Premier Customer Success Package

Our highest level of service, support and expertise from an exclusive ServiceNow team

The ServiceNow Premier Customer Success Package (Premier Success) is our top-tier success package. It includes a success team with our premier engagement levels providing business and technical advisory services and proactive product support tailored to your environment and requirements. Your Premier Success team consists of a Success Architect, a Platform Architect, and a Support Account Manager. The team works alongside your in-house resources to deliver prescriptive guidance across nine success focus areas that are proven to drive greater value and are essential to achieving your digital transformation goals.

Success focus areas

- Strategy and roadmap
  - Strategy support
  - Roadmap development
  - Business alignment

- Value management
  - Value realization criteria
  - Industry benchmarking
  - Value validation support

- Governance
  - Program governance
  - Technical governance
  - Platform operating model

- Partner strategy
  - Partner engagement strategy

- Implementation
  - Implementation strategy
  - Success plan

- Program design and enablement
  - Organization readiness
  - Resource enablement and certification

- Environmental and platform health
  - Platform design guidance
  - Technical guidance
  - Configuration review

- Support management
  - Case management
  - Performance management
  - Upgrade support

- Training and adoption
  - Training discount
  - Adoption toolkit

Aligned to our proven success methodology

The first step is a Success Readiness Assessment to prioritize the success focus areas that will create the greatest value for your organization. From there, the Success Architect leads the creation of a success plan, prioritizing and sequencing the success team and success focus areas to achieve your desired outcomes. The Success Architect will also keep the plan aligned with our proven success methodology to help you realize value faster and get the best possible results.

Your success team

With Premier Success, your team consists of three people who each provide distinct expertise but work together to help you achieve your desired outcomes.

<table>
<thead>
<tr>
<th>Success Architect</th>
<th>Platform Architect</th>
<th>Support Account Manager</th>
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<tbody>
<tr>
<td>An experienced digital transformation advisor driving success and accelerating value through implementation strategy, program governance, value management, and more. Works remotely with your organization an average of four days per week.</td>
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<tr>
<td>A technical expert providing technical guidance and technical governance advisory to develop a strong technical foundation to achieve your desired outcomes. Works remotely with your organization an average of four days per week.</td>
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<td>A dedicated product support expert helping to keep your environment performing optimally and ready for future demands. Actively manages cases to quick resolution through strong relationships with support, engineering and operations. Assist in preparing for successful upgrades and other events.</td>
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Other ServiceNow subject matter experts may periodically assist your Premier Success team in completing activities in one or more of your success focus areas.

Premier Success includes a total of eight site visits (including travel expenses) over a one-year term from either the Success Architect or Platform Architect to collaborate directly with your team. The Support Account Manager also performs quarterly on-site reviews during each one-year term.

The right experts with the right focus

Each success team member is responsible for prescriptive guidance and specific activities within designated focus areas. You can tailor the execution of these activities to meet the needs and goals of every stage of your digital transformation.

Benefits

- A focus on value
  - Our prescriptive guidance based on our experience with thousands of successful customer engagements helps you realize greater value.

- Premier success team
  - It includes a success team with our premier engagement levels providing business and technical advisory services and proactive product support tailored to your environment and requirements.

- A flexible engagement
  - You decide how you want to use your team within our recommended success focus areas to solve your most pressing needs and address your greatest opportunities.

- Unmatched technical proficiency
  - Your team works with ServiceNow developers to turn your vision into reality and build a healthy and high-performing environment.

- Our highest level of product support
  - Our most extensive offering for managing technical issues and delivering expert support for ServiceNow upgrades helps keep your ServiceNow instance current and healthy.
In addition to the activities performed by your success team, the package includes training discounts and adoption tools to help you build the needed skills and accelerate product adoption across your enterprise.

**Success Architect**

- **Strategy and roadmap**
  - Develops and maintains plan outlining the initiatives for how ServiceNow can contribute to your strategy
  - Establishes and maintains a roadmap for the adoption of new applications and application enhancements

- **Value management**
  - Assists in defining value realization criteria and providing industry benchmarks aligned with your priorities and business objectives
  - Assist in envisioning, creating, validating, and championing target areas of business improvement opportunities with the ServiceNow platform

- **Program governance**
  - Contributes to program- and executive-level steering committee(s) to drive outcome realization
  - Participates in program governance to help evaluate new ideas and demands against platform suitability and priority
  - Assists with design of platform governance model to support your priorities related to the ServiceNow applications and platform
  - Supports development of a platform operating model including organizational structure, processes, and capabilities
  - Guides development of operating processes, playbooks, and standard operating procedures

- **Partner strategy**
  - Guides partner engagement strategy to support your business priorities and desired outcomes

- **Implementation**
  - Supports development of an implementation strategy and success plan

- **Program design and enablement**
  - Advises on organizational readiness to support your organizational change management strategy
  - Guides resource enablement and certification plan for the platform

**ServiceNow Platform Architect (PA)**

- **Platform governance**
  - Analyzes and translates your business and technical requirements into a ServiceNow architectural blueprint to support your strategic objectives
  - Defines, guides, and supports the execution of your technical governance processes
  - Helps develop standards and practices for maintaining the ServiceNow architecture model
  - Assists in developing standards and practices for maintaining the health of the ServiceNow platform
  - Supports design and implementation of a platform operating model focused on successful go-live, end-user adoption, and ongoing support
  - Provides technical evaluation of demands against ServiceNow platform architecture, platform capabilities, and best practices

**Training and Adoption**

Premier Success gives you access to the Adoption Toolkit, including change enablement and training template sets, to provide a head start on design and execution of your adoption program.

Also included with this package is a 20% discount on all ServiceNow training and 300 learning credits for any training product.

**How to engage?**

The Premier success team is ready to help you achieve exceptional outcomes with ServiceNow from the start of your implementation through platform operations and expansion. Engage now with ServiceNow to learn more about how the Premier Customer Success Package can help your organization succeed.

[www.servicenow.com](http://www.servicenow.com)

[successofferings@servicenow.com](mailto:successofferings@servicenow.com)
Environment and platform health
- Guides ServiceNow Platform design, including considerations for integration and performance
- Assesses architecture and solution designs to support your objectives including alignment with ServiceNow implementation best practices
- Offers guidance on prototyping and accelerating time from design to deployment
- Provides technical guidance in platform development and platform-wide solutions
- Advises on configuration and coding standards
- Supports remediation of configurations not aligned to ServiceNow best practices
- Assesses instance health (performance, manageability, usability, scalability, upgradability, and security) by conducting ServiceNow HealthScan

ServiceNow Support Account Manager (SAM)

Problem and change management
- Single point of contact dedicated to your account for support, operations, and escalated issues for fast resolution
- Actively manages and analyzes cases, problems, and changes
- Reviews and delivers root cause analysis for priority one cases
- Conducts weekly or bi-weekly operational reviews
- Provides quarterly summary of cases, problems, changes, and real availability
- Delivers periodic support reviews (4 site visits per year)

Performance management
- Provides daily performance management with monthly performance metrics reporting, including guidance on best practices
- Organizes a comprehensive platform review identifying potential performance issues and specific points for resolution and prevention

Product and upgrade support
- Coordinates discussions with ServiceNow product and functional experts to review roadmaps and align with ServiceNow best practices
- Assists with upgrades, including the review of upgrade readiness and guidance on upgrade best practices

Starting with Premier Success
Your experience with the Premier Success Package can start with your implementation—where the success team advises on your implementation decisions—or can start at any time during your ServiceNow journey. Once engaged, Premier Success runs concurrently with your ServiceNow subscription.