TRAINING AND CERTIFICATION

Build expertise and realize ROI faster
People are at the heart of your success. With training and certification, your teams will learn to master ServiceNow capabilities through hands-on, real-world instruction designed to help you meet your business objectives.

We provide support for each stage of your ServiceNow journey and for each role within your teams.
According to Gartner, one of the top five reasons that IT projects fail is inadequate change management and training.

- **80%**: Average project success rate when 1.5% of project budget added for training.
- **6X**: More support is required for untrained users than trained users.
- **25%**: Of performance degrades after 4 years without ongoing training.

“This training took me from being terrified of our upcoming implementation to being confident that our team can manage it.”

Source: International Data Corporation
Why ServiceNow

Incorporating lessons learned from hundreds of implementations of all sizes and industries, our agile approach accelerates user adoption, removes barriers, and reduces the risk of project failure.

"Best decision I made was to use ServiceNow to help prepare the training and provide the train-the-trainer capabilities."

– Executive Sponsor, ServiceNow customer

94%

Of trained customers have experienced a positive impact on their ability to be successful in their job in relation to ServiceNow products*

96%

Of trained customers learned new capabilities as the result of ServiceNow training*

9.4/10

Average customer satisfaction score for instructor-led courses

*Source: ServiceNow TechValidate Survey 2020-2021
What We Offer

On Demand Learning
Hundreds of self-service, on-demand courses, organized by learning path and role

Now Assist
Get instructor and community support to help you complete an on-demand course and achieve certification.

Technical Training
Skill up your technical and business team members to administer, implement, manage, and grow the platform.

Certification
Invest in your employees through industry-recognized certifications.

Custom Training
Prepare your process and end users through hands-on, just-in-time training in your company’s ServiceNow instance.

Change Enablement
Leverage our consulting experts to apply our proven change enablement methodology focused on user adoption that achieves your business outcomes.

Accelerators
Accelerate user adoption with our guided workshops, tools, templates and out of the box training.
On Demand Learning

Explore options to accelerate your learning. Take on-demand courses, sign up for live classes taught by ServiceNow experts, and choose your learning path.

Self-Paced, On-Demand Courses
Private Tailored Sessions
Virtual or Classroom Instructor-Led Courses
Hands-on Simulators

Go Further With Now Learning

Whether you are just starting with ServiceNow or are brushing up on certain skills, Now Learning offers a more personalized experience. Choose your role specific certification path and experience hands-on live and on-demand classes.

Enhanced functionality coming in September 2021, including improved search and personalized recommendations

Visit Now Learning
What We Offer

Now Assist

WHO?
• Anyone at any level interested in learning about the ServiceNow Platform

WHEN?
• Any time during your ongoing ServiceNow learning journey

WHY?
• Obtain new skills
• Learn the platform
• Guidance and support to help you complete the course
• Get certified

Visit Now Learning

Now Assist

Blended, prescriptive, expert-led training program that gives you a 2-week plan for success.

Enrollment in a paired on-demand course

Four, live webinar sessions over a 2-week period

Access to a course-specific private community forum

Instructor support and interaction with fellow learners

Now Assist courses available on Now Learning

ServiceNow Fundamentals
Customer Service Management Fundamentals
Project and Portfolio Management Fundamentals
ITSM Fundamentals
ServiceNow Platform Implementation
CMDB Fundamentals

Visit Now Learning
What We Offer

Technical Training

WHO?
- Platform team members from IT and the business who will design, build, and maintain the platform
- Testers and super users

WHEN?
- Our expansive portfolio is appropriate for all enterprise maturity stages and personal skill levels

WHY?
- Participate effectively in workshops; decrease wasted time on knowledge transfer; enable platform ownership; realize the power of the platform

See the instructor-led training catalogue
Choose whichever method works best for you

