

ServiceNow Signature Support Account Management

Overview

ServiceNow's Signature Support Account Management Package (**Signature SAM**) provides customized support for customers that require a higher level of engagement than ServiceNow's standard level of Global Technical Support. The objectives of the Signature SAM include:

- **Advocacy** – Understanding of and focus on the customer's ServiceNow platform and application goals
- **Management** – Oversight of the customer's ServiceNow Case, Problem, and Change records created and stored in the ServiceNow HI system and as defined below:
 - Case: An unplanned interruption to a ServiceNow instance or reduction in the quality of a ServiceNow instance
 - Problem: A cause of one or more Cases. The cause is not usually known at the time a Problem record is created
 - Change: The addition, modification or removal of anything that could have an effect on ServiceNow instances
 - Idea: An Idea is any product change or upgrade that increases software or hardware capabilities beyond original client specifications.
- **Coordination** – Facilitation of major changes and activities within the customer's ServiceNow instances
- **Reporting** – Regular service management reporting and analysis

Signature SAMs provide advocacy, management, coordination, and reporting to the customer. The service is available globally.

The Signature SAM package is subscription based, and co-terminus with the customer's active Subscription Term.



- *Weekly Operational Reviews*
- *Active Case, Problem, Change and Idea Management*
- *Escalation Oversight & Coordination*
- *Root Cause Analysis (RCA) Coordination and Review*
- *Quarterly Metric Reporting of Cases, Problems and Changes*
- *Coordinate Product Discussions with Internal ServiceNow Teams*
- *Upgrade Planning & Oversight*
- *A Dedicated Resource Residing Onsite averaging 3 Days per Week.*
- *Upgrade Assistance Program (UAP) – For Qualifying Customers*
- *Platform Security, Operations, and Performance Recommendations*
- *Periodic Support Reviews*
- *Platform Architecture and Development Lifecycle Guidance*
- *Quarterly Use Verification Reports*

Delivered Services

Service	Activities Included
8x5 weekday support for ServiceNow products, applications, and platform issues as defined in the Subscription Service Guide.	<ul style="list-style-type: none"> • 8 hours a day, 5 days a week, during the customer's local business hours, Mon – Fri, excluding public holidays in the customer's locale. • Supplemental product support for Cases submitted in HISP (as defined below). • Troubleshooting assistance to help triage ServiceNow platform issues and determine if they relate to ServiceNow product or custom application code. • Liaise with ServiceNow Global Technical Support and act as the local resource to assist in troubleshooting ServiceNow product issues. • Reside at one local customer named site for an average of 3 business days per week.
Off business hours, including weekend and public holidays support for high impact planned maintenance.	<ul style="list-style-type: none"> • Onsite or remote support for high impact planned maintenance.* This includes upgrade planning and oversight and high impact changes or deployments**. <p>*Onsite support at the one local customer location. Local, state, national/federal, paid time off, and company/public holidays (applicable to the customer and ServiceNow) are excluded.</p> <p>**High impact changes include upgrades, patches, major implementations of new functionality.</p>
Weekly Operational Reviews for ServiceNow product related issues	<ul style="list-style-type: none"> • Weekly review of the customer's Cases, Problems, Changes, Ideas and upcoming patching, release and upgrade information.
Active Case, Problem, Change and Idea Management	<ul style="list-style-type: none"> • Management and analysis of the customer's Cases submitted through the HI Service Portal (HISP). Includes maintenance communication and updates with the customer and ServiceNow.
Escalation Oversight & Coordination for ServiceNow product related issues	<ul style="list-style-type: none"> • Initiate engagement of appropriate subject matter experts in alignment to the recognized priority. • Management of account level escalations and individual Cases for efficient resolution of issues.
Root Cause Analysis (RCA) coordination and review for ServiceNow product related issues	<ul style="list-style-type: none"> • Manage the development, review and delivery of RCAs for select P1Cases.
Quarterly Metric Reporting of all Cases, Problems and Changes/Quarterly Support Reviews	<ul style="list-style-type: none"> • Quarterly reports that service metrics, instance performance data, and upgrade and patch information.

