



# Washington DC Impact

Last updated: 02/01/2024

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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.

## 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

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

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

## 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
Advanced  Advanced - 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)

Package	Description	Accelerator Consumption
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-catalogs.

## 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.

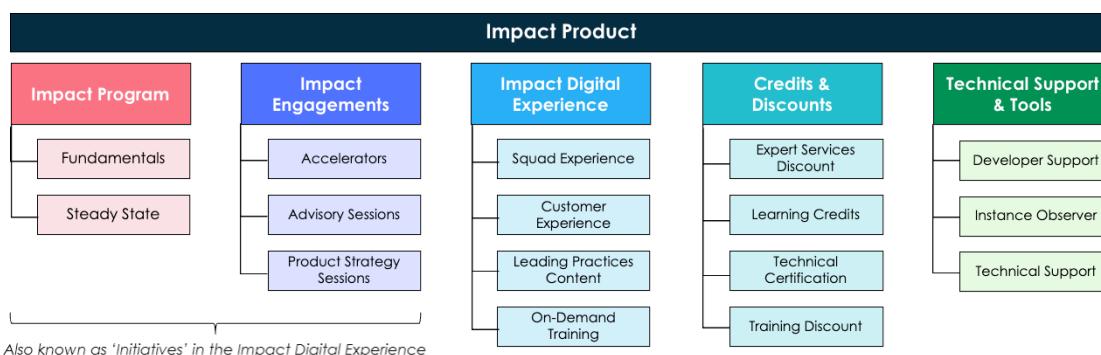
The Impact program is comprised of two phases, Fundamentals and Steady State. Fundamentals kicks off the experience and defines the value baseline, and the Steady State cadence keeps you on track with your Impact Plan and associated business goals.

#### 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.

**i 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 breadth 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 shows the ServiceNow Impact homepage with the following sections:

- Key activities:** Activities and deliverables that need your attention. One item shown is "Platform health scan completed for tst1prod" published by "Test KPI Squad User (NOW)" on 2023-04-26.
- Value journey:** Overview of the business objectives and initiatives supporting your Value Journey. Three cards are listed:
  - Drive efficiencies through Global Business Services:** Overall state: Green, Progress state: Work in progress, Operational outcomes: 0 total, 0 down, 0 up, Owner: Ketan Shah, Updated activities: 0.
  - Decommission Legacy Systems Cost:** Overall state: Green, Progress state: Not started, Operational outcomes: 0 total, 0 down, 0 up, Owner: Ketan Shah, Updated activities: 0.
  - Optimize IT Service Delivery:** Overall state: Green, Progress state: Not started, Operational outcomes: 0 total, 0 down, 0 up, Owner: Ketan Shah, Updated activities: 2.
- Impact squad:** Shows two members: Caitlin Nash (NOW) and Akhil Talari (NOW), both Customer Success Managers. It includes a "View all" link.
- Platform health:** Monitor your platform health by instance. Last scanned on 2023-03-08 06:20:53. Overall instance health: 99% - No Data.
- Recommended capabilities:** Current adoption status (excluding No intent to use). A circular chart shows 7 In use out of 21, with 14 Needs validation.

At the bottom, there are buttons for "Manage Business Objectives" and "Manage operational performance".

## 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 fastest 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 shows the ServiceNow Impact homepage with the following sections:

- Key activities:** Platform health scan completed for tst1prod, published by Test KPI Squad User (NOW) on 2023-04-26. Includes a "View report" button.
- Value journey:** Overview of business objectives and initiatives supporting the Value Journey.
- Business objectives:**
  - Drive efficiencies through Global Business Services:** Overall state: Green, Progress state: Work in progress, Operational outcomes: 0 total, 0 down, 0 up. Owner: Ketan Shah, Updated activities: 0.
  - Decommission Legacy Systems Cost:** Overall state: Green, Progress state: Not started, Operational outcomes: 0 total, 0 down, 0 up. Owner: Ketan Shah, Updated activities: 0.
  - Optimize IT Service Delivery:** Overall state: Green, Progress state: Not started, Operational outcomes: 0 total, 0 down, 0 up. Owner: Ketan Shah, Updated activities: 2.
- Impact squad:** Features two members: Caitlin Nash (NOW) and Akhil Talaria (NOW), both Customer Success Managers. Includes a "View all" button.
- Platform health:** Monitors platform health by instance (tst1prod). Last scanned on 2023-03-08 06:20:53. Overall instance health: 99% - (No Data).
- Recommended capabilities:** Shows 7 in use out of 21, with 14 needing validation. Includes a color-coded legend: green for In use and yellow for 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	Select Value Journey to get a closer look at your: <ul style="list-style-type: none"> <li>• Business objectives - Your organization's high-level goals</li> <li>• Capabilities - The full landscape of your licensed ServiceNow products.</li> <li>• Recommendations- Tailored recommendations that help you reach your business# objectives faster.</li> <li>• Product Adoption Roadmap - A recommended implementation sequence for your capabilities.</li> </ul> <p><b>Note:</b> 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 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

Impact Digital Experience Section	Details
	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
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**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.

## Activity Center components (continued)

Section	Use
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	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.  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.
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.

## Initiatives

[+ Create New Initiative](#)
[List view](#)
[Roadmap view](#)

### Initiatives 10 of 13

Stakeholder group [?](#)

x
Search icon
All selected
  
 Sort by [Completion date](#)
Filter icon

XEROX CORP SHGL | 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	You can create your own custom initiative and select: <ul style="list-style-type: none"> <li>• Accelerators</li> <li>• General initiatives: Freeform blank initiative to add your own tasks</li> </ul>

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:

- 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

## Preventive Care

Preventive Care is a premium, engineer-led diagnostic of instance performance executed quarterly for Impact Total customers.

## Overview

Preventive Care helps maintain optimal performance of large, strategic, ServiceNow implementations. Based around a quarterly deep dive into production instance health Preventive Care includes the following benefits:

- Enables ServiceNow performance experts to gain a holistic end to end view of instance performance by reviewing over 80 metrics covering all aspects of instance operation, including metrics that aren't normally visible to customer stakeholders.
- Delivers insights into instance and infrastructure health trends over time, such as size of instance, active user base, individual application performance.
- Uncovers areas of resource contention, performance degradation, or misconfiguration, that are actively impacting end-user experience or instance stability or scalability.
- Provides bespoke findings and ServiceNow leading practice recommendations designed to describe the root cause of issues, as well as suggesting potential steps for remediation.
- Helps grow technical stakeholder knowledge to develop and support the ServiceNow platform.
- Allows direct partnership between technical stakeholders and ServiceNow performance experts to discuss findings, and, where necessary, assist with implementation of improvements.

## Quarterly phases

Each quarterly Preventive Care engagement includes three phases:

1. Performance Engineer-led diagnostic:
  - a. A routine quarterly check-up cadence to review customer instance performance, platform health, and progress over time
  - b. Access to a senior ServiceNow performance engineer who will help identify and track performance and database improvements

2. Presentation to customer stakeholders: Proactive recommendations to highlight and review specific issues with instance performance and infrastructure and database efficiency and cost
3. Guided Remediation: A focused remediation plan that provides hands-on, guided help to steer a customer through making improvements



**Note:** Offered pursuant to the applicable legal description available at <https://www.servicenow.com/legal/servicenow-impact.html>.

