How do I find potential certified partners?

Questions addressed
Page 1:
• What is a certified partner?
• What should I look for to find the right certified partner?

Page 2:
• How do I come up with a list of potential certified partners?

What is a certified partner?
A certified partner is a vendor that is registered in a ServiceNow Partner Program and meets a strict set of qualifications that ServiceNow frequently reassesses. ServiceNow verifies which partners have the experience and expertise needed to deliver successful ServiceNow implementations based on criteria like:

• Product implementation expertise (e.g., Performance Analytics, HR Service Delivery, Customer Service Management, ITSM, etc.)
• Number of certified professionals (by product) and authorized trainers
• Customer satisfaction rating
• Customer success stories
• Country and regional coverage

Having a certified partner in place will help your implementation go smoothly and deliver value quickly.

What should I look for to find the right certified partner?
The right certified partner is one that can support your specific project and the unique needs of your organization. Before you start looking, answer three questions to define what you need in a partner:

1. What skills and experience do you expect from your partner?
   • Expertise in the ServiceNow product(s) the partner will implement (e.g., ITSM, HR Service Delivery, etc.)
   • Number of ServiceNow certified professionals on staff
   • Relevant industry expertise

2. What you need your partner to do during implementation?
   • Process and data mapping
   • Project management
   • Training (e.g., knowledge transfer, platform training, user training)
   • Organizational change management (OCM)
   • Defining ServiceNow governance

3. What ongoing support do you need from your partner?
   • Technical support (e.g., in-person, service portal, chat, email, phone, and mobile)
   • Break/fix expectations (e.g., SLAs)
   • Partner availability (e.g., serves your time zone, available for on-site meetings, etc.)

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please contact us.
How do I come up with a list of potential certified partners?

Start by…
Reviewing options on the ServiceNow Find A Partner website (Note: All currently certified ServiceNow partners are listed here). Use the drop-down options to tailor your search to meet your specific needs.

Next, engage with ServiceNow by…
• Contacting your ServiceNow account executive for referrals
• Attending ServiceNow events such as Knowledge, Now at Work, and SUGs for opportunities to engage with partners directly and talk to other customers about their partner experiences
• Using groups like the ServiceNow Community to get customer references when needed

Then, validate with third-party resources by…
• Talking with reference customers who are willing to share their experiences
• Obtaining and reviewing partner success stories
• Reviewing customer satisfaction ratings and testimonials or references from prior ServiceNow implementations
• Researching partners on sites like Hoovers

Related resources
• Success Playbook – Partner selection and management
• Webinar – Find, manage, and coordinate capable, certified partners
• Strategic Technology Alliances