



MASTER SERVICES AGREEMENT

These Terms and Conditions are part of the Agreement executed between the “Customer” (as mentioned in the Order Form and hereinafter referred to as “Customer”) and Saras Analytics, Inc. (hereinafter referred to as “Saras Analytics”) which, together with the online Terms of Use found at <https://sarasanalytics.com/terms-of-use>, constitute the agreement between the parties (referred to collectively as the “Agreement”). The initial term of this Agreement shall commence on the date the Order Form is fully executed by both parties and can only be terminated by the Customer prior to the subscription period from the date of its commencement in accordance with the Terms of Termination stipulated in this Agreement.

1. INTERPRETATION

The following definitions and rules of interpretations apply for the purposes of this Agreement.

1.1. Definitions, as used in this Agreement.

“Daton”	registered trade name of the Software-as-a-Service (SaaS) product offered by Saras Analytics to the Customer under this Agreement.
“Enterprise Customer” or “Customer”	each company, or agency, or aggregator, or any business entity getting into Agreement with Saras Analytics for utilizing Daton and/or the add-on services offered by Saras Analytics.
“Effective Date”	the date stated in the Order Form from which this Agreement comes into effect and Customer is obligated to begin payment for the Service.
“Brand”	each individual range of product(s) and/or service(s), which are identified with a unique, common name, commonly referred to as the Brand Name, for which the Customer chooses to utilize Daton and/or the add-on services offered by Saras Analytics.
“Aggregator”	All customers who purchase & acquire other e-commerce / Direct to Consumer / retail sellers or brands and bring them under their consolidated umbrella are classified as an “Aggregator”. In case the Customer is an “Aggregator”, each seller acquired by such Aggregator is considered a separate Brand. In certain cases, an acquired seller could be selling products from/under multiple brands. In such a case, each such brand sold/offered by each such seller would be considered a unique Brand for the purposes of this Agreement.
“Agency”	All customers who provide their products/services to other e-commerce / retail sellers and serve as 3rd-party providers for management of multiple clients e-commerce/retail/marketing operations are classified as an “Agency”. In case the Customer is an “Agency”, each of their client(s) would be considered separate Brands for the purposes of this Agreement. In some cases, a



client may be selling products under/from multiple brands. In such a case, each such brand sold/offered by each such client would be considered a unique Brand for the purposes of this Agreement.

“Production Use”

The products and services offered by Saras Analytics under this Agreement are only for internal use only and could be used by the Customer for production, development, and/or testing.

“Minor Loss of Service”

a situation wherein Daton faces issues with its connectors and that leads to data issues with a particular connector.

“Severe Loss of Service”

a situation wherein Daton faces issues that prevent jobs from getting executed, impacting all connectors.

“Support”

all the technical support offered by Saras Analytics to the Customer for resolving any issues or concerns they face during the period of this Agreement.

“Applicable Laws”

all regional, national and international laws, regulations, and standards applying to the person or circumstances in question, including standards imposed or notices issued by any governmental or regulatory authorities and all generally applicable industry standards, including those attributable to self-regulation.

1.2. Interpretation:

- 1.2.1. A reference to a statute or statutory provision is a reference to it as amended or re-enacted. A reference to a statute or statutory provision includes all subordinate legislation made under that statute or statutory provision.
- 1.2.2. Any words following the terms **including, include, in particular, for example** or any similar expression, shall be construed as illustrative and shall not limit the sense of the words, description, phrase or term preceding those terms.
- 1.2.3. A reference to writing or written includes email but not fax.