## What you get

Customer Kick-off session (Cadence occurs as needed)

- Walk-through process, timelines, and scope of engagement
- Confirm timezones for working alignment
- Understand any specific performance or scalability issues
- Reiterate any time or resource requirements from the customer

Quarterly Preventive Care Findings Report

Review and discuss the following:

- Holistic assessment of overall instance health and performance
- Instance performance trends
- Prioritized recommendations to improve instance health and performance
- Guided implementation of recommendations, including potential third party components

Preventive Care Engagement Closeout Report

Includes the following:

- Summary of implemented recommendations at engagement close
- Recap of any recommendations where implementation is outstanding
- Post-implementation performance improvement metrics for completed recommendations

## 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) (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.

### Activation information

Preventive Care is available with activation. Contact your Impact Customer Support Manager for additional information.

### Exclusions

Preventive Care is limited to the following:

- Preventive Care activities are performed quarterly.
- Executed against a single, customer-nominated production instance.
- Preventive Care engineer assistance deployment is limited for up to four weeks, following delivery of the Preventive Care report.
- Commercially reasonable assistance on custom or third party components.
- Preventive Care Engineering does not replace normal technical support function nor take ownership of support cases not linked directly to the four week Preventive Care engagement.

### Strategic Portfolio Management Integration

Strategic Portfolio Management (SPM) integration establishes a link between the Impact Digital Experience (IDE) and the selected instance.

### Overview

SPM enables decision-makers to plan, deliver, and track value across different methodologies and structures. Impact and SPM integration enables the tracking of implementations originally monitored in SPM to also be monitored within Impact against corresponding initiatives. See [Strategic Portfolio Management](#) for more information on SPM.

Integration with SPM includes the following benefits:

- Search and select SPM entities to be linked in IDE.
- View implementations tracked in SPM and linked to Impact entities:
  - Business Objectives
  - Operational Outcomes
  - Initiatives
- Enable easy tracking of current implementation status from SPM in IDE against related entities, with synchronization for real-time status.

***(i) Note:*** This Accelerator is available in the Total package.

## What you get

SPM Integration Set up (up to 60 minutes)

- Set up SPM integration
- Selection of the target instance on which SPM data resides to integrate with Impact.

Link SPM entities in Impact (up to 60 minutes)

Work with the Impact Squad to link SPM entities, such as Projects, Epics, and Features, to the Impact IDE entities.

Outputs

- SPM entities are linked in Impact
- Real-time updates of SPM entities through synchronization functionality

## Requested Customer Resources

Customer Resource	Responsibilities
SPM Product Owner/ Configuration Manager (Required)	Responsible for the SPM implementation and provides access to the required resources and drives the Customer actions connected to the engagement.
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

N/A.

## Exclusions

SPM Integration is excluded from the following:

- This feature is not available to US Public Sector customers
- Certain Impact 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
- Customers requiring security clearance
- Customers operating in a domain-separated environment
- Certain Impact Initiative Activities will not be available to customers not hosted in a ServiceNow data center

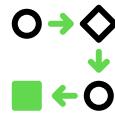
## Value Journey

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

### Overview

The value journey constitutes a continuous loop of the end-to-end process of managing the value lifecycle, inclusive of envisioning value, creating value, ongoing management, optimization, and validation of value realized. By default, this cycle is executed on a yearly basis, although deviations of this time frame are possible by exception.

### Get started

<p><b>Value blueprint</b></p>  <p>Illustrate value over time with Business Objectives, which are high level goals tied to measurable outcomes. Your squad will help you understand where you are and what you can do to meet your objectives.</p>	<p><b>Product Adoption Roadmaps</b></p>  <p>View a recommended implementation sequence for your ServiceNow platform capabilities.</p>
<p><b>Capabilities map</b></p>  <p>View the full landscape of your licensed ServiceNow products and the status of their utilization.</p>	<p><b>Recommendations</b></p>  <p>Achieve your business objectives faster with tailored recommendations.</p>

## Value blueprint

The value journey lifecycle starts with the creation of the value blueprint, which captures your business objectives, which are high-level goals tied to measurable outcomes that help illustrate value over time.

## Overview

Your value blueprint is the basis for creating a personalized Customer Impact plan, recommend services, content, and training. You will also set baseline and targets for your metrics, which allows for value reporting.

The intent is to set a yearly improvement target against these outcomes to be able to capture the incremental improvements and value realized during the upcoming year. Your squad will help you understand where you are and what you can do to meet your objectives.

The screenshot shows the ServiceNow Impact interface. At the top, there's a navigation bar with links for Activity Center, Initiatives, Value Journey (which is underlined), Business KPIs, Platform health, Resources, Benefits & Usage, and a Start a Conversation button. The user is logged in as Chuck Ellis. Below the navigation is a sub-navigation bar with Value blueprint, Capabilities map, Product adoption roadmap, and Recommendations. A link to 'Learn about value blueprint' is also present. The main content area is titled 'Value blueprint' and contains a sub-section titled 'Business objectives 1 of 1'. It shows a table with columns for Product, Operational outcomes, Success metric, and Initiative overview. The first row in the table has a status of 'Work in progress' and is associated with an objective owner named Ketan Shah. To the right of the table is a sidebar titled 'Understand business objectives' with a description and checkboxes for 'Don't show again' and '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.

## Customization

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

## Manage value blueprint

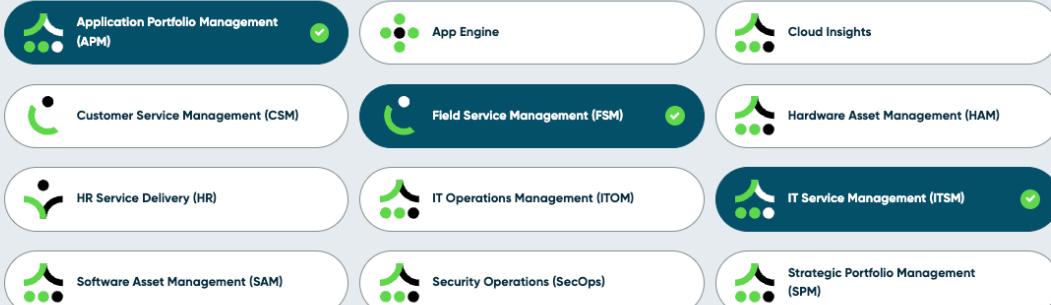
[Need help? Ask your CSM](#)
**1** In Progress  
Select products

**2** Pending  
Setup

**3** Pending  
Review value blueprint

### Select products to manage or set up

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


[Save and continue](#)

### Business value reports

At the end of the year, or your alternative reporting period, your Impact squad performs a Value Realization Assessment and capture the data in a Value Report.

At this point, the squad reviews your performance for the year and compares the data points against your pre-implementation state to determine the overall value realized for the year. Performance is also measured against the incremental improvement targets that were set during the Value Blueprint activity to determine the incremental value realized during the year.

- Incremental value: The value of the improvements realized during the year after implementing the ServiceNow platform.
- Overall value: The overall, comprehensive value that the ServiceNow platform has brought to your organization during the year.

A Data Collection Toolkit is delivered from the Impact squad with a detailed overview of the Report configuration options and potential implementation recommendations for collecting the data required for your value blueprint, outcome performance report, and value reports that are part of the Impact program.

