

Service Provider Partner Program



The ServiceNow Service Provider Partner Program is ideal for participants who seek to operate an instance they license directly from ServiceNow and manage and/or operate for and on behalf of third parties who are their clients. It's also ideal for participants who seek to license ServiceNow instances from ServiceNow for the purpose of creating and operating their own distinct service(s) that they provide to third parties who are their clients.

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. ServiceNow is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. Join the Revolution!

Service Provider — Target Participants

The Service Provider Program is targeted at Participants that either:

- Seek to operate an instance that they license directly from ServiceNow (pursuant to the terms of the Program) that they manage and operate for and on behalf of third parties that are their Clients.
- Seek to license ServiceNow instances from ServiceNow (pursuant to the terms of the Program) for the purpose of creating and operating their own distinct service(s) that they provide to third parties that are their Clients.

Join and gain access to valuable resources

Become a Service Provider Partner and gain access to valuable resources to help you offer outsourced and managed services opportunities, achieve revenue goals, and enjoy the rewards of a successful partnership with ServiceNow.

ServiceNow offers a number of sales, pre-sales and delivery 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 accreditations and certifications.

Service Provider partners also gain access to Domain Separation Training to help enable participants to better leverage multi-tenancy as well as determine which use cases it applies.

Register more opportunities via deal registration, achieve revenue goals, and enjoy the rewards of a successful partnership with ServiceNow.

Apply for the Service Provider Partner Program

Register to create a ServiceNow account and apply for the ServiceNow Service Provider Partner Program at <https://www.servicenow.com/partners/become-a-partner.html>.

Questions?

Contact us with questions or to request additional information at partnerprograms@servicenow.com.

Program Highlights

- Grow your business with integrated, intelligent, and reliable services.
- Multi-Segment Program
- Comprehensive assessment criteria to help Participants identify activities, accomplishments, and commitments that demonstrate their ServiceNow investment.
- Access to restricted content on the ServiceNow Partner Portal, including Domain Separation Training
- Deal Registration and eligibility for registered discounts
- Rapid Response Quote Desk
- Access to marketing tools and resources
- Listing of company logo, profile, and expertise on the Partner Finder profile page (Specialist partners and above)
- Eligibility to Apply to Sponsor ServiceNow Events
- Partner Program Segment Badge to promote program membership (Specialist partners and above)

