XALDIGITAL
Empowering Data

NAME OF THE COMPANY

Name of the project

Proposal type

Date

| INDEX

INTRODUCTION

Brief introduction about the client's company.

- What they do, main products/services and their presence.
- The idea is to put into context the client to whom we will provide the service and thank them for the opportunity to potentially work together.
- Context about the current state of the industry and technology/digital world if applicable

We thank _CLIENT_ for the opportunity to collaborate on such an important initiative and are convinced that this project will generate a business partnership relationship.

BACKGROUND

Describe how the client currently stands today before having the solution XalDigital will deliver.

- What are their main areas of opportunity and pain points

- The possible problems or risks they face by not having the solution today

- Explain why their processes/services will improve after doing the development with us.

OBJECTIVE

The main objectives of where we want to reach with the project.

- Detail of what the client will have once they have this solution and how far they will go with it.

- Main general benefits

Important: write the objective in future tense: *The client will have visibility, a solution will be developed, etc.*

SCOPE

Detail XalDigital's understanding regarding CLIENT's requirement.

- Functionalities it will have

- Success criteria

- Specify the type of hardware/software that will be considered

- Development phases explained briefly

- Benefits for the client

- Detail what is out of scope: functionalities, services, hardware, etc., that are NOT included

SUCCESS CRITERIA

Detail what the criteria are for the solution to be successful

Critical success factors: If we don't have the architecture enabled, it cannot be developed on time, if the client doesn't provide us with access (APIs)

- Specify the reason for each of the criteria (importance of improvement if applicable)
- Solution/support features

(Not always included)

WORKFLOW

Proposed architecture and its considerations:

- If applicable, integrate the architecture they currently have and demonstrate areas of opportunity

- Updated image of the architecture with good resolution

- Benefits and improvements when implementing this architecture

WORK PLAN

XalDigital proposes the execution of the project in phases, with the purpose of gradually materializing use cases that generate business value and measure their results. Always keeping the client's priorities in mind.

- Add an image in XalDigital's format with the work plan in good resolution
- Always maintain the work plan format, ensuring it is clear
- Each sprint with detailed activities

Summarize AGILE

ROADMAP

The project will be worked on under an agile methodology and the way it will be executed will follow these guidelines.

- Detail each of the sprints

- What is expected in each of them

- Add the deliverables for each sprint

SUPPORT

If applicable, specify in detail what the scope of support includes.

ECONOMIC PROPOSAL

The services included in this estimate have the corresponding amount:

- Define the price in numbers and words ($100,000.00 USD (One hundred thousand American dollars))
- Specify the currency (USD or MXN)
- Billing plan**** (Under what conditions of the project execution will the invoice be issued).
- Payment terms if applicable (advances; single payment; payments "x" days after receiving the corresponding invoices, etc.).
- Offers must be made in USD.
- Rate table when applicable as an attachment
- Minimum service time 12 months: "The validity of the ODS will be 12 (twelve) mandatory months and will be automatically renewed for equal periods, unless the Client notifies XalDigital in writing of their desire to terminate the service, with at least 60 (sixty) days' notice prior to the effective termination date and provided there are no outstanding payment obligations to be fulfilled."

(Table example)

Concept	Amount USD
XalDigital professional services	**$7,175.00 USD** (Seven thousand one hundred seventy-five dollars)

- Payment terms.
- Specify if there is anything that will be provided by the client (EXAMPLE: API's)

TERMS AND CONDITIONS

- This proposal replaces and invalidates any other proposal previously submitted, as well as any other documents, agreements or communications that may have been previously submitted by XalDigital.

- This proposal covers the entire estimated scope based on the initial survey conducted by XalDigital, which was approved by the client. Any service not included in this scope will not be considered part of the work to be performed.

- This proposal does not include travel expenses and does not consider the delivery of activities outside of Mexico City. If these expenses are incurred, they will be borne by the client.

- This proposal includes the development of the solution requested by the client. To begin development, a 50% deposit is required. This deposit will be paid 5 (five) business days after the invoice is issued. Once payment is received, XalDigital will begin developing the solution.

- The remaining 50% of the project will be paid once the solution has been developed to the client's complete satisfaction, in accordance with the defined acceptance criteria.

- This Offer is valid for 30 days from the date of submission. After this period, XalDigital reserves the right to revise the financial and technical terms of this offer or cancel it and render it void. This offer does not represent a commitment to contract or bind the client.

- Invoices will be issued on the last day of the month and will be paid within 30 (thirty) days.

- Once the service is accepted, billing begins immediately; that is, the monthly fee is charged from the first day the platform is configured.

- XalDigital prices are expressed in US dollars and do not include domestic or foreign taxes; therefore, any taxes, charges, or levies resulting from the execution of work and/or provision of services shall be the client's responsibility.

- The Parties agree not to disclose or use, except for the purposes set forth in this Offer, any type of technical or commercial information, whether or not considered confidential by law, made available or obtained by either Party directly or indirectly in connection with the subject matter of this Offer. All information referred to in this clause shall, at the request of the issuing Party, be returned to the issuing Party or destroyed in its entirety upon termination of this Agreement. Such destruction shall include any document, report, note, or copy that contains, in whole or in part, any reference to the information provided by the issuing Party.

- The recipient of this Offer is obliged to maintain strict confidentiality and not disclose, directly or indirectly, to any third party the documents and/or information provided by XalDigital under the provisions of this Offer. Confidentiality obligations will remain in effect and bind the Parties for a period of five (5) years after the termination of this Offer.