Service	Activities Included
Coordinated Product/Operations Discussions with Internal ServiceNow Teams	<ul style="list-style-type: none"> • Upon request, schedule and facilitate meetings between the customer and ServiceNow product owners to discuss roadmaps and planned functionality.
Upgrade and Update Planning & Oversight / Upgrade Assistance	<ul style="list-style-type: none"> • Review the customer's instance configuration to identify vulnerabilities. • Provide an overview of known problems in the upgraded version. • Share performance comparisons, and best practice overviews.
ServiceNow Platform Operations and Performance Recommendations	<ul style="list-style-type: none"> • Advise on best practices and recommendations on operations and performance monitoring, and management of the customer's ServiceNow instances.
ServiceNow Platform Architecture and Development Lifecycle Planning	<ul style="list-style-type: none"> • Participate in the development and execution of the customer's ServiceNow platform architecture and applications roadmap. • Provide guidance on infrastructure operations for self-hosted instances, including cloning, back-ups, replication, node configuration, capacity and load balance.
Assist in Generating and Delivering Quarterly Use Verification Report	<ul style="list-style-type: none"> • Generate and provide a quarterly use verification (Self-Hosted Software Guide Section 3.4) report to the customer and ServiceNow Account Team. The customer will grant the Signature SAM the necessary access to complete use verification. • The Signature SAM will make the customer aware of the use verification report, teach them how to run it, and advise on ServiceNow's report delivery expectations.

Required Customer Resources

The customer will provide the following resources and make them available as necessary throughout the duration of the engagement to ensure ServiceNow can deliver to the cadence listed for each deliverable above (note that multiple responsibilities may be filled by the same customer personnel).

The customer shall provide access or assistance to ServiceNow to generate use verification report.

Customer Resource	Responsibilities
Executive Sponsor	Primary strategic contact for ServiceNow
Line of Business Service Owner(s)	Business owner(s) outside of IT
Service Desk Manager(s)	Service desk manager(s) with responsibility for the customer's ServiceNow instances
Technical Resource(s)	Resources with ITIL and ServiceNow customization experience to serve as technical point(s) of contact
System Administrators	Minimum of 2 system administrators must complete the ServiceNow Administrator Training course and be identified as points of contact

Customer Resource	Responsibilities
Process Owner(s)	Subject matter experts responsible for the correct and complete definition of each of the processes implemented within the ServiceNow applications

Self-Hosted customers must make the resources identified in the “Self-Hosted Software Guide” available to the Signature SAM and Global Technical Support as required and appropriate.

Program Terms

Each order shall be paid in advance and co-terminus with the Subscription Term of the applicable Subscription Product (“Service Period”).

This service is provided primarily in English with exceptions where possible and mutually agreed in writing.

ServiceNow does not guarantee that certain designated ServiceNow personnel will be assigned to the customer’s account. ServiceNow reserves the right to substitute resources to accommodate holiday and vacation schedules. In addition, resources may be permanently replaced as deemed necessary in ServiceNow’s reasonable discretion.

Signature SAM is a supplemental liaison to ServiceNow’s standard Global Technical Support. Global Technical Support shall be provided in accordance with the Subscription Service Guide or the Self-Hosted Software Guide as applicable.

This Signature SAM shall include onsite visits (average of 3 business days per week or a differentiated schedule as mutually agreed by the parties) at the customer’s ship-to location. While on-site, the Customer must provide ServiceNow resources with reasonable access to its premises and to such information and materials as may be required in order to provide the services. Assigned ServiceNow resources remain ServiceNow employees at all times and will perform activities as described in accordance with ServiceNow processes and procedures. ServiceNow shall be responsible for the organisation of the services provided by ServiceNow resources and for the management of such resources during the provision of the services. The Customer shall promptly inform ServiceNow of any issues relating to ServiceNow resources which arise during provision of the services. While on-site, ServiceNow resources will comply with all reasonable customer access procedures and security measures.

The Customer shall ensure that it provides a workplace in which on-site ServiceNow resources are free from harassment and discrimination, and shall ensure that ServiceNow resources are provided a safe workplace and working environment in compliance with health and safety laws. The Customer shall indemnify ServiceNow and keep ServiceNow indemnified fully at all times against any loss, injury, damage, or costs suffered, sustained or incurred by ServiceNow resources in relation to any loss, injury, damage, or costs arising out of any act or omission by the Customer or its employees, contractors or agents during provision of the Services on-site.

