



HOLIDAY PREPAREDNESS

Your guide to technical preparedness for the 2017 holiday season

With the 2017 holiday season fast approaching, Bazaarvoice is ready to help your online operations run smoothly during this peak shopping season. The following guidance will help ensure your consumer-generated content (CGC) program delivers the information your customers want to make informed and smart holiday purchases.

Frequently asked questions

Q: What type of support coverage will Bazaarvoice provide during the holiday season and critical peak days?

A: With Client Care offices strategically located across the globe, we ensure our clients have 24/7 coverage for outages and critical issues.

Q: Will standard Service Level Objectives (SLO's) be in place during the holiday season, or will there be expedited handling of cases?

A: Yes, SLO's will be in place. Please refer to the Client Care Quick Reference Guide for SLO definitions including process for expedited handling. [Click here to access](#) [Note: Spark credentials required to access page]

Q: What is the best way to contact Bazaarvoice for an urgent or critical issue/request?

A: Please see the sidebar "How to contact Bazaarvoice Client Care" on page 4 of this document. [Click here to access](#)

Q: How will you maintain moderation SLAs during the peak holiday season?

A: Our moderation team is staffed to moderate your content 24 hours a day / 7 days a week / 365 days a year. We carefully monitor the velocity of CGC submissions in order to maintain our authenticity standards and SLA attainment.

Q: What is your code freeze policy? What happens if I request a code change during a freeze window?

A: We will implement client-level changes as requested, but we will not make any system-wide changes during the holiday period. To learn more about our code freeze, read the section "General change freeze"

Q: What proactive steps can I take to prepare my installation of Bazaarvoice for the holiday season?

A: Prior to the start of holiday season, best practice for our clients is to do a health check of your Bazaarvoice components. It's important to check the integration and functionality of your submission form and display, and also to verify your product (catalog) feed, BV Pixel, and Post-interaction email.

If you have any questions or need help preparing your site and product feed, you can chat with us in Live Chat on Spark, call us, or open a case through Spark. [Click here for contact info](#)

Q: How will Bazaarvoice notify clients if their service is not available?

A: It's important you provide an emergency technical contact who we can reach via telephone and/or email in the case of an outage. Please submit a case to add or verify your emergency contact information.

Q: How does Bazaarvoice prepare for the added network traffic?

A: For each holiday season, Bazaarvoice scales with extra server and database resources in anticipation of the increased system load during the holidays. We monitor system performance, uptime, feed generation, and other critical systems and will scale them as appropriate.



Please provide an emergency contact

It's important you provide an emergency technical contact who we can reach via telephone and/or email in the case of an outage. Please submit a case to add or verify your emergency contact information.

Now is the perfect time to review and complete Bazaarvoice's holiday preparation checklist of the following key tasks:



HOLIDAY PREPAREDNESS CHECK LIST

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Verify your integration code | <input type="checkbox"/> Update product (catalog) feed by October 31st | <input type="checkbox"/> Verify Spotlights (category SEO) | <input type="checkbox"/> Verify Syndication |
| <input type="checkbox"/> Optimize display or submission | <input type="checkbox"/> Verify SEO | <input type="checkbox"/> Verify BV Pixel | <input type="checkbox"/> Verify Curations |
| | | <input type="checkbox"/> Post-interaction email | <input type="checkbox"/> Schedule load testing if needed |

General change freeze: November 6th, 2017 through January 12th, 2018

During the general change-freeze period, we will not make any change to any deployed integrations of Bazaarvoice products. Any changes made will be to back-end systems that do not impact the end-user site experience, or require deployment using the Configuration Hub. Normal release cadence will resume after January 12, 2018.

