



Vancouver Impact

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Impact

ServiceNow Impact is built on the Now Platform and combines customized service with a digital interface to help you realize the full potential of your instance. Receive tailored recommendations and guidance from our dedicated teams and experts on demand.

See the [Getting Started with ServiceNow Impact](#)  video for an overview of Impact.

Overview




Impact is a comprehensive value acceleration solution that provides relevant and immediate access content with the [Impact Digital Experience](#) (IDE). Track progress against your outcomes, share insights and industry benchmark comparisons, and make data-driven decisions to optimize your digital transformation journey.

Impact helps you realize impact faster across your business with proactive insights, prescriptive guidance, tailored training and recommendations, and premium technical support and tools. Maximize and accelerate the return on your ServiceNow investment through our software and human-led programs.

- Build and manage your personalized value journey with ServiceNow.
- Understand and prioritize your product capabilities.
- Receive proactive recommendations tailored to your business outcomes.
- Take command of your platform health.
- Collaborate with your Impact Squad, your extended ServiceNow team to map the course for your value acceleration journey.

See the [Getting Started with ServiceNow Impact](#)  video for an overview of Impact.

Get started

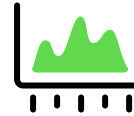
<div>Impact packages</div> <div></div> <div>Subscribe to one of three subscription packages for Impact, Guided, Advanced, and Total.</div>	<div>Impact operating model</div> <div></div> <div>Learn about the research-backed system of key activities, personalized to your organization, to help drive faster time to value with the ServiceNow platform.</div>	<div>Impact Digital Experience</div> <div></div> <div>Use the centralized, interactive portal where you can access your Impact tools and benefits.</div>
Impact Accelerators	Impact Developer Support	Impact Instance Observer



Accelerate usage and adoption of specific platform and product capabilities via applied demonstrations, personalized coaching, and best practices.



Access a ServiceNow Support Engineer who can assist in troubleshooting technical issues around existing platform customizations for Advanced and Total Impact packages.



Be empowered and keep track of your instance health and performance in near real-time, while also accessing historical insights, with this observability and performance monitoring tool.

Benefits

The Impact program has many benefits that are included with the subscription:

Benefit	Offerings
Impact Core	<ul style="list-style-type: none"> Impact Digital Experience Impact Squad Impact operating model
Experts on Demand	<ul style="list-style-type: none"> Impact Accelerators Advisory sessions Expert services discount
Platform Health and Monitoring	<ul style="list-style-type: none"> HealthScan Impact Instance Observer
Learning and Coaching	<ul style="list-style-type: none"> Adoption Toolkit Learning Credits On-demand training courses Technical certifications Training discount
Premium Technical Support	<ul style="list-style-type: none"> 24/7 Inbound Phone Support Impact Developer Support Enhanced case response time

Impact packages

ServiceNow Impact packages comprise support tools, self-help resources, human-led engagements, and credits, discounts, and additional benefits made available to you depending on the level of Impact package procured.

There are three subscription packages for Impact, Guided, Advanced, and Total. Regardless of the package, all Impact customers get:

- A great digital experience with value realization dashboards and intuitive journey builders.
- Personalized learning and coaching with curated content and tailored learning aligned to the customer's roadmap and role.
- A smart recommendation engine that provides proactive insights, prescriptive alerts, and custom recommendations.

Descriptions

If you have purchased an Impact offering, the applicable Impact Package description applies to your purchase.

Guided

- Entry-level offerings including the Premium digital experience, enhanced technical support, curated content, and training credit.
- Impact Squad: Customer Success Manager

Advanced



- Augments the Guided package with end-to-end technical support with tools like Instance Observer, developer support, advisory sessions, personalized content, and adoption tool kits and on-demand training and certifications.
- Impact Squad Team: Customer Success Manager, Success Architect, Platform Architect, and Support Account Manager

Total

- The complete solution with a designated expert team, personalized recommendations, preventative tools, and much more.
- Impact Squad Team: Success Architect, Platform Architect, Success Program Manager, and Support Account Manager

Accelerator consumption per Impact package

Depending upon the Impact package that you have purchased, there is an allotment of how many Accelerators from each sub-category that can be consumed consecutively.

Package	Description	Accelerator Consumption
Guided  Guided - Public Sector 	Entry-level offerings including the Premium digital experience, enhanced technical support, Impact Squad Customer Service Manager (CSM), curated content, and training credit.	1 at a time across all sub-categories

Package	Description	Accelerator Consumption
Advanced Accelerator - Public Sector ↗	Augments the Guided package with an Impact Squad team, end-to-end technical support, and tools like Instance Observer, developer support, advisory sessions, personalized content, adoption tool kits, and on-demand training and certifications.	3 total (1 of each sub-category concurrently at a time)
Total ↗ , Total - Public Sector ↗	Augments the Advanced package as the complete Impact solution with a designated expert team, personalized recommendations, preventative tools, and much more.	6 total (2 of each sub-category concurrently at a time)

See [Impact Accelerators](#) for additional information on Accelerators and sub-categories.

Impact operating model

The Impact operating model is a research-backed system of key activities, personalized to your organization, to help drive faster time to value with the ServiceNow platform.

Highlights

- Stay focused on your strategic vision with personalized outputs and recommendations.
- Prevent distractions with regular platform health, operational, and performance reviews.
- Enjoy flexibility to add business outcomes, reprioritize objectives, and adapt to the needs of your organization.

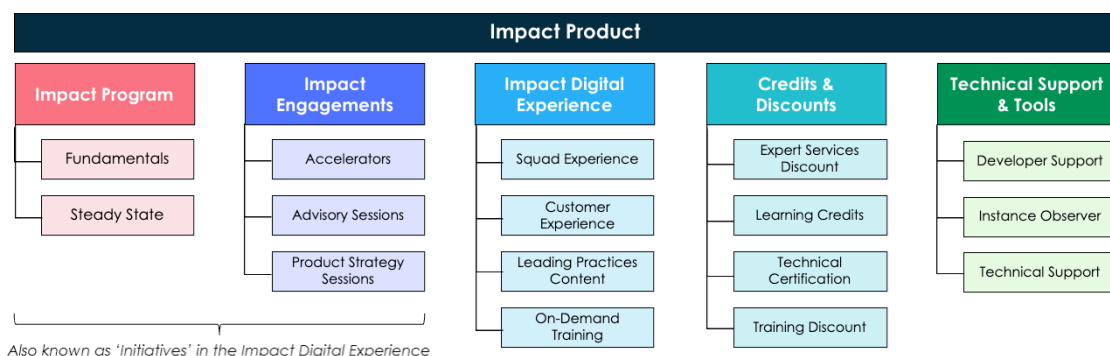
The Impact program is comprised of two phases, Fundamentals and Steady State. Fundamentals kicks off the experience and defines the value baseline, and the Steady State cadence keeps you on track with your Impact Plan and associated business goals.

Fundamentals

Provides guidance for initial engagement for both new or seasoned customers and sets a baseline analysis of your current state and clear next steps to speed up your time to value, laying the groundwork for every action you take on the platform.

Steady State

Our standard initiatives are executed in consistent, timely intervals to keep you on pace.



All of the Impact phases and deliverables are accessible using the IDE, the interactive portal where you access your Impact tools and benefits. See [Impact Digital Experience](#) for more information.

For information about Guided, Advanced, and Total packages, see [Impact packages](#).

Fundamentals

Kick off the onboarding experience and evaluate the current state of the targeted areas for analysis for your ServiceNow Platform.

Impact Program Kickoff educates and enables the core platform leaders and business stakeholders. The kickoff explains the Impact program and discusses the instance diagnostics and value blueprint that will be delivered as part of the system analysis. The Impact Digital Experience (IDE) is also introduced.

There are three key phases to kickoff the onboarding process, Clarity, Diagnose & Design, and Build & Launch:

1. Clarity:

- Explains the Impact program and the vast array of resources that are available, including Impact Accelerator introductions. See [Impact Accelerators](#) for more information.
- Comprised of meetings and deliverables designed to kickoff Impact.
- Occurs in approximately the first thirty days and strategic imperatives and desired business outcomes are validated.

2. Diagnose & Design:

- Impact Team gains knowledge of your strategic, operational, and technical goals and posture.
- A Value Blueprint is created translating your strategic imperatives into prioritized objectives, outcomes and metrics.
- An assessment of platform health and success readiness is performed.
- Occurs approximately between thirty to ninety days.

3. Build & Launch:

- Builds strong and trusting customer relationships that enhance customer success.
- Produces a tailored Customer Impact Plan to help achieve your ServiceNow investment objectives.
- Occurs approximately between thirty to 180 days, as these activities may occur alongside the Diagnose & Design activities.

Steady State

After completing Impact Fundamentals, certain activities continue quarterly and monthly for ongoing maintenance and success. Impact Steady State is the cadence that keeps you on track with your Impact Plan and associated business goals.

Our standard initiatives are executed in consistent, timely intervals to keep you on pace.

- **Operational Review:** A bi-weekly review of your support cases, problems, changes, ideas, upcoming patching, release, and upgrade information.
- **Performance Management & Recommendations:** A monthly analysis of performance metrics of your production instance, including comparison to benchmarks and recommendations to improve instance performance and system response.
- **Periodic Support Review:** A quarterly report of your cases, problems, changes, and real availability. Service metrics, instance performance data, and upgrade and patch information are included.
- **Quarterly Impact Review:** A quarterly report of the outcomes that Impact is delivering against your business priorities, including holistic support and value realization reviews.

Group Views

Impact enables multiple stakeholder groups within your organization to lead their own digital transformation.

For example, both your IT and Finance departments are able to define their own business objectives with Impact and present them to their respective leadership.

A stakeholder group is defined as the following:

- A logical, customer-defined group of customer stakeholders who share business objectives for the purposes of consuming the Impact product, for instance, HR and Finance.
- A subset of groups or equal to a single account; a Stakeholder Group may not include multiple accounts.
- An instance could be associated to one or more stakeholder groups.

Key benefits

- The Impact experience can be managed across your Group Views with the Impact Squad, including stakeholder groups and instances. Your customer homepage is personalized to the stakeholder groups relevant to you.
- Impact helps you accelerate your stakeholder groups' business objectives and manage value for these groups, including the initiatives and activities that contribute toward your Value Journey.
- Capabilities map is available on an instance level and shows capabilities maps for instances that are associated to stakeholder groups. Work with your Impact Squad to define for which instance a capabilities map will be created.
- Product Adoption Roadmaps can be associated to a stakeholder group making it easier to manage your roadmaps. See [Product Adoption Roadmaps](#) for more information.
- You can filter across stakeholder groups and instances and display a combined view of Impact across your organization.

Getting started

Start a conversation with your Impact Squad to learn more about and to enable the Group Views functionality.

Note: As a start, this functionality is available to selected customers. Discuss with your Impact Squad to learn more.

Impact core

Impact helps you realize impact faster across your business with proactive insights, prescriptive guidance, tailored training and recommendations, and premium technical support and tools.

Impact Digital Experience

Tailored to your organization and role, ServiceNow Impact delivers personalized value guidance where you get relevant and immediate access to the right content, at the right time, in a visually compelling digital experience. Track progress against your outcomes, share insights and industry benchmark comparisons, and make data-driven decisions to optimize the journey.

Built on the Now Platform, Impact leverages the breath of machine learning automation and analytic capabilities to help you realize value faster with preventative controls, proactive recommendations, and AI-enabled suggestions and alerts for platform health and optimization.

Impact Homepage

The screenshot displays the ServiceNow Impact homepage. At the top, there's a navigation bar with 'ServiceNow Impact' logo, a search bar, and user information for 'Lara Povey'. Below the navigation bar, there's a 'Key activities' section showing a 'Platform health scan completed for tst1prod' with a 'View report' link. The 'Value journey' section is divided into 'Business objectives' and 'Initiatives'. Under 'Business objectives', there are three cards: 'Drive efficiencies through Global Business Services' (Overall state: Green, Progress state: Work in progress), 'Decommission Legacy Systems Cost' (Overall state: Green, Progress state: Not started), and 'Optimize IT Service Delivery' (Overall state: Green, Progress state: Not started). The 'Platform health' section shows 'Overall instance health' at 99% with a 'No Data' warning. The 'Recommended capabilities' section shows a donut chart with 7 in use and 14 needing validation.

Activity Center

The Activity Center provides a comprehensive view of all the activities supporting your Value Journey, including conversations, tasks, notifications, files, and meetings. See [Activity Center](#) for more information.

Initiatives

Initiatives are workstreams that support your digital transformation. Typically shared by you and your squad, they can range from advisory sessions to Impact Accelerators to implementations of ServiceNow products.

Value Journey

Contains Business Objectives, which are high-level goals tied to measurable outcomes that help illustrate value over time. Your squad will help you understand where you are and what you can do to meet your objectives.

Business Key Performance Indicators (KPIs)

KPIs measure your estimated value realized across all of your business objectives. You and your Impact squad defines and enters your business KPIs during Impact Fundamentals.

Platform Health

View platform health performance trends and scores.

Benefits and Usage

Impact Benefits & Usage assist you to access the ServiceNow resources available to you, including Capabilities, Experts on Demand learning opportunities, developer support, Now Community, and more. See [Features](#) for more information.

Impact Squad

Your Impact Squad is a team of on-demand experts who work with you to take on your teams unique transformation challenges. See [Impact Squad](#) for more information.

Operating Model

The Impact Operating Model is a research-backed system of key activities, personalized to your organization, to help drive your fasted time to value with ServiceNow. See [Impact operating model](#) for more information.

Applications and features

[Impact](#)

[Impact packages](#)

[Impact Digital Experience](#)

[Impact Developer Support](#)

[Impact Instance Observer](#)

[Impact Accelerators](#)

[Impact releases](#)

Impact Digital Experience

The Impact Digital Experience is a centralized, interactive portal where you can access your Impact tools and benefits.

Overview

Included at the Guided, Advanced, and Total levels, the Impact Digital Experience is your centralized hub for all things Impact. With the Impact Digital Experience you can:

- Engage with your Impact Squad, a set of experts here to help you with achieving your business goals.
- Make better decisions throughout your ServiceNow journey with AI powered tools and real-world expert recommendations.
- Check that you're on the right track for success with our Business and Tech KPI metrics.
- Stay proactive with preventative measures and safeguards that protect and guide your digital value realizations.

Homepage

The screenshot displays the ServiceNow Impact homepage. At the top, there's a navigation bar with 'ServiceNow Impact' on the left, a search bar, and user information 'Lara Povey Doc Test ADVANCED' on the right. Below the navigation bar, there are several sections:

- Activity Center:** A dropdown menu with options like 'Initiatives', 'Value Journey', 'Business KPIs', 'Platform health', 'Resources', and 'Benefits & Usage'. A 'Start a Conversation' button is also present.
- Key activities:** A section titled 'Activities and deliverables that need your attention.' It features a card for 'Platform health scan completed for tst1prod' published by 'Test KPI Squad User (NOW)' on 2023-04-26, with a 'View report' link.
- Value journey:** A section titled 'Overview of the business objectives and initiatives supporting your Value Journey.' It contains three cards:
 - Drive efficiencies through Global Business Services:** Shows 'Overall state' as Green, 'Progress state' as 'Work in progress', 'Operational outcomes' as 0 total, 0 down, 0 up, and 'Owner' as Ketan Shah.
 - Decommission Legacy Systems Cost:** Shows 'Overall state' as Green, 'Progress state' as 'Not started', 'Operational outcomes' as 0 total, 0 down, 0 up, and 'Owner' as Ketan Shah.
 - Optimize IT Service Delivery:** Shows 'Overall state' as Green, 'Progress state' as 'Not started', 'Operational outcomes' as 0 total, 0 down, 0 up, and 'Owner' as Ketan Shah.
- Impact squad:** A section showing team members 'Caitlin Nash (NOW)' and 'Akhil Talari (NOW)', both Customer Success Managers, with a 'View all' link.
- Platform health:** A section titled 'Monitor your platform health by instance.' It shows 'tst1prod' as the selected instance, with a 'Last scanned on 2023-03-08 06:20:53'. The 'Overall instance health' is 99% with 'No Data'.
- Recommended capabilities:** A section titled 'Current adoption status (excluding No intent to use)'. It features a donut chart showing 7 'In use' (out of 21) and 14 'Needs validation'.

Note: Portions of the Impact Digital Experience may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal#use)

1. Impact User options, note that depending on your role some options may be unavailable to you.
2. Impact Digital Experience Sections, the main tools you will be using with Impact, see below for more information.

3. Conversations- See critical ongoing conversations, see [Activity Center](#) for more information on Conversations.
4. Ongoing Initiatives- Review initiatives or onboarding activities needed to kickstart your Impact experience.
5. Your Impact Squad - Your team of real-life experts, on call for you.
6. Recommended Content for You- A curated selection of content for your role and business, aimed at helping you wherever you are in your Impact journey.
7. Upcoming Activities- See recent or upcoming tasks, such as meetings or calls, needed for reaching your Impact goals.

Impact Digital Experience Sections

Impact Digital Experience Section	Details
Activity Center	This is the place to collaborate with your Impact squad. Get a comprehensive view of all the activities supporting your Value Journey, including conversations, tasks, notifications, files and meetings.
Initiatives	Initiatives are the actionable engagements that support your digital transformation. Typically co-owned by you and your squad, initiatives might include things like an advisory session with a ServiceNow subject matter expert or an Impact accelerator engagement to level up your ServiceNow expertise.
Value Journey	<p>Select Value Journey to get a closer look at your:</p> <ul style="list-style-type: none"> • Business objectives - Your organization's high-level goals • Capabilities - The full landscape of your licensed ServiceNow products. • Recommendations- Tailored recommendations that help you reach your business# objectives faster. • Product Adoption Roadmap - A recommended implementation sequence for your capabilities. <p>Note: These will populate after you have completed the Impact fundamentals phase.</p>
Business KPIs	Business KPIs measure your estimated value realized across all of your business objectives, focusing on growth, cost, and

Impact Digital Experience Section	Details
	risk. These will populate after you have completed the Impact fundamentals phase.
Platform Health	Platform Health shows how closely you're aligned to ServiceNow technical best practices and give recommendations for improvement. These will populate after you have completed the Impact fundamentals phase.
Resources	Access the ServiceNow resources available to you, including case studies, learning opportunities, developer support, Now Community, and more.
Features	Access the ServiceNow resources available to you, including Capabilities, Experts on Demand learning opportunities, developer support, Now Community, and more.

Impact Admin Center Integration

Access Admin Center from Impact that enables admins and instance owners with self-service adoption guidance and recommendations to simplify application installation. See more information at [Admin Center](#).

Activity Center

The Activity Center provides a comprehensive view of all the activities supporting your Value Journey, including conversations, tasks, notifications, files, and meetings.

Activity Center

Conversations
Tasks
Calendar
Notifications
Files
Activity log

Activity log

See your team's latest activities and how they support your value journey.

Last updated by: Everyone
Selected objectives: All

131
All activities

38 Conversations

59 Meetings

34 Tasks

Test
2023-04-27 12:52:56 PM **Chuck Ellis** Impact Admin
Task Not started
Contributes to:
General

Activity Center components

Section	Use
Conversations	Enables you to scan all conversations you are included in. Start a conversation any time to ask a question or get advice from your Impact squad.
Tasks	Enables you to see and manage work items you are responsible for. You can also create tasks and assign them to others.
Calendar	See upcoming Impact related events such as meetings, assessments, and goals.
Notifications	<p>Review any outstanding notifications for your Impact profile. You are sent directly to the record where you can take action. Sort by all notifications or by unread view only. Examples are conversations that you were pinged in or a task that you are assigned to.</p> <p>Turn off self notifications for create and comment notifications on conversations, so that users who comment on a conversation will not receive a notification of the change.</p>
Files	Access Impact related documents in one place. View, edit, and upload files for you and your team.
Activity log	See your team's latest activities and how they support your value journey. All activities, conversations, meetings and tasks are consolidated into one page for ease of access.

Note: Activities available may differ between Impact subscription levels.

Initiatives

Initiatives are the actionable engagements and workstreams that support your digital transformation. Typically shared by you and your squad, initiatives can range from advisory sessions to Impact Accelerators or sometimes implementations of ServiceNow products.

Initiatives Overview

Your Impact squad may recommend initiatives that are right for you. Some initiatives may be delivered as part of your package entitlement, but you can also capture the work that other teams are doing. This will give you a consolidated list of the workstreams that are being done to achieve your business objectives.

[Home](#) > Initiatives: list

Initiatives

List view

Roadmap view

+

Create New Initiative

Initiatives 10 of 13

accelerator

✖

Q

Stakeholder group

All selected

Sort by

Completion date

Filter

XEROX CORP SHG1

INIT0354565

Adoption Accelerator 123

Progress state

Target completion date

On hold

2023-09-09

INIT0354269

Architecture Blueprint Accelerator

Progress state

Target completion date

Not started

2023-08-31

💡 Understand initiatives

Initiatives are comprised of all human-led activities throughout your Impact journey and should represent any strategic action taken in service of your company's organizational goals and business objectives with ServiceNow. Impact features such as Accelerators, Advisory Sessions, and any Squad-led engagements are all captured as initiatives, and you can also create your own custom initiative through our "Freeform" option. We'll consistently deliver personalized recommendations for the next best initiatives to execute so you'll never wonder what to do next.

☐ Don't show again

Got It

Initiative Views

Section	Section Details
List View	Review all initiatives, active and inactive in list format. Filter by initiatives that are assigned to you or by status. Sort by completion date, initiative name or by status and progress state.
Roadmap View	View your initiatives as a roadmap view, which allows you to visualize your initiatives mapped to your business objectives over time.
Create New Initiative	<p>You can create your own custom initiative and select:</p> <ul style="list-style-type: none"> Accelerators General initiatives: Freeform blank initiative to add your own tasks

You have the ability to start a new initiative from either Initiative view.

Note: Initiatives available may differ between Impact subscription levels.

Foundations

Impact Foundations is a fit-for-purpose set of account level initiatives to start you on the fast track to value and to maintain momentum via a streamlined quarterly motion.

Impact Foundations contains five Initiatives:

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- Get started with Impact: Impact Fundamentals kicks off the onboarding experience and evaluates the current state of the targeted areas for analysis for your ServiceNow Platform. See [Fundamentals](#) for more information.
- **Value Journey:**
 - Value Blueprint: Contains Business Objectives, which are high-level goals tied to measurable outcomes that help illustrate value over time.
 - Capability Map: See the applications, or capabilities, at your disposal for achieving your business objectives.
 - Product Adoption Roadmap (Advanced and Total packages only): View a recommended implementation sequence for your capabilities.
- Customer Impact plan: Contains best practices and recommendations based on your organizational goals and ServiceNow product mix curated by your Customer Success Manager

Value Journey

Use Value Journey to get a closer look at your **Value blueprint**, **Capabilities map**, **Product adoption roadmap**, and **Recommendations**.

Overview of Value Journey

Select Value Journey to get a closer look at your:

- Business objectives- Your organization's high-level goals
- Capabilities- The full landscape of your licensed ServiceNow products
- Recommendations- Tailored recommendations that help you reach your business # objectives faster

Section	Section Details
Value blueprint	Contains Business Objectives, which are high-level goals tied to measurable outcomes that help illustrate value over time. Your squad will help you understand where you are and what you can do to meet your objectives.
Capabilities Map	The full landscape of your licensed ServiceNow products and the status of their usage
Recommendations	The recommendations section provides tailored recommendations to help achieve your business objectives faster.
Product Adoption Roadmap	Provides a recommended implementation sequence for your capabilities.

Value blueprint

Contains Business Objectives, which are high-level goals tied to measurable outcomes that help illustrate value over time. You will also set baseline and targets for your metrics,

which allows for value reporting. Your value blueprint is the basis for creating a personalized Customer Impact plan, recommend right services, content and training. Your squad will help you understand where you are and what you can do to meet your objectives.

ServiceNow Impact Across ServiceNow Search

Activity Center Initiatives **Value Journey** Business KPIs Platform health Resources Benefits & Usage Start a Conversation

Value journey

Value blueprint Capabilities map Product adoption roadmap Recommendations

Value blueprint

Our methodology to understand, track, and measure what you want to achieve.

Continue evolving your value blueprint with business objectives and outcomes that support your goals: [Manage value blueprint](#)

Set a vision and track your progress
Decide which business objectives and outcomes you want to focus on and track your progress.

Get recommendations
See which trainings, accelerators, content, and advisory will best support your vision.

Communicate success
Tell your transformation story with operational performance and business value reports.

Business objectives 1 of 1

Work in progress

Product	Operational outcomes	Success metric	Initiative overview
<p>Drive efficiencies through Global Business Service...</p> <p>Work in progress</p> <p>Objective owner: XS Ketan Shah</p>			

Understand business objectives
Business objectives are high-level goals tied to measurable outcomes that help illustrate value over time. Your squad will help you understand where you are and what you can do to meet your objectives.

☐ Don't show again [Got it](#)

- Decide which business objectives you want to focus on and track your progress.
- See which trainings, accelerators, content, and advisory will best support your vision.
- Tell your transformation story with operational performance and business value reports.

Select **Manage value blueprint** to customize the products to manage or set up that will display on your Value blueprint.

FINANCE & LEGAL

Manage objectives and outcomes

Need help? Ask your CSM

1 In Progress Select

2 Pending Setup

3 Pending Review

Select your products

We will provide business objectives and operational outcomes based on relevancy and estimated impact on your success.

Expand all

Save and continue

TECHNOLOGY WORKFLOW

Application Portfolio Management (APM)

Business Continuity Management (BCM)

Cloud Insights

Enterprise Asset Management (EAM)

Hardware Asset Management (HAM)

Integrated Risk Management (IRM)

IT Operations Management (ITOM)

IT Service Management (ITSM)

Software Asset Management (SAM)

Security Operations (SecOps)

Strategic Portfolio Management (SPM)

EMPLOYEE WORKFLOW

Health and Safety (H&S)

HR Service Delivery (HR)

Legal Service Delivery (LSD)

Workplace Service Delivery (WSD)

CUSTOMER WORKFLOW

Customer Service Management (CSM)

Field Service Management (FSM)

Order Management for Telecommunications (OMT)

CREATOR WORKFLOW

App Engine

OTHER PRODUCTS

Accounts Payable Operations (APO)

Supplier Lifecycle Operations (SLO)

Sourcing & Procurement Operations (SPO)

Save and continue

Capabilities map

See the applications, or capabilities, at your disposal for achieving your business objectives.

Many customers are not aware of what applications at their disposal, so the capabilities map provides a reference point. The data is provided by the Enterprise Data Platform, which provides the same data for the Customer Dashboard. The squad has the ability to override the status of each application, which records if each application is being used, in planning, or not on the roadmap.

The capabilities map is displayed by instance level so that you can see which capabilities you are entitled to for each instance.

Note: If a stakeholder group has been enabled, the capabilities map will only display those instances that are associated with a stakeholder group. In case there is an instance that is not displaying in the capabilities map, confirm it is associated with a stakeholder group. See [Group Views](#) for more information on stakeholder groups.

Value journey

[Learn about value blueprint](#)

Value blueprint Capabilities map Product adoption roadmap Recommendations

Current licensed capabilities

Adoption is measured by a set of usage definitions. To keep this map up to date, review your adoption status with your Impact squad.

[How to read your capabilities](#)

Instance: scalenowprod06232023 Search by capabilities name Show all Technology Workflow All selected Show all

Last Published: 2023-04-06 07:22 PM 0 No intent to use 10 In use 0 Implementing 0 Planning 6 Not in use 59 Needs Validation 21 Recommended

Technology Workflow | 5 of 17 in use

ITSM

- Change Management Recommended In use
- DevOps Change Velocity Needs Validation
- Service Operations Workspace ITSM Applications Recommended Needs Validation

Creator Workflow | 0 of 15 in use

Platform Foundations

- Virtual Agent Needs Validation
- Product Catalog Needs Validation
- Instance Security Center Needs Validation

Customer Workflow | 1 of 13 in use

Customer Service

- Predictive Intelligence for CSM Recommended Needs Validation
- Performance Analytics For Field Service Management Recommended Needs Validation

Employee Workflow | 2 of 9 in use

HR

- Employee Service Center Recommended In use
- Case and Knowledge Management Recommended In use
- Lifecycle Events Needs Validation

Creator Workflow | 0 of 6 in use

Integration PaaS

- Client Software Distribution Recommended Needs Validation
- Activity Designer Recommended Needs Validation
- Orchestration Core Recommended Needs Validation

Customer Workflow | 1 of 6 in use

FSM

- Field Service Management Recommended In use
- Planned Work Management Needs Validation
- Field Service Contractor Management Needs Validation

Recommendations

View recommendations from your Squad.

Value journey

[Learn about value blueprint](#)

Value blueprint Capabilities map Product adoption roadmap Recommendations

Recommendations from your squad

Accepted

FSM/CSM Health Assessment

Quarterly review of the instance health

3 weeks

Support & Upgrade

Accepted

ITSM Health Assessment

Quarterly review of the instance health

3 weeks

Support & Upgrade

Accepted INIT0330591

Jump Start Your ATF

Jumpstart Your Automated Testing provides Impact customers with an introduction to...

1 month

Accelerator

Accepted INIT0324308

Expert Connect Request

You can ask your follow up questions form the TUYCMDB session

2 weeks

Accelerator

Note: Metrics available may differ between Impact subscription levels.

Product Adoption Roadmaps

Access the Product Adoption Roadmaps (PARs) feature to view a recommended implementation sequence for your capabilities. The sequence is organized into specific phases for optimal implementation.

The Product Adoption Roadmaps feature is available to Advanced and Total Impact customers.

