Guide to learning credits

Learning credits (LCs) are the currency that you use to purchase any training solution provided by ServiceNow Training and Certification. We know our most successful customers upskill their teams to build, run, and use the Now Platform. A trained and proficient team can help you optimize your investment in ServiceNow and position your organization to achieve business objectives. Learning credits make managing your training plan easier and more impactful by:

- Eliminating the need to allocate training funds on an ad hoc basis
- Reducing required administrative resources
- Providing the value of bulk purchasing

Start your path to success by creating an enterprise training plan

1. **Build a foundation for success**
   - Upskill up your implementation team
   - Raise awareness and excitement about upcoming changes

2. **Go live with confidence**
   - Excite and empower users to do their jobs in the Now Platform
   - Minimize business disruption at go-live

3. **Never stop learning**
   - Support continued platform governance, health, and growth
   - Provide advanced training and certifications

4. **Action on your plan by building a team of ServiceNow experts**

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ServiceNow Fundamentals did a great job of introducing the fundamentals of a complex and powerful platform.

**Jim McBee**
Principal and Manager, Ithicos Solutions,

**Why ServiceNow?**
Employing years of training experience, we work with your team to plan the optimal training offering to make your investment a success. We make training and adoption easy.

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**The value of training**

**88%**
Agree that training had a positive impact on their abilities to be successful in their job

**92%**
Agree that they have confidence with the platform after completing training

**96%**
Have learned new capabilities from training

Source: TechValidate Customer Survey with ServiceNow

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**Our expertise and experience**

**9.2/10**
Average customer satisfaction score for instructor-led courses

**35,000+**
Students trained in instructor-led courses in 2021
Learning Credit Price Details

1 Learning Credit = $1 (USD)

**Public Technical Training**
- 2-day class: 1,700 LCs
- 3-day class: 2,400 LCs
- Adopting a Platform Owner Mindset: 1,700 LCs

**Private Technical Training**
- 2-day class: 12,000 LCs
- 3-day class: 18,000 LCs
- Adopting a Platform Owner Mindset: 20,000 LCs

Private classes can accommodate up to 16 students. Reasonable travel and expense costs will be incurred for onsite private classes. Tailored training courses can be created for your needs by combining modules from multiple courses.

**On-Demand Training**
- On-Demand Fundamentals / Implementation courses: 300 LCs / 500 LCs

On-Demand fees are only applicable to select courses only; see Now Learning for details.

**Mainline Certification Vouchers**
- CSA, CAS, CAD: 300 LCs
- Certified Implementation Specialist (CIS): 450 LCs
- Annual Certification Maintenance Fee: 200 LCs

Vouchers can only be purchased upon completion of the related technical training course. Voucher is included in the price of applicable live courses. Annual maintenance fees apply per person. Partners may be eligible for discounts.

**Custom Training and Adoption Services**
- Content development (includes one day of training delivery): 14,000 LCs
- Rapid Training (includes one day of demo-based delivery): 8,500 LCs
- Additional training days*: 2,000 LCs (per day)
- Quick reference card (QRC): 2,000 LCs
- Recorded demonstration videos (RDVs): 4,000 LCs or 11,200 LCs
- Custom on-demand training*: 16,000 LCs or 25,000 LCs
- Adoption Toolkit (includes template sets for one business unit): 15,000 LCs
- Adoption Toolkit Accelerator (add-on): 10,000 LCs
- Change enablement engagement (Tiered packaged offering, based on customer scope): Between 60,000 – 95,000 LCs

* Process user training is sold per process unless otherwise noted.
† Price when purchased with corresponding content development.

Start your training and adoption journey today with our extensive portfolio of courses

- All learners can start their training journey by registering on Now Learning
- View technical training courses, available on-demand or live with an expert instructor.
- View custom training and adoption solutions to your boost your implementation and maximize return on investment.

Resources to help plan and execute your training plan

- Roles and Responsibilities in the Now Platform
- Platform Team Estimator
- Learning paths by role
- Now Create

Additional Details

- LCs are valid for 12 months from the date of purchase unless otherwise stated.
- LCs can be applied to on-demand courses and their associated exam voucher (if applicable).
- Exam vouchers are included with instructor-led courses (public and private).
- LCs cannot be applied to Knowledge conference tickets or Now Learning Live.
- View the learning credits terms and conditions

Need more information or help with your training plan? Contact us at:
customtraining@servicenow.com

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