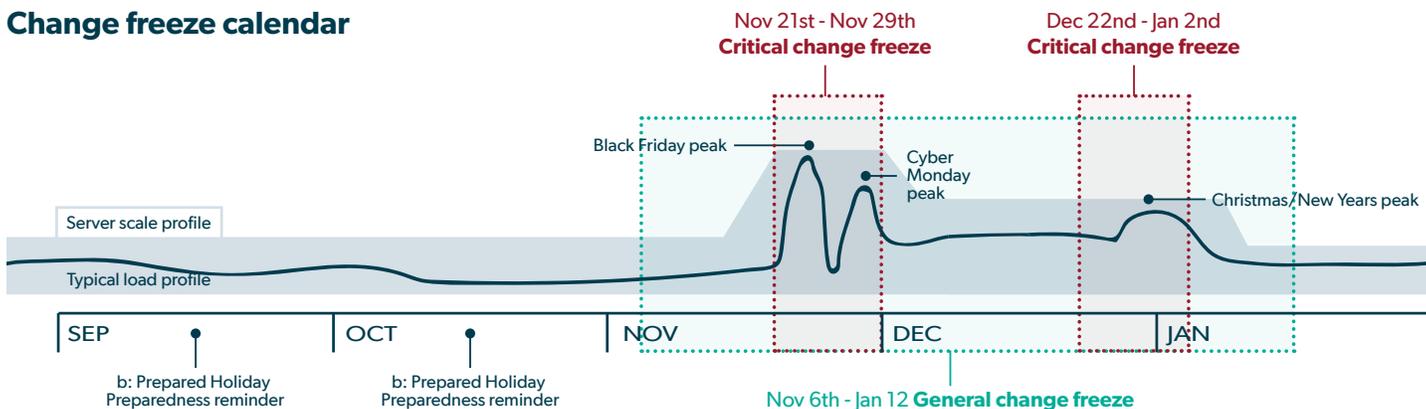
Two critical change freeze periods: November 21st, 2017 through November 29th, 2017 and December 22nd, 2017 through January 2nd, 2018

During these periods Bazaarvoice will further lock down our systems and avoid all unnecessary changes making only critical system changes if necessary to restore service.

- Critical system changes are defined as infrastructure and configuration changes required to either restore service or prevent a service disruption to one or more of our customers.
- Changes, including new functionality, may be deployed to the Configuration Hub. Clients using the Configuration Hub will have the option to deploy these changes as they see fit.

Please note that during the holiday period, Bazaarvoice will adjust the cache period for our edge network to five minutes to optimize the hosted display and the API.

Change freeze calendar



Update product catalogs and syndication connections

If you are planning to update your product (catalog) feeds, or are considering making changes, **send the updated feed to Bazaarvoice by October 31st**. We especially recommend this for retail clients with large product catalogs. We encourage sending updated feeds even before the products are live on your website. This enables us to set up syndication connections, and ensure that all systems are properly indexed ahead of those products hitting your website.

Updates to the feed may include:

- Changes to the product hierarchy to align with preferred reporting at brand, category or product levels
- Additions of new products, or deletions of old ones
- Updates to the product information required for syndication, including brand name, UPC, EAN, ISBN, product page URL, product image URL, or manufacturer part number

Brands syndicating to retailers:

We recommend that brand clients who syndicate content to retailers ensure their retail channel partners have the correct and complete set of product information needed for syndication.

Large-scale product catalog changes during the holiday season

During both the **general change freeze** and **critical change freeze** periods, Bazaarvoice will closely monitor all incoming product catalog feeds from clients.

During that time, if we detect large-scale changes in an incoming product catalog feed, we may pause the import of that feed if it's determined that it may negatively impact overall system performance. We do this in order to ensure there is no degradation in the performance of the hosted display, API, or feed export systems. We have seen cases in which large product catalog changes can impact these consumer-facing systems, and we want to optimize our performance during the holiday season. We will resume import of the feed once we determine it is safe to do so.

Setting up new syndication connections during the holiday season

Bazaarvoice will activate new syndication connections throughout the **general change freeze period**. However, during the two **critical change freeze periods**, Bazaarvoice will not activate new syndication connections.