**Note:** To calculate overall value realization within the value report depends on the ability to provide pre-implementation data points, or alternatively, historical ServiceNow data points.

Business value report	Description	Cadence
Current state baseline	<ul style="list-style-type: none"> <li>As part of the value blueprint, an improvement target value is set for the year, for example to reduce cases by 10%.</li> <li>A baseline and a target reference point is set. The baseline is generally the current state and the target would be checked in one year.</li> </ul>	Annually
Historical baseline	<ul style="list-style-type: none"> <li>As part of the value realization assessment, the success squad delivers a value report to highlight the value you've realized compared to if you had not moved to the ServiceNow platform.</li> <li>If possible, 12 months of historical data points from your legacy system should be evaluated before decommissioning.</li> </ul>	Annually
Quarterly actuals	<ul style="list-style-type: none"> <li>As part of the Quarterly Impact Review, the success squad performs a quarterly performance review.</li> <li>The results achieved for your success metrics in the last quarter are compared against the trend against the target that was set as part of the value blueprint.</li> </ul>	Quarterly
Value reporting actuals	<ul style="list-style-type: none"> <li>A value realization assessment is performed to create a value report to determine the total value realized.</li> <li>The squad compares the results of the reporting period with the historical baseline.</li> <li>It is recommended to run the data collection for each of the success metrics separately on a yearly basis instead of simply taking the total numbers that were supplied on a quarterly basis.</li> </ul>	Annually

## 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.

***i* 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.

## Capabilities map

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

## Overview

Many customers are not aware of what applications are available to them, 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.

***i* 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.

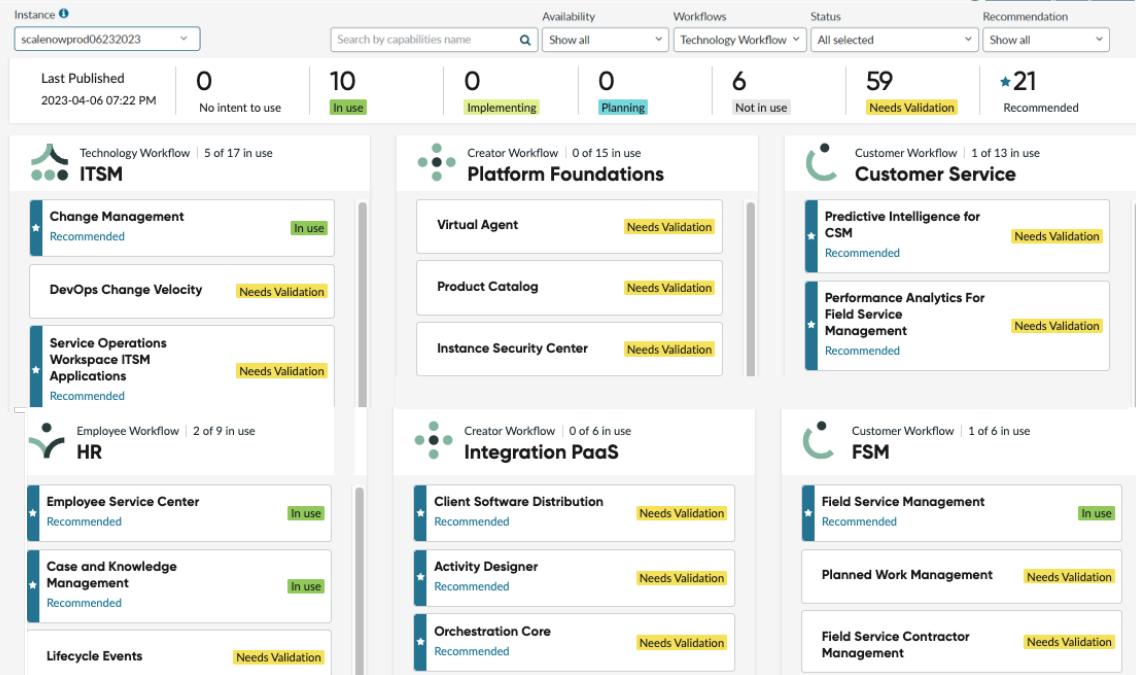
## Value journey

[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.



### Recommendations

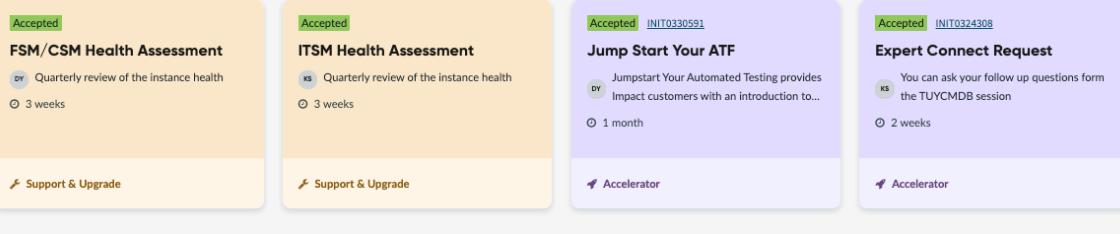
View recommendations from your Squad.

## Value journey

[Learn about value blueprint](#)

[Value blueprint](#) [Capabilities map](#) [Product adoption roadmap](#) [Recommendations](#)

### Recommendations from your squad



- Rule-based recommendations:

- A framework that gives Business users a control over configuring and enriching recommendations, including the ability to define their scope.
- Create new recommendation types using existing data within Impact at a predefined frequency as well improve the quality of existing recommendations.

- Content recommendations:

- View Now Create content that is popular among similar users on the Impact Homepage.
- Provide feedback on the recommended content.

## Business Key Performance Indicators

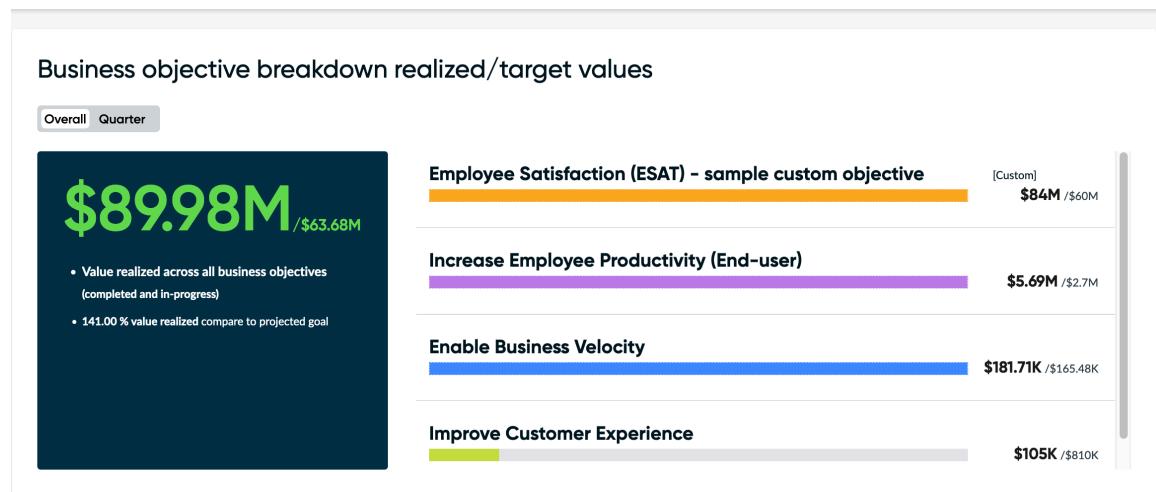
Business Key Performance Indicators (KPIs) measure your estimated value realized across all of your business objectives. You and your Impact squad will define and enter your business KPIs during Impact Fundamentals.