2. Supply of Services

- 2.1. Saras Analytics shall supply and/or allow access to use Daton to the Customer in accordance with the terms and conditions set out in this Agreement.
- 2.2. Saras Analytics shall use all reasonable endeavors to maintain the performance of their services, and to ensure that the Customer can continue to use the services through the period as defined in the Order Form.
- 2.3. Customer agrees to pay the fees for use of the Daton Services in accordance with the terms of payment set forth in the Order Form.
- 2.4. Customer agrees to execute an addendum to this Master Service Agreement for each Brand that is approved by Saras Analytics. Customer shall be responsible for each Brand's use of the Service in accordance with the terms of this Agreement.
- 2.5. Customer and their customers shall be responsible to review and verify the Service's Security Policies and System Notifications to ensure that they function as intended prior to Production Use. Subsequent to Production Use, Customer and/or its Customer(s) shall be responsible to review and verify that all changes to Security Policies and System Notifications are thoroughly tested prior to deployment in Production Use.
- 2.6. Saras Analytics shall not be responsible for Customer's failure to supply information on a timely basis or actions taken or omitted by Customer or for inaccuracies resulting from



- inaccurate information provided by Customer.
- 2.7. Upon request, Saras Analytics may provide the Customer additional training, customization, or consulting via purchase of Premium Support packages as defined in Exhibit A
 - 2.8. Customer shall promptly report via the support portal made available at support.sarasanalytics.com, any support issues, defects, and/or setup issues with Daton for which the Customer requires assistance.
 - 2.9. The initial term of this Agreement shall commence as of the execution date and shall continue until the end of the Subscription Term defined in the Order Form. Thereafter, and unless either party delivers thirty (30) days written notice of non-renewal prior to such date, the term of this Agreement shall automatically renew for the same Subscription Term as defined in the Order Form on the completion of the period of the Subscription Term.
 - 2.10. Billing for the Service will commence upon the sooner of the Agreement Start Date or Production Use as per the Billing Terms in the Order Form.
 - 2.11. For the Term of this Agreement, Saras Analytics agrees to keep records of Customers and Employee transactions and all pertinent associated documentation for a period of three years after their creation, or such longer period of time as may otherwise be commercially reasonable, stored electronically or in original or scanned form within a Saras Analytics designated storage facility. Enterprise Customer may request copies of such documentation from time to time and Saras Analytics shall make best efforts to supply such documents in a timely manner. Enterprise Customer shall be obligated to reimburse Saras Analytics any applicable costs and fees for document retrieval requests. Saras Analytics shall have no responsibility to maintain such records after termination of this Agreement.

3. Services offered by Saras Analytics through its SaaS Product (Daton):

3.1. Data Loading Services:

3.1.1. Saras Analytics supports loading of data, for each Brand, to many data warehouses. Customers may sign up with data warehouse service(s) of their choice and configure Daton to load data into such warehouse(s).

3.1.2. List of Data Warehouse Services currently supported by Daton:

- i) Snowflake
- ii) Google BigQuery
- iii) Amazon Redshift
- iv) Oracle Autonomous Data Warehouse
- v) GCP Cloud SQL MySQL
- vi) GCP Cloud SQL PostgreSQL
- vii) AWS RDS MySQL
- viii) AWS RDS PostgreSQL
- ix) Amazon S3

*Saras Analytics will add and offer more such data storage destinations in the future. Usage of additional destinations may incur separate billing and invoicing as determined by Saras Analytics and mutually agreed by the Customer by signing a separate Order Form.

3.2. Data Connectors:

3.2.1. The full list of Data Connectors currently offered by Daton is mentioned in Exhibit B

3.2.2. Customer may choose up to a defined number of Connectors as defined in the Order Form for their usage



3.2.3. Saras Analytics may add and offer more Connectors in the future. Usage of additional connectors (newly added or those beyond the defined number in Order Form) will incur separate billing and invoicing as determined by Saras Analytics and mutually agreed by the Customer by signing a separate Order Form.

3.3. Data Synchronization: By default, Daton supports a minimum sync time of 1 hour. In certain cases, this may change, for example, we may allow Customers to sync data every 15 minutes as well. This minimum sync will not be applicable for data sync requiring the usage of the RPA add-on and other connectors where the source has introduced a limitation on the sync frequency.

