



Customer Success Services

The expertise, tools, and
guidance to achieve the best
outcomes with ServiceNow



Smart planning, deep expertise, and flawless execution

Achieving exceptional business outcomes doesn't happen by accident. It's not a random result of good intentions and luck. It's the product of smart planning, deep expertise, and flawless execution. It takes hard work, intelligence, and skill.

At ServiceNow, we know that to achieve your desired business outcomes, you need to envision them and then create a systematic approach to achieve them. That's the idea behind our Customer Success Services. We help you define what success means for your digital transformations, and we work with you to develop and execute the right plan to help you achieve it.

- We use eight straightforward words.... prescriptive guidance to achieve your desired business outcomes.
- Simple, straightforward, and powerful.
- Our focus is helping you quickly understand what great looks like, then develop a plan that we can execute together with confidence to drive your business imperatives and realize your desired outcomes.

Get the expertise, best practices, and tools to complement your in-house resources and help you translate your plans for a better world of work into a reality—with specific outcomes and measurable results.

We've helped thousands of organizations realize the full potential of their investment in ServiceNow and achieve the transformation they want. We can help you do the same.

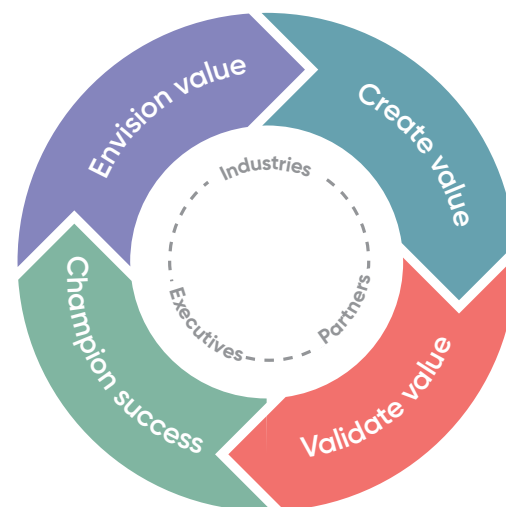
Now Value: The foundation of our success approach

Since the start of ServiceNow, we have had the great fortune of working side by side with thousands of organizations. Through this experience, we've gathered high value insight on what works and what doesn't when transforming with ServiceNow.

We have harnessed this insight and developed a highly repeatable, proven approach for high-value digital transformation with ServiceNow –the Now Value methodology. This is the foundation of our prescriptive guidance, bringing great vision and execution together.

Now Value identifies the leading practices, tools, processes, and capabilities that accelerate value with ServiceNow. Through the four value phases of the methodology—envision value, create value, validate success, and champion success—we help guide your digital transformation from start to finish.

Now Value Methodology



Welcome to the Customer Success Center

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[Explore Topics](#)
[Now Value](#)
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[Build Skills](#)
[Upgrade Easily](#)

Increase success in your role with resources from across ServiceNow

— Select a role to get started.

ServiceNow Administrators

- I need to know everything about my instance.
- I need to be an expert on the entire platform from database management to user interfaces.
- I'm focused on the entire lifecycle of managing our ServiceNow instances.

Administrator

[Get Started](#) →

Developer

Implementer

Service Owner

Business Process Analyst

What's new

UPDATES

Upgrade Easily with the Customer Success Center

Resources, tools and guidelines for every step of your upgrade journey.

[Get started](#) →

NOW CREATE

Looking for implementation guidance?

The Now Create methodology will help you with every step toward exceptional business outcomes.

[Learn More](#) →

WEBINAR

New Paris mobile capabilities for a new world of work

Join us to see how the Paris release gives users access to new tools that make work, work better—anywhere, any time.

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NOW SUPPORT APPS

Now Support Mobile App

Get support, manage instances, and log in quickly with facial recognition or touch ID.

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Get specific instructions and best practices from our most successful customers.

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Checklists

Discover our step-by-step action plans to help you identify and sequence the steps that will drive success.

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Discover our brief, high-level content to help you address specific challenges.

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Our Customer Success program

To support your impactful transformation with ServiceNow, we have built a customer success program that follows the Now Value methodology.