### 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. <b>Key takeaways</b> 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 <b>Actions</b> drop down
Company active case breakdown	Review the active cases in your instance here.
Quick links	Get links to resources helpful for your instances.
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.

## Company cases and trends

### Company active case breakdown

Active cases from Now Support are updated every 4 hours and are not real-time



<b>0</b> New	<b>10</b> Work in progress
<b>6</b> WIP - Awaiting info	<b>15</b> Solution proposed

### Enhanced case response time

Impact Advanced and Total package customers get faster response time on P1 and P2 support cases, including a 15-min response time for P1 and 1-hour response time for P2 cases.



#### P1 cases

[100% response time achieved](#)

#### P2 cases

[96% response time achieved](#)



#### PREMIUM DIGITAL EXPERIENCE

### Get developer support for customizations

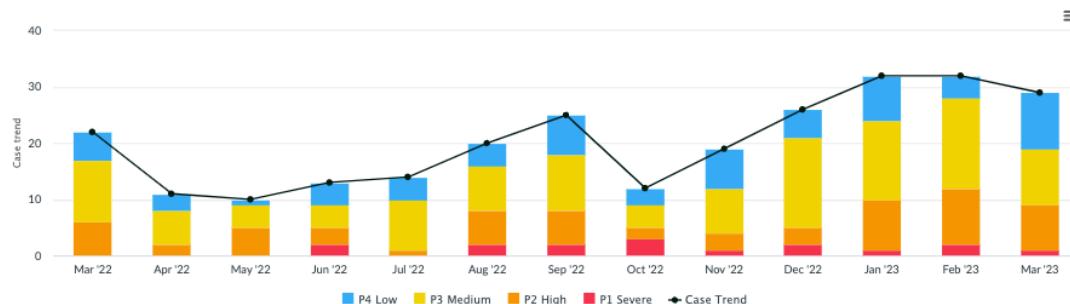
Your Impact package includes developer support to help troubleshoot custom code and configurations! View the consumption report to see named contacts who can request developer support.

[Learn more](#)

[View named contacts](#)

### Cases trends

Case trending helps you identify areas of concern over time and flag spikes in certain case types. This chart represents the latest 13 months of open case trend data based on the month the case was opened.



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 <a href="#">Impact Accelerators</a> 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"> <li>• Name of service</li> <li>• Requester</li> <li>• Status</li> <li>• Creation date</li> <li>• Completed date</li> </ul>
Consumption of Accelerators	Review details for ongoing, completed and not started Accelerators including: <ul style="list-style-type: none"> <li>• Name of service</li> <li>• Requester</li> </ul>

## Consumption Report Sections (continued)

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

**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.

### User Roles and Permissions Overview

When you or your stakeholders log in to the Impact Digital Experience, you'll see a personalized view of your objectives, metrics, and recommendations tied directly to your role. Here are the functions and capabilities for each role type:

Role	Description	Permissions
Primary Admin	Impact administrators are responsible for managing their organization's instance(s) and user access and entitlements. They also work with developers to	<ul style="list-style-type: none"> <li>• User Account Management</li> <li>• Business KPIs</li> <li>• Tech KPIs</li> </ul>

Role	Description	Permissions
	implement, upgrade, and configure the platform as needed, and manage premium access such as Instance Observer and Developer Support. Admins have access to all features within the Impact Digital Experience.	<ul style="list-style-type: none"> <li>• Squad conversations</li> <li>• Business objectives</li> <li>• Initiatives</li> <li>• Activity center</li> <li>• Resources</li> <li>• Developer support</li> <li>• Instance Observer</li> </ul>
Platform Owner	Platform owners manage their organization's platforms and provide the strategic vision for their organization's digital transformation. They identify business needs, recommend solutions, and ensure that their organization is adopting and getting the most out of ServiceNow.	<ul style="list-style-type: none"> <li>• Business KPIs</li> <li>• Tech KPIs</li> <li>• Squad conversations</li> <li>• Business objectives</li> <li>• Initiatives</li> <li>• Activity center</li> <li>• Resources</li> <li>• Developer support</li> <li>• Instance Observer</li> </ul>
Basic	Basic users are members of the organization who have a business reason to access the Impact Digital experience. They are not necessarily involved in their organization's digital transformation, but they may require visibility into business objectives, KPIs, etc.	<ul style="list-style-type: none"> <li>• Business KPIs</li> <li>• Tech KPIs</li> <li>• Business objectives</li> <li>• Initiatives</li> <li>• Activity center (view only)</li> <li>• Resources</li> </ul>
Executive	Executive users are responsible for defining the long-term technology strategies for their organization. They have a wide range of responsibilities including overseeing day-to-day IT operations, safeguarding data and systems, compliance, customer experience, and a comprehensive understanding of the technology landscape.	<ul style="list-style-type: none"> <li>• Business KPIs</li> <li>• Tech KPIs</li> <li>• Business objectives</li> <li>• Initiatives</li> </ul>

## 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

**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

## 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.

**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

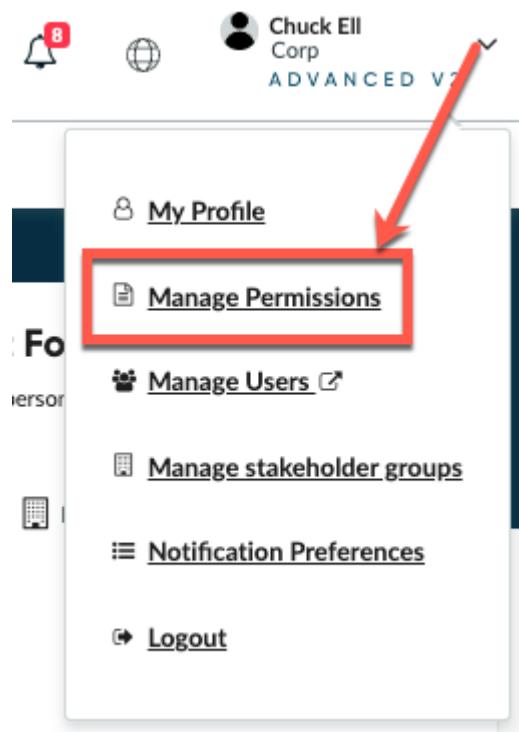
Role required: Impact Permissions Authorizer

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.