3.4. Data History: Daton does not limit the customer from replicating available history from the sources they configure in Daton. This does not include historical replication of data that requires usage of the RPA add-on.

3.5. Data Volume: Daton loads data into two modes:

- i) **Append Mode:** where new rows of data are appended into the destination table(s) by the Customer. Here, Customer will see additional rows of data which are appended (or added) on top of the existing data rows in the destination table(s).
- ii) **Upsert Mode:** where existing data rows in the existing destination tables are updated by the Customer. Here, Customers may see fewer rows of data in the destination table(s), depending upon the nature of the update performed by the Customer.

Customer must note that it is possible that the number of rows processed by Daton is greater than the number of rows seen by the Customer in the warehouse data table(s).

3.6. Users and Daton User Accounts:

3.6.1. Customer can create as many Daton user accounts as required.

3.6.2. Saras Analytics intends for Daton accounts to be used/accessed exclusively by the Customer (and their internal team(s) or employees) and the Customer shall not share/provide the access to Daton User Account(s) to their clients or customers under any circumstances in any way.

3.6.3. In case Customer wishes to share or allow access to Daton account or services to anyone other than their own internal team(s) or employees, they must do so only with the prior, express, written authorization of Saras Analytics, and only to the extent permitted by Saras Analytics, and only in such manner as agreed to by Saras Analytics by creation of User-access controls through utilization of Premium Support add-on.

3.6.4. Any violation of the above terms on part of the Customer would constitute a breach of this Agreement and would give the right to Saras Analytics to unilaterally terminate this Agreement with immediate effect, including, but not limited to, the right to cancel or freeze all Daton User Accounts associated with such Customer.

3.7. Data Analytics and Reporting: This is not a part of Daton product. Saras Analytics will provide reporting and analytics through the add-ons as defined in Exhibit A of this Agreement

3.8. Notifications: Daton sends job and billing related notifications to the Customer via the User Accounts associated with the Customer.



3.9. Customer Support:

3.9.1. Saras Analytics provides Customer Support through three modes:

- 3.9.1.1. **Email:** Customer may report issues by sending an email to support@sarasanalytics.com. Each email is converted to support tickets, assigned to a support agent for triaging and resolution.
- 3.9.1.2. **Chat:** Customer may reach out to Saras Analytics' support team by using the chat functionality in Daton. Support tickets will be created where necessary and a support agent will be assigned to the ticket for triaging and resolution.
- 3.9.1.3. **Slack:** A dedicated Slack channel will be created for the Customer. Customer may report issues by sending a message in the shared Slack channel. Saras Analytics' support team will monitor the slack channel and create support tickets for the issues or concerns raised as required. Support tickets will be assigned to a support agent for triaging and resolution.

3.9.2. Priority Matrix for Issues

Severity	Description	Support
Urgent	Your production use of the product is stopped or so severely impacted that you cannot reasonably continue work	24 X 7 Support First response due within 2 hours after receiving the notice Support available on call
High	You experience a severe loss of service. Important features are unavailable with no acceptable workaround; however, operations can continue in a restricted fashion	Support during regular business hours First response due within 24 hours after receiving the notice
Medium	You experience a minor loss of service. The impact is an inconvenience, which may require a workaround to restore functionality	Support during regular business hours First response due within 72 hours after receiving the notice
Low	You request information, an enhancement, or documentation clarification but there is no impact on the operation of the software. You experience no loss of service	Support during regular business hours First response due within 5 days after receiving the notice

3.9.3. Resolution & Escalations – Saras Analytics assures to provide timely resolution of all raised issues adhering to the following:

- 3.9.3.1. A support portal and email will be provided to facilitate tracking and resolution
- 3.9.3.2. Tentative Resolution time will be calculated and communicated to customer for Urgent and High severity issues within 48 hours or due first response, whichever is later
- 3.9.3.3. In case of any changes to the resolution time, the same will be communicated to the customer by giving at least 12 hours prior notice to resolution date/time
- 3.9.3.4. The Customer reserves the right to escalate the issue to the Head of Product and/ or the CEO at any point in time wherein the assigned severity of the issue will be moved to the tier above

