

# Impact Total Package Description

ServiceNow's Impact Packages comprise support tools, self-help resources, human-led engagements, and credits, discounts, and additional benefits made available to Customer depending on the level of Impact Package procured by Customer. This Impact Total Package Description ("Description") is subject to the underlying agreement between ServiceNow and Customer (the "Agreement") as referenced in the applicable ServiceNow Order Form or Use Authorization, as applicable (the "Ordering Document"). This Description supplements and modifies, as applicable, the Agreement with respect to the Impact Package identified in a signed Ordering Document between ServiceNow and Customer. In the event of any conflict between this Description and the Agreement or the Ordering Document, this Description shall control with respect to the subject matter set forth herein unless otherwise expressly provided in this Description. All terms used but not defined herein have the meaning given in the Agreement.

ServiceNow will provide the following components to Customer in accordance with the Impact Total Package procured by Customer:

| Item   | Description  |
|--|--|
| <b>Impact Digital Experience and Increased Access to Support</b> | <p>In addition to access to the Support Portal, Customers may access the Impact Digital Experience [<a href="https://impact.service-now.com/">https://impact.service-now.com/</a>] (or such successor site), and they may contact Customer Support via telephone at the number(s) listed on ServiceNow's Customer Support site [<a href="https://www.servicenow.com/support/contact-support.html">https://www.servicenow.com/support/contact-support.html</a>] (or such successor site). The Impact Digital Experience is a mechanism to help Customer consume and manage Impact resources to which they are entitled, to communicate and work with the Impact Team, and to visualize helpful data.</p> <p><i>Not currently available NSC DOD IL5, or Australia IRAP-Protected data centers.</i></p> |
| <b>Product Implementation Playbooks</b>                          | <p>Customer will have full access to the implementation methodology, success packs and assets in Now Create at <a href="https://nowlearning.service-now.com/nowcreate">https://nowlearning.service-now.com/nowcreate</a>.</p>  |
| <b>Best Practices Content Library</b>                            | <p>Customer will have full access to content, including downloadable assets, under the 'Now Value Best Practices' section of the Customer Success Center at <a href="https://www.servicenow.com/success.html">https://www.servicenow.com/success.html</a>.</p>   |
| <b>Adoption Toolkit</b>  | <p>Customer receives the Adoption Toolkit for each ServiceNow product (including refreshed templates for each Family Release).</p> <p>Adoption Toolkit contains a set of self-service change enablement templates and customizable process user training template sets to help Customer get onboarded to the ServiceNow platform and design/execute their ServiceNow adoption program. The set of templates includes a change enablement kickoff deck, stakeholder/business impact/training needs analysis instructions, communications and internal marketing strategy, and other related materials.</p> <p>Adoption Toolkit does not include change enablement services, customization of training content development, or delivery of training.</p>   |
| <b>Training and Certification</b>                                | <ul style="list-style-type: none"> <li> <b>On Demand Fundamentals Training Courses</b> – Customer can access and consume material on-demand through the Now learning portal. Courses are geared towards a technical audience, covering fundamentals training across the ServiceNow product suite.                 </li> </ul>  |