Our success program offers two forms of guidance to drive your success:

- Our [Customer Success Center](#) provides anytime, anywhere digital access to leading practices that follow the Now Value methodology, training, communities, and more. Curated content is organized to make it easy for you to find and use the resources you need—wherever you are on your transformation journey.
- Our Customer Success Services offerings are designed for customers who want to directly access ServiceNow professionals for their digital transformation program. Designed around specific success focus areas, each offering is designed to integrate with your team, accelerating time to value and the achievement of exceptional outcomes.

Let's first meet the team and get introduced to the success focus areas before exploring our Customer Success Services offerings.

Meet our Customer Success professionals

At the core of our Customer Success Services offerings are a team of ServiceNow professionals who provide advisory guidance and technical services across digital transformation journey. Expertise is an essential catalyst in driving greater digital transformation value. It draws on the insight and experience of the past and combines them with creativity and ingenuity to make the right transformation decisions and find the best solutions. Our approach orchestrates the effort of individual team members to create a whole that's greater than the sum of its parts. It makes the smartest possible use of valuable resources like time, effort, and skill.

Expertise of this caliber is also in high demand—especially in an era of unprecedented challenges and disruption. Through your ServiceNow Customer Success team, you have access to some of the industry's top experts in advanced technology and leading practices. Your team will consist of experts whose guidance you can trust on what works, what doesn't, and how you can apply proven leading practices to address the unique challenges you face.

Just as important, your team works together, with you, to find the right solutions to reach your desired outcomes. Each team member brings to the table a unique set of skills to complement their counterparts. Exactly how they work together depends on your needs and the role your overall team members will play. In other words, your needs, goals, and circumstances drive the engagement.

Depending on which Customer Success Services offering you choose, your team may include a Success Architect, Platform Architect, and Support Account Manager. Read on to learn more about each of these roles.



Success Architect



Platform Architect



Support Account Manager



Success Architect

Almost every organization is challenged to develop and execute the right digital vision, strategy, and success plan, especially with teams that are already stretched. The role of your Success Architect is to advise you on strategy, governance, value management, and program management for your ServiceNow investment. They're your single point of contact for the ServiceNow leadings practices, processes, and innovations—bringing to bear their expertise from initial strategy development to ongoing operation of your solution. The Success Architect leads the creation of a success plan that prioritizes and sequences the success team and their focus to achieve your desired outcomes in alignment with proven success methodologies. In addition to working as a close advisor to your team, they also work with your other service providers (such as systems integrators) to keep your extended team focused on the same goals and working toward the same objectives in a coordinated, efficient way. Your Success Architect can:

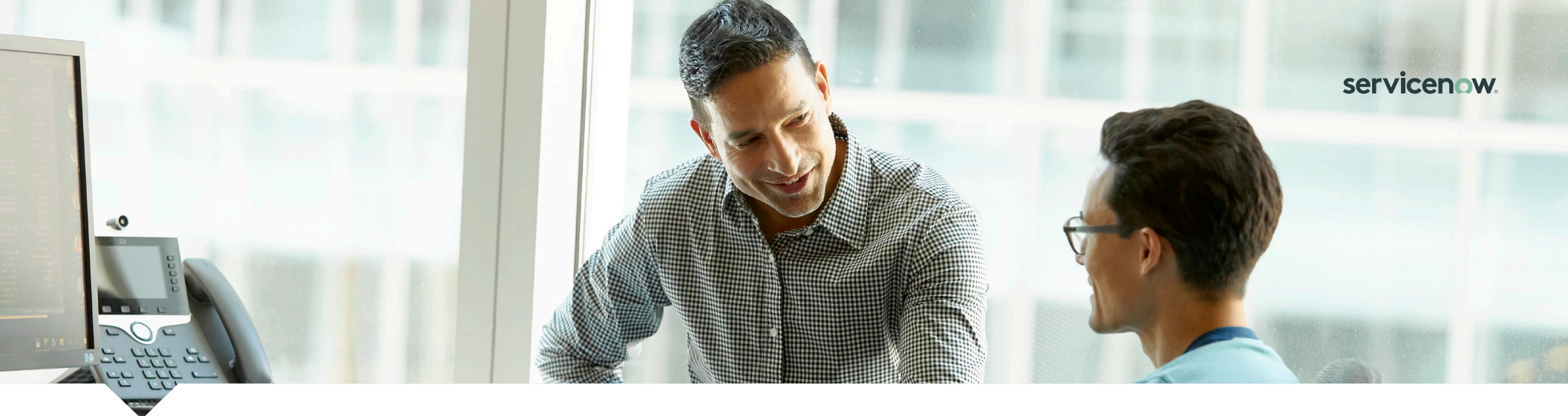
- Drive your ServiceNow transformation strategy and roadmap to achieve your desired business outcomes
- Identify the right implementation plan and partner strategy to ensure to accelerate your desired outcomes

