

New SketchUp Pro customers are automatically enrolled into one year Maintenance and Support contracts providing access to the latest software updates and technical support.



Email campaigns can be used to promote the value of M&S and help to drive renewal of contracts. These campaigns have also been shown to increase new seat sales.



M&S contracts offer a **predictable expense** for an organization and ensures access to technical support. After their first year, customers should be encouraged to renew.



When a customer is enrolled in the M&S program, they have access to the power-packed improvements of the **latest versions** of SketchUp Pro, as soon as they are available.



In addition to the Knowledge Center, Help Forum, and email support, the program gives customers access to **enhanced support** (often via phone) to be fulfilled by local partner.



An **email notification** is sent to users prior to contract expiration. There is a grace period where a customer can upgrade their license within 30 days at no additional charge.



If a customer wishes to renew their support contract following the **30-day grace period** after expiration, they are required to pay an additional reinstatement fee to re-enroll.



If a customer **does not wish to renew** their Maintenance and Support contract, the SketchUp Pro license for the version they purchased will continue to work.



Maintenance and Support extensions can be purchased in monthly increments to amend a customer's annual billing period and extended to a **maximum term of 3 years**.



Renewing early does not shorten the end date of an existing contract. A customer who renews in advance of their expiration, will receive an extension to their contract.



Customers who purchase SketchUp Pro M&S contracts through the channel are required to **contact the reseller**, who is responsible for fulfilling their support requirements.

