

## SERVICE DESCRIPTION

### of Haiilo ENGAGE: Social Intranet & Employee App, Haiilo ALIGN: Employee Communications, Haiilo MEASURE: Insights & Analytics, and Haiilo AMPLIFY: Employee Advocacy

Haiilo may, at its sole discretion, further develop the Software, provided that such development does not compromise the achievement of the contractual purpose for the Customer and that no material functionalities of the Software are removed. The Customer acknowledges that, as part of such further development, individual features described herein may be modified or discontinued, and new functionalities may be added. The specific products and modules ordered by the Customer are set out in the Customer-specific Order Form. This Service Description constitutes the exhaustive specification of the Software.

## Haiilo ENGAGE: Social Intranet & Employee App

### Homepages

Homepages can be created with their own layout and design and assigned to specific target groups in the company. Each homepage can have its own individual design. The widget system allows the creation of homepages that combine static, dynamic and personal content (e.g. the timeline). Using the administration interface for homepages, adjustments can be made exactly where required.

### Timelines

On the timeline, all subscribed or must-follow news from colleagues, pages, events and communities is collected and displayed in a clear news feed. In addition to simple posts, also quick polls or kudos to appreciate colleagues can be created on the timeline. Shared multimedia files and links automatically generate a preview so colleagues can view the content. Shared posts can be tagged with a reaction or comment and shared with other colleagues. Administrators can create "sticky posts" that are then pinned to the top of the timeline for a limited time.

### Pages

Pages group information and data by topics, projects, departments or locations. Users can create a page accessible to all or only to a specific group of colleagues. Pages can be created as public or private, thereby determining which users should have access. In addition, it can be set that all users or certain user groups are required to subscribe to a page. The owner of a page moderates the interaction in the network: they can post, share, comment and like on behalf of the page that the particular user manages. Widgets with static and dynamic information as well as apps with various functions can be integrated into the navigation. Company-wide mandatory pages can be added, as can pages that others can subscribe to voluntarily. Once a page has been subscribed to, Haiilo Intranet shows all the news on the user's personal timeline.

### Communities

Communities are ideal to bring together projects, teams or departments in their own digital rooms. They can be public, protected or private and built with apps and widgets. Users can join communities to receive news updates from these

communities. When users have finished a project but do not want to delete the community, they can simply add it to the archive. All data from a community are thus preserved.

### Colleagues & user profiles

Each user has their own profile with professional and personal information and an individual profile and cover picture. Other users can view the profile and follow the user.

### Private messages

The private messaging system allows users to send messages to other users via individual or group channels. Each user has their own private news portal with all current and past conversations. Users can also exchange files and documents via private messages.

### Events

The events feature allows users to publicize company events. Events can be either public or private and can also be limited in terms of the number of participants. The user can decide if people can answer event invitations with 'maybe' or if they have to give a definite answer.

### Notifications

Information and news can be published in a wide variety of places. Notifications keep users up to date at all times.

### Global search

All published content and files uploaded are searchable within the platform. The global search takes user permissions into account when displaying search results. Search results can be filtered and displayed in groups.

### Multilingualism

The user interface is currently available in English and German in the standard version. Additional languages can be added via the administration console. Content can be created in different languages. Translation engines like DeepL or Microsoft Translator can be connected to automatically translate content for users on demand or for authors to create.



### **Administration**

Administrators are offered a wide range of possible settings and configurations. You can e.g. manage permissions, manage users and groups, set up user directories, enable or disable certain functions and customize their look and feel.

### **Haiilo ENGAGE Add-ons:**

#### **Haiilo Microsoft Integration**

Access to Microsoft apps from the launchpad, global search, or synchronous event scheduling – Haiilo for Microsoft offers several ways to improve daily workflow, like the linking of SharePoint documents, as well as various widgets (Outlook, Teams, Planner, Forms).

#### **Haiilo Google Workspace Integration**

Share files and images from Google Drive and sync Google Calendar – all with Haiilo for Google Workspace.

#### **Premium Branding**

The URL through which the Haiilo Homepage is accessed can be customized. The domains are rented or purchased by the Customer. Also, the Haiilo Employee App is provided by us as a white label solution in your own corporate design.

