

Business Alignment Workshop

Overview

With the ServiceNow Advisory Services Business Alignment Workshop, our Professional Services team is focused on more than just your technical deployment. We focus on alignment to your core objectives and advising your implementation team to maintain a connection to your desired business outcomes. This alignment enables our team to take a prescriptive approach to our recommendations. We can guide you down the path, provide recommendations and challenge your teams to think outside the box with your desired business outcomes in mind.

Package Description

The Business Alignment Workshop will facilitate, align and prioritize business outcomes. The goal of the workshop will be to provide an actionable set of recommendations for value realization through strategies and business aligned outcomes.

A ServiceNow Program Advisor works through a methodology to identify business objectives, in order to evaluate the customer's:

- Process maturity
- Demand management
- Governance practices
- Organization change management needs

ServiceNow will utilize a combination of best practices to identify the links between platform capability and business outcomes as applicable:

- ITIL
- IT4IT reference architecture
- CMMI

Package Implementation Activities

ServiceNow resources with the attendance and participation of the identified customer resources will perform the following activities:

Activities	Description
Planning	<ul style="list-style-type: none"> ServiceNow will make Initial contact with the Executive Sponsor to review and customize the agenda, and timing.
Business Alignment Workshop (week 1)	<p>ServiceNow will lead a three-day workshop and will focus on the following components:</p> <ul style="list-style-type: none"> Advise internal customer personnel on the application inventory data elements required to be available/collected to provide the desired insights, format needed for import file of applications, and map them to the APM model Complete a technical validation of the implemented modules to confirm proper installation, access, and functioning Business Outcomes - Identify outcomes critical to realizing business value Value stream mapping to business outcomes - Clarify business outcomes by aligning to standard value streams Establish suitability by value and risk - Rank initiatives according to relative risk and business value KPIs and success criteria for business outcomes - Define quantitative and qualitative success criteria Demand & Governance - Assess the current state readiness for Demand Management and Governance Organizational Change Management Readiness - Evaluate capability and capacity for leading change
Analysis (week 1 & 2)	<ul style="list-style-type: none"> ServiceNow will review the collection of observations and create the deliverables.
Executive Readout and Point of View (POV) (week 3)	<p>ServiceNow will provide and present an Executive Readout and Point of View (POV) document after the workshop for review. The document may contain, but not limited to the following:</p> <ul style="list-style-type: none"> Roadmap – implementation strategies that aligns to your desired business outcomes Program Plan – Rough Order of Magnitude (ROM) resourcing, investment levels and value definition via charter <p>Recommendations on the following:</p> <ul style="list-style-type: none"> Governance Model– to manage the ServiceNow platform and its capabilities, specific to your ServiceNow implementation Demand Management –approach to manage the future innovation, projects, enhancements and upgrades of the ServiceNow platform, including demand evaluation matrix

	<ul style="list-style-type: none"> Organization Readiness – (OCM) approach associated to your planned portfolio of ServiceNow projects in the planned roadmap
--	--

ServiceNow Provided Resources

ServiceNow will provide the following resources for the engagement. The same personnel may fill multiple responsibilities.

ServiceNow Resource	Responsibilities
Program Advisor	The Program Advisor links customer business objectives to a defined platform strategy, roadmap and operating model. Provide advice, governance and oversight of customer's development roadmap for the ServiceNow applications and platform. The Program Advisor will work with Customer to support its prioritization of demand for the ServiceNow applications and platform and build the required supporting operating model.
Solution Architect	Define and communicate, at an architectural and design level of detail, technical solutions aligned with client's business problems and systems architecture. Provide direction on keeping customer engagements aligned to ServiceNow Implementation Best Practices and give hands-on assistance with the detailed design and implementation phases of engagements through recommendations, points of view and documentation.

ServiceNow may at any time engage a third-party subcontractor to fulfill all or part of ServiceNow's obligations hereunder and the customer acknowledges that such third-party subcontractor may process Customer Data in order to provide the Packaged Services hereunder. Customer shall be solely responsible for granting ServiceNow and subcontractor personnel access to Customer's instance(s) of the Subscription Service. ServiceNow is solely responsible for the acts or omissions of subcontractors. ServiceNow does not guarantee that certain designated ServiceNow personnel will be assigned to the customer's account. ServiceNow may engage its own ServiceNow Professional Services employees from its global services resources in completion of these Packaged Services.

Customer Provided Resources

Customer will provide the following resources for the engagement. The same personnel may fill multiple responsibilities:

Customer Resource	Responsibilities
Executive Sponsor	The Executive Sponsor is responsible for setting and communicating the vision of the ServiceNow Engagement within the rest of the enterprise. The Executive Sponsor also participates in engagement governance and removes roadblocks to a successful implementation.
Program Manager	The Program Manager is responsible for the daily management throughout the life cycle of the program. This includes planning and defining program controls, process and procedures for managing the program. Coordination of multiple project interdependencies as well as resources and deliverables and managing the risk and deliverables.
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.
Process Owners	Process Owners/Managers are responsible for the correct and complete definition of each of the processes implemented within the ServiceNow platform.

Implementation Prerequisites

The ServiceNow Business Alignment Workshop Packaged Service requires the customer's active participation and coordination for project success. The following requirements must be met. Delay by the customer with respect to the below items may cause delay or preclude ServiceNow's ability to provide the Packaged Services:

- Customer makes the required internal personnel defined above available for the duration of the project on a scheduled & ad-hoc basis to meet defined timelines.
- Customer provide, when necessary, appropriate work areas, including Internet access, for ServiceNow consultants when they are onsite.

