## Learning Credits (LCs)

Learning credits (LCs) are the currency that you use to purchase any training solution provided within ServiceNow University. We know our most successful customers upskill their teams to build, run, and use the ServiceNow AI Platform.

A trained and proficient team can help you optimize your investment in ServiceNow and position your organization to achieve business objectives. Learning Credits make managing your training plan easier and more impactful by:

- Eliminating the need to allocate training funds on an ad-hoc basis
- Reducing required administrative resources
- Providing the value of bulk purchasing

### Start your path to success by creating an enterprise training plan:

1. Build a foundation for success
   - Upskill up your core platform team
   - Raise awareness and excitement about upcoming changes

2. Go live with confidence
   - Excite and empower users to do their jobs in the AI Platform
   - Minimize business disruption at go-live

3. Never stop learning
   - Support continued platform governance, health, and growth
   - Provide advanced training and certifications

4. Action on your plan by building a team of ServiceNow experts

**End users**
Service Portal, Employee Center

**Sponsors**
Execs, stakeholders

**Process users**
Fulfillers who complete tasks in your configured, live Now Platform instance

**Business users**
Define and align ServiceNow business requirements

**Technical users**
Configure, architect, and maintain the Now Platform

Least training per person

Most training per person

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"ServiceNow Training and Certification reduces the risk of knowledge being confined to a single person. It significantly boosts team empowerment, mastery, and skill growth."

IDC Customer Research, 2024

### Why ServiceNow?

Employing years of training experience, we work with your team to plan the optimal training offering to make your investment a success. We make training and adoption easy.

### The value of training

**88%** agree training had a positive impact on their abilities to be successful in their job

**92%** agree that they have confidence with the platform after completing training

**96%** have learned new capabilities from training

Source: TechValidate Customer Survey with ServiceNow

### Our expertise and experience

**2M**
customer users enabled by the ServiceNow User Adoption Team in 2024

**4.74/5**
average customer satisfaction score for instructor-led courses

**73,500**
Join the over 73K individuals who have earned a ServiceNow credential

# Your guide to learning credits (LCs)

## Learning credit price details

| 1 Learning Credit = $1 (USD) | |
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### Public Technical Training

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| 2-day class | 1,900 LCs |
| 3-day class | 2,700 LCs |
| Adopting a Platform Owner Mindset | 1,900 LCs |

### Private Technical Training

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| --- | --- |
| 2-day class | 13,500 LCs |
| 3-day class | 20,000 LCs |
| Adopting a Platform Owner Mindset | 22,000 LCs |

Private classes can accommodate up to 16 students. Reasonable travel and expense costs will be incurred for onsite private classes. Tailored training courses can be created for your needs by combining modules from multiple courses.

### Expert Programs

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| --- | --- |
| Architect Excellence (ArchX) | 2,500 LCs |
| Certified CRM Architect (CRMA) | 4,000 LCs |
| Certified Technical Architect (CTA) | 7,000 LCs |
| Certified Master Architect (CMA) | 17,000 LCs |

Expert Programs are sold at list price only. Discounted Learning Credits can only be used if the total Learning Credit purchase equals the full $ price of the program.

### High-Stakes Mainline Certifications

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| --- | --- |
| CSA, CAD, CPOA | 300 LCs |
| Retake attempts | 150 LCs |
| CIS Certification | 450 LCs |
| Retake attempts | 225 LCs |
| Annual Certification Maintenance Fee | 200 LCs |

Exam costs are payable during the registration process. Exam cost is included in the price of applicable live courses Annual maintenance fees apply per person. Partners and customer discounts may apply.

### User Adoption Solutions

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| --- | --- |
| User Adoption Package Tier 1 (one application )** | 40,000 LCs |
| User Adoption Package Tier 2 (two apps) ** | 75,000 LCs |
| User Adoption Package Tier 3 (three apps)** | 150,000 LCs |
| User Adoption Package Tier 4 (four or five apps)** | 225,000 LCs |
| Package Add-on: Recorded Demo Videos* | 14,000 LCs (20 minutes of content for 1 app) |
| Package Add-on: Instructor led training Delivery Day* | 2,700 LCs (per day) |
| Package Add-on: E-learning* | 35,000 LCs (approx. 1 hour course) |
| Package Add-on: Job aids* | 4,400 LCs (up to 5 for 1 application) |
| Package Add-on: Quick reference card* | 2,200 LCs (2-page QRC—1 application) |
| Package Add-on: Development Day | 2,200 LCs |
| Self Service Ready-to-go pack | 5,000 LCs (per pack) |

Offerings are sold per application unless otherwise noted.
* You can only purchase a package add-on to a package for the same application or applications for which content is being developed in the package.
** Packages can only be combined if a customer needs user adoption for more than 5 apps. If that's the case, please reach out to useradoption@servicenow.com for specific guidance.

## Start your training and adoption journey with our extensive portfolio of courses:

- All learners can start their training journeys by registering on ServiceNow University
- View technical training courses, available on-demand or live with an expert instructor
- Drive adoption by giving your users the knowledge they need to do their jobs successfully on the Now Platform. Learn more about our User Adoption solutions

## Resources to help plan and execute your training plan:

- My Team Training Planner
- Training Adminstration Guide
- Training Bundles
- Career Journeys
- Learning paths by role

## Additional details

- LCs are valid for 12 months from date of purchase unless otherwise stated
- Exam cost is included with instructor-led courses (public and private)
- LCs cannot be applied to Knowledge conference or pre-conference tickets
- View the learning credits terms and conditions

Need more information or help with your training plan? Contact us at:
training@servicenow.com

For User Adoption questions, contact us at:
useradoption@servicenow.com