AI Service: Assess and Advise

Scope of Service Description

ServiceNow consultants will work with Customer subject matter experts to perform the following services and activities detailed in the table below (collectively, the "Packaged Service(s)" or "Service(s)").

The number of hours purchased, excluding taxes, will be invoiced based upon the hourly rate specified on the ordering document. For the avoidance of doubt, ServiceNow will work within the purchased hours specified on the ordering document ("Purchased Hours") and no acceptance shall apply to the Services provided herein.

NOTE: The AI Service Assess and Advise Service activities below are illustrative components that may be encompassed by this Packaged Service, provided that not every item specified below is guaranteed to be included within the Packaged Services and is based on purchased hours.

AI Service: Assess and Advise Now Assist Product Scope			
A) Now Assist Pre-Requisite Technical Assessment			
	Offering Size		
	Tier 1	**Tier 2**	**Tier 3**
Determine outcomes readiness for Now Assist Generally Available ("GA") products (e.g., ITSM, CSM, HRSD)	Up to 2	Up to 4	Up to 6
Total number of Out of the Box (OOTB) Now Assists use cases (Skills/AI Agents) evaluated	Up to 8	Up to 18	Up to 25
Estimated Hours	**58-74**	**104-136**	**146-164**
Estimated Duration (Weeks)	**3-4**	**5-6**	**6-7**

B) Now Assist Implementation Review			
	Offering Size		
	Tier 1	**Tier 2**	**Tier 3**
Implementation review of Customer's deployed Now Assist products (e.g., ITSM, CSM, HRSD)	Up to 2	Up to 4	Up to 6
Total number of OOTB Now Assists use cases (Skills/AI Agents) evaluated	Up to 8	Up to 18	Up to 25
Estimated Hours	**66-96**	**128-194**	**218-302**
Estimated Duration (Weeks)	**3-4**	**5-6**	**6-8**

C) Use Case Identification & Technical Readiness Assessment			
	Offering Size		
	Tier 1	**Tier 2**	**Tier 3**
Number of two-hour workshop session(s)	Up to 2	Up to 6	Up to 10
Estimated Hours	**52**	**100**	**172**
Estimated Duration (Weeks)	**3**	**3-4**	**4-5**

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AI Service: Assess and Advise Virtual Agent Scope		
D) Now Assist in Virtual Agent Assessment and New Use Case Identification	**Option 1**	**Option 2**
	Sold with (A, B, C, or E) scope	Sold as Stand-Alone Assessment
Estimated Hours	**64**	**100**
Estimated Duration (Weeks)	**2**	**3-4**
E) Virtual Agent (NLU) to Now Assist in Virtual Agent Migration Assessment	**Option 1**	**Option 2**
	Sold with (A, B, C, or D) scope	Sold as Stand-Alone Assessment
Estimated Hours	**64**	**100**
Estimated Duration (Weeks)	**2**	**3-4**

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Service Phase	**Activities**

Initiate	**ServiceNow Responsibilities:**
	Discuss the following items with the Customer:
	• Review the AI Service Assess and Advise Service activities with Customer. Mutually agree with Customer on which scope areas activities support Customer's strategic intent and objectives, within the purchased hours for the Services, ("Selected Scope").
	• Based on the Selected Scope, schedule and agree on the planning for fulfilling any Customer pre-requisites and required audiences and/or Customer participants.
	• Schedule ServiceNow resources based on the Selected Scope and mutually agreed upon timeline expectations.
	• Ongoing Project Management:
	  o Manage ServiceNow resource assignments based on the Selected Scope, timeline, expectations and ServiceNow recommended sequencing, including, as appropriate, coordination with sub-contracting partners if applicable.
	• As applicable to the Selected Scope, in cooperation with Customer's Project Manager, maintain the following project monitoring and control activities:
	  o Create project plan/timeline for the assessment(s)
	  o Weekly communication of project consumption report
	
	Customer Responsibilities:
	• Designate a Project Manager as the primary contact to coordinate meeting schedules for Customer's resources.
	• Communicate strategic intent and objectives for the project.
	• Actively participate in the preparatory meetings, including a review of the Packaged Services to facilitate and support a common understanding of Selected Scope.
	• Participate with ServiceNow Engagement Manager in drafting the project plan/timeline for the Selected Scope.