Package Exclusions

- Solution design and/or configuration recommendations beyond the scope set forth herein.
- Creation/editing of end user training materials and/or execution of end user training.
- Formal documentation of the solution beyond the Executive Readout and Point of View documents.
- Any Professional Services not expressly stated herein.

Travel & Expense

The Business Alignment Workshop is performed onsite for best results. All reasonable travel, meals, and living expenses for ServiceNow personnel who travel in support of the Packaged Services shall be billable at cost and all such expenses shall be borne solely by the customer.

General

ServiceNow is in the business of providing IT 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.

LIMITED PROFESSIONAL SERVICES WARRANTY. ServiceNow warrants that the Services will be performed in a competent and workmanlike manner in accordance with accepted industry standards and practices and all material requirements set forth in this Service Description. Customer shall notify ServiceNow in writing of any breach within thirty (30) days after performance of the non-conforming Services. Upon receipt of such notice, ServiceNow, at its option, shall either use commercially reasonable efforts to re-perform the Services in conformance with these warranty requirements or shall terminate the affected Services and refund to Customer any amounts paid for the non-conforming Services. This Section sets forth Customer's exclusive rights and remedies (and ServiceNow's sole liability) in connection with this warranty.

DISCLAIMER OF WARRANTIES. EXCEPT FOR THE WARRANTIES EXPRESSLY STATED IN THIS SERVICE DESCRIPTION, THE SERVICES PROVIDED HEREUNDER AND ANY ACCOMPANYING DELIVERABLE ARE PROVIDED "AS-IS" WITHOUT REPRESENTATION OR WARRANTY OF ANY KIND AND, TO THE MAXIMUM EXTENT ALLOWED BY LAW, SERVICENOW DISCLAIMS ALL WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ORAL OR WRITTEN, INCLUDING WARRANTIES ARISING UNDER STATUTE, WARRANTIES OF MERCHANTABILITY, ACCURACY, TITLE, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE OR ANY WARRANTIES ARISING FROM USAGE OF TRADE, COURSE OF DEALING OR COURSE OF PERFORMANCE. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SERVICENOW SPECIFICALLY DOES NOT WARRANT THAT THE SERVICES AND ANY ACCOMPANYING DELIVERABLES WILL MEET THE REQUIREMENTS OF CUSTOMER OR OTHERS OR THAT THEY WILL BE ACCURATE OR OPERATE WITHOUT INTERRUPTION OR ERROR.

LIMITATIONS OF LIABILITY. TO THE EXTENT PERMITTED BY LAW, THE TOTAL, CUMULATIVE LIABILITY OF EACH PARTY ARISING OUT OF OR RELATED TO THIS SERVICE DESCRIPTION OR THE SERVICES PROVIDED HEREUNDER WHETHER BY CONTRACT, TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL OR EQUITABLE THEORY, SHALL BE LIMITED TO THE AMOUNTS PAID BY CUSTOMER FOR THE SERVICES GIVING RISE TO THE CLAIM DURING THE TWELVE (12) MONTH PERIOD PRECEDING THE FIRST EVENT GIVING RISE TO LIABILITY. THE EXISTENCE OF MORE THAN ONE CLAIM SHALL NOT ENLARGE THIS LIMIT. THE FOREGOING

LIMITATION OF LIABILITY SHALL NOT APPLY TO: (1) BODILY INJURY OR DEATH; (2) INFRINGEMENT BY A PARTY OF THE OTHER PARTY'S INTELLECTUAL PROPERTY RIGHTS; AND (3) CUSTOMER'S OBLIGATION TO PAY AMOUNTS OWED FOR SERVICES PROVIDED HEREUNDER OR TAXES APPLIED THERETO.

EXCLUSION OF DAMAGES. TO THE EXTENT PERMITTED BY LAW, NEITHER SERVICENOW NOR CUSTOMER SHALL BE LIABLE TO THE OTHER OR ANY THIRD PARTY FOR LOST PROFITS (WHETHER DIRECT OR INDIRECT) OR LOSS OF USE OR DATA, COVER, SUBSTITUTE GOODS OR SERVICES, OR FOR INCIDENTAL, CONSEQUENTIAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES (INCLUDING DAMAGE TO BUSINESS, REPUTATION OR GOODWILL), OR INDIRECT DAMAGES OF ANY TYPE HOWEVER CAUSED, WHETHER BY BREACH OF WARRANTY, BREACH OF CONTRACT, IN TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL OR EQUITABLE CAUSE OF ACTION, EVEN IF SUCH PARTY HAS BEEN ADVISED OF SUCH DAMAGES IN ADVANCE OR IF SUCH DAMAGES WERE FORESEEABLE. THE FOREGOING EXCLUSIONS SHALL NOT APPLY TO: (1) BODILY INJURY OR DEATH; AND (2) INFRINGEMENT BY A PARTY OF THE OTHER PARTY'S INTELLECTUAL PROPERTY RIGHTS.

Packaged Service Terms and Conditions

Customer agrees to pay the total fee amount on the related Order Form. ServiceNow will provide the Packaged Services as described herein limited to those ordered on the Order Form: (i) if Customer is purchasing directly from ServiceNow, on the terms and conditions in the Order Form and the underlying master agreement executed by the parties, if any ("Agreement"); or (ii) if Customer is purchasing from a ServiceNow authorized reseller ("Reseller"), on the terms and conditions in the use authorization as issued by ServiceNow and the Subscription Service Agreement incorporated by reference herein from <http://www.servicenow.com/schedules.do>. 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.