- Build appropriate program governance and capabilities to realize program success and drive user adoption
- Use value management to measure your progress and strengthen your digital transformation outcomes
- Guide program design and enablement to drive organizational readiness for change, including advising on resource enablement

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My role is to be a wingman on my customers' ServiceNow journey to work with them to drive automation and innovation in their fast-changing organization. For one of my customers, I helped them define and deploy a ServiceNow value management framework to measure value creation across their journey. I am also engaged with this customer's executives to envision their "operations of the future" and the value that the Now Platform can bring to realize their vision. It is rewarding to be so closely integrated with this customer's team and initiatives.

— Paul V, Success Architect



Platform Architect

There are different solutions for different challenges—and a critical part of every transformation is to identify the right technical solution for your specific project. Your Platform Architect is a proven technical expert who provides technical strategy, design, and governance guidance to help you develop a strong technical foundation for your ServiceNow solution. By taking into account your goals, your personnel, your partnerships, and your current technical environment, your Platform Architect helps translate your desired business outcomes and digital requirements into a ServiceNow architectural blueprint and technical plan that's focused on enduring success and optimal performance. Their extensive knowledge of the Now Platform® and the ServiceNow innovation pipeline can help you capitalize on the latest innovations and prepare for the upcoming advancements with the potential to transform your business. Your Platform Architects can:

- Analyze and translate your business and technical requirements into a ServiceNow architectural blueprint to support your strategic objectives
- Define, guide, and support the technical governance process

- Support design and implementation of a platform operating model that's focused on successful go-live, end-user adoption, and ongoing support
- Guide Now Platform design, including considerations for integration and performance
- Assess architecture and solution designs to support your objectives including alignment with ServiceNow leading practices

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Our Platform Architects build strong relationships with our customer's technical team to help solve complex technical issues and support technical decisions. For example, using our expertise and leading practices, we help form technical governance processes that define better ways of managing the platform, customizations, integrations, policies, and more to enable optimal platform performance.

— Bob B, Platform Architect



Support Account Manager

It's critical that your platform remain healthy and ready for growth. Your Support Account Manager acts as your single point of contact to proactively manage platform health, monitor performance, get issues resolved, and coordinate upgrades. Through continual collaboration with ServiceNow support, engineering, and operations personnel as well as regular analysis of your environment, your Support Account Manager works to optimize solution performance and prepare your organization and environment for successful upgrades. Your Support Account Manager can:

- Actively manage and analyze cases for efficient resolution
- Provide regular performance management with performance metrics reporting, including guidance on best practices and improvements
- Organize comprehensive platform reviews to identify potential platform issues and make resolution and prevention recommendations
- Review upgrade readiness, provide guidance on leading upgrade practices, and assist with the upgrade process
- Coordinate discussions with ServiceNow product and functional experts to review roadmaps and align with ServiceNow leading practices

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As a Senior Support Account Manager with ServiceNow, it is my goal to be intimately aware of my customer's environment, needs, and plans to proactively keep their platform healthy and up to date.

I triage issues and plans—and coordinate all of the right internal and customer resources to take action.

It is rewarding to work closely with our customer team to remove support challenges and drive great performance.

— **Miste E, Senior Support Manager**












Success focus areas

We've helped many of our customers get the maximum return from their investment in ServiceNow solutions, we've seen what works and what doesn't. Our Customer Success Services team uses that experience to provide guidance across success focus areas that are proven to be essential in achieving enduring success and accelerating value creation.

We know that not all businesses have the same needs. So, we've developed an approach that helps you identify where we can help you achieve the highest value. We start with a Success Readiness Assessment to diagnose your effectiveness across the success focus areas. We apply this insight with consideration to your business priorities, transformation strategy, architecture, and desired business outcomes to form a Customer Success Plan. Specific activities are recommended within focus areas to improve success and ultimately increase value. The team then executes the plan, underpinned by the expertise and capabilities of proactive support management, training, and adoption.

