

# ServiceNow Success Architect

## Overview

A **ServiceNow Success Architect** assists the Customer during the Service Period (as defined below), by providing expertise and advising on platform strategy and program governance to aid in the Customer's platform adoption and business outcome realization. Depending on the Customer's stage in its ServiceNow lifecycle, the ServiceNow Success Architect's focus will include (as mutually agreed) one or more of the following areas of scope and activities:

- **Strategy and Roadmap**
  - Work with the Customer to develop and maintain a plan outlining the initiatives for how the ServiceNow platform can contribute to the Customer's digital transformation strategy
  - Establish and maintain a roadmap, in order to provide recommendations and support to the Customer, for the adoption of new applications and application enhancements in relation to the agreed ServiceNow architecture and Customer priorities
  
- **Value Management**
  - Assist the Customer in envisioning, creating, validating, and championing target areas of business improvement opportunities with the ServiceNow platform
  - Assist the Customer in defining value realization criteria and providing industry benchmarks relating to ServiceNow, aligned with the Customer's provided priorities and business objectives. Value realization criteria may include:
    - Key performance indicators
    - Success criteria and risks
    - Adoption metrics
  
- **Governance**
  - Participate and contribute to program- and executive-level steering committee(s) to drive business outcome realization
  - Participate in program governance to assist in evaluating new ideas and demands against platform suitability and priority
  - Assist with the design of a platform governance model including an organizational structure, decision-making framework, and a prioritization methodology for Customer priorities related to the ServiceNow applications and platform
  - Support the development of a platform operating model, including organizational structure, processes, and capabilities encompassing day-to-day operations, demand management, and project delivery of solutions on the ServiceNow platform
  - Provide guidance on the development of operating processes, playbooks and standard operating procedures
  
- **Partner Strategy**
  - Provide guidance to the Customer's partner engagement strategy pertaining to ServiceNow's Partner Segmentation Framework, and provide assistance to the Customer's strategy so that it supports its business priorities and desired outcomes

- The Partner Segmentation Framework is structured to inform and recognize the various levels of partner specialism across the eco-system
- **Implementation and Co-Delivery**
  - Collaborate with the Customer to develop an Implementation strategy and success plan
- **Program Design and Enablement**
  - Review the Customer's organizational readiness and provide guidance related to the Customer's organizational change management strategy to support the Customers digital transformation program
  - Provide guidance related to the Customer's resource enablement and certification plan for the ServiceNow platform

### Required Customer Resources

The Customer will provide the following resources and make them available throughout the Service Period (as defined below) to ensure ServiceNow can deliver to the cadence listed for each activity above (note that multiple responsibilities may be filled by the same Customer personnel).

Customer Resource	Responsibilities
Executive Sponsor	Primary strategic contact for ServiceNow
Line of Business Service Owners	Dedicated resource available to ServiceNow across all business and IT functions of the Customers enterprise.
Platform Owner	Individual responsible for managing the demand and resources related to the ServiceNow platform, maintaining the quality of service, and technical health of the ServiceNow platform
Technical Resource(s)	Resources with ServiceNow architecture and other technical experience to serve as technical points of contact
System Administrators	Minimum of 2 system administrators must complete the ServiceNow Administrator Training course and be identified as points of contact
Process Owner(s)	Subject matter experts responsible for the correct and complete definition of each of the processes implemented within the ServiceNow applications

### Travel and Expenses

Onsite Visits (as defined below) by the ServiceNow Success Architect will be managed in accordance with the following:

- No travels and expense fees shall be incurred for the Success Architect's Onsite Visits to the Customer's Domestic Location;
- The "Domestic Location" shall be the "Ship To" address as specified on the ordering document;
- An "Onsite Visit" shall constitute a trip by the ServiceNow Success Architect of more than fifty miles from their home office location and which requires any of commercial airline, rail, bus travel or an overnight hotel stay near the Customer's Domestic Location;
- Travel expenses incurred for Onsite Visits to destinations outside of the Customer's Domestic Location will be reimbursed by the Customer. ServiceNow shall keep commercially reasonable records of all expenses.

### **Program Terms**

- The ServiceNow Success Architect shall be provided for the period as set forth in the ordering document ("Service Period"). The ServiceNow Success Architect's activities not consumed within the Customer's annual term, or any unused ServiceNow Success Architect fees, do not rollover to the subsequent annual term, shall expire with no further credit or refund, and shall have no value thereafter.
- ServiceNow will use commercially reasonable efforts to provide the ServiceNow Success Architect within sixty (60) days of the Service Period start date ("Service Period Start Date").
- A ServiceNow Success Architect will provide the activities described herein an average of one (1) Business Day per week, where a Business Day is any eight (8) hour period between the hours of 8 a.m. and 6 p.m., Monday through Friday local time, excluding public holidays. The distribution of activity days may be averaged across an annual term within the Customer's applicable Service Period. The general schedule of activity days shall be mutually agreed by the Customer and ServiceNow.
- The ServiceNow Success Architect provides the activities in English.
- ServiceNow does not guarantee that certain designated ServiceNow personnel will be assigned to the Customer's account. The ServiceNow Success Architect shall be scheduled based on resource availability. ServiceNow may replace or re-assign its personnel upon notification to the Customer.
- If ServiceNow Success Architect activities are suspended for more than ninety (90) days for reasons not attributable to ServiceNow, ServiceNow reserves the right to cancel any unused portion of the ServiceNow Success Architect Service Description.

### **Program Exclusions**

- The ServiceNow Success Architect does not perform implementation, configuration, instance review (HealthScan), staff augmentation, training, or other Professional Services, and the Customer's entitlements hereunder do not include any Subscription Service use rights or Customer Success Packages.
- Certain offerings may be limited for Customers hosted in ServiceNow's FedRAMP datacenter, Customers in self-hosted environments, or managed service providers (except for their internal use).

### ServiceNow Success Architect Terms and Conditions

To the extent applicable, Customer agrees to pay the total fee amount on the related Order Form, if purchasing directly from ServiceNow. ServiceNow will provide the Success Architect as described herein: (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 <https://www.servicenow.com/upgrade-schedules.html>. 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 provision of the Success Architect as set forth herein.

ALL ORDERS ARE NON-CANCELLABLE, NON-REFUNDABLE, CANNOT BE USED FOR PRODUCTS OR SERVICES OTHER THAN FOR THOSE PURCHASED, AND NOT SUBJECT TO ACCEPTANCE. PRODUCTS AND SERVICES ARE NOT INCLUDED IN THIS OFFERING UNLESS SPECIFICALLY IDENTIFIED AS INCLUDED IN THIS DOCUMENT. ANY UNUSED SUCCESS ARCHITECT FEES SHALL EXPIRE IN THEIR ENTIRETY UPON CONCLUSION OF THE SUBSCRIPTION TERM END DATE WITH NO FURTHER CREDIT OR REFUND AND SHALL HAVE NO VALUE THEREAFTER.