

CRM Implementation

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 Services"** or **"Services"**).

Packaged Services Description		
Service Scope:	Tier 1	Tier 2
Ongoing Engagement Management	Up to 6 months	Up to 12 months
CRM use case deployment readiness	Up to 2 weeks	Up to 2 weeks
Go-live planning and user testing support	Up to 6 weeks	Up to 8 weeks
Post-go live support	Up to 2 weeks	Up to 2 weeks
Packaged Services Description – Details		
Ongoing Engagement Management		
ServiceNow's Responsibilities: - Support preparatory meetings with Customer and align on Customer's CRM use case(s) in scope of the Services. - Draft an initial project plan jointly with Customer's Project Manager ("Project Plan"). - Conduct Services Kick-off meeting. - Ongoing Project Management: - Manage ServiceNow resource assignments, timeline, expectations and ServiceNow recommended sequencing, including, as appropriate, coordination with sub-contracting partners if applicable. - Coordinate with any ServiceNow resources supporting the Customer with the CRM use case(s) in scope. - In cooperation with the Customer Project Manager, complete project monitoring and control activities as applicable: - Project Plan vs actual Project Schedule. - Manage Risk, Issues, Decisions and Actions. - Communicate Project Status. - Execute Project Governance.		
Customer's Responsibilities: - Actively participate in the preparatory meetings to support a common understanding of scope and expectations between Customer and the ServiceNow team. - Actively participate in Services Kick-off meeting. - Participate with ServiceNow Engagement Manager in drafting the Project Plan for the Services.		
CRM use case deployment readiness		

ServiceNow's Responsibilities:

- ServiceNow and the Customer will review the list of configured stories, their story acceptance criteria status, and align on CRM use case readiness for the go-live.
- Identify any essential or recommended Customer activities that need to be completed prior to commencing the "Go-live planning and user testing support" stage of the Services.

Customer's Responsibilities:

- Fulfill any required and/or recommended activities prior to the commencement of the "Go-live planning and user testing support" stage of the Services, as applicable and agreed upon.
- Define and manage any Customer change management process requirements throughout the duration of the Service.
- Draft and issue user testing scripts and training material for testers.
- Supply all data to be imported in ServiceNow-supported format.

Go-live planning and user testing support
ServiceNow's Responsibilities:

- Assist Customer with their user testing process and go-live planning.
- Provide user testing support and coordinate with technical teams for defect remediation.

Customer's Responsibilities:

- Customer will complete the necessary agreed upon activities required for go-live.
- Identify a Testing Coordinator.
- Complete all testing activities including test plan, test cases and test execution, for all desired testing cycles outside of the activities expressly listed as ServiceNow responsibility.
- Coordinate and conduct user testing.
- Complete user testing within the agreed upon timeframe established in agreed Project Plan.
- Engage with ServiceNow to complete remediation activities reported in any testing cycle.
- Provide confirmation that the solution is ready to move into a production environment and deemed ready for go-live.
- Manage Customer's change management process including:
 - Promoting changes to production environment, perform manual deployment steps, along with any data migration requirements.
 - Conducting smoke testing in production environment.
 - Collecting end user issues for review
- Perform OCM activities.
- Ensure all required Resources are available and will participate in the go-live planning activities.

Post-go live support
ServiceNow's Responsibilities:

- Provide post go-live support and coordinate with technical teams for defect remediation.
- Conduct a Closeout Meeting with Customer's Sponsor and Customer's Project Manager.
- Close down project tooling.

Customer's Responsibilities:

- Engage with ServiceNow to complete any remediation activities during post go-live support.
- Actively participate in the closeout meeting.

- Complete the Customer survey requests.

ServiceNow Provided Resources

ServiceNow will provide the following resources in connection with the delivery of the Services:

ServiceNow Resource	Responsibilities
Engagement Manager	Responsible for resource and timeline management. Provide expertise, ensure adherence to the Services, identify, and allocate appropriate resources from ServiceNow, document and communicate status, at a minimum, weekly, and act as the single point of contact during the Services.
Professional Services Consultant	Carry out activities as detailed in the Packaged Service Description.

ServiceNow may replace or re-assign its personnel during the engagement 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 Packaged Services. Customer shall grant ServiceNow and subcontractor personnel access to Customer's instance(s) of the Subscription Service in order to perform the Packaged 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.

