

Program Highlights

- App and integration certification
- ServiceNow development instances
- Sales and distribution via the ServiceNow Store
- Technology Partner Program logo and NOW Certified branding
- Listing on the ServiceNow website



ServiceNow Technology Partner Program

Join the ServiceNow partner ecosystem and together we will help our customers Work at Lightspeed™—a smarter, faster way to get work done. When you partner with ServiceNow, you align forces with the fastest growing enterprise cloud company that delivers a single mobile and web application development platform to quickly build enterprise applications.

The ServiceNow Technology Partner Program enables companies to build, test, certify, and distribute apps and integrations for the Now Platform™. Designed for independent software vendors (ISVs), systems integrators, and other app developers, this multi-tiered global program provides a rich set of tools and resources, along with sales and marketing benefits to extend your market reach and brand.

Certification – Key to Success

Certified apps and integrations build customer trust and increase the value of the Now Platform and the breadth of the ServiceNow System of Action™. The ServiceNow certification process ensures that apps and integrations have passed a rigorous set of interoperability, security, and performance test criteria. Apps must be certified to be eligible for sale through the ServiceNow Store.

Distribute Your Apps and Integrations via the ServiceNow Store

Our vision is to build the market-leading global ecosystem for delivering apps at lightspeed. Be part of it by certifying and listing your apps and integrations in our store, where ServiceNow customers will find free and paid apps and integrations, and have access to free trials. Once acquired, customers can immediately install and use apps and integrations that increase the value and utility of the Now Platform. Membership in the Technology Partner Program is required to list your certified apps and integrations in the ServiceNow Store.

Join the Technology Partner Program

Register to create a ServiceNow account and apply for the ServiceNow Technology Partner Program by going to partner.servicenow.com

Questions?

Contact the ServiceNow Technology Partner Program team with questions or to request additional information at partnerprograms@servicenow.com.

Program Requirements At-a-Glance

Partners qualify for program tier status by meeting global requirements, maintaining an active membership, certifications on current ServiceNow releases, and paid annual fee membership.

Requirement		Registered	Bronze	Silver	Gold
Annual program fee		\$5,000	\$5,000	\$5,000	\$5,000
Signed PartnerNow Master Agreement		●	●	●	●
Successfully complete app certification ¹			●	●	●
Provide support and maintenance for app or integration			●	●	●
Submit minimum number of customer success stories per year				2	4
Minimum number of Certified Application Developers				1	2
Meet one of these two requirements	Number of net new customer production installations per year, free apps ²			10	25
	Minimum annual net new ServiceNow Store ACV, paid apps			\$50,000	\$200,000
Identify an Executive Sponsor to interact with ServiceNow					●
Semi-annual Joint go-to-market planning					●

Program Benefits At-a-Glance

The following table outlines program benefits available to participants in the Technology Partner Program.

Benefit	Registered	Bronze	Silver	Gold
Build & Certify				
ServiceNow Technology Partner Instances	2	2	6	8
Number of application certifications ³	5	5	10	10
Eligible to purchase additional Technology Partner instances (up to 10 total)	\$2,000/ea.	\$2,000/ea.	\$2,000/ea.	\$2,000/ea.
Eligible to purchase additional application certifications	\$1,000/ea.	\$1,000/ea.	\$1,000/ea.	\$1,000/ea.
Access to online technical guidance and community	●	●	●	●
Partner Communications & Events	●	●	●	●
Eligible for early access to ServiceNow releases		●	●	●
Education Services Instructor-led technical training discount ⁴			15%	20%
Market & Sell				
Find a Partner listing on the ServiceNow website, enhanced based on tier	●	●	●	●
Eligible to receive referral fee from ServiceNow for approved opportunities	●	●	●	●
Eligible to sponsor ServiceNow events ⁵		●	●	●
PartnerNow Technology Partner Program tier logo		●	●	●
Display Now™ Certified icon for certified app or integration ⁶		●	●	●
Eligible to issue press release upon significant certification completed or tier upgrade		●	●	●
Eligible for rotational status as Store Featured Partner		●	●	●
Eligible for ServiceNow Store Partner promotions, paid app vendors only		●	●	●
ServiceNow ISV Partner Manager, paid app vendors only		●	●	●
Internal promotion and sales engagement with ServiceNow sales organization			●	●
Eligible for Customer Awareness resources (case studies, joint webinars, ServiceNow customer newsletters)			●	●
Eligible to access PartnerNow Marketing Center, paid app vendors only			●	●
Eligible for marketing co-funding, paid app vendors only				●

1. Apps represented as certified must be published to and distributed to all customers exclusively via the ServiceNow Store, and support n-3 release of ServiceNow to maintain listing in the Store.

2. Free apps downloaded from the Store or verified by ServiceNow customer usage.

3. No cost re-certification.

4. Training discount is taken from list price and applies to in-person and virtual classroom only. Discount does not apply to self-paced or onsite technical training, and cannot be used in conjunction with Learning Credits.

5. Event sponsorship eligibility: ServiceNow Sales Kickoff with requirements; ServiceNow User Groups (SNUGs), NowForums, and Knowledge sponsorships open to Bronze tier or above. All sponsorship requests accepted at discretion of ServiceNow.

6. Only apps published in the ServiceNow Store and distributed to customers exclusively via the Store will receive or may display the Now Certified logo.