Your Impact squad works with you to determine the initial implementation sequence that best supports your unique capabilities. Before creating a PAR, a capability map should be

published for that instance. As soon as your Impact squad creates your PAR, you receive a notification.

After created, you can access all of your roadmaps by selecting **Product Adoption Roadmaps** from the **Value Journey** drop-down on the Impact Digital Experience homepage.

You can explore your roadmap further and edit in the following ways:

- Select a capability tile to view more details.
- Add or remove phases.
- Add capabilities to each phase.
- Connect capabilities to business objectives.
- Filter the list of PARs by selecting the required instance from the filter.

Note:

- Multiple users can view the roadmap at the same time. However, only one person can edit it at a time.
- Each PAR is created for a specific instance.
- Multiple PARs can be created per instance.
- Only an Impact Squad member may delete an existing PAR.

Business Key Performance Indicators

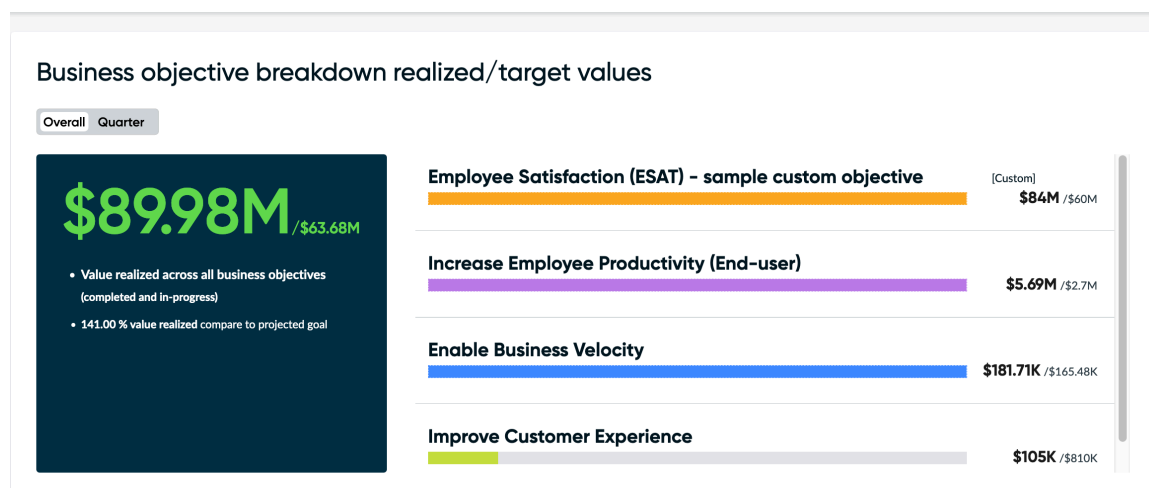
Business Key Performance Indicators (KPIs) measure your estimated value realized across all of your business objectives. You and your Impact squad will define and enter your business KPIs during Impact Fundamentals.

Business KPIs Overview

Business KPIs empowers you with a easy to use visualizations of your organizations Business KPIs. Review your Business KPIs per quarter with the drop down menu.

Business KPIs

[? Learn About Value Calculation](#)



Tech KPI Sections

Section	Section Details
Business Objectives Breakdowns	Get a breakdown of the critical business objectives. As well you can review your historical trends.
Related conversations	See any conversations relevant to the instance selected.
Related files	See available files related to business objectives.

Note: Metrics available may differ between Impact subscription levels

Platform Health

Tech Key Performance Indicators(KPIs) show how closely you're aligned to ServiceNow technical best practices, offer recommendations for improvement, and help you monitor your instance health.

Diagnose platform health

Tech KPIs empowers you with a easy to use visualizations of your organizations technology KPIs. To review your Tech KPIs **Instance Health** with the **Instance** drop down. Select the Tech KPIs you would like the review and use the results to review critical information.

Note: Portions of Technical KPIs may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self hosted customers, or in other restricted environments, or to managed service providers (except for their internal # use.)

Tech KPI Sections

Section	Section Details
Summary & Takeaways & Compare to peers	Instance health dashboard displays five categories: manageability, performance, security, upgradeability, and user experience. The dashboard also includes the overall score as an additional category which displays average of all category scores. Key takeaways highlight the summaries behind the scores and finally you can see score breakdowns for your tech KPIs relative to your peers.
Instance snapshot	Available to our Advance and Total Impact customers. Use Instance Observer to get an Observability overview over all your instances and get further information on them with the Actions drop down
Company active case breakdown	Review the active cases in your instance here.
Quick links	Get links to resources helpful for your instances.

Tech KPI Sections (continued)

Section	Section Details
Related conversations	See any conversations relevant to the instance selected.
Related files	See any files related to the instance

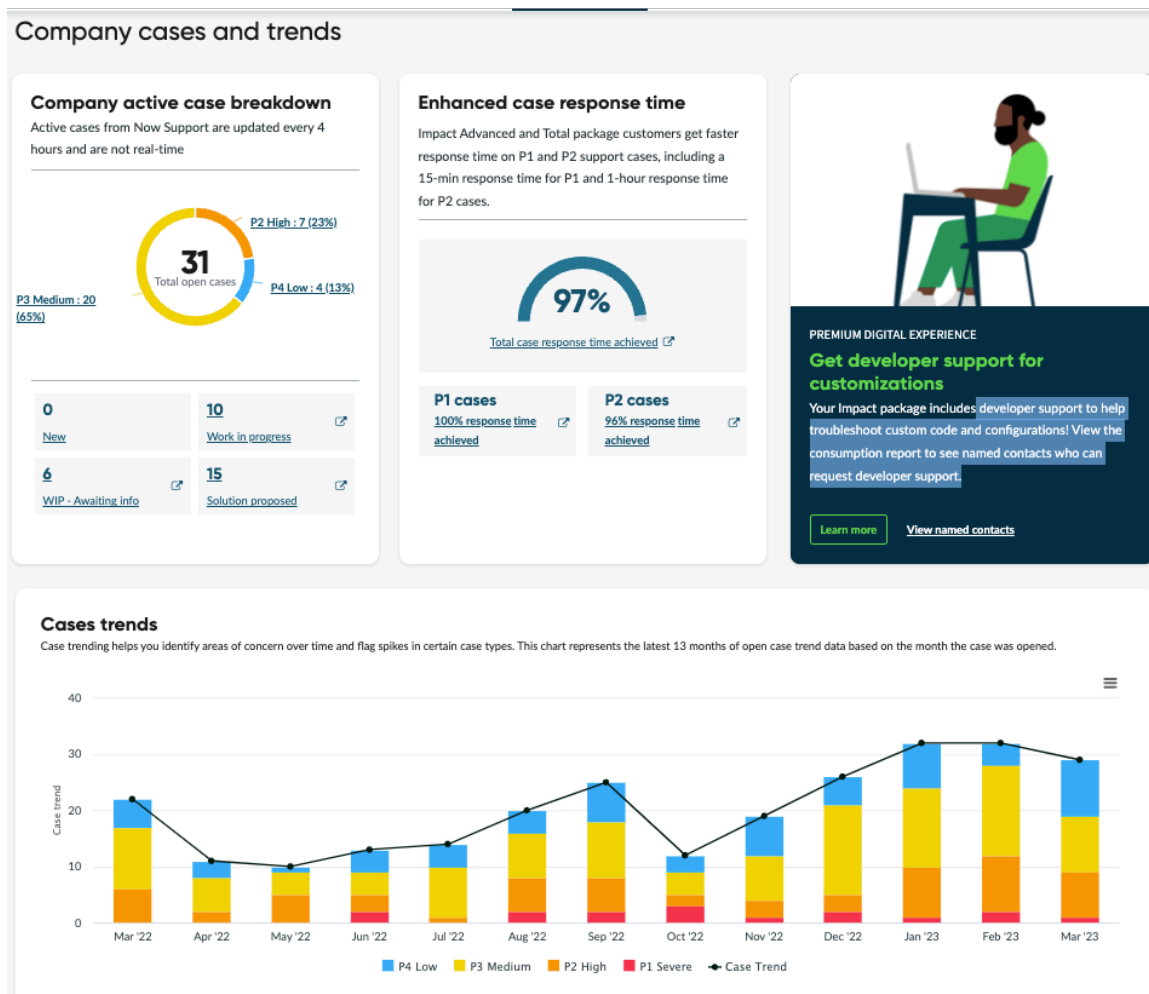
Note: Metrics available may differ between Impact subscription levels

Monitor

As a benefit of Advanced and Total packages, Impact delivers a daily performance summary of how your instances are doing. You can dive deeper into performance details using Instance Observer, which is supported on all Impact packages, pulling real-time metrics and set up performance alerts. See [Impact Instance Observer](#) for more information.

Support

Get a dashboard view of your company's cases, case response time, case trends, and changes. You can view specific details on changes or cases in Now Support.



Receive developer support to help troubleshoot custom code and configurations. View the consumption report to see named contacts who can request developer support. See [Impact Developer Support](#) for more information.

Resources

Access the ServiceNow resources available to you, including case studies, learning opportunities, developer support, Now Community, and more.

Resources Overview

The Resources Section is your one stop shop to review, and discover the resources your Impact subscription presents you.

Resources Sections

Section	Section Details
Featured Content	Presents you with an easy to use selection of ways to discover and review the most critical resources for success
Explore ServiceNow products and services	shows an extended selection of resources to further enhance your Impact experience.

Note: Resources available may differ between Impact subscription levels

Features

Impact Features assist you to access the ServiceNow resources available to you, including case studies, learning opportunities, developer support, Now Community, and more.

Features Overview

The **Features** section enables you to use and review the powerful tools available in your Impact subscription.

Features Sections

Section	Section Details
Impact squad and experts on demand	Connect and talk to real world experts dedicated to helping you succeed
Initiatives	Enables you to use critical tools for success such as Impact Accelerators or setting up strategy meetings
Learning Credits, Training Certifications and Discounts	Offers additional training benefits with your Impact subscription

Note: Features available may differ between Impact subscription levels

Impact Consumption Report

Shows the usage of advisory sessions, accelerators, other initiatives, and the users with premium access

Consumption Report Overview

Consumption Report enables Customers to review their Impact tier features and their usage. With Consumption Report, Customers identify under utilized or not yet used benefits. The Consumption Report filters usage to an adjustable specific period of time.

Note: The Consumption Report defaults to a year long range

Consumption Report Sections

Section	Description
Consumption of Advisory Sessions	Review details for ongoing, completed and not started Advisory Sessions including: <ul style="list-style-type: none"> • Name of service • Requester • Status • Creation date • Completed date
Consumption of Accelerators	Review details for ongoing, completed and not started Accelerators including: <ul style="list-style-type: none"> • Name of service • Requester • Status • Creation date • Completed date
Usage of Other Initiatives	Review details for ongoing, completed and not started initiatives including: <ul style="list-style-type: none"> • Name of service • Requester • Status • Creation date • Completed date
Case and Learning Credits Benefits Usage	View the current learning credit balance and the credits expiration date
Users with Premium Roles Access	Review users roles and permissions including: <ul style="list-style-type: none"> • User name • Access credentials • Impact role • Active status • Lock out status • Permissions Granted date

Note: Guided customers will not be able to view the Premium role or Advisory Sessions section.

User Roles in Impact

The Impact Digital Experience offers many roles to assign to fit your business needs.

When you log in to Impact, you'll see a personalized view of your objectives, metrics, and recommendations tied directly to your role.

Impact roles and descriptions

Role	Description
Impact User	<ul style="list-style-type: none"> Has general access to Impact. Impact users can create and update conversations.
Impact Permissions Authorizer	Grants permissions for Initiatives and Accelerators upon user request. See Manage Initiative and Accelerator permissions for more information.
Impact Executive	<ul style="list-style-type: none"> Has read access to view overall Impact status and business value reporting. Responsible for defining the long-term technology strategies for their organization. Executive users can create and update conversations. Owns the overall ServiceNow roadmap.
Impact Platform Owner	<ul style="list-style-type: none"> Has full access to all Impact features. Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators. Ensures team alignment to business strategy and the ServiceNow roadmap. Actively involved in the overarching governance of the ServiceNow platform.
Impact Admin	<ul style="list-style-type: none"> Provides user account management. (This is a key differentiator from the Impact Executive role.) Responsible for the day-to-day administration of the ServiceNow platform. Manages premium access, such as Instance Observer and Developer Support. Has full access to all Impact features.

Mobile Executive Experience

The mobile Impact Executive Experience allows customer executives to access Impact from anywhere on their mobile browser.

Mobile Executive Experience Overview

The mobile executive experience enables CXO to:

- Quickly view their organization's performance focusing on the value they have realized from their business objectives.
- Removes the detail layers provided to the platform owner persona, so that the executive does not need to spend any time hunting for the information that matters to them.

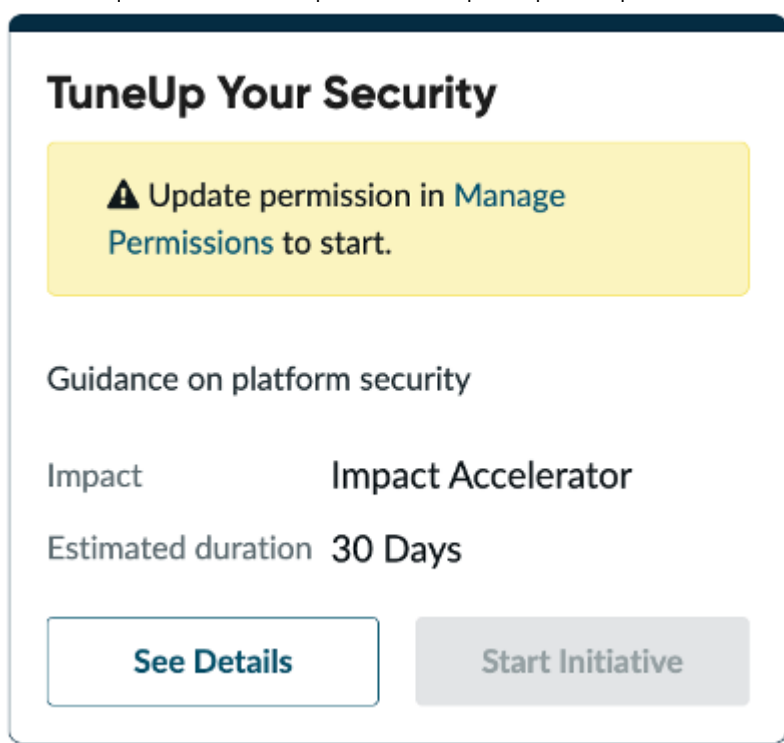
Note: This experience is only available to users with the executive role.

Impact Permissions Management

The Impact Permissions Manager enables a consistent and streamlined experience when giving customer permission for initiatives.

Once permission has been granted, the Accelerator is active for users to start.

Accelerators that require additional permissions prompt to update the



permissions.

Accelerators that have been granted permissions will display as such.

The option to **Start Initiative** becomes

TuneUp Your Virtual Agent

This initiative was already granted permission.

Guidance on fine-tuning ITSM Virtual Agent to optimize value

Estimated duration **90 Days**

See Details

Start Initiative

available.

i Note: Some Impact Accelerators and applications contain additional Terms & Conditions beyond those described in a Customer's Impact package definitions. U.S. Public Sector customers: As part of ServiceNow's mission to continually deliver the best customer experience and as part of the evolution of the Impact packages, certain Impact deliverables, Impact Accelerators, or other Impact components require supplemental terms and conditions because of the manner in which they operate.

Manage Impact Initiative Permissions

Review and approve Initiative access from the centralized permissions manager. Initiatives that require permissions not yet granted will prompt the user to **Manage Permissions**.

Before you begin

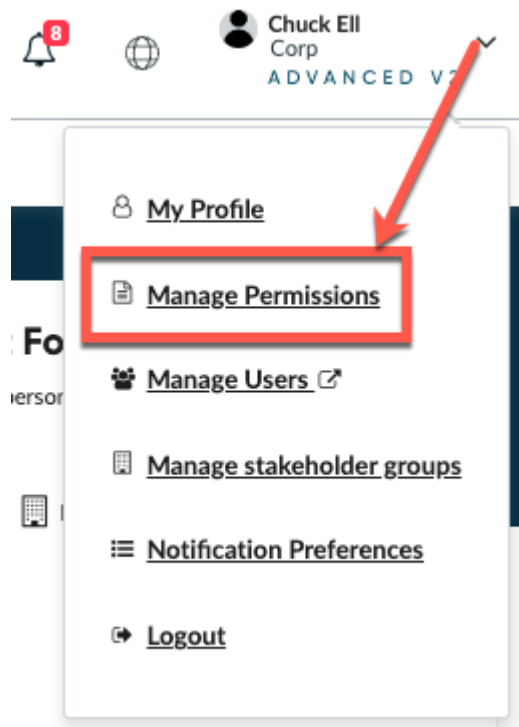
Role required: Impact Permissions Authorizer

See [Impact User Management](#) for more information.

About this task

Procedure

1. Navigate to **Impact** > **<Your> profile** > **Manage**



Permissions.

Once in Manage Permissions, you can filter the list by entering in the name of the Impact component in the Search field or use the Filter by status of the Impact component.

Manage pending permissions and update existing permissions from this menu. More than one Accelerator permission record can be updated at a time.

2. Select **Update Permission** to change the permissions for an Accelerator or **Accept** or **Decline** the request.

Activity Center ▾ Initiatives ▾ Value Journey ▾ Business KPIs ▾ Tech KPIs Resources Features ▾ [Start a Conversation](#)

[Home](#) > Manage Permissions

Manage Permissions

These initiatives include activities that require your permission to start. Declining permission may limit your squad's ability to complete the initiatives.

Search
Input initiative name

Filter by
All consents ▾

Jumpstart Your Upgrade

Activities: Instance Clone, Detailed HealthScan

☐ Pending

[Decline](#) [Accept](#)

[View terms & conditions](#)
[View initiative details](#)

TuneUp Your Security

Activities: Welcome to TuneUp Your Security, Prepare and Schedule TuneUp Your Security Session, TuneUp Your Security Coaching Session 1, Accelerator request received, TuneUp Your Security Coaching Session 3 (Optional), TuneUp Your Security Coaching Session 2

☒ Declined by TestConsent ImpactAdminXueti on 2023-01-21

[Update Permission](#)

[View terms & conditions](#)
[View initiative details](#)

Impact User Management

Impact admins can create, view, and manage their users across Impact, Now Learning, and Now Support through a consolidated and streamlined tool, Impact User Management experience.

Before you begin

Role required: Impact admin

Procedure

1. Navigate to **Impact > User Profile Menu > Manage Users**.
 2. Select **Add new user**.
 3. Enter the relevant information including:
 - User email (required)
 - User First and Last names (required)
 - Impact role
 - Impact feature access
 - Now Learning access role
 4. Select **Submit**.
The new user is created. Follow the next steps to edit a user.
- Edit a user
5. In the ServiceNow sites section, access the Impact Digital Experience tile.
 6. Select **View all users**.

7. Enter the users name into the **Search users** field.
8. Select **Actions > Edit role(s)**.
9. Edit the users role and access as needed.
10. Select **Confirm**.
 - A confirmation message displays then you are returned to the company users page.
 - An email will be sent to the user with information on how to log in to Impact.

Impact Squad

Your Impact Squad is a team of on-demand experts who work with you to take on your teams unique transformation challenges.

Impact Squad Overview

Impact Squad Members

Title	Role
Customer Success Manager	<p>The main point of contact, curating and coordinating content, best practices and recommendations based on your organizational goals and ServiceNow product mix.</p> <p>Your advocate for business value that delivers:</p> <ul style="list-style-type: none"> • Impact Fundamentals • Customer Impact Plan • Impact Accelerators • Training and initiative recommendations
Success Architect	<p>An accomplished digital transformation leader advising on strategy, governance, value management and program management to enable you to achieve desired business outcomes. Drawing on insights from scores of successful engagements, they specialize in advising customers on key transformation decisions throughout your ServiceNow journey, as follows:</p> <ul style="list-style-type: none"> • Drives your ServiceNow transformation strategy and roadmap to achieve your desired business outcomes. • Identifies the right implementation plan and partner strategy to ensure to accelerate your desired outcomes. • Builds appropriate program governance and capabilities to realize program success and drive user adoption.

Impact Squad Members (continued)

Title	Role
	<ul style="list-style-type: none"> • Uses value management to measure your progress and strengthen your digital transformation comes. • Coordinates ServiceNow experts and resources to realize enduring success.
Platform Architect	<p>Extends beyond technical expertise with proven management consulting and professional services experience to guide you with technology strategy and governance, as well as provide actual solution design and architecture as follows:</p> <ul style="list-style-type: none"> • Establishes an enterprise-wide technical architecture and implementation strategy to set the foundation for enduring success. • Drives standardization and best practice platform management, enabling you to focus on value delivery. • Institutes technical governance to optimize platform performance and minimize long-term technical risk. • Enables rapid upgrades to new features and innovation that drive new value. • Builds a platform team focused on delivering value and innovation.
Support Account Manager	<p>Provides support services and platform performance management, such as enhanced support and driving activities like operational reviews, performance reports, case management, and more as follows:</p> <ul style="list-style-type: none"> • Bi-weekly operational reviews • Monthly performance reports • Quarterly periodic support reviews • Case management and escalations • Problem management and reporting • Change management and reporting • Upgrade and patch planning and oversight

Impact Accelerators

Impact Accelerators are fixed-scope offerings with experts behind each option to quickly provide value exactly where you need it.

Overview

With Impact Accelerators you will receive:




- Valuable information, recommendations, and insights in a short timeframe, so you get value quickly.
- Expert attention on specific goals such as upgrade readiness, product adoption, and more.

According to your Impact package, Guided, Advanced, or Total, you may consume a fixed number of Accelerators simultaneously.

Accelerator classification

Accelerator availability is defined by your Impact Package and are classified into one of three sub-catalogs, Architecture, Strategy, and Technical Accelerators.

Get started

Architecture Accelerators	Strategy Accelerators	Technical Accelerators
		
Gain a foundational understanding of business outcome maturity with targeted recommendations on what to tackle next to unlock further value from the platform.	Go deeper on organizational and governance best practices with the ServiceNow platform and upskill your team to enhance business performance and drive success.	Accelerate usage and adoption of specific platform and product capabilities via applied demonstrations, personalized coaching, and best practices.

Accelerator catalog



Browse the complete Accelerator catalog that combines all three sub-catalogs into one consolidated list.

Recommendations

When requesting an Accelerator, in addition to the sub-catalog, Accelerators can also be sorted by recommendations. Accelerator recommendations are generated based on customer context using data gathered from product subscriptions, business objectives, instance data, and peer comparisons. Some of the recommendations are generated by the Artificial Intelligence (AI) engine, while the Impact squad manually recommends others. See [Request an Accelerator](#) for additional information.

Consumption model

The Impact package obtained dictates how many Accelerators may be consumed simultaneously.

Package	Total concurrent Accelerators	Concurrent consumption per sub-category		
		Strategy	Architecture	Technical
Total	Six	Two	Two	Two
Advanced	Three	One	One	One
Guided	One at a time across one catalog			

See [Impact packages](#) for additional information on package details.

Note: The US Public Sector Accelerator provides U.S. Public Sector customers an option to leverage aspects of these Accelerators without the need to accept the supplemental terms and/or in scenarios in which an environment may have serviceability restrictions.

ServiceNow may add to or otherwise modify the availability of engagements comprising the Impact Accelerator Catalog in its sole discretion. Certain Impact Accelerators are not available in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to Self-hosted customers, or in other restricted environments, or to customers who opt-in to region-specific support offerings.

Refer to the [Accelerator catalog](#) for those Accelerators.

Accelerator catalog

This is a complete Impact Accelerator catalog that combines the Architecture, Strategy, and Technical sub-catalogs.

Accelerators available in each package

Accelerator outputs and formats have common standardized features, but, may differ from package to package. Not all Accelerators are available for each package. The Accelerators and available feature levels are denoted by these symbols:

- ✓ = Common standardized feature set
- ✔ = Includes unique accelerator-specific features
- ⊕ = Includes additional unique accelerator-specific features

Note: U.S. Public Sector (USPS) customers: As part of ServiceNow's mission to continually deliver the best customer experience and as part of the evolution of the Impact packages, certain Impact deliverables, Impact Accelerators, or other Impact components require supplemental terms and conditions because of the manner in which they operate. The US Public Sector Accelerator provides U.S. Public Sector customers an option to leverage aspects of these Accelerators without the need to accept the supplemental terms and/or in scenarios in which an environment may have serviceability restrictions.

Accelerators that offer USPS specific versions for the respective packages are indicated with ** in the table.

Consumption model

According to your Impact package, Guided, Advanced, or Total, you may consume a fixed number of Accelerators simultaneously.

Total concurrent Accelerators per Impact package and sub-catalog

Package	Total concurrent Accelerators	Concurrent consumption per sub-category		
		Strategy	Architecture	Technical
Total	Six	Two	Two	Two
Advanced	Three	One	One	One
Guided	One at a time across one catalog			

Note: Refer to [Impact releases](#) to access the current release notes to identify the most recently added or updated Accelerators.

Architecture Accelerators

[Architecture Accelerators](#) provide a foundational understanding of business outcome maturity with targeted recommendations on what to tackle next to unlock further value from the platform.

Accelerator	Guided package	Advanced package	Total package
Architecture Blueprint		#	✓
Common Service Data Model (CSDM) Assessment– Total			#
Common Service Data Model (CSDM) Assessment - Foundation Data - Advanced		#	
Data Management and Governance		#	#
Design Review		#	✓
Health Assessment	#	✓	✓
Integration Strategy		#	✓

Accelerator	Guided package	Advanced package	Total package
Multi-instance Topologies		#	#
Technical Governance		#	#

Strategy Accelerators

Use [Strategy Accelerators](#) to go deeper on organizational and governance best practices with the ServiceNow platform and upskill your team to maintain business performance and drive success.

Accelerator	Guided package	Advanced package	Total package
Adoption Accelerator		#	#
Center of Excellence & Innovation Design		#	✓
Certification Exam Preparation Accelerator		#	#
Champion Engagement		#	✓
Develop Partner Strategy		#	✓
HRSD Maturity Assessment		#	#
ITSM Maturity Assessment		#	#
On-Demand Value Report	#	✓	✓
Portfolio Governance		#	#
ServiceNow Governance			#
Staffing and Roles Review		#	✓
Strategy Governance		#	#
Success Readiness Assessment (SRA)		#	#
Training Strategy Assessment		#	#
Vision & Strategy		#	✓

Technical Accelerators

[Technical Accelerators](#) accelerate usage and adoption of specific platform and product capabilities via applied demonstrations, personalized coaching, and best practices.

Accelerator	Guided package	Advanced package	Total package
Citizen Development Program Design		#	#

Accelerator	Guided package	Advanced package	Total package
Expert Connect		#	#
Introduction to CxO Dashboards		#	#
Jumpstart Your AI Search **	#	#	#
Jumpstart Your App Engine **	#	#	#
Jumpstart Your Automated Testing **	#	#	#
Jumpstart Your CIO Dashboard**		#	#
Jumpstart Your Employee Center **	#	#	#
Jumpstart your Service Operations Workspace	#	#	#
Jumpstart Your Multi-lingual Virtual Agent**	#	#	#
Introduction to Instance Observer-Guided	#		
Jumpstart Your Generative AI	#	#	#
Jumpstart Your Natural Language Understanding	#	#	#
Jumpstart Your ServiceNow AI Journey			#
Jumpstart Your Task Intelligence	#	#	#
Jumpstart Your Predictive Intelligence		#	#
Jumpstart Your Success Dashboard **	#	#	#
Jumpstart Your Upgrade**	#	#	#
Jumpstart Your Virtual Agent**	#	#	#
TuneUp Your AI Search		#	#
TuneUp Your CMDB	#	#	#
TuneUp Your IT Asset Management	#	#	#
Tuneup Your ITOM Discovery	#	#	#
TuneUp Your Security	#	#	#
TuneUp Your Virtual Agent - Assessment		#	#
TuneUp Your Virtual Agent – NLU (Natural Language Understanding)		#	#
TuneUp Your Virtual Agent – Performance Monitoring		#	
TuneUp Your Virtual Agent – UX (User Experience)	#	#	#

Architecture Accelerators

Architecture Accelerators provide a foundational understanding of business outcome maturity with targeted recommendations on what to tackle next to unlock further value from the platform.

Accelerators available in each package

Accelerator outputs and formats have common standardized features, but, may differ from package to package. Not all Accelerators are available for each package. The Accelerators and available feature levels are denoted by these symbols:

- ✓ = Common standardized feature set
- ✓ = Includes unique accelerator-specific features
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Accelerators that offer USPS specific versions for the respective packages are indicated with ** in the table.

Accelerator	Guided package	Advanced package	Total package
Architecture Blueprint		#	✓
Common Service Data Model (CSDM) Assessment– Total			#
Common Service Data Model (CSDM) Assessment - Foundation Data - Advanced		#	
Data Management and Governance		#	#
Design Review		#	✓
Health Assessment	#	✓	✓
Integration Strategy		#	✓
Multi-instance Topologies		#	#
Technical Governance		#	#

Architecture Blueprint

Insight into Customer's ServiceNow architecture

Architecture Blueprint – Advanced

Insight into Customer's ServiceNow architecture

Overview

Architecture Blueprint provides Impact Customers with a visualization of their current ServiceNow environment in order to gain understanding of what applications the Customers are using, inbound/outbound instance integration, instance data model, instance capabilities, and instance activity. It aims to provide Customers with clear visibility into their ServiceNow architecture to allow for more effective platform management and decision making.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Customer Working Session (up to 2 hours)

- Review each section of the Architecture Blueprint template highlighting the data collection activities required to complete the desired output.
- Discuss how leading practices are applied to the sections focusing on implemented architecture and the process for updating the information as the Customer's environment grows.
- Identify key resources the Customer needs to work with to complete the sections for which they are responsible.