|   | <ul style="list-style-type: none"> <li>• <b>On Demand Advanced Training Courses</b> – Customer can access and consume material on-demand through the Now learning portal. Courses are geared towards a technical audience, covering advanced and implementation training across the ServiceNow product suite.</li> <li>• <b>Technical Certification Vouchers</b> – Once a Customer resource has completed a course with associated Mainline Certification (as defined below), they will receive a voucher to sit for the corresponding exam. Unlimited technical certification exam vouchers, retake vouchers, and maintenance waivers are included with the applicable Impact Packages, as described:             <ul style="list-style-type: none"> <li>○ <b>Unlimited Certification Exam Vouchers:</b> enables an individual who has completed a training course with an associated Mainline Certification to sit for an exam (does <u>not</u> include the Master certifications).</li> <li>○ <b>Unlimited Certification Exam Retake Voucher:</b> provides an individual with a single voucher to retake a certification exam (does <u>not</u> include the Master certifications). <i>Note: an individual may only receive one retake voucher per exam (e.g., 3 retake vouchers for 3 respective exams, but not 3 retake vouchers for 1 exam)</i></li> <li>○ <b>Certification Maintenance Waiver:</b> Waives an individual's annual certification maintenance fee.</li> </ul> </li> </ul> <p>* A "Mainline Certification" is a ServiceNow proctored exam resulting in a CSA, CIS, CAD, or CAS certification. Mainline Certifications must then be renewed twice a year with each release through an online delta exam.</p> |  |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
|---|---|--|----------------------|------------------------|----|------------|---|----|--------|--|----|----------------|--|----|-----------------|--|
| <p><b>Enhanced Case Target Response Times</b></p> | <p>Reduces the target response times set forth in the Customer Support Addendum ("CSA") as provided in the table below.</p> <table border="1" data-bbox="467 1094 1435 1520"> <thead> <tr> <th>Case Priority</th> <th>Target Response Time</th> <th>Target Level of Effort</th> </tr> </thead> <tbody> <tr> <td>P1</td> <td>15 Minutes</td> <td>Continuously, 24 hours per day, 7 days per week</td> </tr> <tr> <td>P2</td> <td>1 hour</td> <td>As appropriate, 24 hours per day, 7 days per week,</td> </tr> <tr> <td>P3</td> <td>1 Business Day</td> <td>As appropriate, Monday through Friday, 7AM to 7PM Local Time</td> </tr> <tr> <td>P4</td> <td>2 Business Days</td> <td>As appropriate, Monday through Friday, 7AM to 7PM Local Time</td> </tr> </tbody> </table> <p>"Local Time" is the specified Support window designated for Customer's applicable ServiceNow Customer Support hours of coverage.</p>  | Case Priority  | Target Response Time | Target Level of Effort | P1 | 15 Minutes | Continuously, 24 hours per day, 7 days per week | P2 | 1 hour | As appropriate, 24 hours per day, 7 days per week, | P3 | 1 Business Day | As appropriate, Monday through Friday, 7AM to 7PM Local Time | P4 | 2 Business Days | As appropriate, Monday through Friday, 7AM to 7PM Local Time |
| Case Priority                                     | Target Response Time  | Target Level of Effort                                       |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
| P1  | 15 Minutes  | Continuously, 24 hours per day, 7 days per week              |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
| P2  | 1 hour  | As appropriate, 24 hours per day, 7 days per week,           |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
| P3  | 1 Business Day  | As appropriate, Monday through Friday, 7AM to 7PM Local Time |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
| P4  | 2 Business Days   | As appropriate, Monday through Friday, 7AM to 7PM Local Time |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |
| <p><b>Developer Support</b></p>                   | <p>Customer may designate up to 2 named individuals who have been trained to administer the Subscription Service to request assistance from ServiceNow support engineers in troubleshooting technical issues with existing customizations on the ServiceNow platform. Developer Support Cases will be subject to a P3 target response time (as defined in the CSA or Impact Package Description, as applicable)</p> <ul style="list-style-type: none"> <li>• Scope of Developer Support<sup>1</sup>:             <ul style="list-style-type: none"> <li>○ Must be less than 200 lines of code.</li> <li>○ Must be on supported version(s) of release/feature/application/hardware (i.e., n-1).</li> </ul> </li> </ul>   |  |                      |                        |    |            |   |    |        |  |    |                |  |    |                 |  |