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	• Complete any required and/or recommended activities (e.g. answer assessment questionnaire) prior to the start of the Service, as applicable.

A) Now Assist Pre-Requisite Technical Assessment	**ServiceNow Responsibilities:**
	As applicable to the Selected Scope:
	• Facilitate review session(s) (up to two (2) hours) per Now Assist product to review Customer's selected OOTB Now Assist use cases.
	• Using a recent production clone of Customer's production instance:
	   o Review configurations to identify opportunities that would enhance the value of adopting Now Assist relevant to the Customer's deployed applications.
	   o Review and assess the platform data content and configuration with the required prerequisites that may impact the effectiveness of the Selected Scope Now Assist products and skills/use cases.
	• Capture and document findings and recommendations in Now Assist Assessment Report.

B) Now Assist Implementation Review	**ServiceNow Responsibilities:**
	As applicable to the Selected Scope:
	• Facilitate review session(s) (up to two (2) hours) per Now Assist product to review Customer's selected deployed (i.e. live in production) Now Assist Product and OOTB use cases in scope for evaluation.
	• Using a recent clone of Customer's production instance:
	   o Review configurations of deployed in scope Now Assist products solution capabilities and use cases
	   o Discuss Customer's outcomes targets for already deployed use cases and review alignment with active deployed OOTB use cases
	• Capture and document findings and recommendations in Now Assist Assessment Report.

C) Use Case Identification & Technical Readiness Assessment	**ServiceNow Responsibilities:** As applicable to the Selected Scope: • Facilitate workshop session(s), up to two (2) hours, to review Customer's Now Assist Product in scope targeted for new use case identification. • Using a recent clone of Customer's production instance: • Review ServiceNow data (e.g. process, records, attributes) to identify opportunities for new Now Assist automation use cases • Assess technical readiness for identified Now Assist use cases by reviewing the known prerequisites that may impact the effectiveness of the use case identified • Capture and document findings and recommendations in Now Assist Assessment Report.

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	ServiceNow Responsibilities: As applicable to the Selected Scope: - Facilitate workshop session, up to four (4) hours, to review Customer's Now Assist in Virtual Agent solution and its existing use cases/conversations. - Using a recent clone of Customer's production instance: - Review configurations of Now Assist in Virtual Agent solution capabilities including AI Search. - Collect and assess data points and performance metrics for already deployed Virtual Agent use cases - Identify new Virtual Agent opportunities and assess technical readiness for up to five (5) conversational use cases. - Capture and document findings and recommendations in Virtual Agent Assessment Report.
D) Now Assist in Virtual Agent Assessment and New Use Case Identification	
E) Virtual Agent (NLU) to Now Assist in Virtual Agent Migration Assessment	ServiceNow Responsibilities: As applicable to the Selected Scope: - Facilitate workshop (up to four (4) hours) to review Customer's existing Virtual Agent (NLU) solution and its existing topics/conversations. - Using a recent clone of Customer's production instance: - Review the overall usage and performance of the Virtual Agent (NLU) solution including AI Search - Align with customer on up to ten (10) Virtual Agent (NLU) topics to further assess - Assess Virtual Agent (NLU) solution (up to ten (10) topics) and advise on migration path to Now Assist in Virtual Agent - Capture and document findings and recommendations in Virtual Agent Migration Assessment Report.

	ServiceNow Responsibilities: - Facilitate review session, up to two (2) hours, to review findings report based on Selected Scope. - Conduct a Closeout Meeting with Customer's Sponsor and Customer's Project Manager: - Review activities and objectives achieved - Review next steps Customer Responsibilities: - Actively participate in the findings review. Actively participate in the Closeout Meeting.
Close	
Completion Criteria: This Service will be considered complete when the Purchased Hours have been delivered by ServiceNow or is terminated in accordance with the Agreement.	