#### **AVA, Your AI Assistant**

The AI assistant AVA unlocks AI features in various parts of the application e.g. GenAI to support editors creating and improving contents, auto-generation of avatar images, summaries for missed timeline posts and global search in natural language. AVA is available in 2 versions: turnkey AI, which works out of the box, and a bring-your-own-AI model to connect an existing platform like OpenAI or Azure Open AI.

#### **Private Cloud**

A dedicated cloud setup per customer with isolated infrastructure, enterprise grade protection and custom setup options like VPN integration and firewall.

#### **HR Integration**

Integration of HR tools to synchronize users into the Haiilo platform and view/request absences directly from the Intranet. Supported HR tools can be confirmed on an individual basis.

#### **Enterprise Search**

Haiilo provides a search API that allows external applications like enterprise search, chatbots or AI tools to retrieve and surface Haiilo contents like wiki and blog articles.

### **Haiilo Employee App:**

Haiilo offers a native app for mobile devices. The Haiilo Employee App maps the most important use cases of internal corporate communication on a mobile basis. It is optimized for mobile use and therefore has a smaller range of functions than the web version of the Haiilo Social Intranet.

### **Homepages**

On mobile devices, either the timeline or a mobile dashboard with personalized content can be displayed as the homepage. The mobile dashboard can be created with an individual layout and design and assigned to specific target groups within the company. Each dashboard can be designed differently and individually.

### **Timeline**

The personal timeline displays relevant individual information and communication for each user and offers users the opportunity to interact in the form of likes, comments and their own timeline posts.

### **Search**

Intranet contents and files can be searched within the mobile app. Search results can be filtered by content types.

### **Channels**

The channels offer 1:1 and group messaging. Documents and files can be shared.

### **Colleagues & profiles**

All employees can be found on an employee list, where their profile pictures, names and job titles are displayed. The user's profile contains their own timeline and the option to contact them directly by chat, call or email. Each user can edit their own profile information directly in the Haiilo Employee App. Users can be found in the list search by name, job title and department.

### **In-app notifications**

Users receive notifications of important activities, such as when they have been tagged by others or when other users have commented on their posts. You can access the overview of these notifications at any time.

### **Pages**

On the page overview, users are given an overview of all pages and are able to access pages and manage page subscriptions. In addition, users can search for and filter pages there.

### **Communities**

On the community overview, users can access individual communities, manage their community memberships and search for communities.

### **Events**

On the events overview page users can see all upcoming Intranet events, filter them by "Invited" and "Attending". Users can accept or decline events directly in the mobile app.

### **Push notifications**

Push notifications can be generated for chat messages and new blog articles.

### **Mobile device management (MDM)**

The Haiilo Employee App offers several configuration options for the application on MDM devices (e.g. tenant URL, enforce biometric lock).

## Haiilo ALIGN: Employee Communications

The Employee Communications module allows to reach and involve employees with targeted company news. The module enables different channels or devices to be selected for reaching the indicated target audience.

### Content Studio

The Studio contains four parts

- Dashboard: shows drafts and published posts or posts waiting for approval
- Calendar: shows published, scheduled, and planned posts in a calendar view.
- Newsletter builder: lets you build and send customized newsletters
- News publishing: lets you publish news on configured digital signage screens

### Post Creation

Post creation can be done directly in the Studio or by pasting text from an external source. Alternatively, the add-on AI can be purchased. Its AI assistant AVA can create a first version of a post based on an example sentence. AVA can change the post's tonality, make it shorter or longer, summarize or simplify it.

### Teaser

A teaser for each post will be automatically created and prefilled with content from the post. The content creator can also choose to edit the teaser title, description, and image manually.

### Approval & rejection of posts

Admins must approve or reject posts created by users who do not have publishing permissions. These requests for approval can be viewed from the dashboard.

### Featured Posts

Posts created in the Employee Communications module can be highlighted using the Featured Posts widget.

### Audience Targeting

Upon post or page creation, it is possible to target different audiences. These audiences can either be "Everyone," individual users, or user groups.

### Administration

Settings for the users can be customized in the Administration tab.

