ServiceNow Fulfiller Training
Quick Reference Guide

Fulfiller Training Explained
This program is ideal for customers who want best practice training content and delivery for the fulfillers of different processes and modules they have implemented in ServiceNow.

Using a customer’s screen shots and workflows, ServiceNow provides tailored content development and delivery on how to perform tasks as part of a process. For example, how to create and assign an incident within incident management.

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>DESCRIPTION OF TRAINING CONTENT</th>
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</thead>
<tbody>
<tr>
<td>Incident Management</td>
<td>Record, classify, distribute, and manage incidents through to resolution.</td>
</tr>
<tr>
<td>Problem Management</td>
<td>Record, classify, distribute, and manage problems through to resolution.</td>
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<tr>
<td>Change Management</td>
<td>Create, assess, authorize, and implement changes.</td>
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<tr>
<td>Configuration Management</td>
<td>Identify, record, and maintain configuration items and their relationships.</td>
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<tr>
<td>Knowledge Management</td>
<td>Create, store, publish, and manage articles.</td>
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<tr>
<td>Service Catalog and Request Management</td>
<td>Approve and fulfill requests for services defined and presented in the Service Catalog.</td>
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<tr>
<td>Asset Management</td>
<td>Manage the life cycle of an asset from request and procurement through retirement.</td>
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<tr>
<td>Project Portfolio Management</td>
<td>Set up projects and project portfolios and track their performance.</td>
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<tr>
<td>Release Management</td>
<td>Release hardware and software into the IT infrastructure.</td>
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</table>

Example
Leverage ServiceNow’s award-winning team to produce custom training content “faster, better, and cheaper”. Each process costs $8,000 USD to develop training content and $2,000 USD per day to train.

For example, a Train-the-Trainer session with 15 people for incident, problem and change management would cost $26,000 USD—3 processes x $8,000 USD plus 1 day of delivery x $2,000 USD.

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Offerings
A successful ServiceNow experience begins with a solid foundation. ServiceNow offers training solutions designed to match the customer’s skill level, learning style and schedule. A comprehensive catalog of instructor-led and virtual classrooms, and self-paced, online learning programs include real-world scenarios to give customers practical experience.

<table>
<thead>
<tr>
<th>CLASSROOM TRAINING</th>
<th>VIRTUAL CLASSROOM TRAINING</th>
<th>TRAIN-THE-TRAINER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees are trained by a certified instructor onsite</td>
<td>Attendees are trained by a certified instructor in a virtual classroom</td>
<td>Customer trainers are trained by a certified instructor; onsite or virtually</td>
</tr>
</tbody>
</table>

Handling Objections
“There is no budget for training.”
Can the business afford NOT to train staff? One of the top 5 reasons that IT projects fail is the lack of training.

“Our training department are experts at providing this type of training.”
ServiceNow can help shorten implementation timelines by providing high quality training content and delivery that incorporates best practices.

“ServiceNow is supposed to be easy to use – why is training necessary?”
End user training is probably not necessary due to the intuitive user interface. However, fulfillers need more formal training to provide consistency in day-to-day operations and understand processes and steps.

Customer Quote
“We expected that ServiceNow would be able to create training materials much much faster than we could, because they have templates available and they know exactly what users need to know. But their ability to absorb our processes, their quick turnaround and the high quality of their documentation exceeded our expectations.”
Michael Badstieber
Project Manager, Knorr-Bremse

LEARN MORE
2. Call your ServiceNow account executive.
3. Access the Fulfiler Training page on our website or check out our community site under Knowledge.