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Outputs
The assessment reports will include findings from the workshops and interviews. The report *may* include 1–3-page outputs as applicable to the Selected Scope and available Purchased Hours via .doc, .ppt, .xls, etc.:

A) Now Assist Pre-Requisite Technical Assessment

Outputs / Findings:
- List of Now Assist products and OOTB use cases have been assessed
- List of ServiceNow pre-requisite products, applications, capabilities and data have been assessed
- Assessment results:
  - Diagnostics of areas that impact the effectiveness of the Now Assist product(s) use cases in scope
  - Implementation readiness level for each use cases in scope

Recommendation and Next Steps:
- Next step recommendations for each use case in scope from a technical implementation readiness perspective
- Provide an approach on Now Assist adoption based on the findings.

B) Now Assist Implementation Review

Outputs / Findings:
- List of OOTB Now Assist solutions and use cases reviewed
- Assessment results:
  - Implementation review of in-scope Now Assist use cases that have been deployed in production

Recommendation and Next Steps:
- Identified opportunity areas to further optimize existing use cases and/or further evolve/enhance AI automation based on platform supported capabilities.

C) Use Case Identification and Technical Readiness Assessment

Outputs / Findings:
- List of Now Assist solution areas to be reviewed
- Assessment results:
  - Identification of new use case candidates and an evaluation of their technical implementation readiness

Recommendation and Next Steps:
- Identified new automation use cases (expand customer's use case backlog)
- Identified areas and actions to address inadequate AI automation readiness for future use case opportunities based on platform supported capabilities.

D) Now Assist in Virtual Agent Assessment and New Use Case Identification

Outputs / Findings:
- List of Now Assist in Virtual Agent use case, data and platform capabilities have been reviewed
- Assessment results:
  - Now Assist in Virtual Agent implementation review findings
  - Identification of new Virtual Agent use case candidates and review of technical implementation readiness

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Recommendations and Next Steps:
- Identified opportunity areas to further optimize existing Virtual Agent use cases
- Identified Virtual Agent in Now Assist use cases (expand customer's Virtual Agent use case backlog)
- Identified areas and actions for customer to focus on to address inadequate Virtual Agent use case automation readiness for future use case opportunities

E) Virtual Agent (NLU) to Now Assist in Virtual Agent Migration Assessment
Outputs / Findings
- What Virtual Agent (NLU) solution and use case, and data points have been assessed
- What other customer data points, platform capabilities and performance metrics have been reviewed to assess the success of a migration from Virtual Agent (NLU) to Now Assist in Virtual Agent

Recommendations and Next Steps
- A recommended path for how the Customer can migrate current Virtual Agent solution from NLU (Pro Product) to Now Assist in Virtual Agent (Pro Plus)
- A recommended migration path for each, up to ten (10), reviewed VA(NLU) conversation
- A recommended scope for Customer's initial deployment for Now Assist in Virtual agent

HealthScan

In the event that ServiceNow utilizes its instance scanning technology ("HealthScan") to provide the Services hereunder, Customer agrees that, notwithstanding anything else to the contrary in the Agreement or an ordering document, ServiceNow may run HealthScan on Customer's instance(s) as specified herein and transfer certain Customer Data necessary for the performance of this Service to a centralized ServiceNow instance that may be hosted in a jurisdiction outside of Customer's originating data center hosting location. Notwithstanding the foregoing, Customer Data hosted on an instance in the U.S. Government Community Cloud ("GCC") shall not be transferred outside the GCC boundary.

ServiceNow Provided Resources

ServiceNow may replace or re-assign its personnel during the Service upon notification to Customer. ServiceNow does not guarantee that certain designated ServiceNow personnel will be assigned to Customer's account. ServiceNow may at any time engage any of its employees or a third-party subcontractor to fulfill all or part of ServiceNow's obligations under this Service Description and the Customer acknowledges that such employees or third-party subcontractor may process Customer Data (as defined in the Agreement) in order to provide the Services. Customer shall grant ServiceNow and subcontractor personnel access to Customer's instance(s) of the Subscription Service in order to perform the Services. ServiceNow is solely responsible for the acts or omissions of subcontractors to the same extent as if such acts and omissions were its own. ServiceNow is solely responsible for the payment of any compensation due or allegedly due to subcontractors, and subcontractors may not seek payment (either directly or indirectly) from Customer.