- XalDigital's intellectual property rights will be maintained and will remain the property of the latter, so the client does not have the right to use XalDigital's trademarks, trade names, industrial designs, patents, copyrights or any other intellectual property rights, unless both parties agree otherwise in writing.

CONFIDENTIALITY OF INFORMATION

The recipient of this Offer shall maintain strict confidentiality with respect to software descriptions, potential ideas, know-how, commercial information, including, without limitation, processes, ideas, inventions (patentable or not), and other techniques or data that are confidential, non-public, competitively sensitive, private, and/or proprietary, as well as any information that is not in the public domain as indicated in the corresponding Industrial Property laws, whether contained in documents, emails, or through oral advice (the "Confidential Information") that XalDigital shares.

The receiving party undertakes not to disclose such Confidential Information directly or indirectly to any third party, nor to make use of the Confidential Information. The receiving party shall use the Confidential Information solely and exclusively for the purpose for which such Confidential Information was disclosed, and shall ensure that it is used and known only by those persons who are directly related to the purposes for which the Confidential Information is intended, who in any case must be informed of the obligation of confidentiality with respect to such information.

Information obtained or known prior to the commencement of negotiations, information that can be proven to be in the public domain, and information obtained from third parties who are in legal possession of such information and who do not have a confidentiality agreement with the party that owns it shall not be considered Confidential Information. The confidentiality obligations shall remain in force and shall be binding on the Parties for a period of five (5) years after the submission of this Offer.

XalDigital shall remain the owner of its intellectual property rights, titles, and interests in and to any and all techniques, ideas, concepts, information, documentation, know-how, software, connectors, interfaces, and methods that existed, were acquired, or were developed prior to the submission of this Offer. The Recipient shall take all reasonable measures to prevent unauthorized use, access, copying, or disclosure of the Intellectual Property and shall immediately notify XalDigital upon becoming aware of any unauthorized use of any Intellectual Property owned by it. It is understood that the Recipient may NOT register or use any element of XalDigital's Intellectual Property for purposes other than those conferred by the submission of this Offer.

| WHO ARE WE?

We are a global **technology** company with presence in more than **25 countries**. We translate data into information ready for decision-making, driving **new business opportunities**.

OUR HISTORY

XalDigital was born on **September 21st** as Xalytics Digital

First Approaches with **AWS**

Big Data and Analytics areas are created

2017

XalDigital name change

20 collaborators

IoT and Managed Services areas are created

2018

Opening of subsidiary in **Guatemala**

54 collaborators

Innovation area is created

2019

Opening of subsidiary in **Spain**

Initial approach with **Google and Microsoft**

Start of **equipment manufacturing** (hardware)

67 collaborators

2020

Data Science and **DO** areas are created

We received the **Rising Star of the Year** award

We joined the **AWS Marketplace**

2021

Second consecutive year winning the Rising Star of the Year 2022 award.

We obtained the **Data & Analytics competency**

We obtained **the Migration competency**

Lambda SDP **AWS** Jumpstart Program

2022

We obtained the **QuickSight SDP**

Capital **investment from Bocel** Private Equity

2023

We obtained the **Gen AI competency**

We obtained the **DevOps competency**

We are **+200 collaborators**

2024

aws
PARTNER
Premier Tier Services

We became the **first Mexican Premier Partner .**

2025

WHAT DO WE DO?

IoT SOLUTIONS | **CUSTOMER EXPERIENCE** | **DATA SCIENCE** | **JOURNEY TO CLOUD** | **DATA GOVERNANCE** | **ENHANCED DATA ANALYTICS** | **MANAGED SERVICES**

PARTNERS & CERTIFICATIONS

aws **PARTNER** DevOps Services Competency

aws **PARTNER** Generative AI Services Competency

aws **PARTNER** AWS WAF Delivery

aws **PARTNER** AWS IoT Core Delivery

aws **PARTNER** Premier Tier Services

aws **PARTNER** Amazon EMR Delivery

aws **PARTNER** Well-Architected Partner Program

aws **PARTNER** Amazon API Gateway Delivery

aws **PARTNER** Immersion Day

aws Qualified Software

aws **PARTNER** Amazon QuickSight Delivery

aws **PARTNER** AWS Glue Delivery

aws **PARTNER** AWS Lambda Delivery

aws **PARTNER** Amazon CloudFront Delivery

aws **200** CERTIFIED

aws **PARTNER** Data & Analytics Services Competency

aws **PARTNER** Migration Services Competency

aws **PARTNER** AWS CloudFormation Delivery

aws certified **Database** SPECIALTY

aws certified **Machine Learning** SPECIALTY

aws certified **Security** SPECIALTY

aws certified **Data Analytics** SPECIALTY

aws certified **SysOps Administrator** ASSOCIATE

aws certified **Developer** ASSOCIATE

aws certified **Solutions Architect** ASSOCIATE

aws certified **Cloud Practitioner** FOUNDATIONAL

aws certified **AI Practitioner** FOUNDATIONAL EARLY ADOPTER

aws certified **DevOps Engineer** PROFESSIONAL

aws certified **Solutions Architect** PROFESSIONAL

aws certified **Generative AI Developer** PROFESSIONAL

XALDIGITAL — PARTNER OF THE YEAR · MÉXICO — **AWS Rising Star** 2022

aws partner network — **Rising Star** Partner of the Year 2021

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THANKS!