Any request for on-site Signature SAM support during off-business hours require at least 2 weeks’ notice.

Travel expenses incurred for visits to destinations outside of the customer’s specified location will be reimbursed by the customer. ServiceNow shall conform to the customer’s travel and expense policy provided in advance and shall keep commercially reasonable records of all expenses.

Program Exclusions

ServiceNow's Signature SAM does not include Customer Success Packages, Education Services, Customer Outcomes, Professional Services, or Subscription Service use rights.

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 the customer and its users relating to the ServiceNow product or services.

SIGNATURE SUPPORT ACCOUNT MANAGEMENT WARRANTY. ServiceNow warrants that during the Subscription Term the Signature SAM package purchased by the customer will be delivered in a competent and workmanlike manner in accordance with all material requirements set forth in this Service Description. The customer shall notify ServiceNow in writing of any breach within thirty (30) days after performance of the non-conforming Signature SAM activity. Upon receipt of such notice, ServiceNow, at its option, shall either use commercially reasonable efforts to re-perform the Signature SAM activity in conformance with these warranty requirements or shall terminate the Signature SAM package and refund to the customer any prepaid fees covering the remainder of the Service Period after the date of termination. This Section sets forth the 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 SUPPORT ACCOUNT MANAGEMENT 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 SUPPORT ACCOUNT MANAGEMENT AND ANY ACCOMPANYING DELIVERABLES WILL MEET THE REQUIREMENTS OF CUSTOMER OR OTHERS.

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 SIGNATURE SUPPORT ACCOUNT MANAGEMENT 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 SIGNATURE SUPPORT ACCOUNT MANAGEMENT PACKAGE 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 SUPPORT ACCOUNT MANAGEMENT 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.

Support Account Management Terms and Conditions

The customer agrees to pay the total fee amount on the related Order Form, if purchasing directly from ServiceNow. ServiceNow will provide the Signature Support Account Management package as described herein limited to those ordered on the ordering document: (i) if the 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 the 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/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 Signature Support Account Management package 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 SUPPORT ACCOUNT MANAGEMENT SERVICES FEES SHALL EXPIRE WITH NO FURTHER CREDIT OR REFUND AND SHALL HAVE NO VALUE THEREAFTER.

NOTWITHSTANDING ANYTHING TO THE CONTRARY IN THE AGREEMENT OR AN ORDERING DOCUMENT, SOLELY TO THE EXTENT NECESSARY TO PROVIDE ANY HEALTHSCAN SERVICES TO CUSTOMER (AS APPLICABLE), CUSTOMER ACKNOWLEDGES THAT SERVICENOW MAY AGGREGATE AND TRANSFER CERTAIN CUSTOMER DATA, WHICH MAY CONTAIN CERTAIN PERSONAL DATA, NECESSARY FOR THE PERFORMANCE OF HEALTHSCAN FROM CUSTOMER'S INSTANCE OF THE SUBSCRIPTION SERVICE TO A CENTRALIZED SERVICENOW INSTANCE, WHICH MAY BE HOSTED IN A JURISDICTION OUTSIDE OF CUSTOMER'S ORIGINATING DATA CENTER HOSTING LOCATION. SUCH CENTRALIZED INSTANCE SHALL BE SUBJECT TO ALL DATA PROCESSING AND DATA SECURITY OBLIGATIONS THAT ARE APPLICABLE TO CUSTOMER'S PRODUCTION INSTANCES OF THE SUBSCRIPTION SERVICE AS SET FORTH IN THE AGREEMENT. ADDITIONAL ACCESS AND INFORMATION WILL BE REQUIRED FROM CUSTOMERS IN SELF-HOSTED ENVIRONMENTS, INCLUDING ACCESS OF LOCAL INSTALLATION OF SERVICENOW HEALTHSCAN SCRIPTS AND THE TRANSPORT OF DATA OUTSIDE OF THE CUSTOMER'S ON-PREMISES INSTANCE TO A SERVICENOW HEALTHSCAN CENTRALIZED INSTANCE FOR ANALYSIS.

