaining specific systems within the IT environment. As required, the System Administrator IV is responsible for the maintenance, configuration, upkeep, and reliable operation of his/her assigned systems, networks, storage, and cloud-based technologies. System Administrator IV develops standard operating procedures and runbooks for the IT systems. System Administrator IV has senior-level technical skills relating to the technologies or scripting languages used in the operation of the IT systems. Additionally, System Administrator IV has expert knowledge of system automation and IT operations-related technical requirements and tool selection/operation.	\$160.35	\$160.35
DLTPS-SA-05	System Administrator V	System Administrator V is responsible for maintaining specific systems within the IT environment and may be responsible for managing system administration staff. As required, System Administrator V is responsible for the maintenance, configuration, upkeep, and reliable operation of one or more systems, networks, storage, and cloud-based technologies. System Administrator V develops standard operating procedures and runbooks for the IT systems. System Administrator V has expert-level technical skills relating to the technologies or scripting languages used in the operation of the IT systems as well as expert knowledge of system automation and IT operations-related technical requirements and tool selection/operation.	\$234.45	\$234.45
DLTPS-PE-01	Project Engineer I	Project Engineer I (System, Application, or Software) is responsible for supporting specific tasks relating to the implementation, configuration, integration, and testing of information technology products. As required, Project Engineer I is involved in a support role to conduct the analysis and capture of requirements, contribution to the solution design, and development of the implementation plan, testing and documentation. Based on the defined tasks, Project Engineer I may also support design and development of custom software in support of the overall project. Project Engineer I has junior level skills relating to the technologies or programming languages used in the delivery of the project.	\$110.59	\$110.59
DLTPS-PE-02	Project Engineer II	Project Engineer II (System, Application, or Software) functions as a team lead, responsible for leading tasks relating to the implementation, configuration, integration, and testing of information technology products. As required, Project Engineer II is involved in leading the analysis and capture of requirements, contribution to the solution design, and development of the implementation plan, testing and documentation. Based on the defined tasks, Project Engineer II may also lead the design and development of custom software in support of the overall project. Project Engineer II has mid-level skills relating to the technologies or programming languages used in the delivery of the project.	\$132.71	\$132.71
DLTPS-PE-03	Project Engineer III	Project Engineer III (System, Application, or Software) is responsible for managing tasks relating to the implementation, configuration, integration, and testing of information technology products. As required, Project Engineer III is involved in managing the analysis and capture of requirements, contribution to the solution design, and development of the implementation plan, testing and documentation. Based on the defined tasks, Project Engineer III may also manage the design and development of custom software in support of the overall project. Project Engineer III has senior level skills relating to the technologies or programming languages used in the delivery of the project.	\$175.52	\$175.52
DLTPS-PE-04	Project Engineer IV	Project Engineer IV (System, Application, or Software) is responsible for complete oversight of specific tasks relating to the implementation, configuration, integration, and testing of information technology products. As required, Project Engineer IV is involved in the analysis and capture of requirements, contribution to the solution design, and development of the implementation plan, testing and documentation. Based on the defined tasks, Project Engineer IV is the lead principal who may also be responsible for overall design and development of custom software in support of the overall project. Project Engineer IV has expert level skills relating to the technologies or programming languages used in the delivery of the project.	\$207.02	\$207.02
DLTPS-PE-05	Project Engineer V	Project Engineer V (System, Application, or Software) has executive level responsibility for multiple projects/programs relating to the implementation, configuration, integration, and testing of information technology products. As required, Project Engineer V reviews the project team's analysis and capture of requirements, contribution to the solution design, development of the implementation plan, testing and documentation. Based on the defined tasks, Project Engineer V may be the lead engineer responsible for overall design and development of custom software in support of the overall program and project(s). Project Engineer V has expert level skills relating to the technologies or programming languages used in the delivery of the project.	\$248.43	\$248.43
DLTPS-ITA-01	IT Architect I	IT Architect I is responsible for supporting the overall design, development and deployment of an IT solution. For complex projects, the IT Architect I may be responsible for supporting a specific component of the solution architecture. IT Architect I supports the capture, analysis and synthesis of both the technical and business requirements; the development of the conceptual and detailed design of the IT solution; and overall responsibility and technical leadership of the delivery team. IT Architect I provides support during the implementation and integration phases of the project.	\$207.02	\$207.02
