

# ServiceNow Services Partner Program

## Program Highlights

- Multi-tier Partner Program
- Access to Partner Portal
- ServiceNow Demo Instances
- Opportunity Registration
- Professional Services Referral Opportunities
- Find a Partner listing on ServiceNow website
- Eligibility to Sponsor ServiceNow Events
- Services Partner Program Logo



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 build successful ServiceNow practices in consulting, outsourcing, subcontracting, or application development. In the last four years, ServiceNow grew revenue by over 60% year over year to achieve \$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 Services Partner and gain access to resources to help you build, market, implement service management solutions and provide professional services to ServiceNow customers. The program offers multiple tiers with benefits commensurate with your level

of commitment. Register and complete more implementations, achieve high ServiceNow Customer Satisfaction (CSAT) ratings, certify your technical staff, and enjoy the rewards of a successful partnership with ServiceNow.

### Qualifications – Key to Success

Get your team certified and accredited, and advertise to your target markets that you have expertise delivering successful ServiceNow implementations. ServiceNow offers a number of certifications for System Administrators, Implementation Specialists, Instructors, and Technical Architects to ensure competence and smooth delivery of ServiceNow implementations to our mutual customers. Training for each certification is available at a discount to eligible partners directly from ServiceNow or through ServiceNow Authorized Training Partners. Additionally, accreditations give recognition to specific applications or suite of applications, allowing customers to identify you for the disciplines in which your team specializes. Accreditations are available at no cost to all our partners.

### Apply for the Services Partner Program

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

### Questions?

Contact the ServiceNow Services Partner Program team for questions or to request additional information at [partnerprograms@servicenow.com](mailto:partnerprograms@servicenow.com)

*“ServiceNow’s cloud platform is a great foundation for enterprise service management solutions and this has been proven time and again with our clients from large Financial Service and Healthcare organizations to Universities. As a Silver Services Partner, Acorio benefits from a close working relationship with ServiceNow that helps us penetrate the market and deliver high quality consulting, applications, and custom technical solutions.”*

– Sven Ingard, Acorio

### Program Requirements At-a-Glance

Partners qualify for a Program tier by meeting global requirements for their registered business entities.

Item	Registered	Bronze	Silver	Gold
Minimum number of registered implementations	-	3	20	40
Minimum number of completed implementations	-	2	15	30
Minimum number of Customer Satisfaction Survey responses	-	2	15	30
Average Customer Satisfaction Score (out of 10)	-	8.0	8.2	8.4
Minimum number of Certified System Administrators	-	•	•	•
Minimum number of Certified Implementation Specialists	-	•	•	•
Minimum number of ServiceNow Product Implementation Competencies	-	•	•	•
Minimum number of Certified Authorized Trainers	-	-	-	•
Minimum number of Technical Architects	-	-	-	•

### Program Benefits At-a-Glance

The following table outlines Program benefits available to participants in the Services Partner Program.

Item	Registered	Bronze	Silver	Gold
Eligible to refer opportunities to ServiceNow	•	•	•	•
ServiceNow Partner Demo Instance	•	•	•	•
Find a Partner Listing on ServiceNow website	•	•	•	•
Eligible to sponsor ServiceNow events*	•	•	•	•
Receive Education Services Training Discount**	-	•	•	•
Eligible to join Authorized Training Partner Program, if qualified	-	•	•	•
PartnerNow Services Program tier logo	-	•	•	•
Eligible for new partner and tier upgrade press releases	-	•	•	•
Eligible to be featured in the ServiceNow Professional Services internal newsletter	-	•	•	•
Eligible for preferred and teaming opportunities from Professional Services	-	-	•	•
Eligible for Strategic Business Reviews	-	-	2x/Year	Quarterly
Early access to Professional Services Enablement	-	-	-	•
Access to Professional Services Partner Champion	-	-	-	•
Eligible for inclusion in Services Partner Roundtables	-	-	-	•

\*Knowledge; ServiceNow Sales Kickoff with requirements; ServiceNow AMS User Groups (SNUGs) Bronze tier or above. All sponsorship requests accepted at the discretion of ServiceNow.

\*\*Some exclusions apply.