The screenshot shows the ServiceNow interface for managing permissions. At the top, there are navigation links: Activity Center, Initiatives, Value Journey, Business KPIs, Tech KPIs, Resources, Features, and a Start a Conversation button. Below the navigation is a breadcrumb trail: Home > Manage Permissions. The main title is "Manage Permissions". A note states: "These initiatives include activities that require your permission to start. Declining permission may limit your squad's ability to complete the initiatives." On the right, there are search and filter options: "Search" with an input field "Input initiative name" and a magnifying glass icon, and a "Filter by" dropdown set to "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  
**X 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"> <li>• Impact Fundamentals</li> <li>• Customer Impact Plan</li> <li>• Impact Accelerators</li> <li>• Training and initiative recommendations</li> </ul>
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"> <li>• Drives your ServiceNow transformation strategy and roadmap to achieve your desired business outcomes.</li> <li>• Identifies the right implementation plan and partner strategy to ensure to accelerate your desired outcomes.</li> </ul>

## Impact Squad Members (continued)

Title	Role
	<ul style="list-style-type: none"> <li>Builds appropriate program governance and capabilities to realize program success and drive user adoption.</li> <li>Uses value management to measure your progress and strengthen your digital transformation comes.</li> <li>Coordinates ServiceNow experts and resources to realize enduring success.</li> </ul>
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"> <li>Establishes an enterprise-wide technical architecture and implementation strategy to set the foundation for enduring success.</li> <li>Drives standardization and best practice platform management, enabling you to focus on value delivery.</li> <li>Institutes technical governance to optimize platform performance and minimize long-term technical risk.</li> <li>Enables rapid upgrades to new features and innovation that drive new value.</li> <li>Builds a platform team focused on delivering value and innovation.</li> </ul>
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"> <li>Bi-weekly operational reviews</li> <li>Monthly performance reports</li> <li>Quarterly periodic support reviews</li> <li>Case management and escalations</li> <li>Problem management and reporting</li> <li>Change management and reporting</li> <li>Upgrade and patch planning and oversight</li> </ul>

# 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



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

### Strategy Accelerators



Go deeper on organizational and governance best practices with the ServiceNow platform and upskill your team to enhance business performance and drive success.

### Technical Accelerators



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 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.

## 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		#	✓
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		#	✓

Accelerator	Guided package	Advanced package	Total package
Certification Exam Preparation Accelerator		#	#
Champion Engagement		#	
Customer Service Management Product Maturity Assessment		#	#
Develop Partner Strategy		#	
HRSD Maturity Assessment		#	#
ITSM Maturity Assessment		#	#
On-Demand Value Report	#		
Portfolio Governance		#	#
Project Portfolio Management Maturity Assessment		#	#
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		#	#
Expert Connect		#	#
Introduction to CxO Dashboards		#	#
Jumpstart Your AI Search **	#	#	#
Jumpstart Your App Engine **	#	#	#
Jumpstart Your Automated Testing **	#	#	#
Jumpstart Your CIO Dashboard**		#	#
Jumpstart Your CMDB	#	#	#

Accelerator	Guided package	Advanced package	Total package
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 Platform Analytics	#	#	#
Jumpstart Your Predictive Intelligence		#	#
Jumpstart Your ServiceNow AI Journey			#
Jumpstart Your Strategic Portfolio Management – Planning Workspace	#	#	#
Jumpstart Your Success Dashboard **	#	#	#
Jumpstart Your Task Intelligence	#	#	#
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 Platform Analytics	#	#	#
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
- = 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.

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

## Architecture Blueprint – Advanced

The Architecture Blueprint – Advanced Accelerator provides guidance and insights to develop your Architecture Blueprint artifacts.

### Overview

The Architecture Blueprint - Advanced Accelerator provides Impact Customers with example architectural artifacts to support your current ServiceNow environment to gain an understanding of the core ServiceNow data architecture, application architecture, and technology infrastructure architecture. An Architecture Blueprint aims to provide you with clear visibility into your ServiceNow architecture to enable more effective platform management, governance, and decision making.

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

### What you get

Alignment Customer Meeting (up to 90 minutes)

- Introduce Architecture Blueprint Accelerator
- Set expectations on process and depth of initiative
- Introduce three architecture categories:
  - Data Architecture
  - Application Architecture
  - Technology Architecture
- Introduce three forms of architecture artifacts:
  - List (aka Catalog)
  - Table (aka Matrix)
  - Diagram
- Communicate expectations for Customer participation
- Define scope in reference to the current architecture implementation and state
- Identify participant roles for the working meetings, per the defined scope
- Request the completion of an intake questionnaire, and any other necessary inputs. See the [Requested information/access](#) section for examples.

Three Customer Working Sessions (up to 120 minutes each)

- Introduce Architecture Blueprint and Accelerator to Working Session participants
- Introduce Architecture Blueprint categories, per the defined scope
- Introduce Architecture Blueprint guiding principles, per the defined scope.
- Collaborate with Platform Architect to identify relevant example templates, per the defined scope, and with guidance from Platform Architecture, discuss Stakeholder needs and start to fill out template content.
- Discuss the next steps for you to continue refining your templates following the conclusion of the initiative

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

Opportunity for Q & A related to the Architecture Blueprint guidance  
 Architecture Blueprint Deliverables

- Workshop slides
- Architecture Blueprint templates that have been started with guidance from and in collaboration with your Platform Architect
- Library of Architecture Blueprint example templates to continue building out your ServiceNow Architecture Blueprint artifacts

### **Requested customer resources**

<b>Customer Resource</b>	<b>Responsibilities</b>
Platform Owner / Designee (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 Architect (Required)	Responsible for overall ServiceNow platform architecture, strategy, and governance.
ServiceNow Platform Administrator (Required)	Responsible for the day-to-day administration of the ServiceNow platform.
CMDB Manager (Required)	Maintains the accuracy and integrity of the CMDB configuration data; works with teams to certify data.
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.
Data Manager (Recommended)	Responsible for overall management and maintenance of ServiceNow data.
Foundational Data Manager (Recommended)	Responsible for the subset of foundational data (e.g. Users, Groups, Locations, Companies, Departments, etc.).
Integration Data Owner (Recommended)	Responsible for one or more integrations (e.g. applications being integrated, data being passed, data flow, process flow, etc.).
Technical Governance Board Lead (Optional)	Leads the technical governance board that establishes policies and procedures for data, security, development, change, and release.
Project Owner (Recommended)	Responsible for one or more projects (applications being integrated, data being passed, data flow, process flow, etc.). Define and communicate project where data can be impacted for quality, security and risk.
ServiceNow Development Lead (Recommended)	Leads development on the ServiceNow platform.

Customer Resource	Responsibilities
IT Risk and Compliance Lead (Recommended)	Ensures the organization's security protocols and best practices are followed within the ServiceNow platform.
Security Architect (Recommended)	Responsible for designing, building, testing, and implementing security systems within an organization's IT network.
Application Owner / Manager (Recommended)	Owns and defines data and process flows for a particular process / product (aka application).
Master Services Provider / Delivery Vendor Lead (Recommended)	Leads 3rd party development and / or delivery services.

## Requested information / access

- Organization, data, application, integration, process and operating documentation. Specific information request will depend on the defined scope for each initiative delivery.
- 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.

## Exclusions

- Enterprise Architecture
- Develop detailed architecture blueprint for your ServiceNow applications
- Design your detailed data model
- Develop detailed technical integration specifications
- Develop your detailed application development code release flow

## Architecture Blueprint – Total

The Architecture Blueprint – Total Accelerator provides guidance and insights to develop your Architecture Blueprint artifacts.

## Overview

The Architecture Blueprint - Total Accelerator provides Impact Customers with example architectural artifacts to support your current ServiceNow environment to gain an understanding of the core ServiceNow data architecture, application architecture, and technology infrastructure architecture. An Architecture Blueprint aims to provide you with clear visibility into your ServiceNow architecture to enable more effective platform management, governance, and decision making.