3.10. Additional Future Capabilities or Features:

- 3.10.1. **New Features:** Saras Analytics may add new features or capabilities to Daton, over and in addition to what is currently being offered as a part of this Agreement.
- 3.10.2. **Fee:** Any new feature or capability added to Daton, as mentioned above, may be made available to the Customer free of charge, or it might have an additional fee



associated with the same. Daton shall communicate such new feature or capability to the Customer, and in case it is not free, Saras Analytics would only bill the Customer for such new feature or capability with the prior consent of the Customer.

4. CHANGES TO SERVICE: In the event the Customer wishes to alter, vary or add to the Service(s), the Customer must contact Saras Analytics in writing as soon as possible, setting out sufficient details of the Proposed Changes. As soon as possible, Saras Analytics will give notice to the Customer whether the Proposed Changes would result in any alteration to the existing Terms of Payment and the changed Billing Details, the time to supply of such Service(s). The Customer shall confirm, within 5 working days of receipt of such notice if they accept the changed Terms of Payment, to Saras Analytics. Once both parties mutually agree to the new terms, a separate Order Form for the modifications will be signed and added to this MSA as an addendum. Until the said Order Form is signed, the current Agreement shall stay effective, and Saras Analytics will continue to provide services to the Customer in accordance with the same, and would continue to bill the Customer as per the Billing Terms agreed upon in the Order Form.

5. Terms of Payment:

5.1. The Customer shall pay Saras Analytics in accordance with the conditions set out in the Order Form.

5.2. The billing is to be made in advance for all add-ons unless specified otherwise in the Order Form.

5.3. The billing cycle for Daton, of 30 days, would commence on the date of execution of this Agreement, and would renew at the completion of every 30 days from the date of commencement, until the Agreement is terminated by either Saras Analytics, or the Customer. If any new Brand(s) is/are added to Daton by the customer at any point during a billing cycle, it shall be added to the maximum number of unique Brands and the Customer would be billed accordingly, regardless of the period of time for which such Brand(s) remain associated with Daton, or whether or not it was removed by the Customer before the next billing cycle, or any other considerations.

5.4. The Customer agrees to the subscription term to access and use Daton, and Saras Analytics shall bill the Customer each month based upon the number of Brands the Customer wishes to add to the subscription. The billing would depend upon the maximum number of unique Brands added by the Customer to Daton in any given billing cycle.

For Example:

- i) Say in the first month, the Customer adds Brands X1, X2, X3,...X19 and X20 to Daton in a given billing cycle, the total number of brands for billing are: 20.
- ii) Say, in the following billing cycle, the Customer adds the following additional brands, X21, X22, X23, X24, X25 (X1 through X25), the number of brands for billing are: 25.
- iii) Say, in the following billing cycle, the Customer adds 5 more brands (X26 through X30) and removes 10 of the older brands (say X1, X2, through X10), in such a case, the total number of brands remaining with Daton at the end of the cycle would come down to 20, but the total number of unique brands which were added to Daton by the Customer for this billing cycle shall be 30 (and not 20).

5.5. The billing amount and slab shall be calculated based upon the maximum number of unique Brands that the Customer integrates with Daton in that billing period, as defined in the Order Form:

5.6. All amounts due under the Agreement shall be paid in full without any set-off, counterclaim, deduction or withholding (other than any deduction or withholding of tax if and only as required by law).

5.7. In case there is any misunderstanding or ambiguity regarding the invoice raised for payment, or regarding the terms of payment stated above, the same shall be decided in terms of this Agreement, and the Customer shall consult with Saras Analytics to seek clarity. Unless there is an error in the invoice and the Customer is incorrectly billed in excess to the terms of payment stated hereinabove, the word of Saras Analytics shall be final.

