WNDR/VR

CUSTOMER SUCCESS OFFERINGS

The Customer Success Acceleration Program is designed to significantly enhance customer experience with Wind River. With Success Acceleration Elevate and Pro Plans, Wind River expedites customer success with proactive support, training, and experienced partners, ensuring that customers reach their desired business goals faster and maximize their business outcomes. The Customer Success Manager works with customers to accelerate the return on their software investments, making their success a priority.

1. Customer Success Acceleration Program

Customer Success Acceleration at Wind River is a dedicated program ensuring that customers realize the full business value of their investment in Wind River products. Acting as customer advocates, team members engage with clients near the deal close and remain actively involved throughout the adoption journey. They develop and execute a joint Success Plan tailored to help customers achieve their desired outcomes, while continuously monitoring customer health and satisfaction.

The team aligns internal Wind River resources to support and remove roadblocks, promotes product adoption and usage, and identifies opportunities for customers to further benefit from their existing investment. Customer Success also manages the Customer Journey roadmap, utilizes Success Points from Acceleration Plans to drive progress, and oversees Relationship and Net Promoter Score (NPS) surveys to gather valuable feedback and strengthen partnerships.

1.1 SUCCESS ACCELERATION ELEVATE PLAN

The Success Acceleration Elevate Plan is designed to help you quickly realize value from your Wind River investment with the right mix of expert guidance, tools, and strategic support. Featuring a designated Customer Success Manager, the plan focuses on outcome-driven success planning, flexible Success Points for training and services, and proactive roadmap management. It includes ongoing escalation support to accelerate resolution of critical issues and ensure transparency, along with quarterly project meetings and annual Business Success Reviews to keep your initiatives on track and aligned with business goals.

1.2 SUCCESS ACCELERATION PRO PLAN

For more critical projects with sensitive deadlines, customers need a holistic solution combining proactive and personalized services, training, and our highest level of support. The Success Acceleration Pro Plan includes all the benefits of the Elevate Plan, plus add-ons tailored for critical projects.

The **Success Acceleration Pro Plan** is a comprehensive, high-touch customer success offering designed to maximize the value and impact of Wind River solutions. It includes a dedicated Customer Success Manager to guide onboarding, success planning, and adoption strategies. Customers receive a Discovery Welcome Kit, ongoing project reviews, business success check-ins, and proactive roadmap and escalation management. With flexible Success Points, bundled Premium Support and Customer Lab access, and continuous CVE management, the plan ensures sustained progress, faster time-to-value, and long-term business alignment.

2. Customer Success Manager

Wind River will assign a Customer Success Manager (CSM) to ensure effective management of the activities carried out by Wind River. The Customer Success Manager will be the focal point for post-sales communication and feedback relating to your project implementation and will perform the outlined acceleration management tasks.

2.1 ADD-ONS

Our Acceleration Plans are the foundation for our customers' success, with flexibility via add-ons for products, training, services (customer labs, Wind River® Studio Virtual Lab, etc.), and support (Premium Support).

COMMITMENT TO QUALITY

Wind River has achieved Service Capability and Performance (SCP) certification, recognized as the gold standard for delivering world-class customer support. SCP certification measures the effectiveness of customer support against a stringent set of performance standards that represent industry best practices.