***i* Note:** This Accelerator is available in the Total package.

## What you get

Alignment Customer Meeting (up to 90 minutes)

- Introduce Architecture Blueprint Accelerator
- Set expectations on process and depth of initiative
- Introduce three forms of architecture categories:

- Data Architecture
- Application Architecture
- Technology Architecture
- Introduce three forms of architecture artifacts:
  - List (aka Catalog)
  - Table (aka Matrix)
  - Diagram
- Communicate expectations for Customer participation
- Define scope in reference to the current architecture implementation and state
- Identify participant roles for the working meetings, per the defined scope
- Request the completion of an intake questionnaire, and any other necessary inputs. See the [Requested information/access](#) section for examples.

Five Customer Working Sessions (up to 120 minutes each)

- Introduce Architecture Blueprint and Accelerator to Working Session participants
- Introduce Architecture Blueprint categories, per the defined scope
- Introduce Architecture Blueprint guiding principles, per the defined scope
- Collaborate with the Platform Architect to identify relevant example templates, per the defined scope, and with guidance from Platform Architecture, discuss Stakeholder needs and start to fill out template content
- Supplement the Working Sessions with additional one-on-one Platform Architect advisory time and development assistance
- Discuss the next steps for you to continue refining your templates following the conclusion of the initiative

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

Opportunity for Q & A related to the Architecture Blueprint guidance

Architecture Blueprint Deliverables

- Architecture Blueprint workshop slides
- Architecture Blueprint templates that have been started with guidance from and in collaboration with your Platform Architect
- Library of Architecture Blueprint example templates to continue building out your ServiceNow Architecture Blueprint artifacts

## **Requested customer resources**

Customer Resource	Responsibilities
Platform Owner / Designee (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.
ServiceNow Platform Architect (Required)	Responsible for overall ServiceNow platform architecture, strategy, and governance.
ServiceNow Platform Administrator (Required)	Responsible for the day-to-day administration of the ServiceNow platform.
CMDB Manager (Required)	Maintains the accuracy and integrity of the CMDB configuration data; works with teams to certify data.
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.
Data Manager (Recommended)	Responsible for overall management and maintenance of ServiceNow data.
Foundational Data Manager (Recommended)	Responsible for the subset of foundational data (e.g. Users, Groups, Locations, Companies, Departments, etc.).
Integration Data Owner (Recommended)	Responsible for one or more integrations (e.g. applications being integrated, data being passed, data flow, process flow, etc.).
Technical Governance Board Lead (Optional)	Leads the technical governance board that establishes policies and procedures for data, security, development, change, and release.
Project Owner (Recommended)	Responsible for one or more projects (applications being integrated, data being passed, data flow, process flow, etc.). Define and communicate project where data can be impacted for quality, security and risk.
ServiceNow Development Lead (Recommended)	Leads development on the ServiceNow platform.
IT Risk and Compliance Lead (Recommended)	Ensures the organization's security protocols and best practices are followed within the ServiceNow platform.
Security Architect (Recommended)	Responsible for designing, building, testing, and implementing security systems within an organization's IT network.
Application Owner / Manager (Recommended)	Owns and defines data and process flows for a particular process / product (aka application).
Master Services Provider / Delivery Vendor Lead (Recommended)	Leads 3rd party development and / or delivery services.

## Requested information / access

- Organization, data, application, integration, process and operating documentation. Specific information request will depend on the defined scope for each initiative delivery.
- 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.

## Exclusions

- Enterprise Architecture
- Develop detailed architecture blueprint for your ServiceNow applications
- Design your detailed data model
- Develop detailed technical integration specifications
- Develop your detailed application development code release flow

## Common Service Data Model Assessment Accelerators

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

### 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 min)

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

**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 min)

- 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	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.
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).

Customer Resource	Responsibilities
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

## 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	Responsibilities
Platform Owner- Required	
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides

Customer Resource	Responsibilities
	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 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

## 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.

**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	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.

Customer Resource	Responsibilities
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.
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	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.
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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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

The Health Assessment Accelerators provide 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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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	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.
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	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	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
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	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
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.

**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	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.
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		#	
Customer Service Management Product Maturity Assessment		#	#
Develop Partner Strategy		#	
HRSD Maturity Assessment		#	#

Accelerator	Guided package	Advanced package	Total package
ITSM Maturity Assessment		#	#
On-Demand Value Report	#	✓	✓
Portfolio Governance		#	#
Project Portfolio Management Maturity Assessment		#	#
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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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**

Insights into the center of excellence and innovation design.

## **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

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	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	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.

### Customer Service Management Product Maturity Assessment

The Customer Service Management (CSM) Product Maturity Assessment Accelerator provides insight into your current ServiceNow CSM maturity level and targeted recommendations based on the current maturity level.

## Overview

Customer Service Management (CSM) Product Maturity Assessment provides Impact customers with insight into the maturity of CSM adoption and value with their ServiceNow platform. See [Exploring Customer Service Management](#) for information on CSM.

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

## What You Get

### CSM Maturity Assessment Kick Off Session (up to 120 minutes)

Provides the following:

- An overview of the CSM maturity assessment
- Engagement expectations and activities
- Key roles and responsibilities overview
- Guidance to choose assessment participants

#### CSM Maturity Assessment Questionnaire

Assessment participants will complete the CSM maturity questionnaire independently.

#### Questionnaire Results Analysis (time as needed per Impact Squad)

The Impact squad will:

- Review and analyze the questionnaire scores
- Compile tailored recommendations and leading practices
- Schedule a Readout session to discuss the results and recommendations

#### CSM Maturity Assessment Recommendations Readout Session (up to 120 minutes)

The Impact Squad will:

- Presentation of the assessment results
- Discussion of the targeted recommendations
- Provide a suggested plan and resources

### Requested Customer Resources

Customer Resource	Responsibilities
Platform Owner (Required)	<p>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.</p> <p>Specific to the CSM Maturity Assessment, this individual is the primary contact for the duration of the engagement and carries out the following responsibilities:</p> <ul style="list-style-type: none"> <li>• Gathers and shares the list of assessment participants</li> <li>• Ensures completion of the assessment by participants</li> <li>• Provides sponsorship for outputs based on the recommendations</li> </ul>
Subject Matter Experts (Required)	<p>Includes the people within your organization that will be completing the assessment. Their responsibilities are:</p> <ul style="list-style-type: none"> <li>• Complete the assessment by the agreed deadline</li> <li>• Raise any questions or concerns as soon as possible</li> </ul>

### Requested Information / Access

N/A

## 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 aren't responsible for implementing CSM recommendations on the customer's sub-production or production instances.

### Develop Partner Strategy

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	Responsibilities
Platform Owner- Required	Responsible for the overall accountability of the ServiceNow platform. Provides leadership and oversight to the System

Customer Resource	Responsibilities
	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	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

#### HSRD 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	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.

Customer Resource	Responsibilities
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	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	Owns the process being reviewed.
IT Service Desk Manager- 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
- 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	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
- 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 Fundamentals.

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 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

**i 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 Fundamentals.

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	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	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.

### Project Portfolio Management Maturity Assessment

The Project Portfolio Management (PPM) Maturity Assessment Accelerator provides guidance on maximizing the resources available with PPM.