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<th>Private Instructor-Led</th>
<th>Public Instructor-Led</th>
<th>Private Now Assist for On Demand</th>
<th>Public Now Assist for On Demand</th>
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<tr>
<td><strong>Priced per class (up to 16 students per class)</strong></td>
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<td><strong>Free, except for select courses</strong></td>
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<td><strong>Access industry-leading learning across multiple product lines</strong></td>
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<td><strong>Learn core content aligned to certification exams</strong></td>
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<td><strong>Practice what you are learning in hands-on labs and simulations</strong></td>
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<td><strong>Receive course completion badge and showcase sought after skills on your Now Creator profile</strong></td>
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<td><strong>Live interaction with an industry-experienced instructor</strong></td>
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<td><strong>Learn from peers and network with others in the ServiceNow community</strong></td>
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<td><strong>Receive a course participant guide</strong></td>
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<td><strong>Receive a free certification exam voucher in applicable courses</strong></td>
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<td><strong>Host training exclusively for your employees, on-site or online at your location</strong></td>
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<td><strong>Enjoy personalized support from ServiceNow coordinators to schedule and run your session(s)</strong></td>
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What We Offer

Certification

**WHO?**
Technical platform users
- System Administrators
- Developers
- Implementers
- Application Specialists
- Business Process Analysts
- Master Architects

**WHEN?**
- After successfully completing associated courseware and hands-on experience

**WHY?**
- Increase expertise
- Support your ServiceNow platform with skilled and credible teams

Read the guide

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**Certification**

**Mainline Certifications**
Indicates cross-product and role-specific knowledge and skills; available after training pre-requisites
Proctored, comprehensive exam

**Delta Program**
Verifies release-specific knowledge; available to individuals with current mainline certification
Non-proctored, short online quiz

**Micro-Certifications**
Indicates knowledge in and skill in a specific specialty; available after training pre-requisites
Non-proctored, mid-size online exam

**Suite Certifications**
Shows capabilities across product bundles
Achieved through combinations of Mainline and Micro-certifications

**Expert Programs**
Indicates deep expertise in a complex, cross-product role; pre-requisites and application required
In-depth program and review board
What We Offer

Custom Training

WHO?
- Process users (fulfillers, ITIL users), process managers
- End users (employees, requesters)

WHEN?
- Material creation (in your instance) just before user acceptance testing (UAT)
- Delivery following UAT, just in time for Go Live

WHY?
- Avoid service disruption, drive platform adoption, increase customer satisfaction; accelerate time to value

Train-the-Trainer Onsite or Virtual
- Custom Content Development
- Recorded Demos
- Custom eLearning
- Custom Guided Tours
- Quick Reference Cards

Read the guide
What We Offer

Change Enablement

WHO?
- Enterprise-wide with a focus on sponsors, champions, platform teams, process users, and end users

WHEN?
- Part-time dedicated resource from project start (kickoff) through training delivery (~20 weeks)

WHY?
- Plan for change and communicate effectively
- Bolster internal support for change
- Send the right people to the right classes
- Prepare students for training
- Create excitement and drive user adoption

Read the guide
What We Offer

Accelerators

**WHO?**
- Business partners who will engage with ServiceNow (training, OCM, etc.)
- Process users (fulfillers, ITIL users), process managers
- End users (employees, requesters)
- Testers and Champions

**WHEN?**
- Adoption Toolkit & Accelerator: Ideally at the start of a project, during planning or early development
- Training Accelerator: Begin material development before user acceptance testing (UAT)

**WHY?**
- Accelerate user adoption with these rapid solutions that drive platform adoption, increase customer satisfaction and accelerate time to value

Training and Adoption Accelerators

**Adoption Accelerator:** Guided Workshops, Templates and Coaching

**Training Accelerator:** Customizable Training Packages

Read the guide
Excellent trainers, very well-structured courses to explain the concepts and value-added labs to practice the concepts enables students to come out of class with ready-to-action skills from respective courses.
– Team leader at a global electronics company

400+
Courses and certifications in our portfolio
Let our consultants build your enterprise training and adoption roadmap.
Email TrainingAE@Servicenow.com to start the conversation today.