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|                                | <ul style="list-style-type: none"> <li>○ Does NOT include troubleshoot/debug of third-party applications or assessment of security vulnerabilities.</li> </ul> <p><sup>1</sup> Not currently available in the Australia IRAP-Protected data centers or in certain other restricted environments. Available to Self-hosted customers via a modified delivery model.</p>  |
| <b>Instance Observer</b>       | <p>Customer may designate up to 10 named individuals to access Instance Observer.</p> <p>Instance Observer<sup>1</sup> provides a rolling 6-month period of performance and availability monitoring of the platform, application, and infrastructure hosting Customer's instance, and the ability to set self-service alerts, notifications and analyze data.</p> <p><sup>1</sup> Not currently available in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to Self-hosted customers, or in other restricted environments.</p>   |
| <b>Support Account Manager</b> | <p>A Premier Support Account Manager (SAM) will work with Customer during the Impact Subscription Term to provide customized support. The Premier SAM activities are subject to the terms and conditions set forth in the Support Account Management Service Description found at: <a href="https://www.servicenow.com/upgrade-schedules.html">https://www.servicenow.com/upgrade-schedules.html</a> and EXPRESSLY DEEMED INCORPORATED HEREIN BY THIS REFERENCE.</p>  |
| <b>Impact Team</b>             | <p>The Impact Team Includes a designated CSM (as defined below) and other ServiceNow subject matter experts who, upon Customer's request via the Impact Digital Experience and in accordance with Customer's applicable Impact Package, perform and provide the selected Impact Deliverables. The Customer Success Manager ("CSM") is Customer's primary Impact point of contact, providing program management oversight and driving Impact Deliverables. The CSM acts as the Impact ambassador, curating the Customer's content and best practices and makes recommendations based on desired goals and product mix.</p>   |
| <b>Impact Deliverables</b>     | <p>Impact Deliverables will comprise, in accordance with Customer's applicable Impact Package, a catalog including assessments, blueprints, reviews, strategy designs, and other functional deliverables designed to assist Customer's utilization and leverage of the ServiceNow platform. Customer may consume up to 2 concurrent then-available Impact Deliverables.</p> <p>The minimum set of Impact Deliverables provided by the Impact Team or via the Impact Digital Experience, as applicable, will include:</p> <ul style="list-style-type: none"> <li>• <b>Value Blueprint</b> – A prioritization of objectives, outcomes and metrics based on Customer's strategic imperatives;</li> <li>• <b>Customer Impact Plan</b> – A plan to capture the activities, competencies, and applications aligned to the Customer's success goals;</li> <li>• <b>Success Readiness Assessment</b> – A structured, interview-based diagnostic covering Customer's operating model, practices, and capabilities;</li> <li>• <b>Health Assessment</b> – An assessment of platform health for manageability, performance, security, upgradeability, and user experience;</li> <li>• <b>Design Review</b> – An assessment of Customer's design and recommendation of actions to reduce long term technical debt and drive usage;</li> <li>• <b>Reference Architecture</b> – A reference document created to reflect Customer's current application usage, integrations, data model, capabilities, and instance activity;</li> </ul> |

|                                  |  |
|----------------------------------|--|
|                                  | <ul style="list-style-type: none"> <li>• <b>Technical Roadmap</b> – An analysis of key features and functionality for minimum viable product and future phases, against a review of Customer's current strategic plan and program objectives;</li> <li>• <b>Operational Review</b> – A review of Customer's cases, problems, changes, ideas, upcoming patching, and release and upgrade information;</li> <li>• <b>Performance Management &amp; Recommendations</b> – An analysis of performance metrics of Customer's production instance, comparison to benchmarks, and recommendation of ways to improve instance performance and system response; and</li> <li>• <b>Training Strategy Assessment</b> – A review of Customer's talent measurements and capabilities, and recommendation of specific training and enablement plans.</li> </ul> <p>ServiceNow may add to or otherwise modify the catalog at its sole discretion, provided that, during Customer's Impact Subscription Term, ServiceNow shall not materially diminish the overall level of Impact Deliverables. The current catalog of Impact Deliverables is available upon request and can be accessed from the Impact Digital Experience or via an Impact Team member. Customer acknowledges that, should it select an Impact Deliverable that requires performance of a Healthscan, then the Healthscan Terms set forth at <a href="https://www.servicenow.com/upgrade-schedules.html">https://www.servicenow.com/upgrade-schedules.html</a> and expressly incorporated herein by reference, will apply, solely with respect to delivery of the applicable Impact Deliverable to Customer. Impact Deliverables requiring a Healthscan will be denoted, as applicable, in the Impact Deliverable catalog.</p> |
| <b>Product Strategy Sessions</b> | <p>Customer will be granted early access to ServiceNow product roadmaps and will have the opportunity to participate in exclusive sessions to give feedback. Customer feature requests receive prioritization without guarantee.</p>   |
| <b>Advisory Sessions</b>         | <p>Customer may request workshops hosted by ServiceNow product and domain experts (e.g., BPCs, TCs, Product Success managers) on topics that are relevant to Customer's ServiceNow product portfolio and their digital transformation journey.</p> <p>Customer may consume Advisory Sessions in half-day (4 hour) increments, and will receive 6 days each quarter of the calendar year for the length of their Impact Subscription Term. Any Advisory Session days that remain unused at the end of the applicable calendar quarter or partial calendar quarter shall expire at the end of that calendar quarter and shall not carry forward into a new calendar quarter. Customer may not consume a future quarter's Advisory Session days in the current quarter.</p> <p>The CSM will coordinate Advisory Session requests, and Customer should allow ~4-6 weeks of lead time to request a session.</p> <p>The number of ServiceNow resources present in the workshop is commensurate with the number of days consumed (e.g., if 2 ServiceNow resources are present for a 1 day Advisory Session, this constitutes 2 days' worth of sessions are considered consumed).</p> <p>Advisory Session days granted for less than a full calendar quarter will be prorated accordingly with respect to the applicable Impact Package.</p>   |
| <b>Learning Credits</b>          | <p>This feature provides Customer<sup>1</sup> with Learning Credits each year of their Impact Subscription Term. Learning Credits are the currency used to purchase training solutions provided by ServiceNow Training &amp; Certification.</p> <p>One Learning Credit is the equivalent value of \$1 USD. For more information on Learning Credits, please see the Learning Credits Service Description found at: <a href="https://www.servicenow.com/upgrade-schedules.html">https://www.servicenow.com/upgrade-schedules.html</a> and EXPRESSLY DEEMED</p>  |