5.8. In case of default in payment, Saras Analytics shall have the right to freeze the User Accounts associated with the Customer, and to a penalty for default/delay in payment in addition to the payment due. In case the Customer does not pay the due amount to Saras Analytics within 30 days of receipt of notice of due payment, Saras Analytics would be entitled to charge an interest of 9% per annum on the due amount, in addition to the penalty for default in payment.

6. LIMITATION OF LIABILITY

6.1. Nothing in this Agreement limits any liability which cannot legally be limited.

6.2. Subject to Clause 6.1, Saras Analytics shall not be liable to the Customer for any loss of profit, anticipated profits, revenues, anticipated savings, goodwill, or business opportunity, or for any indirect or consequential loss or damage.

6.3. Subject to clauses 6.1 and 6.2, Saras Analytics' total liability, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with the Agreement shall be limited to the aggregate sum of the Payment received by Saras Analytics from the Customer under the Agreement.

6.4. Subject to clauses 6.1 and 6.2, Saras Analytics shall not be held liable for any liability arising out of this contract after a time-period of 1 year from the date of termination of this Agreement between Saras and the Customer.

6.5. This Clause 6 shall survive termination of the Agreement.

7. TERMINATION

7.1. Without affecting any other right or remedy available to it, either party may terminate the Agreement with immediate effect by giving written notice to the other party if:

7.1.1. The other party commits a material breach of any term(s) of the Agreement and (if such breach is remediable) fails to remedy such breach within 14 days of that party being notified in writing to do so;

7.1.2. The other party takes any steps or action in connection with its entering administration, provisional liquidation or any composition or arrangement with its creditors (other than in relation to a solvent restructuring), being wound up (whether voluntarily or by order of a Court, unless for the purpose of a solvent restructuring), having a receiver appointed to any of its assets or ceasing to carry on business or, if the steps or action is taken in another jurisdiction, in connection with any analogous procedure in the relevant jurisdiction;

7.2. Without affecting any other right or remedy available to it, Saras Analytics may terminate the Agreement or suspend the Services (including blocking or freezing all Daton User Accounts associated with the Customer) with immediate effect by giving written notice to the Customer if:

7.2.1. The Customer fails to pay any amount due under the Agreement on the due date for payment;

7.2.2. Saras Analytics, at its sole discretion, believes that the Customer has violated any term(s) of this Agreement in a material way;

7.2.3. The Customer becomes subject to any of the events listed in clause 7.2.1 through 7.2.4 or Saras Analytics reasonably believes that the Customer is about to become subject to any of them; or

7.2.4. There is a change of control of the Customer.

7.3. Unless otherwise set out in clause 7.1 and 7.2, neither party shall be entitled to cancel or terminate the Agreement.

8. CONSEQUENCES OF TERMINATION:

8.1. On termination of the Agreement:

- 8.1.1. The Customer shall immediately pay to Saras Analytics all of Saras Analytics' outstanding unpaid invoices and interest and, in respect of Services supplied but for which no invoice has been submitted, Saras Analytics shall submit an invoice, which shall be payable by the Customer immediately upon receipt;
- 8.1.2. Saras Analytics shall have the right to bill the Customer for the remainder of the Subscription Term of the Agreement, treating the average of the preceding two months' bill as the monthly Daton bill;
- 8.1.3. If Saras Analytics has terminated the Agreement, pursuant to clause 7.3, Saras Analytics shall be entitled to remove all the Daton User Accounts associated with the Customer; and

8.2. Termination of the Agreement shall not affect any rights, remedies, obligations or liabilities of the parties that have accrued up to the date of termination, including the right to claim damages in respect of any breach of the Agreement which existed at or before the date of termination.

8.3. Any provision of the Agreement that expressly or by implication is intended to come into or continue in force on or after termination of the Agreement shall remain in full force and effect.

9. GENERAL

9.1. **FORCE MAJEURE:** Saras Analytics shall not be in breach of the Agreement nor liable for delay in performing or failure to perform any of its obligations under the Agreement if such delay or failure is caused by events, circumstances or causes beyond its reasonable control.