## Haiilo MEASURE: Insights & Analytics

The Insights & Analytics module offers in-depth analysis of communication effectiveness, user engagement and content performance to facilitate data-driven decision-making, while safeguarding employee privacy by ensuring that no data is identifiable at the individual level.

### User Activity

Provides an overview of user interactions on the platform, displaying general activity and engagement patterns.

### Content

Displays an overview of the content created on the platform, along with the associated interactions. It includes a breakdown of the performance of individual pieces of content, including content sentiment analysis.

### Pages & Communities

Provides insights into overall community and page performance on the platform, along with individual page or community usage details.

### Homepages

Provides insights into the overall performance of homepages on the platform, including individual homepage usage details.

### Search

Highlights search activity, including the most frequently entered search terms.

### User Satisfaction

Presents analytics on the satisfaction ratings provided by platform users, along with their feedback.

### Export & API

Enables the export of the data displayed in the dashboards to an XLSX file. Additionally, it offers the possibility to query the same data points through a set of public APIs.



## Haiilo AMPLIFY: Employee Advocacy

The Haiilo Amplify platform allows companies to harness the power of their employees and their professional social networks. The tool allows companies to publish and distribute marketing content such as blog posts, images and videos, and let their employees share those directly to their social networks.

### **Publishing Studio**

The Publishing Studio enables content creation and publishing. It serves as your single source to create and publish content to your employees.

### **User management**

Amplify allows administrators to group their users effectively in a way that reflects their organizational structure. Users can be put into groups and teams, with mandatory and voluntary content separated into different channels.

### **Desktop Experience**

The Desktop Experience allows employees to access the platform from their computer.

The Desktop Experience also serves as the main dashboard for communicators to administer the platform, including user management, platform settings and analytics.

### **Employee Mobile App**

The Employee Mobile App makes sure you are reaching every employee with relevant content whether they are at their desks or on the go. The App provides access to a personalised feed of timely, relevant news.

### **Email Digest**

Amplify enables you to schedule an automatic and personalised digest to every employee in your company. Choose your distribution frequency, and Haiilo Amplify will make sure that each employee gets a digest email containing the latest content relevant to them.

### **Leaderboards**

Amplify allows Advocacy program owners to gamify their advocacy programs. Admins can choose to award points for social activities such as sharing content and getting clicks on links, and display the best performing individuals on leaderboards. The leaderboards can be filtered by user group or timeframe.

### **Post on Behalf**

On Amplify, leaders with internal authority or large external networks can delegate their post creation and sharing to other trusted employees. Admins can set up content collaborations, and harness the full power of their management's voice.

### **Analytics & Workforce Insights:**

Amplify Workforce Insights is a state-of-the-art analytics platform.

Using Workforce Insights, advocacy program owners benefit from: interactive dashboards, actionable insights, automatic monitoring and alerts.

### **Integration**

Amplify also offers a range of integrations to help streamline your communications process.

### **User management and single sign-on**

Amplify offers native integrations with Active Directory, Google and SAML based identity providers, such as OKTA, Ping, OneLogin and more.

### **Social networks**

The platform offers a number of integrations with major social media networks.

## **Haiilo Amplify Add-ons:**

### **Email Newsletter**

Amplify enables you to send personalised, tailored newsletters to every employee in your company. Set the content and audience as you please, and use existing templates to speed up email creation.

### **Content Booster**

Content Booster ensures that you can deliver your content through the channels that your users are using most. Content Booster allows you to deliver the same content you have on Amplify to the most popular workstream collaboration tools (Slack and Microsoft Teams).

### **Amplify AI & BYO AI**

Connecting to Haiilo's AVA AI assistant allows you to utilize AI for creating social copies quickly and efficiently. Based on the post content and adjustable to match different tones of voice, the AVA social copy is planned to save time on mechanical tasks that take up admin time. AVA is available in 2 versions: turnkey AI, which works out of the box, and a bring-your-own-AI model to connect an existing platform like OpenAI or Azure Open AI.

### **User training**

Haiilo is an easy to use Employee Advocacy platform but we recognise customers may wish to launch or relaunch their program with the help of an experienced facilitator. Haiilo can support your specific requirements for User Training by partnering with you to present your vision to your audience and to enable your future users on why this program is important to your organisation and, importantly, on what's in it for them to drive higher engagement.