Architecture Blueprint Deliverable

The Architect Blueprint template will include the 'Key Contacts' and 'Product Capability' sections completed and recommendations on how the Customer should complete the remaining sections. (Customer is expected to complete remaining sections of the template independently).

Customer Review Session (up to 120 min)

- Review remaining sections of the Architecture Blueprint template.
- Provide additional guidance on leading practices.

Requested customer resources

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.

Customer Resource	Responsibilities
Enterprise Architect(s) – Required	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
ServiceNow development team lead - Required	Leads development on the ServiceNow platform.

Requested information/access

- Process and operating documentation.
- Customer may be asked to grant the ServiceNow Impact Squad access to Customer's instance for the purposes of providing the Impact Accelerator during the period of performance.

Exceptions

N/A.

Architecture Blueprint – Total

Insight into Customer's ServiceNow architecture

Overview

Architecture Blueprint provides Impact Customers with a visualization of their current ServiceNow environment in order to gain understanding of what applications the Customers are using, inbound/outbound instance integration, instance data model, instance capabilities, and instance activity. It aims to provide Customers with clear visibility into their ServiceNow architecture to allow for more effective platform management and decision making.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Customer Working Session (up to 2 hours)

- Review each section of the Architecture Blueprint template highlighting the data collection activities required to complete the desired output.
- Discuss how leading practices are applied to the sections focusing on implemented architecture and the process for updating the information as the Customer's environment grows.
- Identify key resources the Customer needs to work with to complete the sections for which they are responsible.

Architecture Blueprint Deliverable

The completed Architect Blueprint Deck.

Customer Review Session (up to 4 hours – may be 1-2 sessions)

- Review completed Architecture Blueprint
- Share ways that this asset can be of value to Customer's platform team, as Customer evolves or changes its investment in the ServiceNow platform
- Emphasize importance of maintaining asset
- Provide additional guidance on leading practices.

Requested customer resources

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Enterprise Architect(s) – Required	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
ServiceNow development team lead - Required	Leads development on the ServiceNow platform.

Requested information/access

- Process and operating documentation.
- Customer may be asked to grant the ServiceNow Impact Squad access to Customer's instance for the purposes of providing the Impact Accelerator during the period of performance.

Exceptions

N/A.

Common Service Data Model Assessment Accelerators

These Accelerators provide insights into Common Service Data Model (CSDM) assessment.

Common Service Data Model (CSDM) Assessment– Total

Guidance to assess and improve the CSDM framework

Overview

CSDM Assessment provides Impact Customers with leading practices content and prescriptive guidance on the CSDM framework and how it supports processes within the ServiceNow Platform. It includes interactions with ServiceNow's CSDM Subject Matter

Experts and a personalized assessment and associated content on CSDM for the Customer's organization.

What You Get

Introductory Customer Session (up to 60 min)

- Introduce the CSDM Assessment initiative
- Review initiative approach, scoping process, and depth of deliverables
- Communicate expectations for Customer participation; participation, request Customer participant contacts

i Note: The CSDM Assessment entails active Customer participation from a variety of customer roles to address the breadth of the CSDM framework's application across the organization.

- Request completion of information gathering questionnaire, materials, data, and any other inputs

Customer Kick-off Working Session (up to 2 hours)

- Review Customer-provided materials
- Introduce CSDM, Its Value and Potential
- Introduce the CSDM Assessment initiative. The Assessment dimensions include:
 - CSDM Maturity (Foundation Data, Crawl, Walk, Run, Fly)
 - People, Process, Technology
- Review initiative approach, scoping process, and depth of deliverables
- Discuss customer's objectives for initiative
- Discuss current state challenges and perceived obstacles
- Review CSDM Basics

Customer Current State Discovery Working Session (up to 1.5 hours)

- Discuss customer's CSDM Roadmap
- Discuss customer's identified top priority Applications and/or Services
- Review customer's CSDM data model related to top priority Applications and/or Services

Customer Scope Definition Working Session (up to 1.5 hours)

- Review CSDM Guiding Principles
- Define CSDM Assessment Scope taking into consideration the customer's Application/Service priorities and their current CSDM maturity level, and the following scope alternatives:
 - Foundation Data Assessment
 - Crawl Assessment
 - Walk Assessment

- Run Assessment
- Fly Assessment

CSDM In-Depth Assessment

- In-Depth Assessment activity for defined scope that includes assessment of People, Process, and Technology.
- The Assessment is performed by the Platform Architect in partnership with the Customer Platform Owner and related data, application, and/or service subject-matter-experts (SMEs).

Customer Review Session (up to 2 hours)

- Present CSDM Assessment findings
- Provide CSDM implementation recommendations
- Align CSDM recommendations with CSDM framework value and outcomes
- Discuss possible next steps for execution of recommendations and measurement of recommendation results

CSDM Assessment Deliverables

- Complete Working Session slide deck, including supplemental CSDM references
- Current State In-Depth Assessment spreadsheet – includes standard recommendations
- Action planning notes for next steps

Follow-Up Customer Session (optional upon Customer request- up to 60 min)

- Opportunity for Q&A related to CSDM
- Provide additional guidance on leading practices

Requested Customer Resources

Customer representatives will be involved, especially to facilitate access to ServiceNow records and/or tools that will be inspected as part of the CSDM.

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Platform Administrator- Required	Responsible for day-to-day administration & maintenance, including configuration and support.
Platform Administrator- Required	Responsible for day-to-day administration & maintenance, including configuration and support.
Enterprise Architect- Required	Drives strategic investment decisions by understanding Business capabilities.
CSDM Data Modeler / Manager- Required	Maintains the accuracy and integrity of the CSDM, works with teams to certify data.
CMDB Manager- Required	Maintains the accuracy and integrity of the CMDB, works with teams to certify data.
Application Owner(s)- Required	Manages ServiceNow application(s) (e.g., ServiceNow HRSD owner.)
Application Service Owner(s)- Required	Manages all applications services across a given division (e.g., ITSM or HR application services owner.)
Service Portfolio Owner(s)- Required	Owns a portfolio– collection of Services. Monitors portfolio performance.
Process Owner(s)- Required	Owns the process(es) related to the service, or ancillary process. Defines process flow(e.g. ancillary processes such as: ITSM incident management, ITSM change management, Employee onboarding.)
Technical Governance Board Lead– Required	Leads the technical governance board that establishes policies and procedures for data, security, development, change, and release.
Security Administrator- Required	Leads the administration of ServiceNow security configuration that complies with Technical Governance guidance.
Master Service Provider/Vendor Lead- Optional	Include if customer is using a 3rd party development partner, and that partner is involved in design and/or development of applications and/or services leveraging CSDM framework capabilities.

Requested Information / Access

- Organization Chart
- ServiceNow Roadmap
- CSDM (Technical) Applications and (Technical/Business) Services Roadmap

- CSDM Information Collection Questionnaire completed by Customer at least 1 week in advance of Customer Kick-off Working Session (to be provided by ServiceNow)
 - CSDM Data Model (template to be provided by ServiceNow)
 - CSDM RACI / Governance model
 - CSDM Data Foundations Dashboard screen captures
 - CMDB Data Model
 - CMDB Data Foundations Dashboard screen captures
- The CSDM Assessment includes inspection of records and tools on the customer's ServiceNow instance. Therefore, the ServiceNow Platform Architect will require access to the Customer's instance. A couple of possible methods to satisfy the PA access requirement are:
 - Provide PA with temporary direct login access to system Customer's instance with appropriate roles and permissions to access the necessary records and tools
 - Alternative 2: Pair the PA with a representative employee who has roles and permissions to access the necessary records and tools

Exceptions

This accelerator does not include:


- CMDB assessment
- Detailed CSDM model design review
- Technical troubleshooting of current implementation of CSDM framework
- CSDM technical remediation
- Service Mapping troubleshooting
- Detailed review of technical governance processes

Common Service Data Model (CSDM) Assessment - Foundation Data - Advanced

This Accelerator provides guidance to assess and improve the Foundation Data that is part of your CSDM framework.

Overview

The Common Service Data Model Assessment - Foundation Data - Advanced Accelerator provides Impact Customers with leading practices content and prescriptive guidance on the CSDM - Foundation Data and how it supports processes within the ServiceNow Platform. Interactions with ServiceNow CSDM Subject Matter Experts and personalized content on CSDM for the Customer's organization are included.

For more information on the CSDM, see [Common Service Data Model](#) .

 **Note:** This Accelerator is available in the Advanced package.

What You Get

Introductory Customer Session (up to 120 minutes)

- Review initiative approach and set expectations on process and depth of deliverable
- Review customer's objectives for the initiative

- Communicate expectation for Customer participation

i Note: The CSDM - Foundation Data Assessment initiative requires active customer participation, and may require inclusion of a variety of customer roles to address the breadth of the CSDM Foundation Data's application across the organization.

- Review CSDM basics and CSDM - Foundation Data basics
- Request completion of intake questionnaire, CSDM Foundation Data self-assessment, and provide any other requested inputs

Customer Current State Working Session (up to 120 minutes)

- Discuss CSDM - Foundation Data current state
- Review leading practices content

CSDM Foundation Data Analysis

Platform Architect reviews and analyzes customer's intake questionnaire and CSDM Foundation Data Self-Assessment and prepares recommendations

Customer Recommendation Session (up to 120 minutes)

- Review leading practices content
- Present CSDM - Foundation Data recommendations
- Discuss possible next steps for execution and measurement

Follow-up Customer Session (optional upon Customer request (up to 60 minutes)

- Opportunity for Questions and Answers related to CSDM - Foundation Data
- Provide additional guidance on leading practices

CSDM Deliverables

- Workshop slides
- CSDM - Foundation Data Self-Assessment
- Recommended next steps

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Platform Administrator (Required)	Responsible for the day-to-day administration of ServiceNow platform.
Enterprise Architect Lead (Required)	Responsible for overall enterprise architecture, strategy, and governance.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
CSDM Champion / Sponsor (Required)	Executive sponsor advocating for CSDM across the entire organization
CSDM Data Modeler / Manager (Required)	Maintains the accuracy and integrity of the CSDM, works with teams to certify data.
CMDB Manager (Required)	Maintains the accuracy and integrity of the CMDB, works with teams to certify data
Application Owner(s) (Optional)	Manages ServiceNow application(s) (e.g., ServiceNow HRSD owner).
Application Service Owner(s) (Optional)	Manages all applications across a given division (e.g., Incident management or HR application owner).
Process Owner(s) (Optional)	Owns the process(es) related to the service, or ancillary process. Defines process flow(e.g., ancillary processes such as: ITSM incident management, ITSM change management, HR employee onboarding, or Customer Service Management requests.)
Service Owner(s) (Optional)	Owns service. Monitors service performance, drives service changes, keeps service data up to date for those services that directly own foundational data like Human Resources, Customer Service Management, Financial Services, Field Services, or Facilities.
Technical Governance Board Lead (Optional)	Leads the technical governance board that establishes policies and procedures for data, security, development, change, and release.
Security Administrator (Optional)	Responsible for installing, administering, troubleshooting security capabilities and configuration that complies with Technical Governance guidance. Promotes adherence to security policies and procedures.
Master Service Provider/ Vendor Lead (Optional)	Include if customer is using a 3rd party development partner, and that partner is involved in design and/or development of applications and/or services leveraging CSDM framework capabilities.

Requested Information / Access

- CSDM Assessment Intake Questionnaire and CSDM - Foundation Data Self-assessment completed by Customer at least 1 week in advance of Customer Working Session (to be provided by the ServiceNow team)
- Current CSDM Data Model
- Impact materials such as Customer Impact Plan, Architecture Blueprint, Value Blueprint, Capabilities Map and Product Adoption Roadmap

Exceptions

This accelerator does not include the following:

- CMDB assessment
- Discoverable Configuration Items (e.g., servers, mobile devices, software, etc.)
- Assessing CSDM Application Services, Business Services, Technical Services, Portfolio
- Detailed CSDM model design review
- Technical troubleshooting of current implementation of CSDM framework
- Assessing CSDM Application Services, Business Services, Technical Services, Portfolio
- CSDM technical remediation
- Service Mapping troubleshooting
- Detailed review of technical governance processes

Data Management and Governance

This Accelerator provides insights and guidance to assess and improve your data management and data governance practices.

Overview

The Data Management and Governance Accelerator provides Impact Customers with a self-assessment, leading practice content, and advisory guidance for managing and governing the data in your ServiceNow implementation to achieve high levels of data quality.

i Note: This Accelerator is available in Advanced and Total packages.

What You Get

Introductory Customer Session (up to 60 minutes)

- Introduce five pillars for data management:
 - Data Architecture
 - Data Security
 - Data Quality
 - Data Operations
 - Data Governance
- Set expectations on process and depth of deliverable
- Communicate expectation for participation
- Request the completion of an intake questionnaire, self-assessment, and any other necessary inputs (See the [Requested Information Access](#) section for details.)

Customer Current State Working Session (up to 120 minutes)

- Review the customer intake questionnaire and self-assessment
- Discuss the current state of the data management and data governance practices organized around the five pillars for data management

Customer Review Session (up to 120 minutes)

- Present data management and data governance recommendations
- Review leading practice content
- Discuss possible next steps for execution and measurement

Follow-up Customer Session (optional upon Customer request - up to 60 minutes)

Opportunity for Q & A related to data management and data governance guidance

Data Management and Governance Deliverables

- Data Management Self-assessment
- Workshop slides
- Action planning notes
- Action planning templates

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Platform Administrator (Required)	Responsible for the day-to-day administration of the ServiceNow platform.
ServiceNow Platform Architect (Required)	Responsible for overall ServiceNow platform architecture, strategy, and governance.
Enterprise Architect(s) (Required)	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Data Manager (Required)	Responsible for overall management and maintenance of ServiceNow data.
Foundational Data Manager (Required)	Responsible for the subset of foundational data, such as, users, groups, locations, companies, and departments.
Representative of Chief Information Security Officer (Required)	Responsible for the organization's security policies, processes, practices, and technologies. Promotes adherence to security policies and procedures. Helps guide the Platform Owner to align with security standards.
Security Administrator (Required)	Responsible for installing, administering, troubleshooting security capabilities, and configuration that complies with Technical Governance guidance. Promotes adherence to security policies and procedures.
Compliance and Audit Officer (Required)	Responsible for compliance, risk management, and audit procedures.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
CMDB Manager (Recommended)	Maintains the accuracy and integrity of the CMDB configuration data; works with teams to certify data.
Data Owners (Recommended)	Responsible for data related to a process, product, or an integration.

Requested Information / Access

Customers must provide the following supporting documentation from their ServiceNow platform implementation:

- Data Architecture, Data Model / Logical Data Model / Data Dictionary
- Information Needs Matrix (Actor / Data)
- Reporting Needs Matrix (Actor / Data / Report)
- Data Categorization Matrix
- Data Sources Matrix
- RACI for Data Management
- Impact materials, such as Customer Impact Plan, Architecture Blueprint, Value Blueprint, Capabilities Map, and Product Adoption Roadmap

Exclusions

- Provide data escalation remediation
- Provide technical hands-on assistance with data configuration, data customization, or data troubleshooting
- Provide coverage of data management, data governance, or both, for your non-production environments (For example, development, test, or user acceptance test (UAT))
- Define your data strategy
- Define your data design
- Define, document or both, of your data architecture
- Assess or troubleshoot your CMDB (Refer to the [TuneUp Your Configuration Management Database Accelerator](#))
- Assess or troubleshoot your implementation of the CSDM framework (Refer to the [Common Service Data Model \(CSDM\) Assessment - Foundation Data - Advanced Accelerator](#))
- Define your data and integrations with external systems or applications
- Assess or troubleshoot your data integrations

Design Review

Evaluation of current or proposed solution design

Design Review- Advanced

Evaluation of current or proposed solution design

Overview

Design Review- Advanced provides Advanced Impact Customers with a review of either (1) a solution to be implemented or (2) an existing implemented solution, either as it pertains to the ServiceNow Platform. It aims to assist Customers in making the best possible solution design decisions that result in better scalability, sustainability, maintainability, and upgradability and leverage the power of the native platform to avoid technical debt and future-state limitations.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Provide Design Review questionnaire
- Request data and any other inputs

Customer Working Session (up to 120 min)

- Review current state of solution design
- Discuss leading practice content
- Propose action plan items for Customer to execute

Design Review Deliverable

- Review of what application(s) are being reviewed, pain points and use cases
- Aggregation of recommendations from Impact Squad

Customer Review Session (up to 60 min)

Review Design Review Deliverable.

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to solution design
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.
ServiceNow development team lead – Required	Leads development on the ServiceNow platform.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Process Owner-Recommended	Owns the process being reviewed.

Requested Information / Access

- Design Review questionnaire completed by Customer at least 1 week in advance of Customer Working Session (to be provided by ServiceNow)
- Story documents to review for customizations (process documents; design decisions; implementation SOW if a partner is involved)
- Outcomes, value expectations, KPIs, and metrics
- Integration considerations
- Architecture blueprints (if available) for both process and technical approach (plug-ins, etc.)
- Detailed description of use case for application being reviewed (should include personas)
- Detailed description of pain point(s) for application being reviewed (if applicable)

Exceptions

A design review may only be performed for the following cases:

In the case where an already-implemented application is being reviewed, Customer can request a design review from only the following list of applications:

- Incident
- Problem
- Service Catalog
- Service Portal
- Knowledge
- Release
- Agile

In the case where a design of a solution to be implemented is being reviewed, Customer can request a design review from only the following list of applications:

- Incident
- Problem
- Service Catalog
- Service Portal
- Knowledge
- Release
- Agile

For design reviews of custom applications, the complexity of the design must be small-to-medium complexity as determined in the sole discretion of the Impact Accelerator Consultant(s) delivering the Accelerator.

ServiceNow is not responsible for development of the solution design or execution of any recommendations.

Design Review- Total

Evaluation of current or proposed solution design

Overview

Design Review Total provides Total Impact Customers with a review of either (1) a solution to be implemented or (2) an existing implemented solution, either as it pertains to the ServiceNow Platform. It aims to assist Customers in making the best possible solution design decisions that result in better scalability, sustainability, maintainability, and upgradability and leverage the power of the native platform to avoid technical debt and future-state limitations.

What You Get

Introductory Customer Session (up to 90 minutes)

- Describe and introduce the Accelerator
- Define scope (Customer may select one Application within one Capability):
 - Platform Application (1 Capability; 5-6 Key Decision)
 - Custom Application (1 Capability; 3-5 Key Decisions)
 - Custom Application to Platform Application Transition (1 Capability; 5-6 Key Decisions)
- Define Accelerator work plan schedule and specify roles/responsibilities
- Request Customer pre-work and any other inputs

Customer Working Session (up to 12 hours – split across 2-day workshop)

- Review current state of solution design
- Discuss design purpose perspectives (business, functional, technical, implementation)
- Identify Key Decisions
- Capture risks & issues
- Define success metrics
- Review basic design guidance

Customer Review Session (up to 4 hours)

Review Design Review Deliverable

Design Review Deliverable, Final Presentation including:

- Initial Accelerator scope and expectations
- Outputs of Customer Working Session
- Observations & Diagnosis
- Return to out-of-box path, if applicable
- Prescriptive recommendations
- Outstanding decisions to be made
- Additional leading practice resources, if applicable

Follow-up Customer Session (optional upon Customer request- up to 60 minutes)

- Opportunity for Q&A related to solution design
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform
Business/Platform Owner- Required	As related to the Accelerator's scope – responsible for the business(es) / process(es) that may be part of ServiceNow solution design
Design Lead/Team- Required	As related to the Accelerator's scope – responsible for ServiceNow solution design
Sr. Functional Service Owner(s)- Required	As related to the Accelerator's scope – responsible for the service(s) that may be part of ServiceNow solution design
Sr. Functional Business Owner(s)- Required	As related to the Accelerator's scope – responsible for the business(es) that may be part of ServiceNow solution design

Requested Information/Access

Platform Background documents, including:

- Platform History information- Platform Implementation Date / Version; Application Families Implemented; Current Implementations; Current or Former Partners; Platform Governance; Platform Administration Team
- Platform Standing information- Architectural Diagram/s; Integration Map/s; Open performance or platform issues; Next planned upgrade; CSDM / CMDB Maturity; User Community information; Release Management Approach; Change Management Approach; DevOps Information

Application Background documents, including:

- Business Case information– Organizational Goals and Objectives; Use Cases; Related Process Flows; Related Roles & Responsibilities Document; Process Owner(s); Business Case; Benefit Case
- Business Consideration information– Enablement Approach; Organizational Change Management Approach; Policy / Procedure / Standard Requirements; Audit / Remediation Requirement(s)
- Open Issues information- Open user issues / feedback; Known business process gaps

Design Approach documents, including:

- Architectural Decision information– Architectural Decision History; Alternate Options Considered; Areas where Platform Architecture support is needed
 - Design Approach information– Complete set of User Stories with technical approach; Process Documentation, based on design; Handover Documentation
 - Development Cycle information- Full-cycle Testing results; List of all related Defects; Change and Release History, as available
- Business Presentation slides (to be provided by ServiceNow for Customer to complete)
 - Architecture Presentation slides (to be provided by ServiceNow for Customer to complete)

Exceptions

This Accelerator does not include in-depth technical reviews of any design – the recommendations will be based on the analysis discovered and reviewed in the Customer Working Session.

ServiceNow is not responsible for development of the solution design or execution of any recommendations.

Health Assessment

Insights into instance health.

Health Assessment – Guided

Provides an insight into your ServiceNow instance health.

Overview

Health Assessment- Guided provides Impact Guided Customers with a technical analysis of their ServiceNow instance health via HealthScan, as well as guidance on how to interpret the findings. It aims to help you understand how your instance aligns to leading practices and recommendations on how to improve instance health.

What You Get

Instance Assessment

Instance assessment using ServiceNow HealthScan.

Customer Coaching Session #1 (up to 90 min)

Review of:

- How to interpret HealthScan findings
- Detailed findings from HealthScan Scorecard

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to HealthScan findings
- Provide additional guidance on leading practices, as needed

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the project, meet with the ServiceNow Impact Accelerator Consultant, provide access to the required resources, and drive the actions from the review.
System Administrator (s)- Recommended	Responsible for maintenance and configuration of the ServiceNow platform. Meet with the ServiceNow Impact Accelerator Consultant and provide feedback on challenges and pain points of the ServiceNow environment.
Service Owners- Required	Responsible for overall ownership and day-to-day activities of the ServiceNow instance. Meet with the ServiceNow Impact Accelerator Consultant and provide feedback on challenges and pain points of the ServiceNow environment.
System Developers- Required	Responsible for development activities on the ServiceNow platform. Meet with the ServiceNow Impact Accelerator Consultant and provide feedback on challenges and pain points to the ServiceNow environment

Requested Information / Access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

Certain Impact Accelerator Activities may be limited or unavailable for customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments.

Note that reviews of design, process, strategy, governance and pre-production testing are excluded. Implementation of any recommended activities resulting from Health Assessment, such as any findings or recommendations in the Review Report are excluded.

Health Assessment – Advanced/Total

Guidance to measure & improve instance health

Overview

Health Assessment provides Impact Advanced and Total Customers with prescriptive guidance, leading practices content, and a technical analysis of their ServiceNow instance health via HealthScan. It also includes a review of key platform health indicators such as

instance manageability, performance, security, upgradability and user experience. This Accelerator aims to help Customers understand how their instance aligns with leading practices and improve their instance health.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Customer Session (up to 60 min)

Understand Customer pain points and desired focus areas for the Health Assessment.

Instance Assessment

Instance assessment using ServiceNow HealthScan.

Customer Coaching Session #1 (up to 90 min)

Review of:

- How to interpret HealthScan findings
- Detailed findings from HealthScan Scorecard and SprintScan

Customer Coaching Session #2 (optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to HealthScan findings
- Provide additional guidance on leading practices as needed

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator- Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s)- Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Requested Information / Access

For Customer Agreements and Terms, please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

Health Assessment – Advanced/Total is not currently available to self-hosted customers.

Integration Strategy

Guidance on the integration process

Integration Strategy- Advanced

This Accelerator provides guidance on the integration process.

Overview

Integration Strategy- Advanced provides Impact Customers with leading practices content and advisory guidance on the integration process, including design considerations, and platform recommended tools as they relate to the ServiceNow Platform.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request completion of intake questionnaire, maturity self-assessment, and provide any other requested inputs.

Customer Current State Working Session (up to 90 mins)

- Review customer intake and self-assessment
- Discuss current state of Customer's integrations

Customer Review Session (up to 120 mins)

- Review leading practices content
- Present Integration Strategy recommendations
- Discuss possible next steps for execution / measurement

Integration Strategy Deliverables

- Integration Strategy Maturity Self-assessment
- Workshop slides

- Action planning notes
- Action planning templates

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to integration strategy
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform
Platform Administrator- Required	Responsible for the day-to-day administration of ServiceNow platform.
ServiceNow Platform Architect- Required	Responsible for Customer's ServiceNow architecture, planning integration, and designing integration architectures; actively involved in the overarching governance of Customer's ServiceNow Platform.
Enterprise Architect Lead- Required	Responsible for overall enterprise architecture, strategy, and governance.
Data Owners- Recommended	Responsible for data related to an integration.

Requested Information / Access

- Existing Integration Strategy Document(s)
- Enterprise Architecture Concept of Operations or Program Overview document
- Summary listing of integrations
- Example documents: Architectural diagram(s), Business process flow model(s), Data model(s), data flow diagram(s).
- Platform Change Management Concept of Operations or Program Overview document
- CSDM Foundation Data – summary of tables integrated with external systems, and any customizations related to the Foundation Data tables

Exceptions

ServiceNow is not responsible for execution of Customer's integration strategy.

Integration Strategy- Total

Guidance on the integration process

Overview

Integration Strategy – Total provides Total Impact Customers with leading practices, content, and prescriptive guidance on the integration strategy, including leading practices and design considerations as they relate to the ServiceNow Platform.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Select Offering (Customer may select one Offering within one opportunity, see table below)
- Communicate expectation for customer participation
- Request data and other inputs

Opportunity	Offering
Enterprise Architecture How could ServiceNow serve Customer's enterprise architecture?	Assess both ServiceNow Platform and Enterprise Architecture landscape to seek value opportunities for Strategic Integrations
	Review data flows for key processes to understand where opportunities could live for untapped efficiencies and/or better source integration
	Review current and future states to help form a strategic direction that prescribes steps to get from here to there
ServiceNow Platform Integration Based on Customer's current and planned states, how could integrations enhance the planned value gained from ServiceNow?	Assess ServiceNow Platform to understand where current state integrations are in place and where there are gaps that could be automated
	Assess state of Foundational Data with recommendations for alignment with leading practices
	Assess current state Data Security policies and standards with recommendations for alignment with leading practices
Customer Request How can ServiceNow help Customer reach optimal value through a specific focus area?	Assess approach for converting an existing integration back to core platform capabilities
	Assess approach for migrating an integration from one vendor to another
	Assess the impact of new release capabilities on an existing integration

Customer Discovery Working Session (up to 90 minutes)

- Review Customer-provided data/inputs
- Discuss current state of Customer's integrations
- Schedule date for Scope Definition Working Session

Customer Scope Definition Working Session (up to 120 minutes)

- Review guiding principles
- Review Key Questions
- Define scope in reference to Customer's current architecture and current state

Customer Review Session (up to 90 minutes)

- Present final Integration Strategy recommendations
- Discuss possible next steps for execution / measurement

Integration Strategy Deliverables

- Workshop slides
- Action planning notes

Follow-up Customer Session (optional upon Customer request- up to 60 minutes)

- Opportunity for Q&A related to integration strategy
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform
Executive Sponsor- Required	Primary strategic contact for ServiceNow
Platform Administrator- Required	Responsible for the day-to-day administration of ServiceNow platform
ServiceNow Platform Architect- Required	Responsible for Customer's ServiceNow architecture, planning integration, and designing integration architectures; actively involved in the overarching governance of Customer's ServiceNow Platform
Enterprise Architect Lead- Required	Responsible for overall enterprise architecture, strategy, and governance

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Integration Owners- Required	Responsible for integrating systems – data, processes, process automation
Sr. Functional Service Owners- Required	As related to the Accelerator's scope – responsible for the service(s) that may be integrating with ServiceNow
Sr. Functional Business Owners- Required	As related to the Accelerator's scope – responsible for the business(es) that may be integrating with ServiceNow

Requested Information / Access

- MID Server architecture documentation (if applicable)
- Customer may be asked to grant the ServiceNow Impact Squad access to Customer's instance for the purposes of providing the Impact Accelerator during the period of performance
- Platform Information
 - Platform Implementation Date / Version
 - Work flows Implemented (e.g., IT, Customer, Employee)
 - Application Families implemented
 - Current implementations
- Enterprise Architecture
 - Organization chart
 - Architecture diagram(s)
 - Network Map(s) / Diagram(s)
 - Integration Map(s)
 - Business Process Flow Model(s)
 - Data Model(s)
 - Data Flow Diagram(s)
 - Data security & Compliance standards
 - Authentication and authorization standards/process
- Enterprise Architecture Inventory intake (spreadsheet will be provided to Customer; may be substituted with document with similar information)
- Foundation Data Inventory intake (spreadsheet will be provided to customer; may be substituted with document with similar information)

Exceptions

This Accelerator does not include technical troubleshooting of existing integrations, code reviews, technical break/fix, or technical performance improvements.