Success focus areas

Strategy and roadmap 	Implementation 	Partner strategy 
Governance 	Environmental and platform health 	Program design and enablement 
Value management 	Support management 	Training and adoption 



Explore our success focus areas in greater detail

Strategy and roadmap Define the vision and goals for your ServiceNow project and a workable plan to make that vision a reality.	Implementation Ensure that all of the right components, resources, and personnel are in place to get you up and running with ServiceNow with a focus on value creation.	Partner strategy Support an engagement strategy for the third-party partners who may assist you in implementation and ongoing use of your ServiceNow solution.	Governance Utilize a decision-making framework in the areas of strategy, technology, and portfolio to ensure that your solution stays aligned with your strategy and business priorities.	Environment and platform health Align to ServiceNow leading practices to ensure your technical foundation is solid and healthy.	Program design and enablement Structure your ServiceNow programs for success and ensure your resources are trained and enabled.	Value management Develop a mechanism for tracking business outcomes and value delivered from ServiceNow.
Representative activities: <ul style="list-style-type: none"> Facilitate aligning ServiceNow capabilities to business priorities and strategy Guide creation of a business-aligned ServiceNow road map with a process that keeps it refreshed and renewed Support executive sponsor in articulating the value proposition of ServiceNow both internally and externally 	Representative activities: <ul style="list-style-type: none"> Advisory participation in implementation including performing various project health checks Design reviews including recommendations to bring customizations closer to leading practices Project review including root cause analysis of project issues with remediation recommendations 	Representative activities: <ul style="list-style-type: none"> Assist in developing a partner engagement strategy including supporting partner interview, scoring, and selection process Support scoping and creation of service provider and co-delivery statements of work 	Representative activities: <ul style="list-style-type: none"> Support creation of strategy governance operating model Support creation of technology governance operating model including technical policies for managing the platform Support creation of portfolio governance operating model for decision-making around demand-management and other areas 	Representative activities: <ul style="list-style-type: none"> Analyze and translate business and technical requirements into an architectural blueprint Advise on CSDM Strategy with leading practice review and strategy assessment Perform configuration reviews and recommend remediation of configurations not aligned to ServiceNow leading practices 	Representative activities: <ul style="list-style-type: none"> Perform staffing and roles review with improvement recommendations Assess program structure and align with Center of Excellence and Innovation program model Evaluate training and organizational change management program and align to ServiceNow leading practices 	Representative activities: <ul style="list-style-type: none"> Develop potential business outcomes for a project implementation. Facilitate value realization scorecard quantifying value of initiatives with recommendation for improvement
Support management – Proactive management of product issues and solution health.						
Training and adoption – Capabilities and tools to build the knowledge, skills, and user adoption to drive enduring success.						



Success in action

The best way to understand the value that our Customer Success Services can add to your business is to see the difference they have made for other ServiceNow customers. We've been honored to work with some of today's most visionary and innovative organizations to help them take their digital transformation plans from the drawing board to reality. Here's a sampling of a few of the engagements that illustrate the value our Customer Success Services can deliver.

Multi-national oil and gas provider



This long-time ServiceNow customer with 10K users needed assurance in their program that they were ready to expand outside IT into other business workflows. Through a Customer Success Services engagement, the customer developed and orchestrated a value realization program to identify that **tens of millions of dollars of costs were taken out** of the business by ServiceNow solutions. Further, the success team supported the evolution of their strategy including a technical assessment and plan. Both activities set the foundation for the next phase of their digital transformation.

Banking institution



After an initial ITSM implementation with a third-party service provider, this customer looked for guidance to establish a model for future growth including realizing their vision for a centralized employee portal with self-service and significant automation to support their 70,000 plus employees. The success team helped the customer put in place the right governance models, platform operating model, and design review process to enable the customer to be self-sufficient as they evolve their platform and workflows. Further, their Support Account Manager structured a proactive upgrade process that helped **reduce their upgrade execution times by 75%**.

Health insurance provider



This customer embarked on a journey to improve HR and IT associate experiences and to transform IT service delivery capabilities. Their Customer Success Services engagement helped the company build the governance structure and center of excellence to manage the accelerated delivery of **ServiceNow HRSD, ITSM, SIR, VR, SAM Pro, and APM in a little over a year**. The Customer Success Services team also aligned all service providers working on the project to ServiceNow leading practices so the right technical decisions were made to drive the right outcomes and create a strong foundation for enduring success.



