

How do I find potential certified partners?

Questions addressed

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- What is a certified partner?
- What should I look for to find the right certified partner?

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- How do you come up with a list of potential certified partners?

A **certified partner** is a vendor that is registered in the [ServiceNow Services Partner Program](#). This registration verifies which partners have the experience and expertise needed to deliver successful ServiceNow implementations based on**:

- Product implementation expertise (e.g., Performance Analytics, HR Service Delivery, CSM, ITSM, etc.)
- Number of certified professionals (by product)
- Customer satisfaction rating (scored between 0–10 (highest), with 8 as the minimum to register)
- Country and regional coverage

Having a certified partner in place will help your implementation go smoothly and deliver value quickly.

What should I look for to find the right certified partner?

The *right* certified partner is one that can support your specific project and the unique needs of your organization. Before you start looking, answer three questions to define what you need in a partner:

1 What skills and experience do you expect from your partner?

Consider:

- Expertise in the ServiceNow product(s) the partner will implement (e.g., IT, HR, CSM, etc.)
- Number of ServiceNow certified professionals on staff
- Relevant industry expertise

2 What you need your partner to do during implementation?

- Training (e.g., knowledge transfer, platform training, user training)
- Process and data mapping
- Project management
- Organizational change management (OCM)
- Define [ServiceNow governance](#)

3 What ongoing support do you need from your partner?

- Technical support (e.g., in-person, service portal, chat, email, phone, and mobile)
- Break/fix expectations (e.g., SLAs)
- Partner availability (e.g., serves your time zone, available for on-site meetings, etc.)

**To learn more, review [PartnerNow](#) Programs to understand how ServiceNow measures partner expertise.

How do I find potential certified partners? (Continued)

How do you come up with a list of potential certified partners?

Start by...

Reviewing options on the [ServiceNow Find A Partner](#) website (Note: All currently certified ServiceNow partners are listed here.)



Next, engage with ServiceNow by...

- Contacting your ServiceNow account executive for referrals
- Attending ServiceNow events such as [Knowledge](#), [Summit](#), and [SNUGs](#) for opportunities to engage with partners directly and talk to other customers about their partner experiences
- Using groups like the [ServiceNow Community](#) to get customer references when needed



Then, validate with third-party resources by...

- Talking with reference customers who are willing to share their experiences
- Obtaining and reviewing partner success stories
- Reviewing customer satisfaction ratings and testimonials or references from prior ServiceNow implementations
- Researching partners on sites like [Hoovers](#)

Related resources

[Success Checklist – Find, manage, and coordinate capable, certified partners](#)

[Success Playbook – Find, manage, and coordinate capable, certified partners](#)