ServiceNow is not responsible for execution or measurement of Customer's integration strategy.

Multi-instance Topologies

This Accelerator provides education on drivers and topology alternatives to support multiple production instance implementations delivered within the context of a single-customer production implementation.

Overview

The Multi-instance Topologies Accelerator provides Impact customers with facilitated education sessions that establish a foundational understanding of the common business drivers that could warrant multiple production instances and an introduction to four multi-instance topology alternatives.

The overview for each topology includes a description, topology-related use cases, strengths and weaknesses, and example process flows. The education sessions are interspersed with interactive use case activities, so that following the completion of the Accelerator, you may continue to evaluate your own multi-instance requirements by engaging your implementation provider to develop an implementation architecture.

Note: This Accelerator is available in Advanced and Total packages.

What You Get

Introductory Customer Session (up to 60 minutes)

- Introduce Accelerator and set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Introduce business drivers for multiple production instances
- Introduce four multi-instance topologies
- Request completion of intake questionnaire, three use cases, and provide any other requested inputs

Customer Education Session #1 (up to 120 minutes)

- Present business drivers for multiple production instances, referencing use cases provided by the customer
- Present two multi-instance topologies
- Conduct interactive activities based on relevant customer-provided use cases

Customer Education Session #2 (up to 120 minutes)

- Present two multi-instance topologies, which may or may not reference the customer's use cases
- Conduct interactive activities based on relevant customer-provided use cases
- Advisory guidance for next steps

Follow-up Customer Session (optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to the multi-instance topologies education and guidance

Multi-instance Topologies Deliverables

- Workshop slides
- Multi-instance topology use case activities
- Guidance for next steps

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Platform Administrator (Required)	Responsible for the day-to-day administration of the ServiceNow platform.
ServiceNow Platform Architect (Required)	Responsible for overall ServiceNow platform architecture, strategy, and governance.
Enterprise Architect(s) (Required)	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Service Owner(s) (Recommended)	Responsible for data and process flows related to a specific service, process, or an integration.

Pre-requisite

The completion of the workshop, *How to Tackle Architectural Implementation Models*, is required. For more information, contact your Enterprise Architect.

Requested Information Access

The output deliverables from the *How to Tackle Architectural Implementation Models* workshop are requested.

Exceptions

- Multi-instance topology architecture design recommendations
- Multi-instance technical implementation / technical integration detailed architecture
- Enterprise architecture review
- Detailed architecture blueprint for multi-instance configuration
- How to integrate multiple production instances
- Topology considerations for Managed Service Provider and/or multiple customer multi-instance configurations
- Multiple sub-production instances, for example, development, test, or user acceptance test (UAT)

Technical Governance

Guidance on technical governance management of the ServiceNow Platform

Overview

Technical Governance provides Impact Customers with a framework that defines how to govern and manage the stability of the ServiceNow platform. This Impact Accelerator aims to assist Customers in establishing technical decision-making processes, and governance policies and processes that can facilitate faster implementations and upgrades, smoother development, and greater value from enhanced feature adoption.

i Note: This Accelerator is available in Advanced and Total packages.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs from Customer

Customer Workshop (up to 4 hrs)

- Review current state of technical decision making and governance
- Discuss leading practice content
- Propose action plan items for Customer to execute

Technical Governance Deliverables

- Workshop slides
- Action planning notes
- Action planning templates

Follow-up Customer Session (optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to Technical Governance Deliverables
- Provide additional guidance on leading practices

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner - Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Platform Architect	Provides a holistic view of the ServiceNow platform, processes, and other systems, including any necessary policy or organizational requirements.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Executive Sponsor	Primary strategic contact for ServiceNow

Requested information/access

- ServiceNow governance structure documents – charters, board participant lists, etc.
- Strategy Governance, Portfolio Governance, and Architecture Blueprint Impact Accelerators are prerequisites for Technical Governance Accelerator CoE Charter
- Organization chart
- IT governance documents
- Current state architecture blueprint
- Platform team roles & responsibilities
- Technical policy documentation (e.g. platform management policies, integrations overview, cloning process, SLAs)

Exceptions



ServiceNow is not responsible for development or execution of the technical governance process or policy.

Strategy Accelerators

Use Strategy Accelerators to go deeper on organizational and governance best practices with the ServiceNow platform and upskill your team to maintain business performance and drive success.

Accelerators available in each package

Accelerator outputs and formats have common standardized features, but, may differ from package to package. Not all Accelerators are available for each package. The Accelerators and available feature levels are denoted by these symbols:

- ✓ = Common standardized feature set
-  = Includes unique accelerator-specific features
-  = Includes additional unique accelerator-specific features

i Note: U.S. Public Sector (USPS) customers: As part of ServiceNow’s mission to continually deliver the best customer experience and as part of the evolution of the Impact packages, certain Impact deliverables, Impact Accelerators, or other Impact components require supplemental terms and conditions because of the manner in which they operate. The US Public Sector Accelerator provides U.S. Public Sector customers an option to leverage aspects of these Accelerators without the need to accept the supplemental terms and/or in scenarios in which an environment may have serviceability restrictions.

Accelerators that offer USPS specific versions for the respective packages are indicated with ** in the table.

Accelerator	Guided package	Advanced package	Total package
Adoption Accelerator		#	#
Center of Excellence & Innovation Design		#	✓
Certification Exam Preparation Accelerator		#	#
Champion Engagement		#	✓
Develop Partner Strategy		#	✓
HRSD Maturity Assessment		#	#
ITSM Maturity Assessment		#	#
On-Demand Value Report	#	✓	✓
Portfolio Governance		#	#
ServiceNow Governance			#
Staffing and Roles Review		#	✓
Strategy Governance		#	#
Success Readiness Assessment (SRA)		#	#
Training Strategy Assessment		#	#
Vision & Strategy		#	✓

Adoption Accelerator

The Adoption Accelerator provides guidance on tools and support available for change enablement.

Overview

Adoption Accelerator provides Impact Customers with tools and support in initiating their own change enablement programs to drive user adoption in their organizations. It helps Customers gain a deeper understanding of the value and purpose of the templates provided in the Adoption Toolkit (and when and how to use them) ServiceNow's change methodology, and techniques for executing a stakeholder analysis, champion engagement plan, communication plan, and training plan.

What You Get

Pre-engagement and Planning

- Pre-engagement questionnaire sent to Customer for completion
- Planning Customer Session (up to 30 min)

Adoption Customer Session #1 (up to 120 min)

- Review of ServiceNow change enablement methodology, Adoption Toolkit templates, and change enablement leading practices
- Begin assessing stakeholder groups and developing a change enablement work plan

Adoption Customer Session #2 (up to 120 min)

Review of:

- Leading practices#for building a change champion network
- How champions can become knowledgeable on the ServiceNow Platform so that they can help drive change in their organization. Leveraging champion enablement resources#made available by ServiceNow

Adoption Customer Session #3 (up to 120 min)

- Begin building a communications plan
- Leverage communication resources across ServiceNow

Adoption Customer Session #4 (up to 120 min)

Review of:

- Leading practices for customizing process user training templates in the Adoption Toolkit specific to Customer's application processes
- Leading practices and pitfalls to avoid in building a robust training plan

All sessions provided remotely.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Change Lead(s)- Required	Manages Customer's ServiceNow change enablement program.
Communication Lead(s) - Required	Drafts and publishes Customer's internal communications.
Training Lead(s) - Required	Manages the rollout of ServiceNow process user training to the organization.

Requested Information / Access

N/A – no additional information or data access is requested.

Exceptions

ServiceNow is not responsible for the development and execution of Customer's change plan. Customer must download the Adoption Toolkit from Now Learning prior to the first session. All sessions must be scheduled and completed within 4 weeks from Accelerator initiation.

Center of Excellence & Innovation Design

The Center of Excellence and Innovation Design (CoEI) Accelerator provides guidance on building your ServiceNow CoEI.

Overview

Center of Excellence & Innovation (CoEI) Design provides Impact customers with leading practices content and prescriptive guidance and support to build a CoEI within their organization. This Accelerator aims to help customers use a CoEI as a vehicle to realize and accelerate the value they receive from their ServiceNow platform.

Refer to the [Customer Success Center](#)  for additional information about the CoEI.

Note: This Accelerator is available in Advanced and Total packages.

What You Get

Introductory Customer Session (up to 60 minutes)

- Set expectations on process and depth of deliverable
- Explain the concept of a ServiceNow CoEI and its importance
- Share resources and assign readings
- Communicate expectations for customer participation
- Request data and any other inputs
- Set up a plan for assessment

Customer Discovery Session(s) Workshops (up to 12 hours)

- Review how the current CoEI organization structure meets your needs
- Assist in identifying potential gaps in the current CoEI organization structure
- Develop a recommended CoEI organizational structure

CoEI Diagram

Diagram of the recommended CoEI organizational structure

Customer Review Session (up to 60 minutes)

- Review the CoEI diagram deliverable
- Review recommended functional roles and responsibilities

Follow-Up Customer Session (optional upon customer request - up to 60 minutes)

- Opportunity for Q&A related to CoEI
- Assistance with execution advice and metrics to measure progress
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor (Required)	Primary strategic contact for ServiceNow.
Process Owner (Required)	Owns the process being reviewed.

Requested Information / Access

- Organizational chart and roles and responsibilities
- RACI diagrams
- Charter and/or guiding principles document

Exceptions

ServiceNow resources are not responsible for implementation or management of the ServiceNow CoEI.

Center of Excellence & Innovation Design – Advanced

Guidance on implementing a ServiceNow Center of Excellence

Overview

Center of Excellence & Innovation (CoEI) Design provides Impact Customers with leading practices content and prescriptive guidance to build a ServiceNow CoEI within their organization, including recommended organizational roles and descriptions. It intends to help Customers use the CoEI as a vehicle to realize and accelerate the value they receive from ServiceNow.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Explain the concept of a CoEI and its importance
- Share resources and assign readings
- Communicate expectation for Customer participation
- Request data and any other inputs; set plan up for assessment

Customer Discovery Session(s) or Half-Day Workshop (up to 4 hours)

- Review how Customer's current organization structure meets Customer needs
- Assist Customer in identifying potential gaps in Customer's organization structure

CoEI Diagram

Recommended CoEI organizational structure.

Customer Review Session (up to 60 min)

- Review CoEI diagram deliverable
- Review recommended functional roles and responsibilities

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to CoEI
- Assistance with execution advice and metrics to measure progress
- Provide additional guidance on leading practices

Requested Customer Resources

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.
ServiceNow development team lead - Recommended	Leads development on the ServiceNow platform.

Requested Information / Access

- Organizational chart and roles & responsibilities
- RACI diagrams
- Charter and/or guiding principles document

Exceptions

ServiceNow is not responsible for implementation or management of the ServiceNow CoEI.

Center of Excellence & Innovation Design – Total

Guidance on implementing a ServiceNow Center of Excellence and Innovation (CoEI)

Overview

Center of Excellence & Innovation (CoEI) Design provides Impact Customers with leading practices content and prescriptive guidance and support to build a ServiceNow CoEI within their organization, including recommended organizational roles and descriptions. It intends to help Customers use the CoEI as a vehicle to realize and accelerate the value they receive from ServiceNow.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Explain the concept of a CoEI and its importance
- Share resources and assign readings
- Communicate expectation for Customer participation
- Request data and any other inputs; set plan up for assessment

Customer Discovery Session(s) Workshops (up to 12 hours)

- Review how Customer's current organization structure meets Customer needs
- Assist Customer in identifying potential gaps in Customer's organization structure
- Develop a recommended CoEI org structure

CoEI Diagram

Recommended CoEI organizational structure.

Customer Review Session (up to 60 min)

- Review CoEI diagram deliverable
- Review recommended functional roles and responsibilities

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to CoEI
- Assistance with execution advice and metrics to measure progress
- Provide additional guidance on leading practices

Requested Customer Resources

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.
ServiceNow development team lead - Recommended	Leads development on the ServiceNow platform.

Requested Information / Access

- Organizational chart and roles & responsibilities
- RACI diagrams
- Charter and/or guiding principles document

Exceptions

ServiceNow is not responsible for implementation or management of the ServiceNow CoEI.

Certification Exam Preparation Accelerator

Technical certification exam preparation

Overview

Certification Exam Preparation Accelerator provides Impact Customers with on-demand courses (including general and Mainline certification* preparation courses) and remote access to a ServiceNow training professional for questions and answers on specific technical certification categories. It aims to aid in increasing Customers' pass rates on ServiceNow technical certification exams.

* A "Mainline Certification" is a ServiceNow proctored exam resulting in a CSA, CIS, CAD, or CAS certification. Mainline Certifications must then be renewed twice a year with each release through an online delta exam.

What you get

'Get Started with Certification' On-Demand Course

This preparatory course provides an overview of what to expect and what to do when preparing for a ServiceNow technical certification exam. Once granted, Customer will have access to the course for 30 days.

Certification Exam Preparation Course(s)

On-demand course(s) corresponding to specific Mainline Certifications for which Customer is preparing. These certification-specific courses provide insight into what to study and sample questions to prepare for the exam. Once granted, the Impact Squad will provide Customer instructions for accessing the applicable course, to which Customer will have access for 30 days.

Choose from the following on-demand courses:

IT

- Certified Implementation Specialist – Application Portfolio Management
- Certified Implementation Specialist – Cloud Provisioning and Governance
- Certified Implementation Specialist – Discovery
- Certified Implementation Specialist – Event Management
- Certified Implementation Specialist – Hardware Asset Management
- Certified Implementation Specialist – IT Service Management
- Certified Implementation Specialist – Project Portfolio Management
- Certified Implementation Specialist – Service Mapping
- Certified Implementation Specialist – Service Provider
- Certified Implementation Specialist – Software Asset Management

Security

- Certified Implementation Specialist – Risk and Compliance
- Certified Implementation Specialist – Security Incident Response
- Certified Implementation Specialist – Vendor Risk Management
- Certified Implementation Specialist – Vulnerability Response

Customer Service

- Certified Implementation Specialist – Customer Service Management
- Certified Implementation Specialist – Field Service Management

Human Resources

Certified Implementation Specialist – Human Resources

Platform Application Development

- Certified System Administrator
- Certified Application Developer
- Certified Application Specialist – Performance Analytics

Virtual Office Hour Customer Session (up to 60 min)

A ServiceNow training professional will walk through the certification exam blueprint, dive deeper into learning objectives, and provide sample practice questions to learners.

Sessions are scheduled according to course capacity and by Business Unit focus: ITSM/ITAM, ITBM, Security/GRC, HR, CSM, Platform.

Requested customer resources

Any Customer personnel who is preparing for a ServiceNow technical certification exam may benefit from this Accelerator. Virtual Office Hour Customer Sessions can include up to 50 total participants (based on seat availability).

Requested information/access

N/A – No additional information or data access is requested.

Exceptions

ServiceNow does not guarantee increased certification exam pass rates.

Champion Engagement

The Champion Engagement Accelerators provide insights into champion engagement.

Champion Engagement – Advanced

Guidance to effectively communicate the value and benefits of using the ServiceNow platform.

Overview

Champion Engagement provides Impact Customer champions with leading practices content and prescriptive guidance to effectively communicate the value proposition and benefits for using the ServiceNow platform within their organizations. Champion Engagement includes enablement for one champion.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of Champion Engagement Deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs from Customer related to champion activity

Customer Working Session (up to 5 hours)

Customer meetings to discuss:

- Current champion activity
- Champion activity options
- Finalizing a Champion Plan

Champion Engagement Deliverable

Documented Champion Plan that defines what the Champion can participate in and accomplish (internally at their organization and externally) within the next year.

Follow-up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to Champion Plan
- Provide additional guidance on champion activity

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested Information / Access

- ServiceNow platform goals
- IT Strategic plan
- Pain points, business drivers, and desired business outcomes

Exceptions

ServiceNow is not responsible for executing the Champion Plan.

Champion Engagement – Total

Guidance to effectively communicate the value and benefits of using the ServiceNow platform.

Overview

Champion Engagement provides Impact Customer champions with leading practices content and prescriptive guidance to effectively# communicate the value proposition and benefits for using the ServiceNow platform within their organizations. Champion Engagement includes enablement for three champions.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of Champion Engagement Deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs from Customer related to champion activity

Customer Working Session (up to 5 hours)

Customer meetings to discuss:

- Current champion activity
- Champion activity options
- Finalizing a Champion Plan

Champion Engagement Deliverable

Documented Champion Plan that defines what the Champion can participate in and accomplish (internally at their organization and externally) within the next year.

Follow-up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to Champion Plan
- Provide additional guidance on champion activity

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested Information / Access

- ServiceNow platform goals
- IT Strategic plan
- Pain points, business drivers, and desired business outcomes

Exceptions

ServiceNow is not responsible for executing the Champion Plan.

Develop Partner Strategy

The Develop Partner Strategy Accelerators provide guidance on finding and evaluating effective partners.

Develop Partner Strategy – Advanced

Guidance on finding and evaluating effective partners

Overview

Develop Partner Strategy provides Impact Customers with guidance to identify, and evaluate, a ServiceNow implementation partner that is aligned to their business objectives and has the expertise needed to help them achieve the target outcome.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Customer Sessions (up to 5 hours total)

Customer meetings to discuss:

- Existing partner performance
- Current partner needs
- Plan to assist customer in identifying and evaluating partners for a target outcome

Partner Strategy Deliverable

Documented recommendations to assist customer in identifying and evaluating partners for target outcome.

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to partner plan
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.
Primary Executive Stakeholder – Required	Responsible for selecting and managing the partner.

Requested Information / Access

- Implementation roadmap(s)
- Existing partner relationship(s)
- Outstanding RFP(s) issued by Customer (Partner responses not to be shared with ServiceNow)

Exceptions

ServiceNow is not responsible for partner assessment, identification, selection, enablement, or management.

Develop Partner Strategy – Total

Guidance on finding and evaluating effective partners

Overview

Develop Partner Strategy provides Impact Customers with guidance to identify, evaluate, and select a ServiceNow implementation partner that is aligned to their business objectives and has the expertise needed to help them achieve value from their ServiceNow investment.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Customer Sessions (up to 10 hours total)

Customer meetings to discuss:

- Maturity of partner management function
- Existing partner performance
- Expectations for any new partner relationships
- Improving partner selection and management processes

Partner Strategy Deliverable

- Analysis readout on the current state of partner management function
- Documented recommendations on how to modify and/or improve partner selection and management processes

Follow-Up Customer Session (up to 20 hours total)

- Opportunity for Q&A related to partner strategy deliverable
- Offer guidance on Customer's partner management, as needed

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.
Primary Executive Stakeholder – Required	Responsible for selecting and managing the partner.

Requested Information / Access

- Implementation roadmap(s)
- Existing partner relationship(s)
- Outstanding RFP(s) issued by Customer (Partner responses not to be shared with ServiceNow)

Exceptions


ServiceNow is not responsible for partner assessment, identification, selection, enablement, or management.

HRSD Maturity Assessment

This accelerator provides guidance on your current HR Service Delivery (HRSD) process and function maturity in your ServiceNow instance.

Overview

The HRSD Maturity Assessment Accelerator provides a base-level understanding of maturity tied to business outcomes being driven. The Accelerator aims to assess gaps with your HRSD product implementation based on your company's use cases with targeted recommendations on what to tackle next to unlock further value in the platform.

All HRSD apps and features are within scope including Case & Knowledge, Employee Center and Portal, Lifecycle Events/Onboarding/Journeys, Employee Document Management, HCM Integrations, and specific store features, such as Manager Hub. See [HR Service Delivery](#)  for additional information on HRSD apps.

Note: This Accelerator is available in Advanced and Total packages.

What You Get

Learning Overview (up to 90 minutes)

- Describe and introduce the Accelerator to explain the assessment process
- Conduct the HRSD adoption maturity questionnaire

HRSD Maturity Assessment report

The assessment report is a result of the questionnaire and input from our HRSD leaders and includes the following:

- Maturity score
- The top five recommendations of unadopted product features in the standard NowCreate crawl/walk/run model
- Additional initiatives or Impact accelerators to conduct, or specific recommendations to achieve outcomes
- A complete list of recommendations observed

Customer Read-out (up to 90 minutes)

- Deliver HRSD Maturity Assessment report
- Review HRSD Maturity Assessment report
 - Opportunity for Questions and Answers related to the HRSD Maturity Assessment
 - Discuss a draft adoption roadmap

Follow-up Customer Session (optional on Customer request– up to 60 minutes)

- Review Customer progress
- Identify additional resources to achieve Customer goals
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) & HRSD Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead (Recommended)	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator activities to understand leading practices and potentially support the customer going forward.
Developers (Optional)	Writes code for the ServiceNow platform.
Business Stakeholders (Optional)	Line of business owners outside of HR.

Requested Information / Access

We request that the HRSD Maturity questionnaire is completed by the Customer virtually a minimum of two weeks prior to the Customer readout.

Exceptions

This Impact Accelerator does not include a technical review of HRSD.

The tool is not automated and does not feature automated recommendations. Assessment of other EWF capabilities beyond HRSD is not included.

ServiceNow is not responsible for implementing the recommendations made based on the HR Service Delivery Maturity Assessment.

ITSM Maturity Assessment

Guidance on current ITSM process and function maturity, with targeted recommendations on what to tackle next to unlock further value in the platform.

Overview

ITSM Maturity Assessment provides an all-in-one ITSM adoption accelerator, providing Customers with a snapshot of their current process maturity and recommendations on what to do next to improve value return within the platform.

What You Get

Learning Overview (up to 60 min)

- Describe and introduce the accelerator
- Maturity questionnaire

ITSM Maturity Assessment report

ITSM Maturity Assessment report includes:

- Maturity score
- The “top five recommendations” grounded in ServiceNow leading practices
- Content, accelerators, and next steps where applicable
- Excel readout of the full recommendation list

Customer Read-out (up to 90 minutes)

- Deliver ITSM Maturity Assessment report
- Review ITSM Maturity Assessment report

Follow-up Customer Session (optional on Customer request – up to 60 minutes)

- Review Customer progress
- Identify any additional resources to achieve Customer goals
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Process Owner- Required	Owens the process being reviewed.
IT Service Desk Manage- Required	Completes the maturity assessment questionnaire
Subject Matter Experts- Recommended	Completes the maturity assessment questionnaire

Requested Information / Access

ITSM Maturity questionnaire is completed by customer at least two weeks before customer readout, which is provided by ServiceNow.

Exceptions

This accelerator is limited to the following capabilities within ITSM:

- Incident Management
- Problem Management
- Request Management
- Change Management
- Continual Improvement Management
- Service Desk
- CDSM Foundations

On-Demand Value Report

Customers can use this accelerator to request a business value report on-demand.

On-Demand Value Report- Guided

Customers can use this accelerator to request a business value report on-demand.

Overview

The On-Demand Value Report accelerator enables Guided Customers to get a On-Demand Value Report outside of their annual cadence for ServiceNow standard business objectives and outcomes.

The On-Demand Value Report helps Customers learn how they can continue to accelerate the value they're realizing with ServiceNow and with Impact.

What You Get

- Value Report for one Product

i Note: Only standard business objectives and outcomes in the Value Blueprint for selected products can be part of the Value Report

- Recommendations to accelerate value

The Value Report provides incremental improvement compared to a prior period. ServiceNow recommends a year-on-year comparison as the ideal time frame for identifying performance improvement. This is to account for factors such as seasonality, but any other frequencies can be used based on customers' needs.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor – Optional	Primary strategic contact for ServiceNow.
Business Owner(s)- Optional	Line of business service owner(s) outside of IT.

Requested Information / Access

Please refer to the applicable [Impact Accelerator Description](#). 

Exceptions

- Value Blueprint needs to be completed prior to requesting this accelerator
- Data collection, baseline, and actuals need to be completed by customer
- Operational Reports
- Custom objectives and metrics

On-Demand Value Report- Advanced

Advanced customers can use this accelerator to request a business value report on demand.

Overview

The On-Demand Value Report accelerator enables Advanced Customers to get a Value Report outside of their annual cadence for ServiceNow standard business objectives and outcomes.

The Value Report will inform the strategic discussion the Squad has with the customer on how they can continue to accelerate the value they are realizing with ServiceNow and with Impact.

What You Get

- Value Report for up to two products

i Note: Only standard business objectives and outcomes in the Value Blueprint for selected products can be part of the Value Report.

- Recommendations to accelerate value
- Additional consultation by the Squad if more business objectives and outcomes for selected products are needed outside of the initial Value Blueprint created during Impact Foundations.

The Value Report provides an incremental improvement compared to a prior period. ServiceNow recommends a year-on-year comparison as the ideal time frame for identifying performance improvement. This is to account for factors such as seasonality, but any other frequencies can be used based on customers' needs.

Requested Customer Resources

Customer will provide the following resources throughout the duration of any applicable engagement during the Impact Subscription Term. The same personnel may fill multiple responsibilities:

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy

Customer Resource	Responsibilities
	and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor – Optional	Primary strategic contact for ServiceNow.
Business Owner(s)- Optional	Line of business service owner(s) outside of IT.
Reporting/Analytics Expert	Responsible for data collection effort

Requested Information / Access

Please refer to the applicable [Impact Accelerator Description](#). 

Exceptions

Pre-requisites:

- Value Blueprint needs to be completed prior to requesting this accelerator
- Data collection, baseline, and actuals need to be completed by customer

This feature will NOT include:

- Operational Performance is not included
- Custom objectives and metrics are not included in Value Report

On-Demand Value Report- Total

Customers can use this accelerator to request a business value report on-demand.

Overview

The On-Demand Value Report accelerator will enable Total Customers to get a Value Report outside of their annual cadence for ServiceNow standard business objectives and outcomes.

The On-Demand Value Report informs a strategic discussion the Squad has with the customer on how they can continue to accelerate the value they're realizing with ServiceNow and with Impact.

What You Get

- Value Report for up to two products

 **Note:** All the standard and custom business objectives and outcomes in the Value Blueprint for selected products can be part of the Value Report.

- Recommendations to accelerate value
- Additional consultation by the squad if more business objectives and outcomes for selected products are needed outside of the initial Value Blueprint created during Impact Foundations.

The Value Report provides an incremental improvement compared to a prior period. ServiceNow recommends a year-on-year comparison as the ideal time frame for identifying performance improvement. This is to account for factors such as seasonality, but any other frequencies can be used based on customers' needs.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor – Optional	Primary strategic contact for ServiceNow.
Business Owner(s)- Optional	Line of business service owner(s) outside of IT.
Reporting/Analytics Expert	Responsible for data collection effort

Requested Information / Access

Please refer to the applicable [Impact Accelerator Description](#). 

Exceptions

- Value Blueprint must be completed prior to requesting this accelerator
- Data collection, baseline, and actuals must be completed by customer
- Operational Performance isn't included

Portfolio Governance

Guidance on building a strategic portfolio management process

Overview

Portfolio Governance provides Impact Customers with leading practices and prescriptive guidance on the demand management process, including demand generation, demand scoring, and the transition to design/development. This Impact Accelerator aims to assist Customers in creating a portfolio governance capability that is connected to strategic governance, building cross-enterprise alignment on strategic priorities for more effective and holistic solutions to enhance speed to value.

i Note: This Accelerator is available in Advanced and Total packages.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable.
- Communicate expectation for Customer participation.
- Request data and any other inputs.

Customer Workshop (up to 4 hrs)

- Review current state of demand management.
- Discuss leading practice content.
- Propose action plan items for Customer to execute.

Portfolio Governance Deliverables

- Workshop slides
- Action planning notes
- Action planning templates

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to portfolio governance deliverables.
- Provide additional guidance on leading practices.

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested information/access

- ServiceNow governance structure documents – charters, board participant lists, etc.
- CoE Charter
- Organization chart
- IT governance documents
- Demand process workbook – intake forms, assessment scorecards, etc.
- EA process workbook
- Project plans & implementation timelines
- Design Review policies
- Development methodology and process (agile and/or waterfall)

Exceptions

ServiceNow is not responsible for execution of the portfolio management process.

ServiceNow Governance

Guidance on building ServiceNow Governance boards and policies.

Overview

ServiceNow Governance provides Impact Customers with a framework that streamlines the decision-making required to define how your organization should use and manage the ServiceNow Platform. This includes setting up governance across strategy, portfolio, and technical domains. This Impact Accelerator aims to assist Customers in driving their

transformation vision, delivering the right work at the right time, and maintaining the technical integrity of their ServiceNow implementation.

What You Get

Introductory Customer Session

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Review educational material on ServiceNow governance across strategy, portfolio and technical domains
- Request data and any other inputs from Customer

Discovery Sessions

- Assess current governance model across strategy, portfolio, and technical domains, including:
 - Customer's vision and strategy roadmap decisions
 - Customer's demand management
 - Customer's environment, platform, data, and development management
- Discuss leading practice content
- Propose action plan items for Customer to execute

Customer Workshops

- Dedicated workshop(s) on setting up strategy governance and the executive steering board
- Dedicated workshop(s) on setting up portfolio governance and the demand board
- Dedicated workshop(s) on setting up technical governance and the technical governance board
- Dedicated workshop(s) on how the three main domains of governance work together

i Note: Each workshop includes educational material and interactive activities that will help the Customer design their governance boards and ServiceNow Governance policies.

Governance Deliverables

- Workshop slides
- Action planning notes
- Action planning templates
- Draft designs for governance model & processes

Follow-Up Customer Session

- Opportunity for Q&A related to governance deliverables
- Opportunity to run through additional governance simulations to test the Customer's new governance structure
- Provide additional guidance on leading practice

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
ServiceNow Executive Sponsor- Required	Primary strategic contact for ServiceNow.
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.