## Overview

Project Portfolio Management Maturity Assessment provides Impact Advanced and Total Customers with prescriptive guidance, leading practices content, and a maturity analysis of their ServiceNow instance PPM. The Assessment aims to help you streamline the undertaking of organizing the complex tasks of multiple programs, processes, operations, and projects and create a big-picture view of the projects as a single entity to help prioritize and sequence them for optimal business returns.

See [Project Portfolio Management](#) for information on PPM.

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

## What You Get

### PPM Maturity Assessment Kickoff Session (up to 120 minutes)

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

### Maturity Assessment Questionnaire

Your assessment participants will each be asked to independently fill out a pre-built PPM Maturity Assessment Questionnaire that asks targeted questions to assess gaps and opportunities with your PPM product.

### Questionnaire Results Analysis (time determined by Impact Squad, as needed)

Your Impact Squad will:

- Review and analyze the questionnaire scores
- Compile tailored recommendations and leading practices
- Provide guidance that will help you understand how to best maximize your PPM product investment

### PPM Maturity Assessment report

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

- Maturity score
- The top five recommendations of unadopted product features for PPM
- Additional initiatives or Impact accelerators to conduct, or specific recommendations to achieve outcomes
- A complete list of recommendations observed

#### Customer Readout Session (up to 120 minutes)

- Deliver the PPM Maturity Assessment report
- Review the PPM Maturity Assessment report:
  - Present the assessment results
  - Discuss targeted recommendations
  - Provide a suggested plan and resources to help you decide which recommendations to implement

#### Follow-up (up to 60 min)

- Opportunity for Questions and Answers related to the PPM Maturity Assessment
- Provide additional guidance on leading practices as needed

### 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.

### Exclusions

ServiceNow resources aren't responsible for execution of the provided plan.

### 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	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	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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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.

**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	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
- 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.

***i* 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	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	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.

Customer Resource	Responsibilities
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
- 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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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	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
- 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 CMDB	#	#	#
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 Platform Analytics	#	#	#

Accelerator	Guided package	Advanced package	Total package
Jumpstart Your Predictive Intelligence		#	#
Jumpstart Your ServiceNow AI Journey			#
Jumpstart Your Strategic Portfolio Management – Planning Workspace	#	#	#
Jumpstart Your Success Dashboard **	#	#	#
Jumpstart Your Task Intelligence	#	#	#
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 Platform Analytics	#	#	#
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)	#	#	#

## 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](#).

**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	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.

Customer Resource	Responsibilities
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's 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	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 Expert 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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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.
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 telemetry and 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

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).

## 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.

**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	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
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

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 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	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 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	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

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 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	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	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

Customer Resource	Responsibilities
	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

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 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	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.

## 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	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

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 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	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 CMDB

The Jumpstart Your Configuration Management Database (CMDB) Accelerator provides a demonstration of the possibilities and capabilities of CMDB.

## Overview

Jumpstart Your CMDB provides Impact customers with a comprehensive overview of platform CMDB capabilities to ensure customers have a sound understanding of CMDB fundamentals and a strategic plan for success. Our goal is to place customers in a position

for success from the very start, enabling you to create a strategy for leveraging ServiceNow resources. Resources include the CMDB Workspace, CI Class Manager, and Reconciliation rules to streamline working in your CMDB. 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

### Session Preparation

- Provisioning of a temporary instance
- Install or update necessary CMDB related plugins

### Customer Coaching Session #1 (up to 90 min)

Includes the following:

- Overview and demonstrate CMDB
- Review of the functionality of CMDB tools:
  - CMDB workspace
  - Identification Reconciliation Engine
  - CMDB Data Manager
  - CMDB health dashboards
- Temporary instance with 30 days granted access

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

Opportunity for Q&A related to CMDB

## 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.
Process Owner(s) (Required)	A senior leader within each business unit for each major process or service (e.g., incident, change, employee onboarding) who is accountable for ensuring the process is fit for purpose.

Customer Resource	Responsibilities
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

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.

## 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	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 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	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,

Customer Resource	Responsibilities
	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	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.
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.

**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 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	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
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

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 [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	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.

## 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](#).

**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	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.

Customer Resource	Responsibilities
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

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

## Jumpstart Your Platform Analytics

The Jumpstart Your Platform Analytics Accelerator provides a demonstration of the possibilities and capabilities of Platform Analytics.

## Overview

Jumpstart Your Platform Analytics provides Impact customers with an overview of Platform Analytics and the ability to greatly improve service delivery quality, efficiency, and cost. An applied demonstration of reporting and Performance Analytics configuration, capabilities, and analytics via a temporary instance as well as leading practices on getting started is included. For more information on Platform Analytics, see [Available Platform Analytics Solutions](#).

**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

- Provisioning of a temporary instance
- Installation of Platform Analytics Content Packs – ITSM focus

### Customer Coaching Session #1 (up to 90 min)

Includes the following:

- Platform Analytics overview and demonstration
- Review Platform Analytics architecture
- Leading and lagging indicator best practices

- Discuss differences between reporting and Performance Analytics
- Thirty days of access to the temporary instance

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

Opportunity for Q&A related to Platform Analytics

## **Requested customer resources**

<b>Customer Resource</b>	<b>Responsibilities</b>
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(s) (Required)	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Process/Service Owner(s) (Recommended)	A senior leader within each business unit for each major process or service (e.g., incident, change, employee onboarding) who is accountable for ensuring the process is fit for purpose.
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 resources are not responsible for implementing Platform Analytics 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)

Opportunity for Q&A related to Predictive Intelligence

## 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

Customer Resource	Responsibilities
	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

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 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	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 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.

Customer Resource	Responsibilities
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

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 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://docs.servicenow.com/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	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.

## 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 [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://docs.servicenow.com/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	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.
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

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 [Product] recommendations on Customer's sub-production or production instances.

## Jumpstart Your Strategic Portfolio Management – Planning Workspace

The Jumpstart Your Strategic Portfolio Management – Planning Workspace Accelerator provides a demonstration of the possibilities and capabilities available with the Strategic Portfolio Management (SPM) – Planning Workspace in your instance.

## Overview

Jumpstart Your Strategic Portfolio Management (SPM) – Planning Workspace provides Impact customers with a comprehensive overview of the possibilities and capabilities of SPM for Planning Workspaces. Our goal is to demonstrate how you can receive clear visibility to manage and prioritize work items effectively and ensure they are aligned with your overall strategic goals. We aim to provide you with an understanding of how Planning Workspace can enhance service delivery quality, efficiency, and costs.

For additional information on SPM, see [Strategic Portfolio Management](#).

**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

- Provisioning of a temporary instance
- Activation and configuration of the applicable SPM components

## Customer Coaching Session #1 (up to 90 min)

Includes the following:

- SPM overview and Planning Workspaces demonstration
- Review of setting SPM up for success:
  - Installation
  - Configuration and Foundation Data
- Walk through of key capabilities
- Review business readiness
- Review usage tracking and maintenance leading practices
- Thirty days of access to the temporary instance

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

Opportunity for Q&A related to Strategic Portfolio Management (SPM) - Planning Workspace

## **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.
Other Customer Role(s) (Required)	Primary stakeholders responsible for Product and Portfolio management.
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**

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 resources are not responsible for implementing SPM Planning Workspace 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	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
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.
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	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	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 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 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	Responsibilities
Upgrade Lead - Required	Subject matter expert responsible for upgrading the ServiceNow platform.