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Customer Provided Resources

Customer will provide applicable resources, as communicated by ServiceNow in the Initiate Phase, throughout the duration of the Services. Applicable resource profiles will depend on Selected Scope. Listed below are the most common resource requirements. The same personnel may fulfill multiple responsibilities.

Customer Resource	Responsibilities
Platform Owner	The Platform Owner is a senior leader who is responsible for the overall accountability of the ServiceNow platform. The Platform Owner provides leadership and oversight to the Platform Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Process Owner(s)	The Process Owners are responsible for the correct and complete definition of each of the processes implemented within the ServiceNow platform.
Product Owner(s)	The Product Owners are responsible for ensuring that the Product Backlog is defined with stories, visible, transparent, and clear to all, and shows what the ServiceNow Team will work on next. The Product Owner will also demonstrate the configured functionality to Customer's stakeholders at the end of each Sprint.
Project Manager	The Project Manager is responsible for tracking and communicating project status, serving as an escalation point to resolve obstacles, and working to deliver project work on schedule and budget. The Project Manager works closely with the ServiceNow Engagement Manager and in coordination with all other involved resources to plan, manage, and deliver ServiceNow releases.
Subject Matter Experts (SME)	The SME is responsible to confirm the design to help meet Customer's requirements, and to work with ServiceNow to identify opportunities for the processes to be moved into ServiceNow. The role may comprise of both functional and technical experts. The SME will also possess in-depth functional and technical understanding of any necessary processes and function.
System Administrator(s)	The System Administrator is responsible for maintaining the stability and usability of the ServiceNow platform by performing application maintenance, managing support for incidents related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features. The ServiceNow System Administrator has sound technical ability that enables the fulfilment of common configuration and maintenance tasks.

Travel & Expenses

Except as otherwise specified, ServiceNow will provide the Services remotely. In the event that ServiceNow personnel are required to travel in support of the Services, all reasonable travel, meals, and living expenses for ServiceNow personnel shall be billed to Customer at ServiceNow's actual

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expenses. Customer agrees to pay all such travel and other expenses in accordance with the payment terms specified in the Agreement or, if not specified in the Agreement, as specified on the ordering document. For U.S. Public Sector customers, all travel costs, including per diem and private auto mileage rates shall be in accordance with the Federal Travel Regulations (FTR).

Key Assumptions

ServiceNow will, at all times, be an independent contractor providing the Services to the Customer. ServiceNow is responsible for the overall organization of the Services it provides and the manner of providing such Services.

- ServiceNow will not be able to assess Now Assist use cases that are dependent on applications that have not yet been deployed and in use.
- Only GA Now Assist products and OOTB use cases are available assessment areas for the Now Assist Pre-Requisite Technical Assessment scope option. ServiceNow's Documentation site should be referenced for what is GA at any time.
- Before ServiceNow can begin the Services, the following pre-requisite tasks must be completed:
  - Customer will provide a fresh clone of their production instance in a sub-production instance before the start of the Services. ServiceNow performs the AI Service Assess and Advise Services on the sub-production instance. Note: ServiceNow does not perform AI Service Assess and Advise Services on production instances, to avoid issues related to the integrity and availability of the Customer's production data. Where applicable, provide additional access and information required for self-hosted environments.
- The activities and outputs defined within this Service are subject to the Purchased Hours. ServiceNow will work with the Customer to define the estimated hours per AI Service Assess and Advise Services during the Initiate Phase to ensure completion, but Customer acknowledges and agrees that: (a) ServiceNow's obligations relating to this Service are conditioned and dependent upon Customer's timely fulfilment of its responsibilities as set forth in this Service and (b) Customer's failure to timely fulfil its responsibilities may result in delays in the Service scope or timelines and prohibit completion of all tasks, and shall not be attributable to ServiceNow.
- Customer will provide remote administration access to the ServiceNow Consultant for the Customer's ServiceNow sub-production instances during the course of this Service. Within the cloned instance, ServiceNow personnel may be required to run scripts, enable specific plugins or applications that are necessary for the completion of AI Service Assess and Advise Service.
- Customer will provide the required resources and ensure active participation. This will include, without limitation, an executive decision-maker, product / process owner(s), project leadership and management, subject matter experts and technical resources.
- Services and any resulting deliverables may include advice and recommendations from ServiceNow, but Customer agrees that all decisions in connection with the implementation of such advice and recommendations will be the sole responsibility of the Customer. Customer expressly acknowledges and agrees that any advice or recommendations provided by ServiceNow does not constitute legal advice and is not a representation regarding compliance with any law or regulation.