Customer Provided Resources

Customer will provide applicable resources, as communicated by ServiceNow in the Project Plan, 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
Business Analyst	The Business Analyst is responsible for working with key project stakeholders to capture business and user requirements as stories. The Business Analyst also works with the Platform Administrators to ensure stories are understood, developed, tested, and delivered to specification.
Executive Sponsor	The Executive Sponsor is responsible for setting and communicating the vision of the ServiceNow within the rest of the enterprise. The Executive Sponsor also participates in engagement governance and removes roadblocks to a successful implementation.
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.

Customer Resource	Responsibilities
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 Service 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.
Technical Resource(s)	The Technical Resources are responsible for assisting with the development of the ServiceNow application and integrations. The Technical Resources should also possess ITIL and JavaScript expertise as well as web Services and xml experience as applicable, to support the scope of the Service.
Testing Coordinator	Coordinates Customer Testing activities, including Test Plan, Test Cases and Test Execution

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.

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 Packaged Services, all reasonable travel, meals, and living expenses for ServiceNow personnel shall be billed to Customer at ServiceNow's actual 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.

Prerequisites:

Before ServiceNow can begin the Services, the following prerequisite tasks must be completed as stated below:

- Customer grants ServiceNow resources remote access to Customer's instances for the purpose of providing the Services during the period of performance.
- Customer production environment is cloned to a sub-production instance.
- Customer instance is on the latest product release or N-1.
- Customer is required to have separately purchased the product subscription for the scope of the Service from ServiceNow.
- Customer has subscribed to an Impact package that includes access to the Architecture Accelerator catalog (e.g Platform Governance Add-on, Impact Advanced, Impact Total, Integrated Success) with available Architecture Accelerator capacity to support the Services as confirmed with ServiceNow when purchasing this Packaged Services unless agreed otherwise.

Additional Services Specifications and Requirements

- There are no contractually (implied or expressly) defined deliverables within this Packaged Service.
- Services may include advice and recommendations from ServiceNow, but Customer agrees that all decisions in connection with 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.
- Customer will provide appropriate work areas, including Internet access, for ServiceNow consultants when they are onsite (if applicable).
- 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.
- Customer authorizes ServiceNow's use of artificial intelligence tooling and discovery tools (including AI agent tools and process mining) on customer information, as necessary to perform the Services. Customer agrees to use the Engage Central instance designated by ServiceNow as one tool that will be used by ServiceNow for project management to accelerate the delivery of the Services. Engage Central is a centralized ServiceNow-based project execution platform leveraging agentic tools where ServiceNow employees and Customer can collaborate. Customer's use of Engage Central may require Customer to cooperate with ServiceNow to transmit data to an internal ServiceNow instance which may be hosted in a different Data Center Region from Customer's originating ServiceNow instance. Any data transmitted to Engage Central will not constitute Customer Data (as defined in the Ordering Agreement) but will be subject to any confidentiality terms agreed to between ServiceNow and Customer. Information shared with ServiceNow on the Engage Central instance may be used to improve ServiceNow Subscription Services and other offerings.
- Unless otherwise specified by ServiceNow, the Services and any resulting documentation will be in English.

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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 for the accuracy and completeness of all data, materials and information provided to ServiceNow.
 - Customer will provide the necessary hardware or virtual environments, appropriately specified, for the installation of the MID server software (if defined as applicable). Detailed technical requirements may be found on the ServiceNow [Documentation Portal](#).
 - The functionality covered during the delivery of the Selected Scope will be based on the family release specified in the Project Plan.
 - 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.

Exclusions

- Design and configure the CRM solution.
- Conversion and import of historical data.
- Data modification, normalization, formatting, or alteration.
- This Packaged Service is not available to a Customer hosted in ServiceNow's FedRAMP or ServiceNow Protected Platform datacenters or a similar regulated environment, a self-hosted environment, to managed service providers (except for their internal use), as well as any entities operating a domain separated environment.

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.

To the extent Customer purchases directly from ServiceNow, Customer agrees to pay the fees as set forth on the related order form. ServiceNow will provide the Packaged 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. ALL SERVICES WHEN ORDERED MUST BE CONSUMED WITHIN 12 MONTHS FROM THE ORDER FORM EFFECTIVE DATE. SERVICES ARE NOT INCLUDED IN THIS OFFERING UNLESS SPECIFICALLY IDENTIFIED AS INCLUDED IN THIS DOCUMENT. ANY UNUSED SERVICES SHALL EXPIRE WITH NO FURTHER CREDIT OR REFUND AND SHALL HAVE NO VALUE THEREAFTER.