Requested Information / Access

Strategy Governance:

- Organization chart for consumers and delivery in the platform
- Defined vision & strategy for ServiceNow
- Strategy roadmap and technical roadmap for ServiceNow
- Documented OKRs, themes and epics
- Business outcomes aligned to the platform
- Business case or business case templates relating to the platform
- IT governance documents relating to the platform
- Steering board documents, for example
 - charters
 - board participants lists and roles
 - steering board agendas

Portfolio Governance:

- Details of any enterprise-level demand forums
- Any existing ServiceNow demand processes and forums- e.g.: process, intake forms, assessment scorecards, etc.
- Existing Demand board documents, for example: charters, board participant lists, agendas
- A view of any in-flight or upcoming platform demand including Project plans & timelines
- Organization chart- specifically aimed at highlighting where demand can originate
- CoE Charter (if in place)

- EA process workbook
- Development methodology and process (agile and/or waterfall)
- Demand scoring & weighting criteria

Technical Governance:

- Technology governance documents (charters, agendas) - specifically
 - Any enterprise-wide technology governance which may need alignment with
 - Any enterprise-wide technology architecture standards to be observed
 - Any existing platform technical governance boards
- Architecture blueprint
- Project backlog
- IT strategic plan
- Pain points, business drivers, and desired business outcomes

Exceptions

ServiceNow is not responsible for execution of the strategy governance policy or process.

Staffing and Roles Review

Insights into staffing and roles.

Staffing and Roles Review – Advanced

Guidance on effective role alignment

Overview

Staffing and Roles Review provides Impact Customers with leading practices content and prescriptive guidance to assist Customers in their analysis of roles, responsibilities, and potential skills gaps that currently exist in their ServiceNow program team to inform hiring, partnering, and outsourcing needs in support of their ServiceNow strategy. It aims to guide Customers on building an effective team to assist in execution on their ServiceNow vision and strategy, appropriate staffing to support the business, and approaches to reduce attrition.

ServiceNow encourages Customer to request this Accelerator in conjunction with the CoEI Design Accelerator.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Sessions

Review customer-provided artifacts and clarify any gaps.

Customer Readout (up to 60 minutes)

Review general organizational structure, staffing, and role suggestions in context of ServiceNow vision and strategy.

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to general resourcing guidance in context of ServiceNow vision and strategy
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
ServiceNow Platform & Development team lead- Recommended	Manages platform operations and development on the ServiceNow platform.

Requested Information / Access

- General organizational chart and resourcing detail, not to include personnel names, or other sensitive information, or specific reduction in force planning
- Roles and responsibility definitions

Exceptions

ServiceNow will not be involved in resource selection processes.

Staffing and Roles Review – Total

Guidance on effective role alignment

Overview

Staffing and Roles Review provides Impact Customers with leading practices content and prescriptive guidance to assist Customers in their analysis of roles, responsibilities, and potential skills gaps that currently exist in their ServiceNow program team to inform hiring, partnering, and outsourcing needs in support of their ServiceNow strategy. It aims to guide Customers on building an effective team to assist in execution on their ServiceNow vision and strategy, appropriate staffing to support the business, and approaches to reduce attrition.

ServiceNow encourages Customer to request this Accelerator in conjunction with the CoEI Design Accelerator.

What You Get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Sessions (up to 8 hours, depending on number of discovery workshops / interviews)

- Review customer-provided artifacts and clarify any gaps
- Discuss current state of roles and responsibilities as well as the target maturity for Customer's organizational model

Customer Readout (up to 3 hours)

- Review general organizational structure, staffing, and role suggestions in context of ServiceNow vision and strategy
- Review and walk-through supporting resources that customer can use to execute against role and staffing suggestions

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to general resourcing guidance in context of ServiceNow vision and strategy
- Provide additional guidance on leading practices

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
ServiceNow Executive Sponsor – Required	Primary strategic contact for ServiceNow
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
ServiceNow Platform & Development team lead- Recommended	Manages platform operations and development on the ServiceNow platform.

Requested Information / Access

- General organizational chart and resourcing detail, not to include personnel names, or other sensitive information, or specific reduction in force planning
- Customer's charters and/or governance charters as applicable to ServiceNow deployment
- Customer must have completed the Vision & Strategy Accelerator, and provide the ServiceNow vision & strategy map

- Details on existing ServiceNow partner landscape
- Roles and responsibility definitions

Exceptions

ServiceNow will not be involved in resource selection processes.

Strategy Governance

Guidance on aligning ServiceNow strategic roadmap to business outcomes

Overview

Strategy Governance provides Impact Customers with leading practice recommendations on the establishment and operation of strategy governance, which will assist Customer in driving decisions aligning a ServiceNow strategic roadmap to business outcomes.

i Note: This Accelerator is available in Advanced and Total packages.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable.
- Communicate expectation for Customer participation.
- Request data and any other inputs.

Customer Workshop (up to 4 hrs)

- Review current state of strategy roadmap decisions.
- Discuss leading practice content.
- Propose action plan items for Customer to execute.

Strategy Governance Deliverables

- Workshop slides
- Action planning notes
- Action planning templates

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to strategy governance deliverables.
- Provide additional guidance on leading practices.

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested information/access

- ServiceNow governance structure documents – charters, board participant lists, etc.
- CoE Charter
- Organization chart
- IT governance documents
- Current ServiceNow strategic roadmap, mission, vision document
- Documented OKR, themes, and epics
- Business KPIs
- Business case (or business case templates)

Exceptions

ServiceNow is not responsible for execution of the strategy governance process.

Success Readiness Assessment (SRA)

This accelerator measures readiness and platform maturity of your ServiceNow platform.

Overview

The Success Readiness Assessment (SRA) is a process designed to identify, target, and prescribe areas of improvement during the digital transformation journey with the ServiceNow platform.

The SRA is composed of a series of interviews with a range of stakeholders used to solicit quantitative and qualitative customer feedback. These interviews produce trackable data that provides a baseline of information the Impact Squad can use when recommending improvement steps.

Note: This Accelerator is available in the Advanced and Total Packages.

What You Get

Introductory Customer Session (up to 60 min):

- Provide an overview of the SRA and its importance
- Review the SRA process and deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Discovery Customer Sessions (up to 90 min per interview):

The SRA interviews are designed to:

- Uncover disconnects and misalignments between stakeholders
- Identify where gaps exist that impact long-term success
- Pinpoint outlying areas to improve capacity and competency
- Build a baseline maturity score across thirteen focus areas

SRA Read-out Session (up to 90 minutes):

This session is designed to:

- Present the results to stakeholders summarizing the SRA findings
- Discuss recommendations and next steps based on findings

SRA Deliverable:

Executive readout deck with documented recommendations from Impact Squad based on SRA results.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead (Recommended)	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator activities to understand leading practices and potentially support the customer going forward.
Developers (Optional)	Writes code for the ServiceNow platform.

Requested Information / Access

N/A

Exceptions

ServiceNow is not responsible for implementing the recommendations made based on the SRA.

Training Strategy Assessment

The Training Strategy Assessment Accelerator provides guidance for the creation of a training plan for user adoption and upskilling.

Overview

Training Strategy Assessment (TSA) provides ServiceNow platform training and adoption guidance to upskill and prepare users at the appropriate times along your ServiceNow journey. The TSA includes a review of your organization's training and adoption requirements, entitlements, and current capabilities, and the delivery of best practice recommendations and training plans for your users.

The TSA is led by a ServiceNow training professional and delivered through curated on-demand resources and two live sessions. Please allow up to 60 minutes per session. The output of the TSA is a defined training plan that includes all of the in-scope applications for each of the roles and personas across the organization, while making best use of Impact training entitlements.

What You Get

Pre-engagement and Planning

Pre-engagement questionnaire is sent to you for completion

Live sessions are scheduled

[Digital Learning Overview](#)  (To be completed by your organization prior to live TSA sessions)

Unlimited access to on-demand content covering the following:

- RiseUp with ServiceNow and the ServiceNow training, certification, and adoption portfolio
- Your training audience and approach
- Impact entitlements and key dashboards for understanding your training current state
- Introduction to the Adoption Toolkit
- Additional enterprise training and adoption resources

Live Training Strategy Assessment (up to 60 minutes)

- Review the responses from the customer training questionnaire, including customer learning culture and expectations, audience and personas impacted, timelines, and ServiceNow products in scope
- Discuss the current skills landscape, including technical training history and certifications

Training Strategy Readout (up to 60 minutes)

- The ServiceNow training professional presents the recommended training strategy created based on the training strategy assessment session and best practices
- The output of this session is the finalized plan uploaded to the Impact Digital Experience (IDE)


 **Note:** All live sessions are provided remotely.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Product Owner(s)	Have a more detailed view of the products, the teams supporting them, and the impact of the new way of working.
Learning & Development	Understand the preferred learning methods for their users and how they train and support the platform. Have an in-depth view of any Learning Management System (LMS) requirements and any potential issues around accessing their company's environments.
Training Lead (s)	Understand the timelines of the implementation and some potential challenges ahead regarding adoption.

Requested Information / Access

- Existing planning documents, for example, capability maps and product roadmap
- Business KPIs
- Details on the existing partner landscape and any training they plan to provide
- Digital Learning Overview (entitled [Get Started with ServiceNow Training and Adoption](#) ) completed by the customer after initiating the accelerator in the IDE.
- Pre-engagement questionnaire completed by the customer after reviewing the Digital Learning Overview content

Exceptions

- ServiceNow resources aren't responsible for execution of the provided training plan and strategy.
- As a prerequisite to the TSA, familiarity with Now Learning and all associated learning credit management and user account management tasks are assumed and won't be covered during the TSA sessions.
- Live sessions should be scheduled and completed within three weeks of the Accelerator initiation.

Vision and Strategy

Insights into vision and strategy.

Vision and Strategy – Advanced

Guidance on building a ServiceNow vision and strategy

Overview

Vision & Strategy provides Impact Customers with leading practices content and prescriptive guidance to draft a ServiceNow vision and strategy for their organization that aligns with their strategic priorities, digital transformation efforts, and business outcomes.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Customer Workshop (up to 4 hours)

Discuss:

- Customer's strategic objectives
- Customer's strategy for ServiceNow
- Draft blueprint of ServiceNow vision and strategy

Vision & Strategy Deliverables

- Workshop slides
- Action planning notes
- Vision and strategy blueprint

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to vision & strategy
- Provide additional guidance on leading practices

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested information/access

- Organizational chart with roles & responsibilities
- Organizational strategy documents

Exceptions

ServiceNow is not responsible for execution of vision and strategy.

Vision and Strategy – Total

Guidance on building a ServiceNow vision and strategy

Overview

Vision & Strategy provides Impact Customers with leading practices content and prescriptive guidance to draft a ServiceNow vision and strategy for their organization that aligns with their strategic priorities, digital transformation efforts, and business outcomes.

What you get

Introductory Customer Session (up to 60 min)

- Set expectations on process and depth of deliverable
- Communicate expectation for Customer participation
- Request data and any other inputs

Customer Workshop (up to 8 hours, as needed depending on number of workshops)

Discuss:

- Run exercises to determine a vision statement for Customer's investment in ServiceNow
- Run exercises to agree upon key strategic business drivers that help deliver against Customer's ServiceNow vision
- Run exercises to establish key business outcomes and KPIs that will measure progress against key strategic business drivers

Vision & Strategy Deliverables

- Workshop slides
- Action planning notes
- Vision and strategy blueprint
- Strategy map (i.e., a one-page summary of the ServiceNow vision & strategy)

Follow-Up Customer Session (optional upon Customer request - up to 60 min)

- Opportunity for Q&A related to vision & strategy
- Provide additional guidance on leading practices

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor - Required	Primary strategic contact for ServiceNow.

Requested information/access

- Organizational chart with roles & responsibilities
- Organizational strategy documents
- Existing planning documents (e.g., capability maps, product roadmaps)
- Business KPIs
- Current state architecture blueprint
- Details on the existing partner landscape

Exceptions



ServiceNow is not responsible for execution of vision and strategy.

Technical Accelerators

Accelerate usage and adoption of specific platform and product capabilities via applied demonstrations, personalized coaching, and best practices with Technical Accelerators.

Accelerators available in each package

Accelerator outputs and formats have common standardized features, but, may differ from package to package. Not all Accelerators are available for each package. The Accelerators and available feature levels are denoted by these symbols:

- ✓ = Common standardized feature set
-  = Includes unique accelerator-specific features
-  = Includes additional unique accelerator-specific features

i Note: U.S. Public Sector (USPS) customers: As part of ServiceNow's mission to continually deliver the best customer experience and as part of the evolution of the Impact packages, certain Impact deliverables, Impact Accelerators, or other Impact components require supplemental terms and conditions because of the manner in which they operate. The US Public Sector Accelerator provides U.S. Public Sector customers an option to leverage aspects of these Accelerators without the need to accept the supplemental terms and/or in scenarios in which an environment may have serviceability restrictions.

Accelerators that offer USPS specific versions for the respective packages are indicated with ** in the table.

Accelerator	Guided package	Advanced package	Total package
Citizen Development Program Design		#	#
Expert Connect		#	#
Introduction to CxO Dashboards		#	#
Jumpstart Your AI Search **	#	#	#
Jumpstart Your App Engine **	#	#	#
Jumpstart Your Automated Testing **	#	#	#
Jumpstart Your CIO Dashboard**		#	#
Jumpstart Your Employee Center **	#	#	#
Jumpstart your Service Operations Workspace	#	#	#
Jumpstart Your Multi-lingual Virtual Agent**	#	#	#
Introduction to Instance Observer-Guided	#		
Jumpstart Your Generative AI	#	#	#
Jumpstart Your Natural Language Understanding	#	#	#
Jumpstart Your ServiceNow AI Journey			#
Jumpstart Your Task Intelligence	#	#	#
Jumpstart Your Predictive Intelligence		#	#
Jumpstart Your Success Dashboard **	#	#	#
Jumpstart Your Upgrade**	#	#	#
Jumpstart Your Virtual Agent**	#	#	#
TuneUp Your AI Search		#	#
TuneUp Your CMDB	#	#	#
TuneUp Your IT Asset Management	#	#	#
Tuneup Your ITOM Discovery	#	#	#
TuneUp Your Security	#	#	#
TuneUp Your Virtual Agent - Assessment		#	#
TuneUp Your Virtual Agent – NLU (Natural Language Understanding)		#	#

Accelerator	Guided package	Advanced package	Total package
TuneUp Your Virtual Agent – Performance Monitoring		#	
TuneUp Your Virtual Agent – UX (User Experience)	#	#	#

Citizen Development Program Design

Provides prescriptive guidance on enabling Citizen Development for your ServiceNow platform.

Overview

The Citizen Development Program Design Accelerator provides Impact customers with prescriptive guidance to effectively# develop a Citizen Development Program for the ServiceNow platform. ServiceNow technology empowers non coders, known as Citizen Developers, to build new applications and workflows without having prior coding knowledge using low-code development.

This Accelerator includes workshops to assess and create a prioritized list of candidates for Citizen Development, determine the required screening and training for them, and assess operational and technical governance to identify any necessary adjustments.

For more information on the Citizen Development and low code development, see [Exploring App Engine Studio](#) .

i Note: This Accelerator is available in Advanced and Total Packages.

What You Get

Kickoff Meeting

Workshop planning meeting

Citizen Development Workshop #1 - Vision, Plan, and Focus

- Prioritized candidate list and potential use cases determined
- Value proposition
- Marketing and awareness messaging
- Recruitment plan
- Initial implementation timeline
- Develop an initial implementation timeline
- Conduct the Citizen Development adoption maturity questionnaire

Citizen Development Workshop #2 - Enable and Empower

Review the following:

- Training curriculum – ServiceNow and Customer allocations
- Support model and responsibilities
- Demand intake process

Citizen Development Workshop #3 - Establishing Guardrails

- Instance architecture
- Design considerations and standards
- Developer security model
- App life cycle model
- Testing standards
- App review standard
- Additional toolkit resources

The readout deck and supporting Citizen Development assets are delivered to the Customer.

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Executive Sponsor (Required)	Primary strategic contact for ServiceNow.
Platform Architect (Required)	Provides a holistic view of the ServiceNow platform, processes, and other systems, including any necessary policy or organizational requirements.
Citizen Development Program Owner	Manages all the Citizen Development program.

Prerequisites

The following are required prerequisites:

- Identification of key players
- ServiceNow platform owner required
- App Engine license and products installed and configured

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments.

ServiceNow is not responsible setting up or for implementing App Engine' recommendations on Customer's sub-production or production instances.

Expert Connect

This accelerator provides guidance on ServiceNow platform technical how-to questions.

Overview

Expert Connect provides an opportunity for Impact Customer administrators and developers to connect with a ServiceNow platform subject matter expert in a 1:1 session and receive guidance on a specific technical how-to question.

The scope of topics is primarily the ServiceNow platform, but may include upgrades, ITSM, ITBM, ITOM, CSM, SPM, Reporting, Performance Analytics, Automated Test Framework (ATF), Virtual Agent, and Now Intelligence (AI).

The following table provides examples of the types of requests Expert Connect could fulfill.

Illustrative topics and example Exper Connect Activities

Illustrative Topics	Example Expert Connect Activities
Questions regarding the configuration of a specific ServiceNow Application	<p>Answer a specific technical how-to question presented by the customer.</p> <p>Provide guidance on how an application may be able to help address a Customer pain point.</p>
Reporting and dashboards	Provide guidance on ways to approach building Customer-specific reports.

What You Get

Question submission (Customer)

Access the Expert Connect **Initiative** from within Impact and submit your question into the **Description** box.

The question must be a specific technical how-to question with sufficient detail to enable the Impact Accelerator Consultant to prepare for the session.

Session preparation (Impact Accelerator Consultant)

A ServiceNow Impact Accelerator Consultant will evaluate the request and gather information and assets, based on the customer question submission.

Expert Connect Customer Session (up to 60 min)

- A ServiceNow Subject Matter Expert will meet with you and directly address the technical question requested. Also an overview of applicable assets will be provided related to the customer submission.
- The opportunity for Q&A related to the request is provided.

Requested Customer Resources

Any Customer personnel that may benefit from this Accelerator.

Requested Information / Access

Customer shall provide a specific technical how-to question with sufficient detail related to the requested topic reasonably in advance of the session to allow for the ServiceNow Impact Accelerator Consultant to prepare.

The Impact Accelerator Consultant may request additional information prior to the Customer Session and may also follow-up post Customer Session with additional information.

Each Expect Connect request may only cover 1 topic or application area at a time.

Exceptions

Expert Connect does not include the administration/configuration/customization of Customer instance(s), business process design or redesign, strategic planning, code reviews, product demos of net new products, or applicable deployments.

Introduction to CxO Dashboards

Demonstration of what is possible with the CxO Dashboards.

Overview

Intro to CxO Dashboards provides Impact Customers with an introduction to C-suite dashboards and how they can enable data-driven executive decision making. The introduction includes a demonstration of the customer’s C-suite dashboard of interest and a guided tour of its features and benefits.

Note: This Accelerator is available in Advanced and Total packages.

What You Get

Customer Demonstration Session(up to 30 mins)

- Explanation of why the CxO dashboard(s) matter
- Overview of how to use the CxO dashboards internally
- Demonstration of the applicable CxO Dashboard
- Key resources and guides

Deliverables

- Installation guide
- Presentation deck

Requested Customer Resources

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.

Customer Resource	Responsibilities
Trusted Service Partners - Recommended	Attends ServiceNow Impact Accelerator to understand leading practices and potentially support customer going forward.
Reporting Lead- Optional	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Developers- Optional	Writes code for the ServiceNow platform

Requested Information / Access

Not applicable.

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal#use).

ServiceNow isn't responsible for implementing CxO Dashboards on customer's non-production or production instances.

This Accelerator doesn't include a technical demonstration using customer data in a temporary instance.

Introduction to Instance Observer-Guided

The Introduction to Instance Observer Accelerator provides guidance on understanding and monitoring performance using Instance Observer.

Overview

Introduction to Instance Observer provides Impact Guided customers with an overview of Instance Observer, a review of specific telemetry for instance availability, prescriptive guidance on visible trends, and leading practices on monitoring your ServiceNow platform. See [Impact Instance Observer](#) for more information on the feature.

Note: This Accelerator is available in the Guided package.

What You Get

Session Preparation

Assess customer's Instance Observer data

Customer Coaching Session #1 (Up to 60 minutes)

Includes the following:

- Overview of Instance Observer
- Review# specific telemetryand instance# availability
- Highlight and review visible trends
- Provide leading practices for monitoring# instance performance

Customer Coaching Session #2 (Optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to Instance Observer.

Requested Customer Resources

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.

Exceptions

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Jumpstart Your AI Search

The Jumpstart Your AI (Artificial Intelligence) Search Accelerator provides guidance on enabling and configuring AI Search.

Overview

Jumpstart Your AI Search provides Impact customers with an introduction to AI Search, a demonstration of features and performance via a temporary cloned# instance, and leading practices on getting started. It aims to enable you to enhance your end-users' experiences by empowering them to find the information# they need when and where they need it.

i Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable Impact Accelerator Description available at#<https://www.servicenow.com/legal/servicenow-impact.html> 

What You Get

AI Search Assessment

- Provisioning of temporary instance
- Enabling and configuring of AI Search and related tools
- Analysis of AI Search performance

Customer Coaching Session #1 (Up to 90 minutes)

Review of

- What is AI Search
- Review of setup process
- Demonstration of AI Search capabilities
- Leading practice recommendations
- Reporting/Analytic overview
- Key resources and guides

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Review of

- Opportunity for Q&A related to AI Search
- Provide additional guidance on implementation resources and process, plugins, and findings

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks R and features.
ITSM Virtual Agent Lead- Recommended	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
Developers- Recommended	Writes code for the ServiceNow platform.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing AI Search recommendations on Customer's sub-production or production instances.

Jumpstart Your AI Search- US Public Sector

Guidance on enabling and configuring AI Search

Overview

Jumpstart Your to AI Search provides Impact US Public Sector customers with an introduction to AI Search, a demonstration of features and performance, and leading practices on getting started. It enables customers to enhance their end-user's experience by empowering them to find the information they need when and where they need it.

What You Get

Customer Session #1 (up to 90 minutes)

Review of:

- What is AI Search
- Review of setup process
- Demonstration of AI Search capabilities
- Leading practice recommendations
- Reporting/Analytics overview
- Key resources and guides
- Thirty days access to the Technical Consultant

Customer Session #2 (Optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to AI Search

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
ITSM Virtual Agent Lead- Recommended	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
System Administrator- Required	Maintains the stability and usability of the ServiceNow platform by performing

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developers- Recommended	Writes code for the ServiceNow platform.

Exceptions

ServiceNow is not responsible for implementing AI Search recommendations on Customer's sub-production or production instances.

Jumpstart Your App Engine

Prescriptive guidance on enabling Citizen Development and utilizing App Engine Studio

Overview

Jumpstart Your App Engine provides Impact customers with an introduction to Citizen Development and how to empower users to develop applications on the ServiceNow platform. It includes an applied demonstration on using App Engine Studio (AES) and App Engine Management Center, a guided tour of its features and benefits via a temporary cloned instance, and leading practices on getting started.

Offered pursuant to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

What You Get**App Engine Setup**

- Provisioning temporary instance(s)
- Activating and configuring of App Engine Studio and related tools

Customer Coaching Session #1 (up to 90 min)**Review of:**

- What is Low-code/No-code Citizen Development
- Demonstration of App Engine Studio capabilities
- App Engine Management Center demo
- Review of App Engine technical overview
- Review of App Engine Management Center governance
- Leading practice recommendations
- Key resources and guides
- Thirty days of access to the temporary instances and the Technical Consultant


Customer Coaching Session #2 (Optional upon Customer request- up to 60 min)**Opportunity for Q&A related to App Engine**

Request Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s)- Recommended	Writes code for the ServiceNow platform.
Subject Matter Expert(s)- Recommended	Non-developers with strong knowledge of processes who are a candidate for Citizen Development.

Requested Information / Access

Please refer to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

Exceptions

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ServiceNow is not responsible for implementing App Engine recommendations on Customer's sub-production or production instances.

Jumpstart Your App Engine- US Public Sector

Prescriptive guidance on enabling Citizen Development and utilizing App Engine Studio

Overview

Jumpstart Your App Engine provides Impact US Public Sector customers with an introduction to Citizen Development and how to empower users to develop applications on the ServiceNow platform. It includes a demonstration on using App Engine Studio (AES) and App Engine Management Center, a guided tour of its features and benefits, and leading practices on getting started.

What You Get

Customer Session #1 (up to 90 minutes)

Review of:

- What is Low-code/No-code Citizen Development
- Demonstration of App Engine Studio capabilities
- App Engine Management Center demo
- Review of App Engine technical overview
- Review of App Engine Management Center governance
- Leading practice recommendations
- Key resources and guides
- Thirty days of access to the temporary instances and the Technical Consultant

Customer Session #2 (Optional upon Customer request- up to 60 minutes)

Opportunity for Q&A related to App Engine

Request Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s)- Recommended	Writes code for the ServiceNow platform.
Subject Matter Expert(s)- Recommended	Non-developers with strong knowledge of processes who are a candidate for Citizen Development.

Exceptions

ServiceNow is not responsible for implementing App Engine recommendations on Customer's sub-production or production instances.

Jumpstart Your Automated Testing

Prescriptive guidance on enabling and utilizing Automated Test Framework

Overview

Jumpstart Your Automated Testing provides Impact customers with an introduction to Automated Test Framework (ATF) and how it can be leveraged to accelerate upgrades and

increase quality. It includes an applied demonstration of leading practices around getting started with ATF as well as its features and benefits via a temporary cloned instance.

Offered pursuant to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

What You Get

Automated Testing Framework Setup

- Provisioning of a temporary instance
- Enabling and configuring of Automated Test Framework and related tools

Enabling and configuring of Automated Test Framework and related tools

Review of

- Benefits of Automated Test Framework
- Demonstration of Automated Test Framework capabilities
- Overview of Test Generator and Cloud Runner
- Leading practice recommendations
- Key resources and guides
- Thirty days of access to the temporary instance and the Technical Consultant

Customer Coaching Session #2 (Optional upon Customer request- up to 60 min)

Opportunity for Q&A related to Automated Test Framework

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Upgrade Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.

Requested Information/Access

Please refer to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

Exceptions

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ServiceNow is not responsible for implementing Automated Test Framework recommendations on Customer's sub-production or production instances.

Jumpstart Your Automated Testing- US Public Sector

Prescriptive guidance on enabling and utilizing Automated Test Framework

Overview

Jumpstart Your Automated Testing provides Impact US Public Sector customers with an introduction to Automated Test Framework (ATF), a demonstration of the benefits and features, and leading practices on getting started. It enables customers to replace manual testing to reduce upgrade and development time.

What You Get

Customer Session #1 (up to 90 minutes)

Review of

- Benefits of Automated Test Framework
- Demonstration of Automated Test Framework capabilities
- Leading practice recommendations
- Key resources and guides
- Thirty days of access to the temporary instance and the Technical Consultant

Customer Session #2 (Optional upon Customer request- up to 60 minutes)

Opportunity for Q&A related to Automated Test Framework

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Upgrade Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.

Exceptions

ServiceNow is not responsible for implementing Automated Test Framework recommendations on Customer's sub-production or production instances.

Jumpstart Your CIO Dashboard

Demonstration of what is possible with the CIO Dashboard using your data via a temporary instance.

Overview

Jumpstart Your CIO Dashboard provides Impact Customers with an overview of the CIO Dashboard, which aims to enable data-driven executive decision making. It includes an applied demonstration of the CIO Dashboard plugin, a guided tour of its features and benefits via a temporary instance containing your cloned data, and leading practices on getting started.

Offered pursuant to the applicable [Impact Accelerator Description](#). 

What You Get**CIO Dashboard Setup**

- Provisioning of a temporary instance
- Enablement and configuration of the CIO dashboard plug-in

Coaching Session #1 (up to 60 minutes)

- Provide reporting strategy overview
- Demonstrate CIO Dashboard in a temporary instance
- Demonstrate key resources and guides
- Review 30 days of access to the temporary instance and a Technical Consultant

Coaching session #2 (optional – up to 60 minutes)

Opportunity for Q&A related to CIO Dashboards

All sessions provided remotely.

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Developers- Recommended	Writes code for the ServiceNow platform.
Trusted Service Partner- Recommended	Attends ServiceNow Impact Accelerator.

Requested Information / Access

Please refer to the applicable [Impact Accelerator Description](#). 

Exceptions

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ServiceNow isn't responsible for implementing CIO Dashboard recommendations on Customer's non-production or production instances.

Jumpstart Your CIO Dashboard- US Public Sector

Demonstration of what is possible with the CIO Dashboard via a demonstration instance.

Overview

Jumpstart Your CIO Dashboard provides Impact US Public Sector customers with an overview of the CIO Dashboard, which aims to enable data-driven executive decision making. It includes a demonstration of the CIO Dashboard plug-in, a guided tour of its features and benefits, and leading practices on getting started.

What You Get

Customer Session #1 (up to 60 minutes)

Review of:

- Reporting strategy overview
- Demonstration of CIO Dashboard

- Key resources and guides
- Thirty days of access to the Technical Consultant

Customer Session #2 (Optional upon Customer request – up to 60 minutes)

Opportunity for Q&A related to CIO Dashboards

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Developers- Recommended	Writes code for the ServiceNow platform.
Trusted Service Partner- Recommended	Attends ServiceNow Impact Accelerator to understand leading practices and potentially support customer going forward.

