The Benefit of ServiceNow Certifications to Your Career

ServiceNow Professional Impact Survey, 2021: A Case for the IT Professional

RESEARCH BY:

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Executive Summary

High-performing IT organizations need high-performing IT professionals. There is simply no replacement for people with the right skills.

Just as CIOs must leverage the talent and training resources to drive their digital transformation forward, IT professionals must leverage new skills as the technologies they work on improve and to take fuller advantage of solution capability, new features and apply technologies to new problems. The continuous evolution of skills requires a conscientious program of continuous learning and development. At the same time, IT professionals should be focused on their career – what will make them more valuable to their current boss or their next boss?

For IT professionals that work with ServiceNow, as administrators, developers or implementation consultants, remaining current with the tools and best practices can help accelerate their career.

In a survey of 400 ServiceNow professionals, we found that nearly 90% of all ServiceNow administrators, developers, and implementers believe technical proficiency is essential for success, and for good reason. Training and certification help make ServiceNow professionals more productive, more influential in their organization, and better compensated. Certification accelerates the careers of ServiceNow professionals because they are more capable than their less-trained or non-certified colleagues.

This InfoBrief describes the significant findings from the survey and should help convince you that certification matters to your success, your job performance, and your career.
The Impact of Certification on Your Career

Bottom Line: Having a ServiceNow Certification improves:

**Career Prospects**
- Percentage of respondents who say that ServiceNow certification has made a positive difference in their career:
  - All certified respondents: 69%
  - ServiceNow Certified Administrators: 73%
  - ServiceNow Certified Implementers: 73%
  - ServiceNow Certified Developers: 66%

**Promotion**
- Overall, ServiceNow certification accelerated promotions for certified respondents by 3 to 12 months.
- Percentage of respondents who say that ServiceNow certification has helped them get a promotion:
  - All certified respondents: 27%
  - ServiceNow Certified Administrators: 28%
  - ServiceNow Certified Implementers: 27%
  - ServiceNow Certified Developers: 30%

**Pay**
- Of all certified respondents, 31% say that ServiceNow certification has impacted their salary.
- For those respondents who were sure certification helped, ServiceNow certification increased total compensation by an average of 23%.

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“I think becoming a Certified Master Architect [CMA] probably will help me with promotion in the future.”

David Goodwin, KPMG
Performing Essential Activities

Essential activities differentiate well-performing professionals and cumulatively result in greater productivity.

When certified professionals are responsible for essential activities, the activities get completed more quickly, with fewer errors, and are more likely to conform with best practices. ServiceNow best practices are developed by incorporating lessons learned from hundreds of implementations. These techniques and approaches accelerate user adoption, remove typical barriers to implementation, and reduce the likelihood of project failure.

Examples of essential activities:
- Cloning sub-production instances
- Leveraging testing frameworks
- Automating common tasks
- Applying patches to ServiceNow
- Upgrading ServiceNow
- Developing essential ServiceNow applications
- Configuring versus customizing ServiceNow
- Leveraging advanced tools in ServiceNow
- Leveraging multiple ServiceNow instances

Certified ServiceNow professionals are about 38% more productive overall than non-certified professionals.

- Certified Implementers: 80% more productive
- Certified Developers: 32% more productive
- Certified Administrators: 24% more productive
Greater Contribution

Certified ServiceNow professionals are prepared to make the most of the platform and contribute to their organization’s success.

Performing the essential activities well or more often indicates both greater efficiency and greater capability.

Certified Implementers with more experience:
- Are 220% more likely to have worked on projects that include multiple languages
- Have worked on 80% more projects in their career

Certified Implementers leverage tools and best practices more consistently. They are:
- 660% more likely to use Now Create on all projects
- 80% more likely to include a knowledge transfer step before completing a project
Work Smarter

By working smarter, as a certified ServiceNow professional, you can help your organization:

- Get greater control over IT costs
- Scale support more easily
- Deliver superior experiences

Certified Developers with broader experience:

- Have developed twice as many third-party integrations
- Have developed 60% more applications in their career

Certified Administrators leverage their certification skills to work more efficiently. For instance, they are:

- 58% less likely to escalate ServiceNow incidents because of a lack of knowledge
- 8 days faster to execute a ServiceNow upgrade (29 days versus 37 days)
- 56% more likely to use an automated test framework to perform regression testing

Certified Developers leverage tools more consistently. They are:

- 40% more likely to use the Automated Test Framework
- 20% more likely to use Orchestration
Performing essential activities well helps the enterprise get more done.

As a ServiceNow IT professional, being certified helps you complete your responsibilities efficiently and effectively.

“As you start learning about these different scenarios, you’re changing the way that you problem solve, the way that you think about problems and approach them.”
Shea Laughlin, INRY

“I would say we’re definitely more productive.”
Shea Laughlin, INRY

“My productivity and performance have been significantly boosted because of what I learned during the Certified Master Architect [training].”
Carleen Carter, Acorio

“I give guidance at the beginning: I’m saying, ‘look, we’ve done this before. Here is how we would do this or leverage that.’ And I help with delivery. I think that makes us more efficient and helps us deliver better quality.”
David Goodwin, KPMG

“If you’re [not] operating within ServiceNow’s guidelines, recommendations, and best practices, you’ll stumble around and not be as productive as you could be.”
Carleen Carter, Acorio
Professional Influence

In addition to increased capability and improved performance, certification leads to another valuable contribution to the IT professional: professional influence.

Professional influence refers to the relative frequency that professionals perform selected high-value tasks in their organizations and thus maximize their influence on how the organization performs.