Schedule pre-holiday load and performance testing in advance

Our number one objective through the holiday season is to be available and perform well during periods of high demand. Bazaarvoice proactively scales our systems to handle the increased holiday traffic and leverages a content delivery network (CDN) to ensure high performance. Because we serve many of the world's largest retailers and brands, we add significant additional load capacity for the entire holiday season. Levels are based on historical data for the aggregate Bazaarvoice Network, taking into account factors such as network growth, the shift from offline to online, and the shift from desktop to mobile.

In recognition of the demands that the holiday season presents to production systems, Bazaarvoice has updated our policies around load and performance testing. **Going forward, all load and performance tests must be scheduled at least three weeks in advance**. All requests will be assigned to an available testing slot, which are limited, so schedule early. Bazaarvoice is adopting this approach because tests conducted outside of an approved testing slot may be negatively impacted because other tests are occurring concurrently, making the results invalid. Additionally, Bazaarvoice reserves the rights to charge service fees for unscheduled load tests.

Please contact your Bazaarvoice Technical Support team as soon as possible to schedule any load or performance testing of your systems that incorporate Bazaarvoice products.

Note: Depending on the scope of your agreement, service fees may apply. Please contact your Client Success Director with any additional questions and scoping.



Bazaarvoice holiday action items

Bazaarvoice proactively scales our systems to handle the increased holiday traffic and leverages a content delivery network (CDN) to ensure high performance. Because we serve many of the world's largest retailers and brands, we add significant additional load capacity for the entire holiday season.

Security

The number of security attacks against online retailers is highest during the holiday season. Our priority is protecting your consumers' data while supporting safe and secure shopping. In anticipation of increased malicious activity, Bazaarvoice has enhanced our continuous security monitoring to provide visibility and early notification for all services.

We will proactively alert our clients of any known security threats affecting Bazaarvoice systems. In addition, clients can proactively reach out to Bazaarvoice regarding any client security concerns by sending an email to security@bazaarvoice.com.

Verify or update your technical emergency contacts

It's important that we can reach the right people in your organization should we observe any issues or problems during the holiday season. To accomplish this, we maintain a list of technical emergency contacts for your organization. If an issue or problem is detected, we will contact the person(s) we have on file. To avoid single points of failure, we recommend you provide a distribution alias as your technical emergency contact in addition to any specific individuals.

To check the list of current contacts we have on file, or to make changes, open a case with Bazaarvoice's Client Care team.

Contacting Bazaarvoice in the event of an outage

Now is a great time to ensure you know how to contact Bazaarvoice in the event of any issues, especially a display outage. In the event of an emergency or technical issue, please contact our Client Care team. This guide includes region-specific contact information, and contact information is also posted on Spark.

Direct outreach to client care is especially important during the holiday season, as it is the most direct route to a resolution of any issues you encounter. The Bazaarvoice Client Care team has special holiday schedules in place to make sure we are ready to help.

HOW TO CONTACT bazaarvoice: CLIENT CARE



With Bazaarvoice Client Care offices strategically located across the globe, we ensure you have 24/7 coverage for *critical* issues.



Live chat

Available via the Spark portal from 8:30am - 5:30pm CST UTC-5 (CDT during Daylight Savings period)



Telephone

Available 24/7 for critical issues; all other requests will be managed during regional business hours.

US: 888 984 1381 (toll free)
866 522 9227, Option 4

UK: 0800 368 0991 (toll free)

France : 08 05 08 94 80 (toll free)

Germany: 0800 188 8904 (toll free)

Rest of EMEA: +44 (0)20 8080 1100, Option 4

Australia: 1 300 089 962 (toll free)
02 9362 2200, Option 4



Online

1. Go to [Spark.bazaarvoice.com](https://spark.bazaarvoice.com) and log in.
2. Under Quick links, click "Submit a case."
3. From the drop-down menu, select the option that best describes your request.
4. Submit a detailed request with screenshots and if available, page links or URLs.
5. You will receive an automated response from Client Care indicating we have received your request.
6. A service representative will respond to your case(s) in accordance with the Service Level Objective (SLO).

To see real-time status and health of Bazaarvoice services including maintenance reports, please visit status.bazaarvoice.com.