Exceptions

ServiceNow is not responsible for implementing CIO Dashboard recommendations on Customer's non-production or production instances.

Jumpstart Your Employee Center

This accelerator includes a demonstration of the possibilities and capabilities available with the ServiceNow[®] Employee Center portal in your instance.

Overview

The Jumpstart Your Employee Center accelerator provides Impact customers with an overview of Employee Center, a unified portal for managers and employees, up-leveling the user experience. An applied demonstration of the possibilities and capabilities are shown through a temporary cloned instance with leading practices on implementation, migration, and governance. For additional information, see [Employee Center](#).

Note: This Accelerator is available in Guided, Advanced and Total Packages.

Offered pursuant to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#).

What You Get

Employee Center Setup

- Provisioning of a temporary instance
- Activating and configuring Employee Center
- User experience analytics

Customer Coaching Session #1 (up to 90 min)

Review of:

- Portal and employee engagement strategy overview
- Demonstration of Employee Center
- Implementation and migration approaches
- Governance and reporting
- Key resources and guides
- Thirty days of access to the temporary instance is provided

Customer Coaching Session #2 (Optional upon Customer request- up to 60 min)

Opportunity for Q&A related to Employee Center

Request Customer Resources


Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
UX and OCM Experts (Recommended)	Primary stakeholders for user experience and organizational change management.
Other Customer Roles (Recommended)	Primary stakeholders responsible for employee experience and engagement, including Knowledge, Portal and Catalog Managers.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	practices and potentially support customer going forward.

Requested Information / Access

Please refer to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

Exceptions


This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).

ServiceNow resources are not responsible for implementing Employee Center recommendations on Customer's sub-production or production instances.

Jumpstart Your Employee Center US Public Sector

This accelerator includes a demonstration of the possibilities and capabilities available with the ServiceNow® Employee Center portal in your instance.

Overview

The Jumpstart Your Employee Center Accelerator provides Impact customers with an overview of Employee Center, a unified portal for managers and employees, up-leveling the user experience. An applied demonstration of the possibilities and capabilities are shown through a temporary cloned instance with leading practices on implementation, migration, and governance. For additional information, see [Employee Center](#) .

 **Note:** This accelerator is available in Guided, Advanced and Total Packages.

What You Get

Customer Session #1 (up to 90 min)

Review of:

- Portal and employee engagement strategy overview
- Demonstration of Employee Center
- Implementation and migration approaches
- Governance and reporting
- Key resources and guides
- Access to the Technical Consultant is provided for thirty days.

Customer Session #2 (Optional upon Customer request- up to 60 min)


Opportunity for Q&A related to Employee Center

Request Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
UX and OCM Experts- Required	Primary stakeholders for user experience and organizational change management.
Other Customer Roles)- Recommended	Primary stakeholders responsible for employee experience and engagement, including Knowledge, Portal and Catalog Managers.
Developer(s)- Recommended	Writes code for the ServiceNow platform.
Trusted Service Partners- Recommended	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information / Access

Please refer to the applicable Impact Accelerator Description available at [Impact Upgrade Schedules](#). 

Exceptions

ServiceNow resources are not responsible for implementing Employee Center recommendations on Customer's sub-production or production instances.

Jumpstart Your Generative AI

This Accelerator provides a demonstration of the possibilities and capabilities of ServiceNow® Generative AI (Artificial Intelligence).

Overview

Jumpstart Your Generative AI provides Impact customers with an overview of ServiceNow Generative AI and its ability to greatly improve efficiency and user experience. An applied demonstration of the Now Assist experiences via a temporary instance and leading practices on leveraging the ServiceNow Generative AI Controller is included.

Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

Session Preparation

- Activate and install the necessary plugins, such as Now Assist, Virtual Agent, and AI Search.
- Provision a temporary instance.

What You Get

Customer Coaching Session #1 (up to 90 minutes)

Includes the following:

- Overview of Generative AI and Now Large Language Models (LLM)
- Activation and configuration of Now Assist features
- Details on how to use the Generative AI Controller and applicable use cases
- Overview of how to configure Sensitive Data Handler
- Demonstration of Now Assist Experiences:
 - Now Assist Admin Console
 - Generative AI-powered search
 - Code generation
 - Other Now Assist experiences
- Key resources and guides
- 30 days of access to the temporary instance is provided

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Q&A related to Generative AI

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Virtual Agent Lead (Recommended)	Subject matter expert responsible for ServiceNow Virtual Agent.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information/Access

Refer to the applicable Impact Accelerator description available at <https://www.servicenow.com/legal/servicenow-impact.html> .

Exceptions

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This Accelerator is not available to US Public Sector customers.

ServiceNow is not responsible for implementing Generative AI recommendations on Customer's sub-production or production instances.

Jumpstart Your Multi-lingual Virtual Agent

This Accelerator provides a demonstration of the possibilities and capabilities of Dynamic Translation.

Overview

Jumpstart Your Multi-lingual Virtual Agent Accelerator provides Impact customers with a demonstration of the possibilities and capabilities of Dynamic Translation. A demonstration of how Dynamic Translation works using Virtual Agent conversations, within AI Search via a temporary cloned instance, and hand-offs to Live Agent are included. Leading practices to get started are also incorporated.

See [Virtual Agent](#)  for additional information on Virtual Agent.

 **Note:** This Accelerator is available in Guided, Advanced, and Total Packages.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> .

What you get

AI Search Assessment

- Provisioning of a temporary instance
- Activating and configuring Dynamic Translation

Customer Coaching Session #1 (up to 60 min)

- Thirty days of access to the temporary instance
- Overview of Dynamic Translation and how to set it up
- Demonstration of Virtual Agent chatbot using dynamic translation
- Demonstration of Live Agent conversation using different languages
- Demonstration of Internationalization support for AI Search
- NLU multi-lingual support
- Leading practices and resources

Customer Coaching Session #2 (Optional on Customer request – up to 60 min)

Opportunity for a Questions and Answers session related to Dynamic Translation

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow Virtual Agent.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Linguist or Localization Expert (Recommended)	Subject matter expert responsible for managing ServiceNow localization.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested information/access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing [Product] recommendations on Customer's sub-production or production instances.

Jumpstart Your Multi-lingual Virtual Agent - US Public Sector

This Accelerator provides a demonstration of the possibilities and capabilities of Dynamic Translation.

Overview

Jumpstart Your Multi-lingual Virtual Agent Accelerator - US Public Sector provides Impact customers with a demonstration of the possibilities and capabilities of Dynamic Translation. A demonstration of how Dynamic Translation works using Virtual Agent conversations, within AI Search, and hand-offs to Live Agent are included. Leading practices to get started are also incorporated.

For more information on on Dynamic Translation, see [Dynamic Translation](#) .

Note: This Accelerator is available in Guided, Advanced, and Total Packages.

What you get

Customer Coaching Session #1 (up to 60 min)

- Thirty days of access to the Technical Consultant
- Demonstration of Virtual Agent chatbot using dynamic translation
- Demonstration of Live Agent conversation using different languages
- Demonstration of Internationalization support for AI Search
- NLU multi-lingual support
- Leading practices and resources

Customer Coaching Session #2 (Optional on Customer request – up to 60 min)

Opportunity for a Questions and Answers session related to Dynamic Translation

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow Virtual Agent.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Linguist or Localization Expert (Recommended)	Subject matter expert responsible for managing ServiceNow localization.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Exceptions

ServiceNow is not responsible for implementing [Product] recommendations on Customer's sub-production or production instances.

Jumpstart Your Natural Language Understanding

The Jumpstart Your Natural Language Understanding (NLU) Accelerator provides a demonstration of the possibilities and capabilities of Natural Language Understanding.

Overview

Jumpstart Your Natural Language Understanding provides Impact customers with a comprehensive overview of Natural Language Understanding, including many of the underlying features, such as, Planning, Building, Sizing, Training, Vocabulary, Testing, Entity, Deployment, and Monitoring. This offering aims to educate and help you increase your Virtual Agent adoption by laying the groundwork for a healthy foundation.

For related information, see [Virtual Agent](#) or [Natural Language Understanding](#).

i Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

What You Get**Session Preparation**

- Provision a temporary instance
- Activate and run [Intent Discovery](#)
- Assess current NLU models, if applicable

Customer Coaching Session #1 (Up to 90 minutes)

Includes the following:

- NLU leading practices and resources review
- NLU component review:
 - Intent
 - Entity
 - Vocabulary
- Individual deep-dive into each NLU component
- Demonstration of testing and tuning
- Temporary instance with 30 days of provided access

Customer Coaching Session #2 (Optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to Natural Language Understanding

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information/Access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).

ServiceNow is not responsible for implementing Natural Language Understanding recommendations on Customer's sub-production or production instances.

Jumpstart Your Predictive Intelligence

The Jumpstart Your Predictive Intelligence (PI) Accelerator provides a demonstration of the possibilities and capabilities of Predictive Intelligence and the clustering framework.

Overview

Jumpstart Your Predictive Intelligence provides Impact customers with an overview of Predictive Intelligence machine learning (ML) capabilities, benefits, and outcomes. An overview of the four PI frameworks with an applied demonstration of Clustering is offered. Additionally, specific use cases, a configuration overview, and key resources to enable customers to reach their automation goals are highlighted.

For related information, see [Predictive Intelligence](#) or [Configuring advanced settings for your ML solutions](#) for more information on Clustering parameters.

Note: This Accelerator is available in Advanced and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

What You Get

Session Preparation

- Provision a temporary instance
- Activate and configure Predictive Intelligence capabilities

Customer Coaching Session #1 (Up to 90 minutes)

Includes the following:

- Predictive Intelligence capabilities, benefits, and outcomes
- Overview of PI frameworks:
 - Classification
 - Clustering
 - Similarity
 - Regression
- Demonstration of the Clustering framework with specific use cases
- Configuration demonstration
- Discussion on how to train, test, and monitor results
- Interpretation of results and identification of next steps

Customer Coaching Session #2 (Optional upon Customer request - up to 60 minutes)

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing Predictive Intelligence recommendations on Customer's sub-production or production instances.

Jumpstart Your ServiceNow AI Journey

The Jumpstart Your AI (Artificial Intelligence) Journey Accelerator provides guidance to kickstart your hyper-automation journey with ServiceNow platform AI capabilities.

Overview

Jumpstart Your ServiceNow AI Journey provides Impact customers with an overview of the ServiceNow catalog of AI and automation capabilities to enable you to kick start your hyper-automation journey and transform business processes and user experience. This includes

building a personalized AI maturity journey with ServiceNow AI capabilities aligned with your strategic goals and business objectives, as well as recommended Impact AI Accelerators to expedite time to value.

Note: This Accelerator is available in the Total package.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

What You Get

Session Preparation

- Provision a temporary instance
- Activate and run [Automation Discovery](#).
- Assess current AI maturity

Customer Coaching Session #1

- Set Accelerator expectations
- Discuss strategic goals and business objectives

Customer Coaching Session #2 (Up to 90 minutes)

Review of:

- ServiceNow AI Blueprint
- AI Maturity Journey
- Automation Opportunities
- AI Strategic Action Plan
- Impact AI Accelerators

Customer Coaching Session #3# (Optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to AI Journey

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Executive Suite: CTO, CIO (Required)	Responsible for the overall ServiceNow roadmap.
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) (Required)	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Service Desk Manager (Recommended)	Subject matter expert responsible for managing Service Desk.
Application Owner(s) (Recommended)	Manages ServiceNow application(s) (e.g., ServiceNow HRSD owner).
Application Service Owner(s) (Recommended)	Manages all applications across a given division (e.g., Incident management or HR application owner).
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing AI Journey recommendations on Customer's sub-production or production instances.

Jumpstart your Service Operations Workspace

This Accelerator illustrates a demonstration of the possibilities and capabilities of Service Operations Workspace.

Overview

Jumpstart Your Service Operations Workspace Accelerator provides Impact customers with an overview of Service Operations Workspace, which aims to provide a unified workspace for day-to-day IT Service Management (ITSM) operations. An applied demonstration of the possibilities and capabilities via a temporary cloned instance and leading practices on getting started is included.

For more information on the product, see <https://servicenow.com/docs/csh?topicname=sow-landing-page.html&version=latest> .

Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html> .

What you get

Service Operations Workspace Setup

- Provisioning of a temporary instance
- Activating and configuring Service Operations Workspace

Customer Coaching Session #1 (up to 90 min)

Thirty days of access to the temporary instances

Review of:

- Workspace strategy overview
- Demonstration of Service Operations Workspace
 - Manage incidents, problems, and interactions easily with a unified navigation
 - Create actionable alerts to reduce Mean Time to Resolution
 - Improve overall employee experience with personalized, configurable views
 - Collaborate across teams to resolve issues faster
- Key resources and guides

Customer Coaching Session #2 (Optional on Customer request – up to 60 min)

Opportunity for a Questions and Answers session related to Service Operations Workspace

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
IT Service Desk Manager (Recommended)	Subject matter expert responsible for managing IT Service Desk.
Service Desk Agent(s) (Recommended)	Subject matter expert(s) responsible for day-to-day ITSM operations.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested information/access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing [Product] recommendations on Customer's sub-production or production instances.

Jumpstart Your Service Operations Workspace - US Public Sector

This Accelerator illustrates a demonstration of the possibilities and capabilities of Service Operations Workspace.

Overview

The Jumpstart Your Service Operations Workspace - US Public Sector Accelerator provides Impact customers with an overview of Service Operations Workspace, which aims to provide a unified workspace for day-to-day IT Service Management (ITSM) operations. A guided tour of the possibilities and capabilities and leading practices on getting started is included.

For more information on the product, see <https://servicenow.com/docs/csh?topicname=sow-landing-page.html&version=latest> 

 **Note:** This Accelerator is available in Guided, Advanced, and Total Packages.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

What you get

Customer Coaching Session #1 (up to 90 min)

Thirty days of access to the Technical Consultant

Review of:

- Workspace strategy overview
- Demonstration of Service Operations Workspace
 - Manage incidents, problems, and interactions easily with a unified navigation
 - Create actionable alerts to reduce Mean Time to Resolution
 - Improve overall employee experience with personalized, configurable views
 - Collaborate across teams to resolve issues faster
- Key resources and guides

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

Opportunity for Q&A related to Service Operations Workspace

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
IT Service Desk Manager (Recommended)	Subject matter expert responsible for managing IT Service Desk.
Service Desk Agent(s) (Recommended)	Subject matter expert(s) responsible for day-to-day ITSM operations.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Exceptions

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ServiceNow is not responsible for implementing [Product] recommendations on Customer's sub-production or production instances.

Jumpstart Your Success Dashboard

Demonstration of what is possible with the Success Dashboard using your data via a temporary instance.

Overview

The Jumpstart Your Success Dashboard provides Impact Customers with an overview of the Success Dashboard, which aims to help Customers gain visibility into their ITSM and/or HR product success metrics. It includes an applied demonstration of the Success Dashboard, a guided tour of its features and benefits via a temporary instance containing your cloned data, and leading practices on getting started.

Offered pursuant to the applicable [Impact Accelerator Description](#) 

What You Get

Temporary instance (w/cloned instance data)

- Provisioning of a temporary instance
- Enablement and configuration of Success Dashboard

Coaching Session #1 (up to 60 minutes)

- Provide reporting strategy overview
- Demonstrate the ITSM Success Dashboard in temporary instance
 - Performance Quality KPIs
 - Service Quality KPIs
 - Configuration Overview
- Key resources and guides
- Includes 30 days of access to the temporary instance and a Technical Consultant

Coaching Session #2 (optional – up to 60 minutes)

Opportunity for Q&A related to CIO dashboard

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Developers- Optional	Writes code for the ServiceNow platform.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
Trusted Service Partners-Recommended	Attends ServiceNow Impact Accelerator to understand leading practices and potentially support customer going forward.

Requested Information / Access

Please refer to the applicable [Impact Accelerator Description](#). 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected datacenters, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).

ServiceNow isn't responsible for implementing Success Dashboard recommendations on Customer's non-production or production instances.

Jumpstart Your Success Dashboard- US Public Sector

Demonstration of what is possible with the Success Dashboard via a demonstration instance.

Overview

Jumpstart Your Success Dashboard provides Impact US Public Sector customers with an overview of the Success dashboard, which aims to help customers gain visibility into their ITSM and/or HR product success metrics. It includes a demonstration of the Success Dashboard, a guided tour of its features and benefits and leading practices on getting started.

What You Get

Customer Session #1 (up to 60 minutes)

Review of:

- Reporting strategy overview
- Demonstration of the Success Dashboard, including:
 - Performance overview KPIs
 - Service Quality KPIs
 - Configuration Overview
- Key resources and guides
- Thirty days of access to the Technical Consultant

Customer Session #2 (Optional upon Customer request– up to 60 minutes)

Opportunity for Q&A related to Success Dashboard

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Reporting Lead- Recommended	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Trusted Service Partners- Recommended	Attends ServiceNow Impact Accelerator to understand leading practices and potentially support customer going forward.
Developers- Optional	Writes code for the ServiceNow platform.


Exceptions

ServiceNow is not responsible for implementing Success Dashboard recommendations on Customer's non-production or production instances.

Jumpstart Your Task Intelligence

The Jumpstart Your Task Intelligence Accelerator provides a demonstration of the possibilities and capabilities of Task Intelligence.

Overview

Jumpstart Your Task Intelligence enables customers to leverage Task Intelligence to infuse machine learning into customer case management# processes to significantly enhance customer & agent experience. This Accelerator provides an overview of the art of the possible with Task Intelligence, including an applied demonstration of capabilities#, as well as leading practices on getting started. For more information on Task Intelligence, see [Task Intelligence](#) .

 **Note:** This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html> .

What You Get

Session Preparation

- Provision a temporary instance
- Activate and configure Task Intelligence
- Analyze current case data

Customer Coaching Session #1 (Up to 90 minutes)

Includes the following:

- An overview of Task Intelligence and solution configuration:
 - Auto-Categorization
 - Language Detection
 - Sentiment Analysis
- Demonstration of functionality and tuning
- Discussing data cleansing leading practices
- Key resources and guides
- 30 days of access to the temporary instance is provided.

Customer Coaching Session #32 (Optional upon Customer request - up to 60 minutes)

Opportunity for Q&A related to Task Intelligence

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Service Desk Manager(s) (Recommended)	Subject matter expert responsible for managing the Service Desk(s).
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Customer Service Agent(s) (Recommended)	Subject matter expert responsible for ServiceNow Customer Service.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at<https://www.servicenow.com/legal/servicenow-impact.html>

Exceptions

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ServiceNow is not responsible for implementing Task Intelligence recommendations on Customer's sub-production or production instances.

Jumpstart Your Upgrade

Guidance on upgrade planning and preparation

Overview

Jumpstart Your Upgrade provides Impact Customers with guidance, tips, and tools to execute a ServiceNow upgrade. It enables Customers to upgrade by helping them understand leading practices as well as giving them an opportunity to see what their instance looks like upgraded in a temporary instance.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html>

What You Get

Upgrade Assessment

- Provisioning of a pre-upgraded temporary instance
- Upgrade assessment using ServiceNow HealthScan

Customer Coaching Session #1 (up to 90 min)

Review of:

- Temporary instance
- Upgrade leading practices
- Upgrade assessment review
- Skipped log guidance
- Release notes & Known PRBs
- Utilizing Automated Testing Framework (ATF)
- Sample upgrade project plan

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to upgrades
- Provide additional guidance on leading practices and upgrade assessment

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Upgrade Lead - Required	Subject matter expert responsible for upgrading the ServiceNow platform.
System Administrator(s) - Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) - Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Requested Information / Access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing the applicable upgrade on Customer's sub-production or production instances.

Jumpstart Your Upgrade- US Public Sector

Guidance on upgrade planning and preparation

Overview

Jumpstart Your Upgrade provides Impact US Public Sector customers with guidance, tips, and tools to execute a ServiceNow upgrade. It enables customers to upgrade by helping them understand leading practices as well as giving them an opportunity to see what an instance looks like upgraded to the latest release.

What You Get

Customer Session #1 (up to 60 minutes)

Review of:

- Upgrade leading practices
- Skipped log guidance
- Release notes & Known PRBs
- Utilizing Automated Testing Framework (ATF)
- Sample upgrade project plan
- Thirty days access to the Technical Consultant

Customer Session #2 (Optional upon Customer request – up to 60 minutes)

Opportunity for Q&A related to upgrades

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Upgrade Lead- Required	Subject matter expert responsible for upgrading the ServiceNow platform.
System Administrator(s)- Required	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s)- Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s)- Recommended	Writes code for the ServiceNow platform.

Exceptions

ServiceNow is not responsible for implementing the applicable upgrade on Customer's sub-production or production instances.

Jumpstart Your Virtual Agent

This accelerator provides guidance on realizing benefits with the ITSM Virtual Agent.

Overview

Jumpstart Your Virtual Agent provides Impact Customers with an applied demonstration of ITSM Virtual Agent capabilities. This includes a technical overview of how to set up ITSM Virtual Agent, resources, training, and services available to successfully implement ITSM Virtual Agent. It aims to help Customers remove barriers and accelerate Virtual Agent adoption by demonstrating ITSM Virtual Agent capabilities in a temporary instance, which is a clone of the Customer's selected production environment.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

What you get

Virtual Agent Activation

- Provisioning of a temporary instance
- Virtual Agent plugin activation
- Execution of Virtual Agent topic recommendations and related tools
- Activation of core topics
- Collaboration tool and Live Agent demo setup

Customer Coaching Session #1 (up to 120 min)

Review of:

- What is Virtual Agent
- Applied demo
- Process overview
- Review 'what was done'
- Plugins
- Virtual Agent topic recommendations and related tools
- Key implementation resources

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to ITSM Virtual Agent
- Provide additional guidance on implementation resources and process, plugins, findings

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
ITSM Virtual Agent Lead - Required	Subject matter expert responsible for implementing ITSM Virtual Agent.
IT Service Desk Manager - Recommended	Subject matter expert responsible for managing IT Service Desk.
System Administrator(s) - Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) - Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Requested information/access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments.

ServiceNow is not responsible for implementing ITSM Virtual Agent recommendations on Customer's sub-production or production instances.

Jumpstart Your Virtual Agent- US Public Accelerator

Guidance on realizing the benefits from ITSM Virtual Agent

Overview

Jumpstart Your Virtual Agent provides Impact US Public Sector customers with a demonstration of ITSM Virtual Agent capabilities. This includes a technical overview of how to set up ITSM Virtual Agent, resources, training, and services available to successfully implement ITSM Virtual Agent. It aims to help customers remove barriers and accelerate Virtual Agent adoption by demonstrating ITSM Virtual Agent capabilities.

What you get

Customer Session #1 (up to 120 minutes)

Review of:

- What is Virtual Agent
- Demonstration of capabilities
- Process overview
- Review 'what was done'
- Plugins
- Virtual Agent topic recommendations and related tools
- Key implementation resources
- Thirty days access to the Technical Consultant

Customer Coaching Session #2 (Optional upon Customer request – up to 60 minutes)

Opportunity for Q&A related to ITSM Virtual Agent

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
ITSM Virtual Agent Lead - Required	Subject matter expert responsible for implementing ITSM Virtual Agent.
IT Service Desk Manager - Recommended	Subject matter expert responsible for managing IT Service Desk.

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
System Administrator(s) - Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) - Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Exceptions

ServiceNow is not responsible for implementing ITSM Virtual Agent recommendations on Customer's sub-production or production instances.

TuneUp Your AI Search

This accelerator provides guidance on fine-tuning artificial intelligent (AI) Search to optimize performance and value.

Overview

TuneUp Your AI Search Accelerator provides Impact customers with an assessment of AI Search performance and prescriptive guidance to optimize results and improve end-user experience. Included is an assessment of AI Search architecture and configuration, tuning AI Search, an overview of AI Search analytics, and prescriptive guidance on how to optimize performance.

See [AI Search](#) for additional information on AI Search.

Note: This Accelerator is available in Advanced and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

What You Get

AI Search Assessment

- Provisioning of a temporary instance
- Updates to AI Search plugin
- Assessment of current state of AI Search settings and performance

Customer Coaching Session #1 (up to 90 minutes)

Customer provided 30 days of access to the temporary instance

Review of:

- AI Search architecture and configuration leading practices
- AI Search tuning (Synonym Dictionary and Query Rules)
- Overview of AI Search analytics
- Prescriptive guidance to optimize performance

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Questions and Answers related to AI Search performance

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).

ServiceNow is not responsible for implementing any of the recommended configuration changes in Customer's sub-production or production instances.

TuneUp Your Configuration Management Database

The TuneUp Your Configuration Management Database (CMDB) Accelerator provides insight and guidance to improve CMDB health.

Overview

TuneUp Your CMDB provides Impact Customers with an analysis of common CMDB problem areas through HealthScan along with recommendations on how to address those findings. It helps gain insight into CMDB health and leading practices and ultimately aims to assist you in improving the effectiveness of your instance data foundation. See [Configuration Management Database \(CMDB\)](#) for information on CMDB.

Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable ServiceNow Impact Package and Accelerator descriptions available at <https://www.servicenow.com/legal/servicenow-impact.html>.

What you get

CMDB Assessment

- Provisioning of a temporary instance
- CMDB assessment using ServiceNow HealthScan

Customer Coaching Session #1 (up to 90 min)

Review of:

- Temporary instance
- CMDB scorecard
- Problem or deficient areas
- Recommended actions to remediate

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

- Opportunity for Q&A related to CMDB findings
- Provide additional guidance on leading practices and CMDB scorecard

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
CMDB Lead / Configuration Manager - Required	Subject matter expert responsible for maintaining the CMDB
System Administrator(s) - Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) - Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary

Customer resource and responsibilities (continued)

Customer Resource	Responsibilities
	policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Requested information/access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments.

ServiceNow is not responsible for implementing any of the recommended CMDB configuration changes in Customer's sub-production or production instances.

TuneUp Your IT Asset Management

Provides prescriptive guidance to improve IT Asset Management (ITAM) health.

Overview

This accelerator provides Impact Customers with an analysis of common IT Asset Management problem areas through HealthScan along with recommendations on addressing those findings. It aims to help customers understand how to identify problem areas within your ITAM setup, including a review of the top challenging areas and leading practices on how to best remediate gaps.

 **Note:** This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

What you get

IT Asset Management Assessment

- Provisioning of a temporary instance
- Running ITAM HealthScan portfolio
- Analysis of ITAM health findings

Customer Coaching Session #1 (up to 60 min)

- Access to the provisioned temporary instance is granted for 30 days
- Review the following:
 - Importance of IT Asset Management
 - ITAM health analysis

- Prioritized problem or deficient areas (up to 3)
- Leading practices and recommended actions to remediate gaps

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

Opportunity for Q&A related to IT Asset Management

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Asset Manager (Required)	Primary stakeholder for Asset Management.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested information/access

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Exceptions

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ServiceNow is not responsible for implementing IT Asset Management recommendations on Customer's sub-production or production instances.

Tuneup Your ITOM Discovery

Provides insight and guidance to improve the health of your Configuration Management Database (CMDB) through IT Operations Management (ITOM) Discovery.

Overview

TuneUp Your ITOM Discovery provides Impact Customers with an analysis of common ITOM discovery areas through HealthScan along with recommendations on addressing those findings. Obtain assistance to gain better insight into your CMDB implementation, including a review of the top challenging areas and leading practices on how to best remediate gaps.

Note: This Accelerator is available in Guided, Advanced, and Total packages.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html>

What you get

ITOM Discovery Assessment

- Provisioning of a temporary instance
- ITOM Discovery HealthScan portfolio conducted
- Analysis of ITOM Discovery health findings

Customer Coaching Session #1 (up to 60 min)

- Access to the provisioned temporary instance is granted for 30 days
- Review the following:
 - Importance of Discovery and CMDB health
 - ITOM Discovery health analysis
 - Prioritized problem or deficient areas (up to 3)
 - Leading practices and recommended actions to remediate gaps

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

Opportunity for Q&A related to CMDB Discovery

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Platform Owner (Required)	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System Administrators, ensures team alignment to business strategy and the ServiceNow roadmap, and is actively involved in the overarching governance of the platform.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Discovery Admin (Required)	Primary stakeholder for Discovery.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested information/access

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Exceptions

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ServiceNow is not responsible for implementing ITOM Discovery recommendations on Customer's sub-production or production instances.

TuneUp Your Security

Guidance on platform security

Overview

TuneUp Your Security provides Impact customers with insight into their existing ServiceNow instance security configurations, instance security leading practices, and a demonstration on which instance security settings may be enabled to further enhance instance security. It aims to help customers better understand security configuration changes in the context of ServiceNow's published security guidance.

Note: This Accelerator is available in Guided, Advanced, and Total Packages.

Offered pursuant to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html>

What you get

Security Assessment

- Provisioning of a temporary instance
- Review of customer's Security Center
- Security configuration assessment using ServiceNow HealthScan
- Simulation of recommended security configuration changes in temporary instance

Customer Coaching Session #1 (up to 90 min)

Review of:

- Temporary instance
- Security configuration guidance
- ISC score
- Findings and recommendations
- Simulated recommended changes in temporary instance

Customer Coaching Session #2 (Optional upon Customer request – up to 60 min)

Opportunity for Q&A related to instance security configurations

Requested customer resources

Customer resource and responsibilities

Customer Resource	Responsibilities
ServiceNow Security Lead-Required	Subject matter expert responsible for ServiceNow instance security.
Office of the CISO representative - Required	Responsible for the organizations security policies, processes, practices, and technologies. Helps guide the Platform Owner to align with security standards.
System Administrator(s) - Recommended	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Enterprise Architect(s) - Recommended	Provides a holistic view of the organization's strategy, processes, and other systems, including any necessary policy or organizational requirements. Helps guide the Platform Owner to align with technical or functional standards.
Developer(s) - Recommended	Writes code for the ServiceNow platform.