Certified ServiceNow professionals are 1.2 times more influential overall than non-certified professionals.

- **Certified Developers** more influential (30%)
- **Certified Implementers** more influential (20%)
- **Certified Administrators** more influential (20%)
Professional Influence (continued)

Greater professional influence means working on activities that may be adjacent to an IT professional’s role but put them in a great position to advance their career.

For the IT professional, greater influence results in more responsibility and more career growth.

Certified Implementers are:

- 70% more likely to have brokered communication between executive stakeholders
- 25% more likely to have designed a technical solution
- 20% more likely to have facilitated a requirements-gathering workshop
- 10% more likely to have acted as the subject matter expert for domain/industry knowledge
Professional Influence (continued)

Certified Administrators are:

- 40% more likely to have brokered communication between executive stakeholders
- 40% more likely to have owned the upgrade process
- 30% more likely to have managed ServiceNow APIs
- 10% more likely to have designed a technical solution

Certified Developers are:

- 50% more likely to have managed a project
- 30% more likely to have designed a technical solution
- 25% more likely to have led the release process
- 20% more likely to have architected a solution
Professional Influence (continued)

It isn’t just the knowledge that matters; the certification matters, too.

Interestingly, this increase in influence appears to be related to both the skills of the IT professional and the validation and recognition that come from the certification. The validation of the proficiency provided an additional boost to the influence of ServiceNow-certified IT professionals.

“I take my ServiceNow career seriously. That is why current ServiceNow certifications are so important. Certifications show the achievements of my continuing education for my chosen career path to my company, and they open the door for potential new opportunities.”

Laurie Marlowe, Evergy

“The various presentations, the artifacts that you’re responsible for creating, and the things that you learn throughout the program give you a lot more perspective, but also different viewpoints of how to approach a problem. Going through all of those different scenarios makes you more productive.”

Shea Laughlin, INRY

“It have a broader network now that I can reach out to ask ‘Hey, how would you approach this?’ So instead of me trying to figure it out on my own, I can reach out to my broader network to come up with maybe two or three different approaches.”

Shea Laughlin, INRY

“Being a CMA has encouraged me to broaden my capabilities on the platform. I have to live up to the title!”

David Goodwin, KPMG
Tenure

Possibly as a result of their greater career orientation, increased influence, or greater recognition, ServiceNow-certified professionals typically have a longer tenure with their organization.

In an era of IT professionals moving quickly among employers, it seems that the role, recognition, and responsibilities of ServiceNow professionals keep them more satisfied.

ServiceNow-certified professionals typically stay in their role 25% longer than non-certified peers.

- **Certified Developers** stay almost a year longer
- **Certified Administrators** stay 6 months longer
- **Certified Implementers** stay 7 months longer

Role stability indicates that IT professionals find their work rewarding and feel recognized for their capability. With greater experience, IT professionals can be confident that the organization will leverage the experience of the ServiceNow certified professional to expand the enterprise use of ServiceNow into other areas.
Essential Guidance

Training and certification improves employee performance and accelerates careers.

IT organizations will always need high-performing professionals to help implement, customize and administer the technologies that help meet the strategic goals of the enterprise. At the same time, IT professionals must seek out opportunities to develop new skills in key technologies as the technologies they work with evolve and improve. Systematic and effective continuous learning should focus on those tools that are important to career growth, and critical to the long-term success of the enterprise.

Training and certification help make ServiceNow professionals more productive and more influential in their organization because they are more capable.

The benefits of ServiceNow Certification to IT professionals seem clear:

**Career Growth**
ServiceNow certifications improve career prospects, promotion and pay.

**Performance**
Certified ServiceNow professionals are about 38% more productive than their non-certified colleagues.

**Professional Influence**
Certified ServiceNow professionals are more influential in their organization – leading to more interesting opportunities and greater professional growth.

**Tenure**
ServiceNow Certified professionals have longer careers with their company.
Essential Guidance (continued)

To help decide whether certification in a technology will support your career, consider the following five questions:

- Is the certification program from a solution provider significant to your organization’s current operations or future growth?
- Is the certification program aligned to roles that are relevant to your current or future career aspirations?
- Does the certification program reflect the knowledge and skills that help improve your performance and make you noticeably better at your job?
- Does the certification program provide process and best practices knowledge in addition to technical competence?
- Is the certification program sufficiently robust to grow with you as you change roles?

The benefits of leveraging ServiceNow certifications to support your career are clear: greater performance, increased IT contribution to the enterprise, and more rapid career growth and professional influence.
About the Analyst

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Cushing Anderson is responsible for managing the research agenda, field research, and custom research projects for IDC’s IT Education and Certification research program. Cushing’s research ranges from the value certification provides to IT professionals to the selection criteria used when selecting transformation training for the IT organization. He conducts regular research on the views and experiences of IT professionals and IT education buyers. He frequently evaluates the impact of various types of training and certification on IT organizational performance.

More about Cushing Anderson
Message from the Sponsor

ServiceNow Training and Certification provides hands-on, real-world instruction to help you become a ServiceNow expert and help meet your organization’s and your professional goals. Whether you take virtual or in-person courses, you will learn to be successful with the Now Platform because these courses promote skills development and help you prepare for certifications. Organizations are looking for certified professionals who can leverage ServiceNow to improve their operations, deliver smoother deployments, and better utilize ServiceNow services.

To learn how you can obtain the skills and validation to accelerate your career, please visit:

ServiceNow Training and Certification or Now Learning
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