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- Customer is solely responsible for the performance of Customer's employees and agents, including any modification they make to the Services and any resulting deliverables, and for the accuracy and completeness of all data, materials and information provided to ServiceNow. ServiceNow is not responsible for delays caused by Customer or any third party (excluding ServiceNow subcontractors).
- ServiceNow will use commercially reasonable efforts to confirm the mobilization plan and composition of the resource(s) with Customer within four (4) weeks from the latest signature of the ordering document.
- The Services will be performed during a ServiceNow standard business day which is any eight (8) hour period between the hours of 8 a.m. and 6 p.m., Monday through Friday local time, excluding ServiceNow or public holidays.
- The ServiceNow resources will be scheduled for a minimum of four (4) hours per day, unless otherwise agreed. If there are breaks in the work effort for ServiceNow, resources may be subject to change.
- Unless otherwise specified, ServiceNow will provide the Services remotely. Customer will provide appropriate work areas, including Internet access, for ServiceNow consultants when they are onsite (if applicable).
- Unless otherwise specified by ServiceNow, the Services and any resulting deliverables will be in English.
- In the event if ServiceNow is unable to initiate the Services within ninety (90) days of the latest signature of the ordering document or the Services are suspended for more than ninety (90) days for reasons not attributable to ServiceNow, ServiceNow reserves the right to cancel any unused portion of the Services.

Exclusions

- Discussion topics are limited to the Selected Scope defined in this document.
- This Packaged Service is not available to a Customer hosted in ServiceNow Protected Platform datacenters or a similar regulated environment, self-hosted environments, or to managed service providers (except for their internal use). For clarity, this Packaged Service is available to Customers hosted in ServiceNow's GCC and NSC DOD IL5 environments.
- Reviews of design, process, strategy, governance, OCM, and pre-production testing.
- Training services are not included in this Service.
- Any configuration within any of the Customer's ServiceNow instances.

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Packaged Service Terms and Conditions

ServiceNow is in the business of providing service management applications and other applications on the ServiceNow platform and consulting services drawing upon the knowledge, understanding and expertise ServiceNow has gained in the course of working with many other Customers. Nothing in this Service Description shall assign rights in or limit ServiceNow's use of any know-how or knowledge pertaining to the ServiceNow intellectual property rights or technology. ServiceNow shall have a fully paid, royalty-free, worldwide, non-exclusive, transferable, sub-licensable, irrevocable, perpetual right to use any suggestions, enhancements, recommendations, or other feedback provided by Customer and its users relating to the ServiceNow product or services.

Customer agrees to pay the total fee amount on the related order form if purchasing directly from ServiceNow. ServiceNow will provide the Services pursuant to the terms and conditions on the order form and the underlying agreement executed by the parties (if any) or, in the absence thereof, pursuant to the Ordering Agreement incorporated by reference herein from http://www.servicenow.com/upgrade-schedules.html ("Agreement"). In the event of any inconsistency or conflict between the Agreement or the Subscription Service Agreement and this Service Description, the terms of this Service Description shall control with respect to the Packaged Services set forth herein.

ALL ORDERS ARE NON-CANCELLABLE, NON-REFUNDABLE, CANNOT BE USED FOR SERVICES OTHER THAN FOR THOSE PURCHASED, AND NOT SUBJECT TO ACCEPTANCE. SERVICES ARE NOT INCLUDED IN THIS OFFERING UNLESS SPECIFICALLY IDENTIFIED AS INCLUDED IN THIS DOCUMENT.

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