Requested information/access

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing any of the recommended security configuration changes in Customer's sub-production or production instances.

TuneUp Your Virtual Agent

Guidance on fine-tuning ITSM Virtual Agent

TuneUp Your Virtual Agent - Assessment

This Accelerator provides guidance on fine-tuning Virtual Agent setup to optimize value.

Overview

The TuneUp Your Virtual Agent - Assessment Accelerator provides Impact customers with an assessment of Virtual Agent with leading practices and prescriptive guidance to enhance Virtual Agent setup. Reviewing the Virtual Agent assessment readout, recommendations to improve Virtual Agent topics, and exploring additional capabilities designed to optimize value from Virtual Agent are included.

See [Virtual Agent](#)  for additional information on Virtual Agent.

Note: This Accelerator is available in *Advanced*, *and Total* packages.

Offered pursuant to the applicable [ServiceNow Impact Package and Accelerator descriptions](#).

What You Get

Virtual Agent Assessment

- Provisioning of a temporary instance
- Activating or upgrading and configuring necessary plugins
- Assessment the overall state of Virtual Agent

Customer Coaching Session #1 (up to 90 minutes)

Customer provided 30 days of access to the temporary instance

Review of:

- Virtual Agent recommendations
- What defines a good chatbot?
- Virtual Agent assessment readout
- Demonstration of Virtual Agent recommendations
- Identifying automation & deflection opportunities
- Leading practice recommendations and resources

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Questions and Answers related to Virtual Agent Assessment

Requested Customer Resources

Customer resource and responsibilities

Customer Resource	Responsibilities
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing any of the recommended configuration changes in Customer's sub-production or production instances.

TuneUp Your Virtual Agent – NLU (Natural Language Understanding)

This Accelerator provides guidance on fine-tuning NLU models to optimize value.

Overview

The TuneUp Your Virtual Agent – NLU Accelerator provides Impact customers with an assessment of Model design and performance with prescriptive guidance to address and improved the Virtual Agent experience. An assessment of the current state of Virtual Agent NLU models, an overview of leading practices, a deep-dive into NLU features, and recommendations on how best to continuously improve performance are included.

See [Virtual Agent](#)  for additional information on Virtual Agent.

 **Note:** This Accelerator is available in *Advanced*, *and Total* packages.

Offered pursuant to the applicable [ServiceNow Impact Package and Accelerator descriptions](#) .

What You Get

NLU Assessment

- Provisioning of a temporary instance
- Activating or upgrading and configuring necessary plugins
- Assessment the overall state of NLU Models

Customer Coaching Session #1 (up to 90 minutes)

Customer provided 30 days of access to the temporary instance

Review of:

- Overview of NLU design
- Assessment of current NLU Models
- NLU leading practices (Training Utterances, Entities, and Vocabulary)
- Demonstrate NLU Advanced Features
- Prescriptive recommendations to improve and maintain Models

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Questions and Answers related to Virtual Agent NLU Models

Requested Customer Resources

Customer Resource	Responsibilities
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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ServiceNow is not responsible for implementing any of the recommended configuration changes in Customer's sub-production or production instances.

TuneUp Your Virtual Agent – Performance Monitoring

This Accelerator provides guidance on fine-tuning Virtual Agent performance to optimize value.

Overview

The TuneUp Your Virtual Agent – Performance Monitoring Accelerator provides Impact customers with a performance assessment of Virtual Agent with prescriptive guidance on tools to leverage that measure success and identify improvement opportunities. Reviewing dashboards and related tools then providing recommendations on how best to improve and optimize value from Virtual Agent.

See [Virtual Agent](#)  for additional information on Virtual Agent.

 **Note:** This Accelerator is available in *Advanced*, *and Total* packages.

Offered pursuant to the applicable [ServiceNow Impact Package and Accelerator descriptions](#) .

What You Get

Virtual Agent Performance Assessment

- Provisioning of a temporary instance
- Activating or upgrading and configuring necessary plugins
- Assessing the performance of Virtual Agent

Customer Coaching Session #1 (up to 90 minutes)

Customer provided 30 days of access to the temporary instance

Review of:

- Overview of measuring Virtual Agent success
- Virtual Agent maintenance leading practices
- Virtual Agent dashboards, metrics, and surveys
- Natural Language Understanding (NLU) performance review
- Virtual Agent interaction tables review

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Questions and Answers related to Virtual Agent NLU Models

Requested Customer Resources

Customer Resource	Responsibilities
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

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centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).

ServiceNow is not responsible for implementing any of the recommended configuration changes in Customer's sub-production or production instances.

TuneUp Your Virtual Agent – UX (User Experience)

This Accelerator provides guidance on fine-tuning Virtual Agent conversations to optimize value.

Overview

The TuneUp Your Virtual Agent – UX Accelerator provides Impact customers with an assessment of the Virtual Agent setup from the end user's perspective with prescriptive guidance to address and improve the Virtual Agent experience. An analysis of the user experience, an overview of Conversational Design leading practices, and recommendations on how best to improve are included.

See [Virtual Agent](#) for additional information on Virtual Agent.

Note: This Accelerator is available in *Guided, Advanced, and Total* packages.

Offered pursuant to the applicable [ServiceNow Impact Package and Accelerator descriptions](#).

What You Get

Virtual Agent User Experience Assessment

- Provisioning of a temporary instance
- Activating or upgrading and configuring necessary plugins
- Assessing the Virtual Agent user experience

Customer Coaching Session #1 (up to 90 minutes)

Customer provided 30 days of access to the temporary instance

Review of:

- Conversational Design leading practices
- Designing effective conversations
- Demonstration of conversational design leading practices
- Prescriptive guidance on how to enhance experience

Customer Coaching Session #2 (Optional upon Customer request, up to 60 minutes)

Opportunity for Questions and Answers related to Virtual Agent user experience

Requested Customer Resources

Customer Resource	Responsibilities
Virtual Agent Lead (Required)	Subject matter expert responsible for ServiceNow ITSM Virtual Agent.

Customer Resource	Responsibilities
System Administrator(s) (Required)	Maintains the stability and usability of the ServiceNow platform by performing application maintenance, managing support for cases related to ServiceNow applications, and contributing to ServiceNow software releases by delivering configuration tasks and features.
Developer(s) (Required)	Writes code for the ServiceNow platform.
Trusted Service Partners (Recommended)	Attends ServiceNow Impact Accelerator coaching session(s) to understand leading practices and potentially support customer going forward.

Requested Information

Please refer to the applicable Impact Accelerator Description available at <https://www.servicenow.com/legal/servicenow-impact.html> 

Exceptions

This Impact Accelerator in its entirety or portions of the Impact Accelerator Activities may not be available to customers in the FedRAMP, NSC DOD IL5, or Australia IRAP-Protected data centers, to self-hosted customers, or in other restricted environments, or to managed service providers (except for their internal use).


ServiceNow is not responsible for implementing any of the recommended configuration changes in Customer's sub-production or production instances.

Request an Accelerator

Depending on the Impact package that you are subscribed to, you have the ability to request and consume Impact Accelerators.

Before you begin

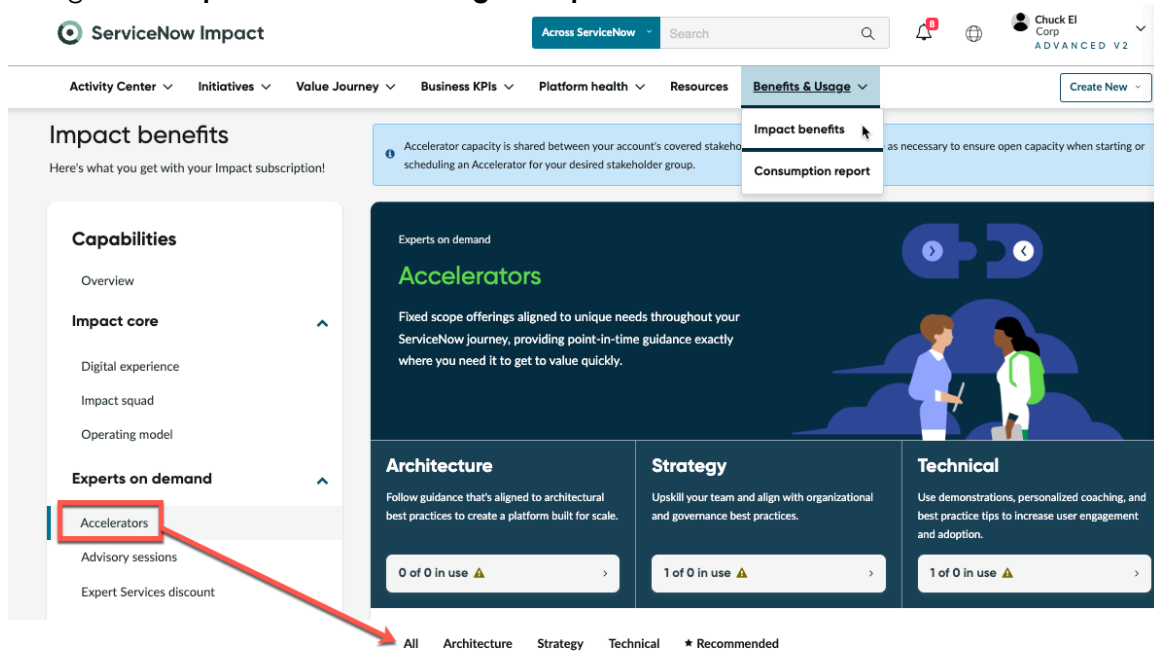
For details on available Accelerators, refer to the [Accelerator catalog](#).

Some Accelerators require additional terms and conditions and are offered pursuant to the applicable [Impact Accelerator Description](#) . For Accelerators that require consent, the terms and conditions must be accepted from the **Manage Permissions** menu.

Role required: admin

Procedure

1. Navigate to **Impact > Benefits & Usage > Impact benefits.**



2. Select **Accelerators** from the **Experts on demand** section in the left-hand **Capabilities** menu.

Each Accelerator tile contains a brief description and the availability of Accelerators with individual consumption bars. Drill in for additional details on availability.

3. Select an Accelerator.

For additional information, see [Impact Accelerators](#).

The Accelerator details page opens.

4. Select **Start Accelerator** or **Schedule only**.

If the available slots are filled, **Schedule only** appears to add the Accelerator to the Initiative List/Roadmap to be started later.

The Accelerator in progress updates the status on the tile, as well as display in the [Initiatives](#) list.

Manage Initiative and Accelerator permissions

Review and approve Initiative and Accelerator activities access using **Manage Permissions**.

About this task

If you have pending Initiatives and Accelerators that require permissions to be granted, a message displays on the Impact homepage that directs you to **Manage Permissions**.

You have new permissions pending. View more details in [Manage Permissions](#).

The following table contains available consent statuses and actions.

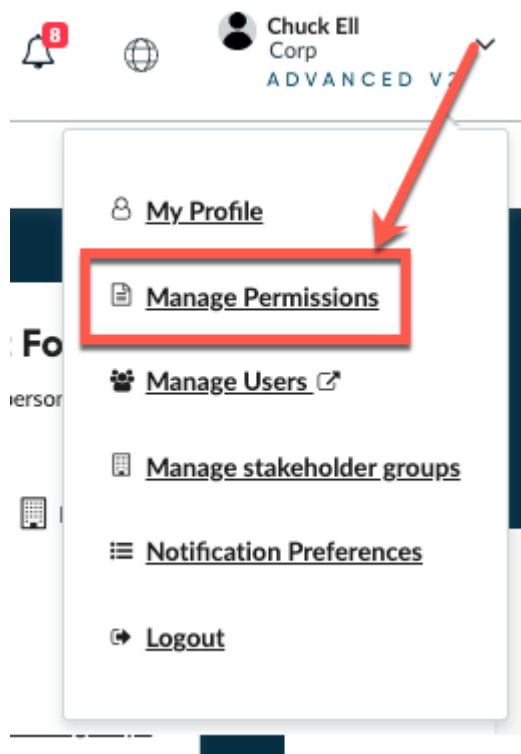
Status	Description	Available Actions
Pending	A requested activity is waiting approval to be started	<ul style="list-style-type: none"> • Approve • Decline
Accepted	A requested Initiative or Accelerator has been approved and may be started. A permissions authorizer may revoke permission.	Revoke Permission: The user will not be able to start the initiative.
Declined	A requested Initiative or Accelerator has been declined and may not be started	Update Permission: Grant permission to the activity to confirm permission.

Before you begin

Role required: Impact Permissions Authorizer

Procedure

1. Navigate to **Impact** > **<Your> profile** > **Manage Permissions** or select **Manage Permissions** from the homepage banner.



Manage Permissions opens and you can filter the list by entering in the name of the Impact activity in the **Search** field or by **Consents** status.

2. Manage activity permission records on this page.

- a. Select **Update Permission** or **Revoke Permission** to change the permissions for an Accelerator or Initiative, if previously declined or approved.
- b. Select **Accept** or **Decline** to approve or deny a pending request.

Activity Center ▾ Initiatives ▾ Value Journey ▾ Business KPIs ▾ Tech KPIs Resources Features ▾ [Start a Conversation](#)

[Home](#) > Manage Permissions

Manage Permissions

These initiatives include activities that require your permission to start. Declining permission may limit your squad's ability to complete the initiatives.

Search
Input initiative name

Filter by
All consents ▾

Jumpstart Your Upgrade

Activities: Instance Clone, Detailed HealthScan

☐ Pending

[Decline](#) [Accept](#)

[View terms & conditions](#)
[View initiative details](#)

TuneUp Your Security

Activities: Welcome to TuneUp Your Security, Prepare and Schedule TuneUp Your Security Session, TuneUp Your Security Coaching Session 1, Accelerator request received, TuneUp Your Security Coaching Session 3 (Optional), TuneUp Your Security Coaching Session 2

[Update Permission](#)

[View terms & conditions](#)
[View initiative details](#)

Declined by TestConsent ImpactAdminXueti on 2023-01-21

What to do next

Once permission has been granted, the Accelerator is active for users to start.

Accelerators that require additional permissions prompt to update the

TuneUp Your Security

Update permission in [Manage Permissions](#) to start.

Guidance on platform security

Impact **Impact Accelerator**

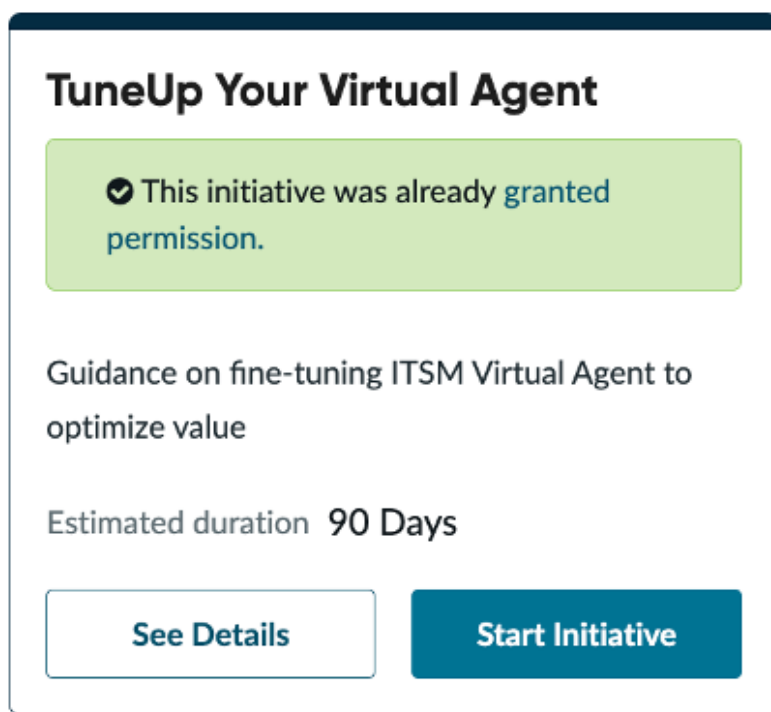
Estimated duration **30 Days**

[See Details](#) [Start Initiative](#)

permissions.

Accelerators that have been granted permissions will display as such.

The option to **Start Initiative** becomes



available.

- Note:** Some Impact Accelerators and applications contain additional Terms & Conditions beyond those described in a Customer's Impact package definitions. U.S. Public Sector customers: As part of ServiceNow's mission to continually deliver the best customer experience and as part of the evolution of the Impact packages, certain Impact deliverables, Impact Accelerators, or other Impact components require supplemental terms and conditions because of the manner in which they operate.

Impact Developer Support

Developer Support is an offering to Advanced and Total Impact packages that provides administrators and authorized users access to a ServiceNow Support Engineer who can assist in troubleshooting technical issues around existing platform customizations.

Overview

Many ServiceNow customers operate custom code and configurations. When these customizations break, Developer Support is there to help troubleshoot and debug these customizations.

Named individuals may be designated who have been trained to administer the Subscription Service to request assistance from ServiceNow support engineers in troubleshooting technical issues with existing customizations on the ServiceNow platform.

- Note:** Up to five individuals may be designated with the Advanced package, and up to ten individuals may be designated with the Total package.

Who to contact

There are several stages in the custom code end-to-end development lifecycle. Each of these stages allow for different levels of support that require assistance from specific ServiceNow teams.

Custom code end-to-end-lifecycle

Custom code lifecycle	Use cases	Delivered by
Design review	<ol style="list-style-type: none"> 1. Help me with a design review for manageability, performance, and upgradability 2. Help to determine what is the right base system tool to use for my given objective 3. Help me plan the right architecture 	Platform Architect
Code review	Help to debug a pre-scoped / pre-designed customization that isn't working as expected	Expert Services
Development support	Help to fix my custom code after it breaks	Developer Support

In scope use cases

Many use cases are supported by Developer Support:

- Break-fix troubleshooting or adjusting existing customizations
- Questions on the ServiceNow APIs

Exclusions

Some use cases are not supported by Developer Support:

- New Implementation of the product, such as initial implementation or new product implementation
- Testing (UAT, load, regression, performance)
- Building and designing net new features and enhancements, such as new requirement analysis and design, or new coding queries
- When related to integrations, excludes:
 - Understanding how parsing data will affect a customer's business process
 - Knowledge of 3rd party systems involved in integration
 - Scripts to retrieve content from external sources
 - Integrations that are not possible due to ServiceNow API limitations

Using Developer Support

Learn more about using Developer Support and helpful information when submitting a developer request with Impact.

Developer Support Boundaries

General

Developer Support is available Monday – Friday, 09:00 – 17:00, based on the local time zone of the case communication.

- Cases are opened with P3 priority, and aren't eligible for escalation. For more information on response time and SLA, see https://support.servicenow.com/kb?id=kb_article_view&sysparm_article=KB0547260.
- Developer Support cases are investigated on a subprod instance. All issues must be reproducible on a subprod instance.
- Available to self-hosted customer instances via a modified delivery model.

Note: Developer Support isn't currently available in the Australia IRAP-Protected datacenters or in certain other restricted environments.

Parameters

There are certain parameters to consider when submitting a Developer Support case, as described in the following sections.

Users:

- The named contact is responsible for ensuring that each case opened describes a specific issue and that the section of code referenced is isolated to a narrow band of code not to exceed 200 lines.
- Available to the number of designated users per Impact Package subscription (not including customer system administrators):
 - Five for Advanced Impact package
 - Ten for Total Impact package

Note: See [Manage Developer Support user access](#) to designate users.

Infrastructure:

- Supported version(s) of the release/feature/application/hardware are required
- English is the only supported language
- Troubleshooting or debug of third-party applications or assessment of security vulnerabilities are not included

Integrations:

Integration support is only performed within a ServiceNow instance or infrastructure and includes:

- Questions on ServiceNow APIs
- Scripts to consume the data from the integration (only if the data is imported as expected)
- Transform Map scripts

Create a Developer Support case

Enter a support case to engage Developer Support assistance, if you are a named contact on the Impact plan.

Before you begin

Role required: Impact Developer Support

Procedure

1. Navigate to **Impact > NowSupport**.
You may also navigate directly to NowSupport.
2. Select **Create a**

▼ Case type
Choose a case type and we'll find you the best solution.

Something is broken Something isn't working as expected.	Outage I'm experiencing a complete outage impacting my ServiceNow instance(s).
Performance issue I'm experiencing a performance issue with ServiceNow that is impacting our business.	Question I have a question about ServiceNow.
Service request I have a service request that is not available in the Automation Store	Premium Developer support I need help with a customization I've made on ServiceNow.

Case.

3. Select the Case Type **Developer Support**.
Only users whose customer_admin has assigned them the correct role will be able to see this Premium Developer Support tile on new case creation.
4. Review the Developer Support guidelines and acknowledge with the check box.
5. On the Detail Capture Page, enter the **Subject**, **Description**, and **Steps to reproduce**.
6. Confirm your contact information and your best available time.
7. Confirm the referred instance ID.
8. Select **Confirm and Submit** to submit the case.
Once case is created and a case number is generated, you may add additional authorized users on the account to the watch list, further comments, and attachments.

Manage Developer Support user access

Add designated users to enter a support case for Developer Support. The named contacts are responsible for entering details about a specific issue.

Before you begin

Role required: Impact admin

Procedure

1. Navigate to **Impact > Company Profile**.
2. From the **Actions** menu, select **Update role/access**.
If the user is not listed in the table, create a new user. See [Impact User Management](#) for details.
3. Select the **Action** icon on the right of the user.
4. Choose **Update role/access**.
5. Under Premium access, select **Developer Support**.
The number of available users is displayed next to the assignment field.
6. Select **Submit**.

What to do next

Review Developer Support access and how many users are available.

1. Navigate to your name in the top right corner of the Impact Digital Experience.
2. Select **Company profile** from the drop down.
3. Under Developer Support, you will see how many users are available.

Impact Instance Observer

Instance Observer (IO) is an observability and performance monitoring tool that empowers you to keep track of your instance health and performance in near real-time, while also providing historical insights.

Overview

IO helps Instance Administrators, Platform Owners, and DevOps teams accelerate value and drive their desired business outcomes by increasing visibility into instance performance, helping customers push innovation with speed and confidence.

Features and Benefits

Key Features

- **24/7 Monitoring:** Instance performance monitoring provides awareness of issues within an instance before end users are impacted.
- **24/7 Alerting:** Set up custom alerts to notify you when specific thresholds are crossed, so you can take action before an issue becomes critical.
- **Multi-instance Availability:** Proactively visualize performance telemetry across instances. Empowering organizations to identify trends before end users are impacted.
- **Triage:** Actionable point-in-time instance metadata providing additional context to instance performance and accelerating troubleshooting.
- **Off Instance Application:** Access to instance performance telemetry off instance. When an issue does arise, organizations can access actionable data independent of instance availability.
- **Reporting:** Visualize instance performance telemetry over time and quickly generate reports to share with your business stakeholders, making organizations faster, smarter, and better in their instance performance management.
- **Analytics:** Compare metrics over time to see how performance is trending in general or to assess the before and after impacts of certain changes.

Key Benefits

- **24/7 availability:** Instance Observer is an off-instance, cloud-based application allowing customers to visualize instance telemetry across instance(s) in a single application.
- **Improve Instance performance:** By monitoring instance performance metrics in real time, you can quickly identify and resolve issues that might be causing poor performance impacting end users.
- **Increase uptime:** Proactive monitoring through Instance Observer alerting you can be notified of potential issues before they cause downtime, allowing you to act before it affects your users.

- **Improve troubleshooting:** When issues do arise, have actionable point-in-time metadata accelerating root cause analysis and time to relief.
- **Remove distractions:** With near real-time data at your fingertips, you and your team can spend less time trying to find the information you need and more time driving your desired business outcomes

Note: Instance Observer is not available with ServiceNow® mobile, however, may be accessed with a browser on your mobile device.

Instance Observer components

Component	Details
Home	Provides a snapshot of the overall health of your instance.
Performance	Overviews Instance Health and Performance Metrics, and enables drill down into specific data sets with recommended troubleshooting.
Availability	View live Instance Availability status tied to ServiceNow# monitoring— Up/Down Status
Alerts	Flexibility to set alerts with thresholds specific to your business needs, and configure who on your team receives notifications and the method.
Analytics	View comparisons for performance of key metrics over time.
Triage	Point-in-time instance snapshot providing metadata to troubleshoot live issues
Reports	Quickly generate reports to download and share with your team business stakeholders.
Help	Get assistance with Instance Observer tools, terminology review, how-to videos, and relevant documents.

Support matrix per Impact package

Some Instance Observer reporting features vary between the Impact package that you are subscribed to. Reference the support matrix chart or contact your account team for more information.

- ✓ = Supported
- X = Not supported

Feature	Guided	Advanced	Total
Instance availability (Up/Down status)	#	#	#
See Availability for details.			

Feature	Guided	Advanced	Total
Performance Visualization Charts (KPIs) See Performance for more details.	#	#	#
Reporting See Reports for details.	Selective	Full	Full
Alerts See Alerts for details.	X	#	#
Analytics See Analytics for details.	X	X	#
Anomalies Detection	X	X	#
Data retention	45 days	6 months	6 months

Note: For more information on subscription support, see [Impact packages](#).

Serviceability Limitations

Note: Instance Observer is available for customers in Commercial and Government Community Cloud (GCC) environments. IO is not currently available in other regulated or on-premise environments.

Home

The Home page provides a snapshot of the overall health of your instance.

Access valuable insights into instance availability, basic datacenter information, including high level information on database accounts, user transaction counts, response times, and more.

Navigate to **Impact > Platform Health > Monitor > Instance Observer**.

ServiceNow Impact | Instance Observer

SN Demo User
ServiceNow.com - HESURF
Time: Local

Home Performance Availability Alerts Analytics Triage Reports Help Create a Case

What's New

The latest refresh of Instance Observer brings many new enhancements, check out what's new in our release notes.

[Release note](#)

○ ○ ○ ●

Your production instances and instance observer KPIs (Last 24 hours)

Instance Name	Instance Type	Primary Database	User Transaction Count	Average Response Time	SQL Response Time
sndemo	Production	14.22TB	86.75/min	0.90s	0.92s

[View all instances](#)

Instance Availability (Last 24 hours)

Instance	Instance Type	Instance Availability
sndemo	Production	✓

[View all instances](#)

Alerts (Last 24 hours)

Instance	Instance Type	Monitoring Alerts	Self-Service Alerts
sndemo	Production	2	0

[View all instances](#)

Note: Instance Observer **Alerts** support is only available for Advanced and Total packages of ServiceNow Impact.

Performance

Monitor all your instances 24x7 in one place with near real-time metrics and alerts on performance and availability in Instance Observer. Generate various charts of overview Instance Health and Performance Metrics and drill down into specific data points with recommended troubleshooting.

Make data-driven decisions based on your users, platform, and applications, access to near real-time and historical instance performance telemetry, and proactively visualize instance performance telemetry across instances with point-in-time metadata.

Key benefits

- View historical trends of performance data.
- Identify and investigate performance anomalies.
- View specific jobs and transactions running at a point in time.
- Access a deep dive into selected performance metrics

Getting started with Performance charts

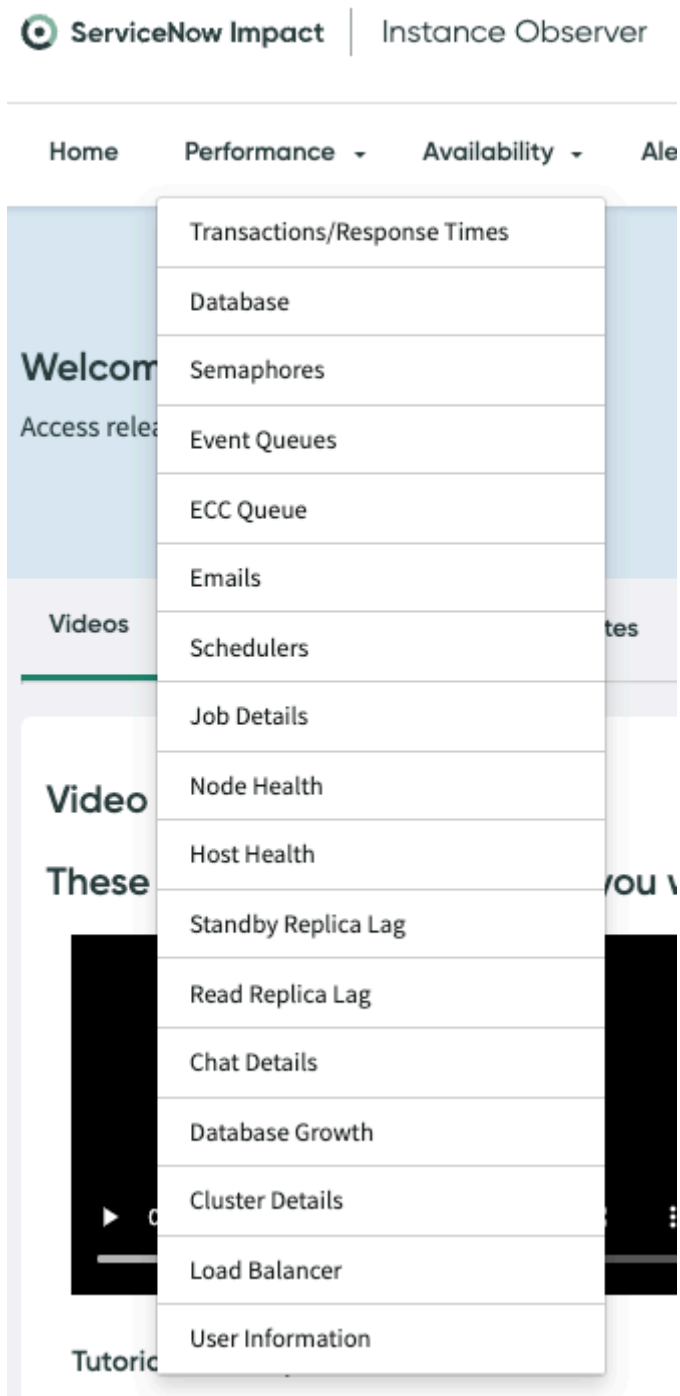
Follow these steps to generate Performance charts using Instance Observer.