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|---------------------------------|---|
|                                 | <p>INCORPORATED HEREIN BY THIS REFERENCE. If the Customer's Impact Subscription Term is not in full year increments (e.g., 2.5 years rather than 3 years), the allotted Learning Credits will be prorated accordingly for the final months of the Impact Subscription Term. Learning Credits cannot be applied to Master certification or expert programs, nor to Knowledge conference tickets or Now Learning Live.</p> <p>Notwithstanding anything herein to the contrary, Learning Credits will be allotted in the Impact Digital Experience in accordance with the Impact fees or allocated units, as applicable, in any Ordering Document and expire 12 months from date of allocation without further value or credit.</p> <p><sup>1</sup> Not available to US Government or Public Sector Customers.</p> |
| <b>Expert Services Discount</b> | <p>This feature provides Customer when purchasing directly from ServiceNow (or to Customer's selected authorized ServiceNow reseller when purchasing indirectly) with a 15% discount on purchases of ServiceNow Expert Services engagements.</p> <p>The discount is applied to the commercially available price of the Expert Services engagement, and may not be combined with any Customer pre-negotiated rates; in the event of the latter, the lower of the two rates may be used.</p>  |
| <b>Training Discount</b>        | <p>This feature provides Customer when purchasing directly from ServiceNow (or to Customer's selected authorized ServiceNow reseller when purchasing indirectly) with a 20% discount on purchases of ServiceNow Training offerings.</p> <p>This discount is applied to the commercially available price of the Training offering. Some exclusions apply. Discounts cannot be applied to Expert Programs (Master certifications) and Custom Training services.</p>   |

### Impact Accelerator Catalog

The Impact Accelerator Catalog is a pre-determined list of fixed engagements that may assist the Customer in maximizing time to value as described on the ServiceNow Product Documentation site (<https://docs.servicenow.com/>). Impact Accelerators are not available for separate purchase, and may only be utilized as part of an Impact Guided, Advanced, or Total Package. Only a Customer Authorized Contact may request Impact Accelerators. Customer acknowledges that, should it select an Impact Accelerator that requires performance of a Healthscan, or creation of a temporary instance or cloned instance for the performance of such Impact Accelerator, then the applicable Impact Accelerator Description set forth at <https://www.servicenow.com/upgrade-schedules.html> and expressly incorporated herein by reference, will apply, solely with respect to delivery of the applicable Impact Accelerator to Customer. Impact Accelerators requiring a Healthscan or creation of a temporary instance or cloned instance will be denoted, as applicable, in the Impact Accelerator Catalog. Customer may consume any number of Impact Accelerators, provided that Customer may consume up to 2 Impact Accelerators simultaneously, in accordance with Customer's Impact Package. ServiceNow may add to or otherwise modify the availability of engagements comprising the Impact Accelerator Catalog in its sole discretion. Certain Impact Accelerators are not available in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to Self-hosted customers, or in other restricted environments, or to customers who opt-in to region-specific support offerings. See the Impact Accelerator Catalog for details on services and restrictions.

