

TuneUp Your Virtual Agent

Scope of Impact Accelerator Description

ServiceNow will remotely perform the following activities detailed in the table below (collectively, the “**Impact Accelerator Activities**”):

Impact Accelerator Activities	Impact Accelerator Activity Description
Instance Cloning	Customer will identify one of its ServiceNow instances to serve as the Source Instance (as defined below) for ServiceNow to create the Temporary Instance (as defined below). The cloned temporary instance is used for all the activities including the assessments and demonstrations throughout the engagement.
Install Plugins	If applicable, ServiceNow will install and enable the Natural Language Understanding (NLU) and related plugins.
ITSM Virtual Agent Findings and Recommendations	ServiceNow will analyze the following areas within Virtual Agent – Virtual Agent conversations, Natural Language Understanding (NLU) model, and AI Search, and will demonstrate the recommendations and related tools during coaching sessions via the temporary instance.
Coaching Session(s)	<p>The initial TuneUp Your Virtual Agent session will consist of a high-level assessment unless Customer identifies specific area of focus.</p> <p>Based on the assessment, ServiceNow will recommend subsequent sessions.</p> <p>Those sessions will provide guided tours of related features, content, assessments, and recommendations to improve the value received from the Virtual Agent.</p> <p>All recommended sessions are 90-minutes each and optional based upon Customer's needs and desires.</p> <ul style="list-style-type: none"> • ITSM Virtual Agent findings • Natural Language Understanding (NLU) model • AI Search findings and recommendations • User Experience findings and recommendations
Customer Access	Customer-designated resources will be granted access to the Temporary Instance for the timeframe detailed in this Description. This Temporary Instance will be hosted in the same ServiceNow data center region as the Source Instance.
ITSM Virtual Agent Resources	ServiceNow will share available ITSM Virtual Agent resources that Customer can utilize as they continue their Virtual Agent deployment and ongoing tuning.

	For up to thirty (30) days after the coaching session, ServiceNow will work with Customer to address Customer's follow-up questions concerning the ServiceNow results.
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HealthScan and Temporary Instance

Notwithstanding anything else to the contrary in the Agreement or an ordering document and only to the extent necessary to provide the Impact Accelerator herein, Customer instructs ServiceNow to and expressly agrees that ServiceNow will clone Customer's selected instance of the ServiceNow platform ("Source Instance"), including any configurations and customizations thereon and data therein ("Temporary Instance") to provide the Impact Accelerator set forth herein. The Temporary Instance will be deleted in accordance with ServiceNow's internal policies and procedures. ServiceNow agrees to implement reasonable technical and organizational measures to protect data processed within the Temporary Instance, and Customer expressly agrees that the foregoing commitment to implement reasonable technical and organizational measures and delete the Temporary Instance in accordance with ServiceNow's internal policies and procedures replaces and supersedes all terms related to data protection regarding the Temporary Instance in the existing agreement, including security and deletion terms.

In the event that ServiceNow utilizes its instance scanning technology ("HealthScan") to provide an Impact Accelerator 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 the Impact Accelerator 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 will provide the following remote resources in connection with the delivery of the Impact Accelerator Activities:

ServiceNow Resource	Responsibilities
Impact Accelerator Consultant	Remotely deliver the specified Impact Accelerator Activities

Customer Provided Resources

Customer will provide the following resources throughout the duration of the engagement. The same personnel may fulfill multiple responsibilities:

Customer Resource	Responsibilities
ITSM Virtual Agent Lead	Responsible for the project, meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
System Administrators	<ul style="list-style-type: none"> • At least one (1) Customer ServiceNow system administrator must be available during the engagement to: <ul style="list-style-type: none"> ○ Work with the ServiceNow Impact Accelerator Consultant and provide input on the specific ITSM Virtual Agent challenges in relation to Customer's ServiceNow environment. ○ If Customer chooses to implement the recommendations, Customer will make any recommended configuration changes in Customer's sub-production and production instances.

Prerequisites

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

- To the extent a Temporary Instance is created as necessary to provide the Impact Accelerator herein, Customer shall grant ServiceNow resources access to Customer's instances for the purposes of providing the Impact Accelerator during the period of performance.
- Customer provides ServiceNow with the required resources to deliver the Impact Accelerator Activities and ensures active participation from Customer personnel in a timely manner.
- Customer shall identify up to two designated resources, who have attended or be willing to attend prior to the commencement of Impact Accelerator Activities the Virtual Agent Fundamentals, Implementation, and Natural Language Understanding training available through Now learning. One resource will act as project manager in charge of managing ITSM Virtual Agent.
- Customer resources must have access to the Impact Digital Experience.
- To the extent a Temporary Instance is created as necessary to provide the Impact Accelerator herein, the instance to be cloned as a Temporary Instance must either be the Customer's production instance or a non-production instance that reflects the current version of the production instance.
- Temporary Instance may be upgraded by ServiceNow to the then latest family release of ServiceNow prior to the commencement of the Impact Accelerator Activities in order to enable ServiceNow to demonstrate the applicable Virtual Agent capabilities included as part of this Impact Accelerator.

Additional Specifications and Requirements

- ServiceNow is in the business of providing service management applications and other applications on the ServiceNow platform and providing general guidance to customers

drawing upon the knowledge, understanding and expertise ServiceNow has gained in the course of working with many other Customers. Nothing in this Impact Accelerator 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.

- ServiceNow will use commercially reasonable efforts to confirm the mobilization plan and composition of the full Impact Squad (as applicable) with Customer within four (4) weeks from the date the parties mutually agreed to commence delivery of the Impact Accelerator Activities.
- The Impact Team shall be scheduled based on resource availability.

Exclusions

- This Impact Accelerator is not available to:
 - Managed service providers (except for their internal use).
 - Customers requiring security clearance.
 - Customers operating a domain-separated environment.
- Certain Impact Accelerator Activities may be limited or unavailable for customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments.
- Certain Impact Accelerator Activities will not be available to Customers that will not allow cloning of their instance for creation of a Temporary Instance.
- Certain Impact Accelerator Activities will not be available to Customers that will not allow execution of HealthScan on their instance.
- Certain Impact Accelerator Activities will not be available to Customers not hosted in a ServiceNow data center.
- Application of recommended changes or other configuration changes within the Customer's sub-production or production instances.
- If applicable, ITSM-Pro Virtual Agent tools and plugins are applied only to Temporary Instance for temporary access period specified in this Description. For the avoidance of doubt, implementation of ITSM-Pro Virtual Agent tools and plugins within Customer sub-production and production instances is excluded.