High-value capabilities, flexible options

No two businesses face the same challenges or have the same goals. Each organization has a different mix of expertise and skills. That's why we offer different Customer Success Services offerings to tailor support and guidance to your needs. It's your business, so it's your choice.

You can choose from one of our packages with defined Customer Success Services teams, designed with progressive levels of engagement and service coverage, or design your own personalized engagement with one of our Success Architects, Platform Architects, and Support Account Managers.

Professional Package	Enterprise Package	Premier Package
Our foundational offering has a baseline set of services across our primary success focus areas. This package is a good option for customers seeking regular guidance on how to best leverage their ServiceNow investment.	Our most popular offering with a team of ServiceNow professionals providing prescriptive success and technical guidance across all success focus areas, as well as proactive product support, and key adoption tools.	Our top-tier offering includes a team with premier engagement levels providing business and technical advisory services as well as proactive product support tailored to your environment and requirements.
Success team and engagement level: <ul style="list-style-type: none"> A Success Architect and Platform Architect each work an average of three hours a week with your team, including additional support from ServiceNow experts, to assist in helping you reach your goals. 	Success team and engagement level: <ul style="list-style-type: none"> A Success Architect, Platform Architect, and Support Account Manager each work an average of one day a week with your team, including additional support from ServiceNow experts, to assist in helping you reach your goals. 	Success team and engagement level: <ul style="list-style-type: none"> A Success Architect, Platform Architect, and Support Account Manager each work an average of four days a week with your team, including additional support from ServiceNow experts, to assist in helping you reach your goals.
Available Success Focus Areas*: <ul style="list-style-type: none"> Strategy and roadmap Implementation Partner strategy Governance Environment and platform health Program design and enablement Value management 10% discount on ServiceNow training 	Available Success Focus Areas*: <ul style="list-style-type: none"> Strategy and roadmap Implementation Partner strategy Governance Environment and platform health Program design and enablement Value management Support management 15% discount on ServiceNow training and adoption toolkit for design and execution of your adoption program. 	Available Success Focus Areas*: <ul style="list-style-type: none"> Strategy and roadmap Implementation Partner strategy Governance Environment and platform health Program design and enablement Value management Support management 20% discount on ServiceNow training with 300 learning credits and adoption toolkit for design and execution of your adoption program.

*Scope of success focus areas will depend on the engagement level.



Designed for success

And regardless of which option you choose, you get the best that ServiceNow has to offer in the following areas:

Prescriptive guidance and leading-practice expertise

We don't pretend to have all the answers. But we've seen when businesses do the right things, the right way, at the right time with their ServiceNow solution, exciting things can happen. We offer prescriptive guidance in the areas we know can help you achieve specific outcomes. When you work with us, you'll get actionable recommendations that make a real difference.

Flexible engagement model

Our goal isn't to get you to do business the way we think you should. Instead, it's to help you find the best, most efficient approach to using our technology so you reach the outcomes you want faster. So, although we talk a lot about leading practices and prescriptive guidance, we also know that one size doesn't fit all and our approach needs to accommodate your unique vision, processes, and personnel. In other words, the way you engage with our Customer Success Services isn't set in stone. It's driven by your needs and your objectives.

Collaborative approach

When smart, dedicated people come together to tackle a challenge, great things can happen. Our Customer Success Services are designed to create a collaborative atmosphere that draws on the best of your team, our experts, and any partners you involve in your project.

Unmatched technical proficiency

Our Customer Success Services team members work with ServiceNow solutions day in, day out. No one knows ServiceNow technology better. That proficiency translates into a quicker time-to-value for you. Our team doesn't have to spend time getting up-to-speed on ServiceNow solutions. They wrote the book on them.

Unwavering focus on value

The bottom line is the bottom line. We measure the performance of all our success professionals on the value they deliver. We don't incentivize them to sell you more solutions. We reward them when they help clients like you achieve the outcomes you envision.

A foundation for ongoing success

The real value of your ServiceNow investment unfolds over time in the improvements you achieve, the innovations you deploy, and the work you make better. Our Customer Success Services are designed to help you achieve that value sooner—and continue to build on those initial successes.

To start a conversation with Customer Success Services, engage your account team. You can explore our success leading practices and services in the [Customer Success Center](#).

ServiceNow was founded on a very simple idea: that work should be easier.

ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital experiences that help people do their best work. For more information, visit: www.servicenow.com

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