

## **Deadline before renewal:** Changes impacting your Aptean Respond

Dear Valued Customer,

We are contacting you to provide an important update on a forthcoming change to your Aptean Respond.

**Our Mission:** Aptean has conducted a global study to assess our capability to offer technologically pertinent solutions for our clients. The study primarily concentrated on how we reduce risks associated with the prevalent technological debt in the industry.

**The Challenges:** The findings underscored various present obstacles among users, notably issues in outdated versions, unsupported third-party/Microsoft products, and on-site infrastructure setups that do not meet modern tech benchmarks.

**The Shift:** Aptean is focusing on a strategic enhancement through cloud innovation. Our requirement is to upgrade all clients to the most recent cloud-ready product iteration and for clients to start their migration to the cloud. This initiative will bridge the technological disparities highlighted in our findings and prepare you to thrive with Aptean's comprehensive cloud offerings.

**The Aptean Trust Center** contains resources that outline our Cloud governance policy.

We are 100% committed to your cloud journey; and are offering the following path to ease the transition before the deadline.

1. **Cost Savings:** Secure a significant discount on the *incremental* year 1 cloud subscription costs. Customers that sign a contract prior to renewal will receive discounts of up to 70%. Customers must be active and be in good standing to receive the discount. Customers who prioritize the migration sooner will receive larger savings on subscription costs and will be allocated cloud migration resources first.
2. **Migration Certainty:** A managed migration plan featuring clear scope and costs, coupled with extensive testing, to ensure a smooth transition.

Clients who opt out of upgrading and transitioning to the cloud will encounter a 30% increase in their renewal fees, with expectations for additional increments during subsequent renewal cycles.

**Next step:** Schedule your cloud migration with your Aptean Account Manager before your renewal deadline. They will model your total savings with the discount.

We value your partnership and are dedicated to supporting your business's growth and success.

Best regards,

Duane George  
President  
Europe and APAC

This email was sent to .

Address: 4325 Alexander Drive, Suite 100, Alpharetta, GA 30022-3740 | Phone: 1 (770) 351-9600

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