

ServiceNow Sales Partner Program

Program Highlights

- Multi-tier Partner Program
- Access to ServiceNow Partner Portal
- ServiceNow Demo Instances
- Opportunity Registration
- Appropriate for Referral, Resale or Managed Service Providers
- Find a Partner listing on ServiceNow website
- Access to marketing tools and resources



Join the ServiceNow® partner ecosystem and together we will revolutionize the way people work. When you partner with ServiceNow, you align forces with the fastest growing cloud company providing service management for every department in the enterprise—all delivered through the Enterprise Cloud.

Now is the perfect time to market and resell ServiceNow products and services. In the last four years, ServiceNow grew revenue by over 60% year over year to reach \$1 billion in 2015. And this is only the beginning. By 2020, the vision is to become a \$4 billion company. Join the Service Revolution!

Join and gain access to valuable resources

Become a Sales Partner and gain access to sales resources to help you submit customer referrals, qualify to resell ServiceNow solutions, or offer outsourcing and managed services. The program offers multiple tiers with benefits commensurate with your level of commitment. Register more

opportunities, achieve revenue goals, train your sales and pre-sales staff, and enjoy the rewards of a successful partnership with ServiceNow.

Knowledgeable Team – Key to Success

There is no substitute for a well-trained and highly motivated sales force. ServiceNow offers a number of sales and pre-sales training courses to build competence, drive sales, and provide support to our mutual customers. These courses are organized in learning paths that make it easy for your staff to achieve the required Sales and Pre-Sales Accreditations.

Apply for the Sales Partner Program

Register to create a ServiceNow account and apply for the ServiceNow Sales Partner Program by going to <http://partner.servicenow.com/>

Questions?

Contact the ServiceNow Sales Partner Program team for questions or to request additional information at partnerprograms@servicenow.com

“A leader in Enterprise Service Management (ESM) – ServiceNow is positively and proactively leading and driving the industry forward in using ITSM technology and practices beyond IT”

– [ITSM Review](#)

Program Requirements At-a-Glance

Partners qualify for a program tier by meeting global requirements across their business entities within a ServiceNow geography and market designation.

Annual Requirement	Registered	Bronze	Silver	Gold
Minimum Revenue achievement	-	\$	\$\$	\$\$\$
Minimum number Sales Accreditations	-	•	•	•
Minimum number Pre-Sales Accreditations	-	•	•	•
Submit minimum number customer success stories	-	•	•	•

Program Benefits At-a-Glance

The following table outlines program benefits available to participants in the Sales Partner Program

Benefit	Registered	Bronze	Silver	Gold
ServiceNow Partner Demo Instances	•	•	•	•
Eligible to refer opportunities to ServiceNow	•	•	•	•
Eligible to resell ServiceNow with discount*	•	•	•	•
Find a Partner Listing on ServiceNow website	•	•	•	•
Eligible to sponsor ServiceNow events**	•	•	•	•
Eligible for new partner and tier upgrade press releases	-	•	•	•
PartnerNow Sales Program tier logo	-	•	•	•
Eligible to access co-branded templates and materials	-	-	•	•
Eligible to participate in joint marketing planning	-	-	•	•
Eligible for Partner-led marketing co-funding, proposal based	-	-	•	•
Eligible for joint webinars or training events	-	-	-	•
Expanded Find a Partner Landing page	-	-	-	•

* Requires approval as a ServiceNow Resale Partner

** Event sponsorships: Knowledge; ServiceNow Sales Kickoff with requirements; Does not include ServiceNow AMS User Groups (SNUGs). All sponsorship requests accepted at the discretion of ServiceNow.