

ServiceNow Public Sector Program Guide

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ServiceNow Public Sector Program Guide

The ServiceNow Public Sector Partner Program (“Program”) permits Partners in good standing (“Participant”) to refer, sell, and market ServiceNow products to ServiceNow customers in the “Public Sector” (defined as entities that are departments or agencies of the United States Federal government). This Guide describes the policies, benefits and requirements applicable to the Program. Participant employees should review and understand this Guide in order to comply with and maximize the Program’s benefits.

Public Sector Program Overview

ServiceNow recognizes the unique nature of doing business in the Public Sector and as a result, has introduced the new Public Sector Partner Program. This Program is designed to assess and reward activity achieved by Participants within the Public Sector, leveraging a set of benchmarks that align with how ServiceNow and its partners engage within this market. The Public Sector Program is currently offered to ServiceNow Sales Partners doing business in the U.S. Federal market, and the Program is a subset of the ServiceNow Sales Partner Program.

Public Sector Program Points Weighting

Participants operating in the Public Sector market and that have received an Appointment permitting them to be a member of the Program will be assessed using the Public Sector points weighting set forth below. These points will be awarded for achievements based on the opportunities closed within the Public Sector.

Offering Development Maturity criteria category thresholds can be found in the Partner Assessment Framework Summary article located [here](#).

Go-to-Market Maturity criteria for the Public Sector is noted in the table below:

Go-to-Market Maturity Criteria	Public Sector Weighting
Completed Implementations	4 points each
Influenced ACV	2 points per \$100k
Sourced ACV	4 points per \$100k
Influenced ACV YoY Growth	2 points/each percent of growth (100 max)
Net New Logos	20 points each
App ACV	2 points per \$100k
App ACV YoY Growth	20 points per percentage of growth (150 max)
App Net New Logos	10 points each
Showcase References (formerly Customer Success Stories)	10 points each (120 max)
Application Reviews	60 points each
Deal Registration	2 points each

Note: For clarification purposes, the Public Sector Weighting for Go-to-Market Maturity criteria is higher than the weighting applicable for activities outside of the Public Sector (other than for Application Reviews). The Public Sector Weighting applies solely to points that a Participant achieves with activities in the Public Sector and shall be in lieu of any other points.

Public Sector Program Requirements

In order to be eligible for the ServiceNow Public Sector Program, applicants must meet the following Program qualifications:

Requirement	What does it mean?
Approved membership in the ServiceNow Partner Program	Hold existing approval and be in good standing in one of ServiceNow's Sales, Services, or Technology Partner Programs.
Applied and have been approved into the Public Sector Program	Approved by Public Sector initial program criteria and satisfied legal compliance requirements.
Adhere to the ServiceNow Public Sector Program Guide	All Public Sector Participants must adhere to the ServiceNow Public Sector Program Guide outlining all Program requirements, policies and benefits.
Provide a CAGE/NAICS Code	Must have an assigned Commercial and Government Entity Code or classification within the North American Industry Classification System.
Currently hold, or within the last twelve months have held, a sub-contract or prime contract with a Public Sector customer	Public sector applicants must be engaged in US government business and will be asked to provide evidence of which type of contract they currently hold.
Proven track record of success in the Public Sector	Demonstrate the ability to do business in the Public Sector space

Note: All potential Public Sector Participants are considered as candidates until their Program application has been approved by ServiceNow and the applicant has received an Appointment Confirmation.

Public Sector Benefits

Public Sector Program members will receive the benefits associated with their memberships in the Sales, Services, and Technology Partner Programs (as applicable). Details of these benefits are set forth in the Partner Program Guide found [here](#).

More Information

Submit a [Support Request](#) via the ServiceNow Partner Portal to ask questions or request additional information.