9.2. ASSIGNMENT AND OTHER DEALINGS:

- 9.2.1. Saras Analytics may at any time assign, mortgage, charge, subcontract, delegate, declare a trust over or deal in any other manner with any of its rights and obligations under the Agreement.
- 9.2.2. The Customer shall not assign, transfer, mortgage, charge, subcontract, delegate, declare a trust over or deal in any other manner with any of its rights and obligations under the Agreement without the prior express, written consent of Saras Analytics.

9.3. CONFIDENTIALITY:

9.3.1. Each party undertakes that it shall not at any time disclose to any person(s) any confidential information concerning the business, affairs, customers, clients, or suppliers of the other party, except as permitted under clause 9.3.2.

9.3.2. Each party may disclose to other party's confidential information:

- (a) To its employees, officers, representatives, subcontractors or advisors, who need to know such information for the purposes of carrying out the party's obligations under the Agreement. Each party shall ensure that its employees, officers, representatives, subcontractors or advisors, to whom it discloses the other party's confidential information complies with the clause 9.3; and
- (b) As may be required by law, a court of competent jurisdiction, or any governmental or regulatory authority.



- 9.3.3. Neither party shall use the other party's confidential information for any purpose other than to perform its obligations under the Agreement.
- 9.4. **WAIVER:** A waiver of any right or remedy under the Agreement or by law is only effective if given in writing and shall not be deemed a waiver of any subsequent right or remedy. A failure or delay by a party to exercise any right or remedy provided under the Agreement or by law shall not constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict any further exercise of that or any other right or remedy. No single or partial exercise of any right or remedy provided under the Agreement or by law shall prevent or restrict the further exercise of that or any other right of remedy.
- 9.5. **SEVERABILITY:** If any provision or part-provision of the Agreement is or becomes invalid, illegal, or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause 9.5 shall not affect the validity and enforceability of the rest of the Agreement.
- 9.6. **THIRD PARTY RIGHTS:** This Agreement does not give rise to any rights under the governing law to enforce any terms of the Agreement.
- 9.7. GOVERNING LAW AND DISPUTE RESOLUTION:**
- 9.7.1. **Arbitration:** The Terms of Service including the privacy policy shall be governed pursuant to the Texas General Arbitration Act ("TAA"). Any disputes arising out of or in connection with these terms and conditions shall be governed by the said laws. The arbitration proceedings shall be held at Austin, Texas by a Sole Arbitrator appointed by the Company and whose decision shall be final and binding upon both parties. The arbitration proceedings shall be in the English language. Both Parties shall share the cost of Arbitration unless the Arbitral Award states otherwise.
- 9.7.2. **Applicable Law:** The competent courts of Texas shall have exclusive jurisdiction to settle any dispute which may arise out of or in connection with these Terms of Service. Any provision of these Terms of Service which is, or may be, void or unenforceable shall, to the extent of such invalidity or unenforceability, be deemed severable and shall not affect any other provision of these Terms of Service.
- 9.8. **COMPLAINTS AND NOTICES:** The Customer shall address any complaints and/or notices for Saras Analytics to support@sarasanalytics.com.



EXHIBIT A: DATON ADD-ONS & SUPPORT

Inclusion of Standard Support (with every contract)

- Access to Online Help
- Ongoing technical support (regular business hours)
- Access to best practice documentation and online resources
- Annual Executive Business Review

Inclusions for Managed Daton Onboarding (1-time):

- Fully managed 1st set-up / configuration for total connectors as defined in the Order Form
- Expert pipeline review & QA testing
- Dedicated Training for Super Users (Admins)
- Up to 5 ad-hoc “Hourly Rate Services” hours
- Formal sign-off on onboarding completion from Customer

Inclusions for Dashboards:

- Real-time access to a defined number of access-controlled dashboards via standard templates as per the Order Form
- Ongoing technical support (regular business hours)
- Customizations included:
 - Customer Logo
 - Customer hosting in Customer domain as analytics.customername.com
 - Customer color scheme (up to 2 color tones as per the defined template)
- All additional customizations, blending of reports, clean-up of data to be delivered via purchase of Premium Support Packages

Inclusions for RPA:

- Delivery of defined number of reports scraped through robotic process automation as per the Order Form on a monthly basis
- Ongoing technical support (regular business hours)
- RPA reports delivered in same Dashboards as built via the Dashboards add-on or in raw form in Customer’s cloud infrastructure as needed by the Customer

Inclusions for Premium Support:

- All items included with Standard Support & Managed Daton Onboarding
- Prioritized custom development and / or product road-map prioritization
- Monthly check-in call
- Quarterly Executive Business Review
- 100 ad-hoc “Hourly Rate Services” hours per month

Hourly Rate Services (not included with Premium Support Plans):

- Dashboard customizations
 - Whitelabelling
 - Custom reports
 - Blending of data from multiple reports
 - Custom KPI development (like profit and loss, contribution margins, etc)
 - Custom user-access controls for sub-admins (partial data or dashboard access) and clients (single-brand access)
- Dedicated “Train the Trainer” training for client partners/account managers
- Dedicated Training for Super Users (Sub-admins and clients)
- Customer data cleanup and/or data manipulation
- Integration build and support for custom connectors not included in Exhibit B
- Custom exports (not supported by Daton platform)
- “Expert-Opinion / Consultation” on data and analytics strategy for customer
- Historical replication of data via RPA in the Customer warehouse and/or its reporting in the Dashboards



- All Hourly Rate Services will only be undertaken upon sign-off of requirements from the Customer





EXHIBIT B - DATON CONNECTORS

The following is a list of available connectors available to choose from for the Customer on the Daton platform. The number of connectors the customers can utilize has been defined in the Order Form. Usage of additional connectors will incur separate billing and invoicing as determined by Saras Analytics and mutually agreed by the Customer by signing a separate Order Form.

Adjust	GCS	Quickbooks
Aftership	Google Ads	Razorpay
Aircall	Google Analytics	RDS MySQL
Amazon Attribution	Google My Business	RDS PostgreSQL
Amazon Aurora	Google Play	RDSSQLSERVER
Amazon DSP	GoogleSearchConsole	Reamaze
Amazon MWS	Google Sheets	ReCharge Payments
Amazon Redshift	Gorgias	Salesforce
Amazon S3	Helpscout	SendGrid
Amazon Selling Partner	Hubspot	SFTP
Amazon Sponsored Brands	Infusionsoft	Shippo
Amazon Sponsored Display	Insightly	Shiprocket
Amazon Sponsored Products	Intercom	Shopify
AppsFlyer	Jira	Smartrr
BigCommerce	Klaviyo	SpreeCommerce
Bing Ads	Knowlarity	Stamped.io
Braintree	Lazada	Sticky.io
Calendly	LeadSquared	Stripe
Capillary	LinkedIn Ads	SurveyMonkey
Capsule CRM	Livechat	Teamwork
Chargebee	LoadedCommerce	Tune
ConstantContact	Magento	Unbounce



Copper CRM	Magento 2	Unicommerce
Criteo	Mailchimp	Upscribe
(Deprecated) Amazon Ads	Mixpanel	Vinculum
DotDigital	MySQL	Walmart
Dropbox	NetSuite	WebEngage
Easyecom	Olabi	Webhooks
Exotel	Optimove	WooCommerce
Facebook Ads	OSCommerce	Xero
FreshBooks	Outbrain	Yahoo Gemini
Freshdesk	Pingdom	Yotpo
Freshsales	Pinterest	Zendesk
FreshworksCrm	PipeDrive CRM	Zendesk Chat
FTP	PostgreSQL	Zoho CRM
GCP MySQL	PrestaShop	Zoho Desk
GCP PostgreSQL	PushEngage	