



## Guide for Customers

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### **1**

#### **What We Do**

Dorsal delivers fast, reliable software support at a great price, without vendor lock-in. Our customers pay only for what they use, based on the service quality delivered for each request. Our use cases cover the entire DevOps range from operations support, to system design & integration and developer support.

Our experts are vetted to maintain the highest standards of expertise, quality and security. We continuously update and publish the quality ratings for each individual to all our users. The majority of our revenue goes to our experts based on the customer feedback they receive.

## 2

### Who We Are

We are a team of engineers, designers and entrepreneurs committed to building an enduring company.

Dorsal is backed by [Two Sigma](#), [Adrian Ionel](#) (co-founder of [Mirantis](#)) and Jerry Murdoch (co-founder of [Insight Venture Partners](#)).

As developers and operators we've often experienced the frustration with vendor lock-in for support and services. For every dollar customers spend, a small fraction gets to the people who create results. The lion's share is captured by middlemen with no contribution to customer success. Locked into rigid contracts, customers pay high fees yet can't get the right expertise when they need it. We want to change this.

We believe in the power of the direct connection and personal accountability between the technical experts and the customer. We also believe in a meritocracy where the true skill of software professionals is readily apparent to customers and drives their earnings and reputation.

Our team brings together creative energy, successful experience and youthful ambition. Some of us spent many years developing, shipping and supporting software. Others are early in their careers and know no fear.

Together we share one goal: excellent software support and expertise, easily available to anyone, at a great price.



### 3

## Customer Expectations, Where and How To Use Dorsal

Dorsal is aimed at advanced users of information technology and open source software. Our customers can expect the highest standards of professionalism, expertise, quality, security and integrity from Dorsal Experts.

### Dorsal Use Cases

Dorsal covers the following use cases for operators, developers and technical leaders:

1. Problem solving and operations support:
  - a. Problem resolution
  - b. Proactive maintenance: monitoring, performance tuning, patches and upgrades, security audits, backup and restore setup, verification and execution, overall system configuration audits and tuning
2. System deployment, design and integration
  - a. Upgrades and migrations
  - b. Development, review and optimization of new data base systems
  - c. Development, testing and deployment of automation scripts
  - d. Perform overall system installation, configuration and integration
3. Application design and development support
  - a. Field questions from developers on optimal data model and database design for specific use cases
  - b. Develop or extend data models and database functions (SQL) to support new applications or application changes.
4. Quick expert advice for DBAs, developers, integrators and technical decision makers on any database design, architecture or development topic

## How to Use Dorsal

Here are some quick tips on getting the best results from Dorsal:

1. Be clear about the outcome you want. Our Experts want to achieve the results you expect. When you make your expectations clear it helps us meet them.
2. Share as much as you can about the problem you want solved. Some technical challenges are easy, others are very hard. A good problem definition, with the right amount of information, helps a great deal.
3. Connect and communicate honestly with your Expert. If you're worried or don't like the way things are going, make it known. You will not hurt our feelings. Our Experts will do everything possible to course-correct and achieve the outcome you want. If needed, they will get other Experts to pitch in and help.

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### How Dorsal Works

Dorsal connects customers on-demand with the best software experts for a particular problem to solve the technical challenge (we call them "cases") and deliver the desired outcome.

Dorsal works in three simple steps, supported by our web service:

1. The customer opens a case with Dorsal and we assign it to the right Dorsal expert
2. The Dorsal expert receives the case, confirms the desired outcome and a price with the customer, and works the case to completion using the Dorsal expert workflow.
3. The customer rates the quality of the service received for the case. Dorsal closes the case and credits the payment amount to the expert based on the price quoted and the customer quality rating. (Excellent = 100%, Good = 90%, Average = 50%,

Poor = 0%)

## Price Calculation and Quality Guarantee for Customers

The price for each case is calculated based on the hourly rate, the numbers of hours the expert estimated for the case and the quality rating provided by the customer after completion of the work. The quality rating for every case gives our customers a 100% satisfaction guarantee (a poor rating equals zero pay). All prices are specifically approved by the customer as part of the case workflow. The expert can "re-estimate" a case in process and trigger a "re-pricing". The new price needs to be accepted by the customer based on the explanation provided by the expert.