DLTPS-ITA-02	IT Architect II	IT Architect II functions in a team lead role, responsible for the overall design, development and deployment of an IT solution. For complex projects, the IT Architect II may be responsible for leading the work related to a specific component of the solution architecture. IT Architect II leads the capture, analysis and synthesis of both the technical and business requirements; the development of the conceptual and detailed design of the IT solution; and overall responsibility and technical leadership of the delivery team. IT Architect II may lead the team to provide additional product specific expertise during the implementation and integration phases of the project.	\$248.43	\$248.43

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DLTPS-ITA-03	IT Architect III	IT Architect III functions in a management role, responsible for managing the overall design, development and deployment of an IT solution. For complex projects, the IT Architect III may be responsible for managing the work related to a specific component of the solution architecture. IT Architect III manages the capture, analysis and synthesis of both the technical and business requirements; the development of the conceptual and detailed design of the IT solution; and overall responsibility and technical leadership of the delivery team. IT Architect III may manage a team to provide additional product specific expertise during the implementation and integration phases of the project.	\$298.12	\$298.12
DLTPS-ITA-04	IT Architect IV	IT Architect IV is responsible for complete oversight for managing the overall design, development and deployment of an IT solution. For complex projects, the IT Architect IV may have oversight for the work related to a specific component of the solution architecture. IT Architect IV oversees the capture, analysis and synthesis of both the technical and business requirements; the development of the conceptual and detailed design of the IT solution; and overall responsibility and technical leadership of the delivery team.	\$357.74	\$357.74
DLTPS-SME-01	Subject Matter Expert I	Subject Matter Expert I provides expertise for at least one technology domain. 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 Expert I may provide 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 Expert I may support client requirements directly or support a technical team within a project.	\$189.11	\$189.11
DLTPS-SME-02	Subject Matter Expert II	Subject Matter Expert II provides expertise for at least one technology domain. 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 Expert II leads a team that provides 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 Expert II may support client requirements directly or lead a technical team within a project. Subject Matter Expert II often has additional specialized training or certifications relating to his/her domain of expertise.	\$226.93	\$226.93
DLTPS-SME-03	Subject Matter Expert III	Subject Matter Expert III 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 Expert III 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 Expert III may support client requirements directly or manage technical team(s) within a project. Subject Matter Expert III often has additional specialized training or certifications relating to his/her domain(s) of expertise.	\$272.32	\$272.32
DLTPS-SME-04	Subject Matter Expert IV	Subject Matter Expert IV 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 Expert IV has complete oversight for 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 Expert IV may support client requirements directly or oversee technical team(s) within a project. Subject Matter Expert IV has additional specialized training or certifications relating to his/her domain(s) of expertise.	\$326.78	\$326.78
DLTPS-SME-05	Subject Matter Expert V	Subject Matter Expert V 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 Expert V has executive level oversight for multiple programs and project teams providing domain specific expertise throughout the entire lifecycle of a project, including analysis, design, planning, implementation, integration, testing, documentation, and training. Subject Matter Expert V has considerable specialized training or certifications relating to his/her domain(s) of expertise.	\$392.14	\$392.14
DLTPS-PM-01	Project Manager I	Project Manager I supports the monitoring of project performance against engagement milestones; managing client expectations; coordinating resources and processes to achieve engagement workplan; recommending changes to the engagement staff over the life of the project; monitoring project budgets and preparing client billings as appropriate; ensures all project documentation is maintained in accordance with consulting standards.	\$207.02	\$207.02
DLTPS-PM-02	Project Manager II	Project Manager II leads the monitoring of project performance against engagement milestones; managing client expectations; coordinating resources and processes to achieve engagement workplan; recommending changes to the engagement staff over the life of the project; managing project budgets and preparing client billings as appropriate; ensures all project documentation is maintained in accordance with consulting standards.	\$248.43	\$248.43

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DLTPS-PM-03	Project Manager III	Project Manager III manages the monitoring of project performance against engagement milestones; manages client expectations; allocates resources and processes to achieve engagement workplan; implements changes to the engagement staff over the life of the project; oversees project budgets and client billings as appropriate; and ensures all project documentation is maintained in accordance with consulting standards.	\$298.12	\$298.12
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