Before you begin

Role required: admin

Procedure

1. Navigate to **Impact > Platform Health > Monitor > Instance Observer**.
2. From the **Performance** menu, select the telemetry option to evaluate.



3. Select the reporting options:

- Instance
- Date range
- Metrics (The metrics available depend on the report selected.)
- Options and add-ons

4. Select **Get Snapshot**.

i Note: Options available on Report and Charts:

- Select a data point to view additional actions or remove the entry.
- Right-click to isolate a data point.
- Select and drag across the chart to drill down.
- Download to PNG, SVG, or CSV files or view transactions on the instance.
- Change the report type.

Anomalies detection

Instance Observer proactively detects the anomalies for cyclical or non-cyclical metrics under the performance chart for the Impact Total package on production instances. Anomalies represent metrics outliers based on historical patterns. Every anomaly may not represent an issue, but, notifies you and you decide the criticality and configure alerts, accordingly.

Cyclical metrics occur as a complete set of events that repeat themselves regularly in the same order or in a regularly repeated period. Non-cyclical metrics are metrics that repeat themselves irregularly or in random, less predictable repeated periods. An anomaly, also known as an outlier, is a data point that is unusual, rare, or doesn't conform to the expected patterns or distribution of the data.

There are five cyclical metrics being tracked:

- **Transaction count:** The instance-wide sum of all UI transactions of an internal type known as `UI_TYPE`.
- **Server Response Time:** The average or mean execution time for `UI_TYPE` transactions.
- **SQL Response Time:** The reported mean of database response time measured at the application layer that starts when a query is sent to the database and finishes when the response has been received.
- **Semaphore Mean:** The average number of end-user transactions being processed concurrently over a one-minute period.
- **Node Memory Max:** The in use memory max in MB per node at a given data point in history. This value generally ranges between 1000 MB to 2048 MB.

User Transaction Count

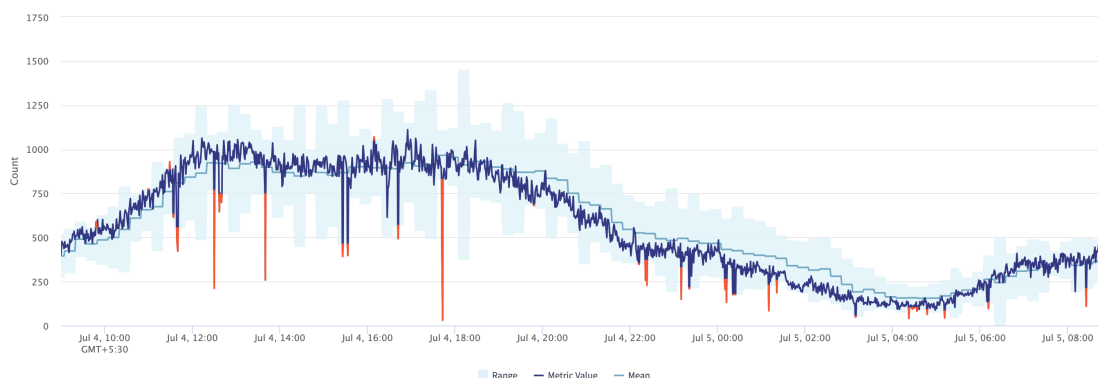
Transaction count is the instance-wide sum of all transactions of a certain type known as "UI_TYPE". Essentially can be considered to cover only "class...[Show More](#)

Default Anomalies **41** Alert **0**

< Jul 4, 2023 09:00 AM - Jul 5, 2023 09:00 AM >

[How anomalies are calculated and plotted](#)

Anomalies Past Period Trend
41 **50** **9↓**



- The x-axis represents time, and the y-axis represents the actual metrics as per date range selected. For example, the line chart displays the transaction count values over time. Anomalies are denoted by red color coding on the chart and represent the occurrence of an anomaly in the data. The placement of the red mark depends on the criteria or algorithm used to detect anomalies.
- The range represents the upper and lower boundary limits with a normal distribution of the metrics based on their historical dataset pattern.
- The mean line represents the four week average value of the metrics to compare the deviation at a given point in time.

Job anomaly detection

Job anomaly charts track the number of scheduled jobs running concurrently for each hour of the day with the overlaying metric of the average of transaction counts for each hour. Any bar in the chart that has one or multiple anomalous jobs is highlighted as red. Select the detail link of the bar chart to view the job level details.

Job Details will represent the hourly scheduled jobs along with respective average transactions of that instance.



Drill down from the hourly scheduled job count into an individual recurrence job for any hour of day and further into the execution pattern of the same job from the last seven days. This

can help to perform end to end root cause for jobs that usually take a consistent amount of time to complete that suddenly experience a significant increase or decrease in execution time, indicating a possible performance issue.



Schedule job criteria

For the job to be considered a scheduled job, it should satisfy at least one of the following criteria:

- The job runs at least once for each day of the week.
- The job has run at least once for every week in the past four weeks.

Average transaction count calculation

For every hour in a given day, the sum of the transaction count of the past four weeks for the same day and same hour is averaged. For example, by fetching the sum of transaction counts from the past four Mondays for the fourth hour and averages the values for the final calculation.

Job anomaly identification

For the past four weeks, for every hour in which the job ran, the average duration time is calculated with the standard deviation value, which is the mean value, plus 5 multiplied by the standard deviation value.

This value serves as an upper range for the job for that hour, if the job is running at the fourth hour and in the last four weeks the average duration of a job at that time is ten minutes and the standard deviation is two minutes, the upper range will be $10 + (5 \times 2) = 20$ minutes.

If the current running job takes more than 20 minutes to execute, then the job is identified as an anomaly.

Anomaly response

All anomalies don't represent an issue, but, the outliers detected based on historical patterns. Configure alerts accordingly after analyzing the criticality of the anomaly detected. See [Configure anomaly alerts](#) for more information on alerts.

Configure anomaly alerts

Configure anomaly alerts based on metrics outliers on historical patterns in Instance Observer.

Before you begin

Role required: admin

Procedure

1. Navigate to **Impact > Platform Health > Monitor > Instance Observer**.
2. From the **Performance** menu, select **Transactions/Response Times**.

Performance
Transactions/Response Times

* Instance Update instance default settings
sndemo

* Date Range
Jun 26, 2023 05:55 PM - Jul 7, 2023 05:55 PM

* Metrics
-- Select All --
User Transaction Count
Average Server Response Time
Stacked time (server/network/browser)

Options
☐ Self Service Alerts
☐ Diagnostic Events

Add-ons
-- None --

Get Snapshot

3. Select the reporting options:

- Instance
- Date range
- Metrics
- Options:
 - Self Service Alerts
 - Diagnostic Events
- Add-ons

4. Select **Get Snapshot**.

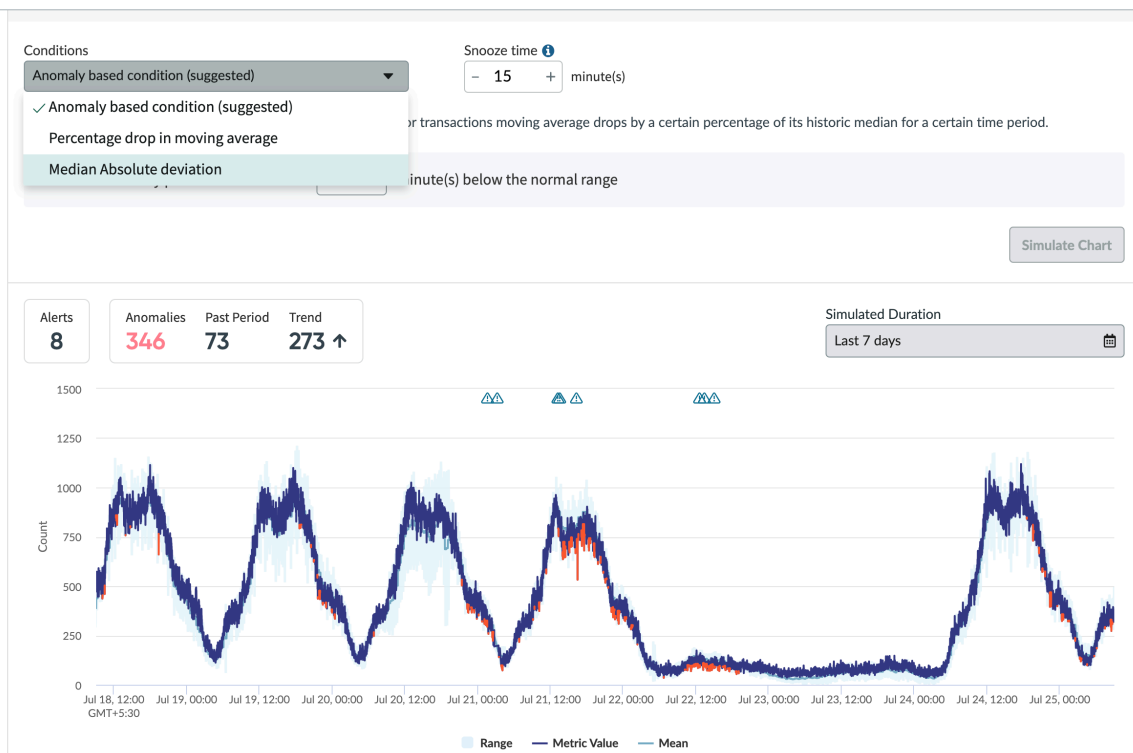
i Note: Options available on Report and Charts:

- Select a data point to view additional actions or remove the entry.
- Right-click to isolate a data point.
- Select and drag across the chart to drill down.
- Download to PNG, SVG, or CSV files or view transactions on the instance.
- Change the report type.

Edit alert configuration

Transactions (Drop) - Instance

Critical



5. Fine tune the alerts using the listed options.

- For example, set a threshold that triggers an alert if the transaction count anomalies persist for more than 10 minutes, or exceeds a certain number of standard deviations from the mean continuously for more than 10 minutes above or below the range, respectively. Job anomalies target top X % of anomalous jobs based on the execution time and track the details of those jobs.
- Test and fine tune the alerting by simulating persistence time, choose the window of an anomaly 5, 10, 15 minutes, and so on, or select the top 5, 10, or 15 percentage of jobs and verify that alerts are triggered correctly. Adjust the alert threshold, if necessary, to ensure the system provides meaningful and actionable alerts.
- Choose the appropriate method for sending alerts based on your requirements. This can include email notifications, SMS messages or integration.
- Continuously monitor the alerts generated by the system. Regularly review the anomalies detected to understand the underlying causes and take appropriate actions, such as investigating potential issues or performing further analysis.

Anomaly detection algorithm

Instance Observer is performing anomalies detection through the Z-score Statistical model, otherwise referred to as a univariate method.

Anomaly detection analyzes a set of five metrics, Memory Max, Semaphore Mean, SQL response time, Server Response Time and Transaction count. The detection model has been validated with samplings with multiple instances of daily, weekly, and monthly level data.

Metrics representing anomalies using the Z-score model are Transaction count, Server Response Time & SQL Response time. Metrics representing anomalies using an upper threshold-based approach are Semaphore Mean, Node max Memory, and Job execution. Refer to [Getting started with Performance charts](#) for details on the five metrics.

Upper threshold-based methodology

Upper threshold-based methodology uses metrics with an exhausting limit. For example, metric A, which has a semaphore mean value of 14 or 16, which is used on the platform to limit the number of transactions that can occur on a node at one time to protect resources on the node. Metric B, memory max of 2 GB, where each node memory has a pre-defined maximum capacity. In all such similar cases, the situation is alarming only when the metrics are closer to the exhaustion limit. Even if the deviation is higher than the mean, but lower than the exhausting limit, then the threshold limit wouldn't result in an alarm.

Z-score methodology

A Z-score is a numerical measurement that describes the relationship between a value to the mean of a group of values. Z-score is measured in terms of standard deviations from the mean. If a Z-score is 0, then the data point score is identical to the mean score.

The formula for calculating a Z-score is $z = (x - \mu) / \sigma$.

- x : The raw score of the data, as the moving average of the previous 15 minutes
- μ : The data population mean that is the average of the previous four weeks on the same day, same hour, and same minute
- σ : The data population standard deviation

When calculating Z-scores or making comparisons, it's essential to consider these patterns of the analyzed data with inherent cyclical patterns. Cyclicity in a dataset refers to repeating patterns that occur at regular intervals, such as daily, weekly, or seasonal cycles. For example, sales data may exhibit higher values during holiday seasons or lower values during off-peak periods.

The cyclicity score is the similarity between two series which measure the similarity between two vectors and helps ensure that the Z-score model provides reliable insights and identifies true anomalies or outliers while considering the natural patterns of the data.

The cyclical score is calculated at the instance level with a data selection of four weeks divided into two-week vector increments, excluding weekends. The score returns the similarity score between the two, where a higher score indicates a more aligned similarity trend in the compared vector data.

Availability

View live Instance Availability status tied to ServiceNow# monitoring— Up/Down Status

Alerts

Flexibility to set alerts with thresholds specific to your business needs, and configure who on your team receives notifications and the method.

Analytics

View comparisons for performance of key metrics over time with the Impact Total package.

Transaction, Query Pattern

Visualize trends and overlay key metrics to see impact

Compare Dataset (Release, Dates)

Compare and understand metrics for any two releases/patches to see the impact of changes

Triage

Point-in-time instance snapshot providing metadata to troubleshoot live issues.

Reports

Quickly generate reports to download and share with your business stakeholders, making # organizations faster, smarter, and better in their# instance performance management.

Visualize instance performance# telemetry over time and quickly generate reports to share with your team and business stakeholders.

Run a report on any instance to generate a downloadable summary on daily instance health, performance trend or database growth.

Report options

Tailor various reports specific to your business needs with a few steps.

Navigate to **Instance Observer > Reports > .** Select the **Report Type**, the **Instance**, and the **Date Range** for the report.

Select **Generate report** and the report renders. On the report page, you have the option to download the report or to schedule the report to be run periodically.

See [Schedule reports](#) for information on scheduling a report.

For additional information about a report, select **Help > Metrics** from the main menu and select the option from the right-hand menu.

Support matrix per Impact package

Some Instance Observer reporting features vary between the Impact package that you are subscribed to. Reference the support matrix for details.

- ✓ = Supported
- X = Not supported

Performance reports support matrix

	Guided	Advanced	Total
Daily Performance Metrics report	#	#	#
Performance Trend report	X	#	#
Database Growth report	#	#	#
Data retention	45 days	6 months	6 months
Self Service Alerts	X	#	#

Note: For more information on subscription support, see [Impact packages](#).

Daily Performance Metrics Report

There are six daily performance metrics sub-reports that are available that show a current snapshot of the health of the instance.

Sub-report and description

Report	Description
ServiceNow Platform Health	<ul style="list-style-type: none"> Reflects node availability, response, and lag times. Compares availability and anomalies from today and the last 30 days. Reports are based on the system thresholds that are set in the system and color codes the anomalies accordingly, with Green, Yellow, or Red.
Health Indicator	<ul style="list-style-type: none"> Displays number of slow transactions, queries, and long running jobs. Compares the counts between today, yesterday, and the last 30 day average. Reports are based on the system thresholds that are set in the system and color codes the counts accordingly, with Green, Yellow, or Red.
Top 10 Slow Transactions	<ul style="list-style-type: none"> Finds the most executed transactions by total execution time and then takes the top 10 transactions that incur the highest average execution time. Results list the instance page along with the average and total execution times, and the total count the page was executed.
Top 10 Slow Queries	<ul style="list-style-type: none"> Finds the most executed queries by total execution time and then takes the top 10 queries that incur the highest average execution time. Results list the query along with the average and total execution times, and the total count the query was executed.
Top 10 Long Running Jobs	<ul style="list-style-type: none"> Finds jobs that are incurring highest duration in minutes. Results list the job name, node, worker, and the duration.

Sub-report and description (continued)

Report	Description
Critical Support Cases	<ul style="list-style-type: none"> Lists the total number of severity 1 and 2 support cases in the report header. Provides case numbers as links, the area, priority, and state, along with tracking who opened the issue.

Database Growth Report

There are several database growth reports that are available that show how the instance database has increased over a selected date range.

Note: Guided customers may select a range of up to 45 days.

Database report and description

Report	Description
Primary Database	Various metrics on how the database has either grown or decreased over the selected time frame. Total DBI size based on the sum of all tables, calculated every 4 hours.
Database by Size (Including Shards)	Various metrics on how the database has either grown or decreased over the selected, including shards. Total DBI Size align with primary shards, this is calculated every 4 hours and can be used to visualize database growth over time.
Top 20 Tables (By Size)	Lists table name, size (GB), 1 day growth and rate, and the 7 day growth rate.

Performance Trend Report

Drill into additional detail on selected performance metrics.

The following report options are available in regards to system performance:

- Transaction/Report Times
- Database response
- Semaphore depth
- Event queues
- Jobs recurring and running
- Memory
- User session summaries

Schedule reports

Generate an Instance Observer report to be emailed to selected recipients on a defined schedule.

Before you begin

Role required: admin

Procedure

1. Navigate to **Instance Observer > Reports > .**
2. Select the **Report Type**, the **Instance**, and the **Date Range** for the report.
3. Select **Generate Report**.
The report renders with the option to Schedule or Download the report.
4. Select **Schedule**.
The Create Schedule form page displays.
5. Fill in the fields on the Create Schedule form.

Fields and descriptions

Field	Description
Schedule name	Name for the schedule for the report
Instance (Max -5)	Available instances from the drop-down
Report type	Read-only field of the selected report type
Schedule	Run: <ul style="list-style-type: none"> ◦ Daily: Hours, minutes, and time zone ◦ Weekly: Hours, minutes, time zone, and days of the week ◦ Monthly: Hours, minutes, time zone, and date of the month ◦ Once: A single scheduled occurrence
Email	<ul style="list-style-type: none"> ◦ Subject: The subject to display for the email ◦ Message: The email body to include when the scheduled report is sent
Recipients	Recipients to receive the schedule reports <ul style="list-style-type: none"> ◦ Customer recipient email address: A recipient that is not listed as a provisioned user ◦ Select a schedule: Recipients that have received the reports from a previous schedule report distribution <p>Note: Email addresses to receive the report are listed in the table and may be removed directly from the table.</p>

6. Select **Schedule**.

A summary of the schedule is available and may be edited.

What to do next

Navigate to **Instance Observer > Reports > My scheduled reports** to view the history.

Help

Access release notes, how to videos and more from the Instance Observer Help Center page.

There are four menu options in the Help Center:

- Video Tutorials: View videos to help understand your options available to you in Instance Observer.
- Metrics Overview: Provides information of the available metrics and reports that can be accessed along with helpful definitions.
- Release Notes: Contains information regarding each Instance Observer release.
- How to Docs: Access documentation directly related to Instance Observer functionality.

Impact releases

ServiceNow Impact releases may include enhancements, as well as additional features. Read the release notes to learn about the release content. Releases occur throughout the year on a quarterly basis, starting in February. Future release dates are subject to change.

#unique_134



[2022 Impact release notes](#)



2022 Impact release notes

Releases occur throughout the year on a quarterly basis, starting in February.

- [August 2022 quarterly Impact release notes - Tokyo](#)
- [May 2022 quarterly Impact release notes](#)
- [February 2022 quarterly Impact release notes - San Diego](#)

August 2022 quarterly Impact release notes - Tokyo

Impact release notes for the August 2022 release.

2022 Q3 Impact Accelerators release notes

The ServiceNow® Impact Accelerators application provides fixed-scope service engagements with experts behind each option to quickly provide value exactly where you need it. Impact Accelerators was enhanced and updated in the Q3 release.

Impact Accelerators highlights for the Q3 release

- Two new accelerators, Jumpstart Your Automated Testing and Jumpstart Your App Engine further.
- The TuneUp Your Security accelerator has been added to Guided customers.

See [Impact Accelerators](#) for more information.

New in the Q3 release

Jumpstart Your Automated Testing

Introduces the ServiceNow® Automated Test Framework, enabling you to make instance changes faster and more confidently with automated testing to ensure that everything goes smoothly.

Jumpstart Your App Engine

Gives users an introduction to the ServiceNow® App Engine Studio and App Engine Management Center tools. These features let users build customized low-code apps and solutions to grow their business faster.

Changed in this release

TuneUp Your Security

The TuneUp Your Security accelerator is now available to Guided customers.

Removed in this release

- The Admin Assist accelerator has been removed.

2022 Q3 Impact Digital Experience release notes

The ServiceNow® Impact Digital Experience is a centralized, interactive portal where you can access your Impact tools and benefits. Impact Digital Experience was enhanced and updated in the Q3 release.

Impact Digital Experience highlights for the Q3 release

- Upcoming Impact Digital Experience SPP release
- Improved Tech KPI functionality
- Japanese localization

See [Impact Digital Experience](#) for more information.

New in the Q3 release

Tech KPI Enhancements

The Tech KPI section is greatly enhanced with the better ServiceNow® HealthScan integration and the new **Key Takeaways** tab. Key Takeaways provide critical information based on your HealthScan scorecards, helping you respond better to upcoming priorities.

Note: Only GCC customers can use HealthScan to create scorecards.

Upcoming SPP version release

SPP environment customers will soon have access to an SPP-compliant Impact Digital Experience. Scheduled release is 9/28/2022.

UI changes

Impact Digital Experience section UI/UX refreshes

CSS and Font changes across all Impact Digital Experience sections to standardize presentation and experience.

Localization information

Impact Digital Experience Japanese localization of ~50% of features.

May 2022 quarterly Impact release notes

Impact release notes for the May 2022 release.

2022 Q2 Impact Accelerators release notes

The ServiceNow® Impact Accelerators application provides fixed-scope service engagements with experts behind each option to quickly provide value exactly where you need it. Impact Accelerators was enhanced and updated in the Q2 release.

Impact Accelerators highlights for the Q2 release

- New Impact Accelerators enhancing your ServiceNow® AI Search capabilities and optimizing your virtual agents.
- Several accelerators are enhanced for Impact Total packages.
- Minor text changes to align with the overall narrative.

See [Impact Accelerators](#) for more information.

New in the Q2 release

Jumpstart Your AI Search

Provide Impact customers with an introduction to ServiceNow® AI Search, a demonstration of features and performance via a temporary cloned instance, and leading practices on getting started.

TuneUp Your Virtual Agent

Provide Impact customers with an assessment of ServiceNow® Virtual Agent and performance tuning recommendations designed to optimize value from ServiceNow® ITSM Virtual Agent.

Changed in this release

Health Assessment Total

Health Assessment Total features new tools for Total version customers.

Integration Strategy Total version

Integration Strategy Total features new tools for Total version customers.

Design Review Total version

Design Review Total is a new version for Total version customers.

2022 Q2 Impact Digital Experience release notes

The ServiceNow® Impact Digital Experience is a centralized, interactive portal where you can access your Impact tools and benefits. Impact Digital Experience was enhanced and updated in the Q2 release.

Impact Digital Experience highlights for the Q2 release

- Enhancements to customer UI and UX elements, streamlining the digital experience.
- Faster data refresh and clarified data insights empower the customer with easy to access information.

See [Impact Digital Experience](#) for more information.

i Important: is available in the ServiceNow Store. For details, see the "Activation information" section of these release notes.

UI changes

Business KPIs Drilldown

Customers can now see how Business KPIs are calculated.

Enhanced Searching

Guided, Advanced, and Total customers now have internal and external AI searching. Base customers only have external AI searching. ServiceNow® AI Search also provides search suggestions on top of the auto-complete feature.

Changed in this release

i Note: This feature is available to customers after it's reviewed by your Impact Squad.

Capabilities map

- Added filters for customers to easily search the capabilities map
- Added a legend in the capabilities map
- Added more detailed "status"
- Simplified language in the capabilities map
- Significant improvements released so that Impact Squad members can better service their customers

February 2022 quarterly Impact release notes - San Diego

Impact release notes for the February 2022 release.

2022 Q1 Impact Accelerators release notes

The ServiceNow® Impact Accelerators application provides fixed-scope service engagements with experts behind each option to quickly provide value exactly where you need it. Impact Accelerators was enhanced and updated in the Q1 release.

Impact Accelerators highlights for the Q1 release

- The Impact Accelerators catalog has been broadened adding an accelerator for Guided customers and adding new accelerators for customers in data-regulated markets.
- Several new accelerators for all customers and enhancing accelerators for Total customers.

See [Impact Accelerators](#) for more information.

New in the Q1 release

Champion Engagement

Champion Engagement provides Impact Customer champions with leading practices content and prescriptive guidance to effectively communicate the value proposition and benefits for using the ServiceNow platform within their organizations. Champion Engagement includes enablement for three champions.

Technical Governance

Technical Governance provides Impact customers with a framework that defines how to govern and manage the stability of the ServiceNow platform. This Impact Accelerator aims to assist customers in establishing technical decision-making processes, and governance policies and processes that can facilitate faster implementations and upgrades, smoother development, and greater value from enhanced feature adoption.

ServiceNow Governance

ServiceNow Governance provides Impact customers with a framework that streamlines the decision-making required to define how your organization should use and manage the ServiceNow platform. This framework includes setting up governance across strategy, portfolio, and technical domains. This Impact Accelerator aims to assist customers in driving their transformation vision, delivering the right work at the right time, and maintaining the technical integrity of their ServiceNow implementation.

Changed in this release

Jumpstart Your Virtual Agent

This accelerator was not previously available for Guided customers. Given the vast footprint of ServiceNow® IT Service Management (ITSM) in our customer base, this accelerator is useful for Guided customers and also helps increase ITSM PRO adoption. The accelerator is now available for Guided customers.

Success Program Manager

Success Program Manager is not provided as a specialist squad member with the new GA Impact packages.

Total Customer Package enhancements

The following accelerators are now available for Total customers:

- [Architecture Blueprint](#)
- [Center of Excellence and Innovation Design](#)
- [CSDM Assessment and Remediation](#)

- [Develop Partner Strategy](#)
- [Technical Roadmap](#)
- [Staffing roles and review](#)
- [Vision and Strategy](#)

Technical Accelerators for regulated markets

The following technical accelerators, which are useful to improve product adoption and help customers stay current and healthy, were not available for regulated markets.

- [Jumpstart your Upgrade](#)
- [Jumpstart your Virtual Agent](#)
- [Tuneup your CMDB](#)
- [Tuneup your Security](#)

There are a few restrictions in regulated environments that apply to running these accelerators. As a part of this release, we're able to offer these accelerators in full or part to customers in regulated markets.

Browser requirements

Google Chrome, Apple Safari, Microsoft Edge, and Firefox are supported.

2022 Q1 Impact Digital Experience release notes

The ServiceNow® Impact Digital Experience is a centralized, interactive portal where you can access your Impact tools and benefits. Impact Digital Experience was enhanced and updated in the Q1 release.

Impact Digital Experience highlights for the Q1 release

The Q1 2022 Impact Digital Experience release contains significant feature updates for both human-led and digital features. Impact is further enhanced with new content, value and instance health management features, account recommendations, and improvements to the accelerator catalog.

- Understand the value of your ServiceNow investment with the release of Business KPIs to help Impact customers.
- Understand the health of their ServiceNow platform through Technical KPIs.
- Experience a dedicated value-focused experience for executive leadership with Mobile Executive.

i Note: The following applies only to Government Community Cloud(GCC) customers.

- The GCC digital experience is enhanced to align with the GA nomenclature.
- Several UI changes for GCC Impact customers.

See the [Impact Digital Experience Guide](#) for more information.

New in the Q1 release

Business KPIs

Business KPIs serve platform owners and executives by visualizing the value of their ServiceNow investment and the path to reaching success with their business objectives. This feature provides a chart visualization with monetary value broken down by business objectives.

Technical KPIs

Technical KPIs help platform owners and administrators understand the technical health of their ServiceNow platform, learn what is being done well, how they can improve, and how they are doing compared to peers. The data is grouped into these key categories: manageability, performance, security, upgradeability, and user experience. Each category contains details and explanations of the health scores.

Enhanced Recommendations

Enhanced recommendations enable customers to receive guidance to increase their success with the ServiceNow platform. These recommendations include recommended trainings, support and upgrade guidance, usage guidance, and much more. All recommendations are reviewed and vetted by the Impact Squad.

Mobile Executive Experience

A dedicated responsive web mobile experience for executive leadership that focuses on the business value of the ServiceNow investment and enables executives to stay up to date on any changes in their sponsored business objectives.

UI changes

i Note: The following applies only to GCC customers.

Team Workspace and Specialist Workspace

Team Workspace and Specialist Workspace are renamed to Activity Center and Specialist Activity center respectively. This change is available on the Premium home page and Premium dashboard.

Value Accelerators

Value accelerators is renamed to Impact accelerators. This change is available in the All Benefits, Premium Dashboard, Automation Store pages.

Consulting Services

Consulting Services is renamed to Impact Deliverables. This change is available in the All Benefits, Premium Dashboard, Automation Store, and Specialists Activity Center pages.