## Access to Customer Systems

Initially, none of the cases will require direct access to customer systems. The collaboration between the expert and the customer will happen via online screen-sharing and collaboration tools such as Skype, WebEx, AT&T Connect or others. Eventually, once trust, credibility and the appropriate security protections are established we can explore system access.

The following images provide more detail on the "1-2-3 case resolution" model in Dorsal.



Connect directly with the right experts for your problem. No gate keepers or a list of "maybe's".

## 2 Solve

**CASE SUMMARY** ID: POSTGRESQL 1013 4 UPDATES

Outlets: share attach files new

User: User

Summary: poor performance after db upgrade

Status: This case is closed 8/3

Start: Aug 10, 2016 8:10 AM ETA to Completion 0 hr

Estimate: \$1125 (9 hrs @ \$125/hr) Requested Delivery Aug 13, 2016

Timeline: Created Estimated Working Completed Closed

Expert: Jack Wolf

Desired Outcome: will look at hardware and software config to determine root cause

Contact: jackw@localhost, 212-555-5512, postgresql\_jack

Score: 88 out of 100

Location: New York City Languages: English

Badges:

**YOUR CASE HISTORY**

Case ID	Date	Status
MySQL 1019	Aug 10, 2016	CREATED
MySQL 1016	Aug 10, 2016	WORKING <span style="float: right;">Updates: 4</span>
MariaDB 1015	Aug 10, 2016	ESTIMATED
MySQL 1002	Aug 10, 2016	CREATED

Run your case with ease from start to finish. Stay updated, manage scope changes and keep your team in the loop with a few clicks. Let Dorsal keep track of everything for you.

## 3 Deliver

**RATING FOR CASE ID: MariaDB 1003**

Expert: Tom Johns Case completed 06/04/16 10:58 PM

Total time on case: 6 hours @ \$125/hour - \$750

Case Resolution Details: new config files did the trick

Review:

Overall Result: poor average good excellent

Responsiveness:

Professionalism:

Technical Skill:

Please provide additional feedback on the case rating (optional):

Rating Badges: select multiple badges to rate your expert's technical and personal skills

Technical Skill:

Personal Qualities:

Later Submit

We trust our customers to be the best judge of our value. Every time we complete a case you rate us on the results we delivered. Your rating determines the amount of you pay. The quality of our service determines our income (and that of our experts).

## 5

**Business Terms and Payment for Dorsal Experts**

We want our customers to receive excellent service at a great price. We also want Dorsal experts to earn an attractive income and build a strong personal reputation with our customers based on the quality of the work they deliver. Everything we do at Dorsal supports this goal.

**Pricing and Dorsal Expert Pay**

Our current business terms are as follows:

- We charge our customers a fixed hourly rate multiplied with Quality Rating for each support case. (Excellent = 100%, Good = 90%, Average = 50%, Poor = 0%).
- We pay the Dorsal Experts 80% of the rate we receive from our customers
- In return for the 20% we retain, Dorsal provides:
  - the Dorsal web service (all R&D, support and operations)
  - the quality guarantee to our customers
  - recruiting, vetting and onboarding of Dorsal Experts
  - enterprise-level warranty, indemnification, security and insurance coverage
  - the fairness guarantee to the Dorsal Experts
  - ongoing support to our experts to help them through any challenges they may encounter in working with our customers

We expect our pricing model and business terms to evolve in the coming months. For example, we can consider different SLA and skill levels with different rates. We are also planning a 100% free tier to enable rapid customer adoption.

## 6

## Expert On-boarding, Training and Community Support

We expect our experts to meet the highest standards of technical competency, professionalism and customer care in all their work for our customers. To that end we rigorously screen candidates for technical skills, trustworthiness and ability to connect and collaborate with others.

Moreover, all our experts are connected together in our own real time collaboration network so they can support each other and share expertise when necessary.

## 7

## Escalations and Support Hotline

The Dorsal web service is designed to be very easy to use, with minimal training required. Nevertheless, any customer or expert can contact us at anytime

- Escalation hot button in the web service (upper right hand corner in the case summary page)
- Email: [support@godorsal.com](mailto:support@godorsal.com)
- Tel: +1 415 846-2597