### ServiceNow Provided Resources

ServiceNow may at any time engage any a third-party service provider to fulfill all or part of ServiceNow's obligations under this Description and Customer acknowledges that such third-party service provider (referred to as a "Sub-Processor" in the Agreement or applicable data protection law) may process Customer Data, including any Personal Data contained therein, in order to provide the Impact Package. Notwithstanding anything else to the contrary in the Agreement, including with regards to notification of new

Sub-Processors, Customer hereby authorizes ServiceNow to engage third-party service providers in the delivery of ServiceNow's obligations, provided that ServiceNow shall require that such Sub-Processors maintain data protection obligations consistent with ServiceNow's under the Agreement, and Customer may at any time request reasonable additional information regarding such provider's data protection practices. Before ServiceNow can provide the Impact Package, except as otherwise instructed and to the extent necessary, Customer must grant ServiceNow-provided resources access to Customer's instances for the purposes of providing the Impact Package during the period of performance. 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 the following resources throughout the duration of any applicable engagement during the Impact Subscription Term. The same personnel may fill multiple responsibilities:

| Customer Resource            | Responsibilities   |
|------------------------------|--|
| <b>Business Analyst</b>      | Works with key project stakeholders to capture business and user requirements as stories to ensure stories are understood, developed, tested, and delivered to specification.  |
| <b>Enterprise Architect</b>  | Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.  |
| <b>Executive Sponsor</b>     | Primary strategic contact for ServiceNow.  |
| <b>Platform Owner</b>        | Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.   |
| <b>Business Owner(s)</b>     | Line of business service owner(s) outside of IT.   |
| <b>Process Owner(s)</b>      | Subject matter experts responsible for the correct and complete definition of each of the processes implemented within the ServiceNow applications.  |
| <b>System Administrators</b> | Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.<br><br>Minimum of 2 system administrators must complete the ServiceNow Administrator Training course and be identified as points of contact. |

### Travel & Expenses

Except as otherwise specified, ServiceNow will provide the Impact Package components remotely. In the event that ServiceNow personnel are required to travel in support of Impact, Customer's Impact Package shall include onsite visits at Customer's headquarters (as determined by the "Ship To" entity and address on the applicable Ordering Document, referred to below as Customer's "Domestic Location") by the Impact Team. Reasonable travel expenses incurred for visits to destinations outside of the Domestic Location will be reimbursed by Customer.

### Impact Package Warranty

If, within 30 days after the provision of any non-conforming Impact Package component, Customer notifies ServiceNow of such non-conformity then, ServiceNow at its option will, as Customer's exclusive remedy, either use commercially reasonable efforts to correct the non-conformity in conformance with the material requirements of this Description or terminate the Impact Package and refund to Customer any prepaid subscription fees covering the remainder of the applicable Impact Subscription Term for the non-conforming Impact Package after the date of termination.

### Additional Specifications and Requirements

- The Impact Package 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 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.
- ServiceNow will use commercially reasonable efforts to confirm the mobilisation plan and composition of the full engagement team with Customer within 4 weeks from the date the parties mutually agreed to commence deployment of the Impact Package.
- Unless otherwise specified by ServiceNow, the Impact Package and any resulting deliverables will be in English.
- ServiceNow is not responsible for delays caused by Customer or any third party (excluding ServiceNow subcontractors).
- Customer is solely responsible for the performance of Customer's employees and agents, including any modification they make to the Impact Package deliverables, and for the accuracy and completeness of all data, materials and information provided to ServiceNow.
- With the exception of Customer Support (as applicable), the Impact Team will engage with Customer 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 local public holidays.
- Activities not consumed within Customer's Impact Subscription Term will not rollover to the subsequent annual term and will expire with no further credit or refund.
- Customer will receive communications from ServiceNow via email, phone, or through the Impact Digital Experience regarding the Impact Package and acknowledges that access to the Impact Digital Experience may require multi-factor authentication by Customer.
- The above offerings may be augmented by ServiceNow as described in the Product Documentation at <https://docs.servicenow.com/>, provided, however, that ServiceNow will not materially diminish the overall level of Impact Package offerings during Customer's Impact Subscription Term.

### Exclusions

- Only the Customer entity procuring the Impact Package, as specified on the Ordering Document, may utilize the Impact Package.
- An individual Impact Package applies to a single hosting environment, and may not be used across multiple hosting environments (i.e., Customer may not utilize a single Impact Package for instances hosted in a FedRAMP and a conventional commercial data hosting environment).
- Impact Packages do not apply to ServiceNow products governed by product-specific support, services, or related terms.
- Certain Impact offerings may be limited for (i) Customers hosted in ServiceNow's FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to Self-hosted customers, or in other restricted

*environments; (ii) managed service providers (except for their internal use); or (iii) Customers who opt-in to region-specific support offerings.*

- Except as expressly described, the Impact Team will not perform implementation, configuration, staff augmentation, or training.