> So this [tag management] is useful, especially for tech guys who are trying to track what people do on their websites.

How Service Level Agreements Work

Tealium Software Company

Do You Want A SLA and an MSA?

While not every MSA is going to be accompanied by an SLA, there are good reasons to consider the latter when drafting a service contract. These set parameters for uptime and tech support as well as establish systems of credit that ensure customers are getting the service they need to keep things running smoothly. Keep reading to get answers to questions about when, where and why an SLA is necessary, and get the big picture on how to guarantee software providers and their customers have a good working relationship.

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Michael Curylo
Attorney

> This clause is essential. It's the only other way to get out, often, of a contract that you're locked into if the technology is not working the way that people needed it to."

Key Takeaways

⊙ SaaS companies like SLAs
Online companies use tags, short snippets of code added to a URL, to collect data for analytics and marketing purposes. Tag management helps clients know the data about clicks on their websites, what pages are being visited, and where people spend most of their time.

⊙ Chronic Outages and Termination
All the percentages are usually negotiable. So, this is an excellent opportunity to talk to the tech and marketing teams to determine a critical number of needed uptime, below which is unacceptable.

⊙ When to use an SLA
But most tech companies, especially SaaS companies like Salesforce and Google Cloud, will automatically have SLAs as part of their agreements. If the MSA does not cover critical areas and operations, you can help protect your client by proposing SLAs and tying them back to the existing MSA.

⊙ Service Uptime Commitments in the SLA
As you review uptime percentage guarantees, you need to check with your clients and their tech team. Each business is different, and for some highly time-critical companies, ten minutes a week in downtime may not be acceptable.