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.
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 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	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	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	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.

## 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	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
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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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 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	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.

Customer Resource	Responsibilities
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 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	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 Platform Analytics

The TuneUp Your Platform Analytics Accelerator provides guidance on maintaining and governing Platform Analytics health to optimize value.

## Overview

TuneUp Your Platform Analytics provides Impact customers with an assessment of their current Platform Analytics implementation. This offering includes an applied demonstration of the capabilities of advanced Platform Analytics configuration, including Performance Analytics, Workspaces, and User Experience Analytics. We aim to assist you in obtaining better insight into your Platform Analytics investment and provide leading practices on how to best increase adoption and utilization. For more information on Platform Analytics, see [Available Platform Analytics Solutions](#).

**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

- Provisioning of a temporary instance
- Platform Analytics HealthScan analysis
- Activation and configuration of Platform Analytics Content Packs for one of the selected applications, ITSM, SAM, SPM, CSM, or HR

### Customer Coaching Session #1 (up to 90 min)

Includes the following:

- Overview and demonstrate Platform Analytics
- Set up Platform Analytics for success:
  - Review comparisons to the base system implementation
  - Create custom metrics and jobs
- Walk through the following:
  - Advanced table and Performance Analytics
  - Workspace and User Experience capabilities
- Discuss housekeeping and maintenance leading practices
- Thirty days of access granted to the temporary instance

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

Opportunity for Q&A related to Platform Analytics

## 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.
Reporting Lead(s) (Required)	Meets with the ServiceNow Impact Accelerator Consultant, provides access to the required resources, and drives the actions from the engagement.
Process/Service Owner(s) (Recommended)	A senior leader within each business unit for each major process or service (e.g., incident, change, employee

Customer Resource	Responsibilities
	onboarding) who is accountable for ensuring the process is fit for purpose.
Developer(s) (Recommended)	Writes code for the ServiceNow platform.
Process Lead(s) (Recommended)	Subject matter expert responsible for managing the applicable process.
Service Manager(s) (Recommended)	Subject matter expert responsible for managing the applicable service.
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 resources are not responsible for implementing Platform Analytics 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**

<b>Customer Resource</b>	<b>Responsibilities</b>
ServiceNow Security Lead-Required	Subject matter expert responsible for ServiceNow instance security.
Office of the CISO representative - Required	Responsible for the organization's 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	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

Customer Resource	Responsibilities
	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**

<b>Customer Resource</b>	<b>Responsibilities</b>
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

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 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.
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](#).

Role required: admin

## Procedure

1. Navigate to **Impact > Benefits & Usage > Impact benefits.**

The screenshot shows the ServiceNow Impact interface. The top navigation bar includes links for Activity Center, Initiatives, Value Journey, Business KPIs, Platform health, Resources, Benefits & Usage (selected), and Create New. The Benefits & Usage dropdown shows 'Impact benefits' and 'Consumption report'. The main content area is titled 'Impact benefits' with a sub-section 'Impact core' containing 'Digital experience', 'Impact squad', and 'Operating model'. Below this is 'Experts on demand' with a sub-section 'Accelerators' (which is highlighted with a red box). Other options in 'Experts on demand' include 'Advisory sessions' and 'Expert Services discount'. To the right, there's a large 'Accelerators' section with a sub-section 'Architecture' (0 of 0 in use), 'Strategy' (1 of 0 in use), and 'Technical' (1 of 0 in use). At the bottom of the page, there are tabs for All, Architecture, Strategy, Technical, and Recommended, with 'All' being the active tab.

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.

## 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 designated individuals may be designated for the Advanced package, and up to ten individuals may be designated for 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"> <li>1. Help me with a design review for manageability, performance, and upgradability</li> <li>2. Help to determine what is the right base system tool to use for my given objective</li> <li>3. Help me plan the right architecture</li> </ol>	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
- Pre-approved and certified scripts
- Email notification scripts
- 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/?id=kb\\_article\\_view&sysparm\\_article=KB0547260](https://support.servicenow.com/?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:

- Email Notification Scripts
- 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**.
3. Select the Case Type **Developer Support**.  
The Developer Support tile will only be available if you are a designated user for this feature.
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

## 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
Key Alerts Activation and Notifications	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 <a href="#">Availability</a> for details.	#	#	#
Performance Visualization Charts (KPIs)	#	#	#

Feature	Guided	Advanced	Total
See <a href="#">Performance</a> for more details.			
Reporting	Selective	Full	Full
See <a href="#">Reports</a> for details.			
Alerts	X	#	#
See <a href="#">Key Alerts Activation and Notifications</a> for details.			
Analytics	X	X	#
See <a href="#">Analytics</a> for details.			
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**.

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

Instance	Instance Type	Instance Availability
sndemo	Production	✓

Instance	Instance Type	Monitoring Alerts	Self-Service Alerts
sndemo	Production	2	0

**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.

Home    Performance ▾    Availability ▾    Alerts ▾

Welcome to ServiceNow Impact! This dashboard provides real-time monitoring and reporting for your ServiceNow instance. You can access various reports and metrics through the sidebar menu.

**Access releases**

**Videos**

**Video Tutorials**

**These are the metrics available:**

- Transactions/Response Times
- Database
- Semaphores
- Event Queues
- ECC Queue
- Emails
- Schedulers
- Job Details
- Node Health
- Host Health
- Standby Replica Lag
- Read Replica Lag
- Chat Details
- Database Growth
- Cluster Details
- Load Balancer
- User Information

**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.

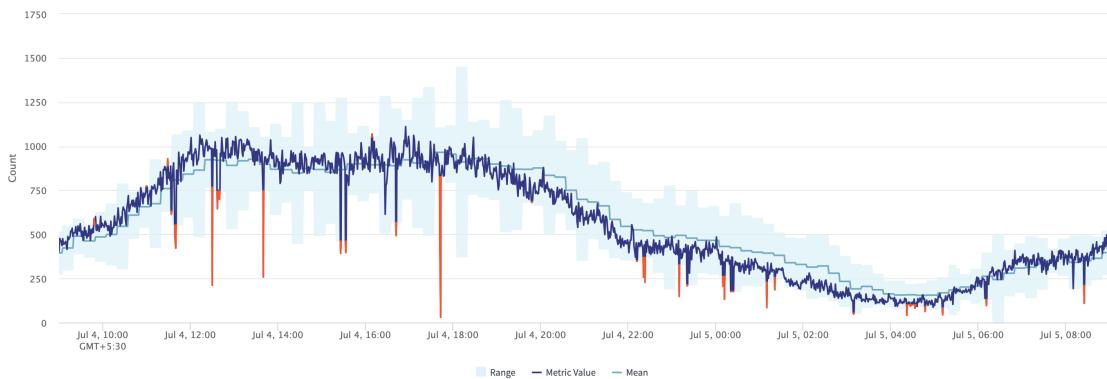
User Transaction Count ⓘ  
 Transaction count is the instance-wide sum of all transactions of a certain type known as "UI\_TYPE". Essentially can be considered to cover only "clas... Show More ⓘ

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.

Job Executions

Anomalies 40

Alert 37

< Jul 26, 2023 11:12 AM - Jul 27, 2023 11:12 AM >

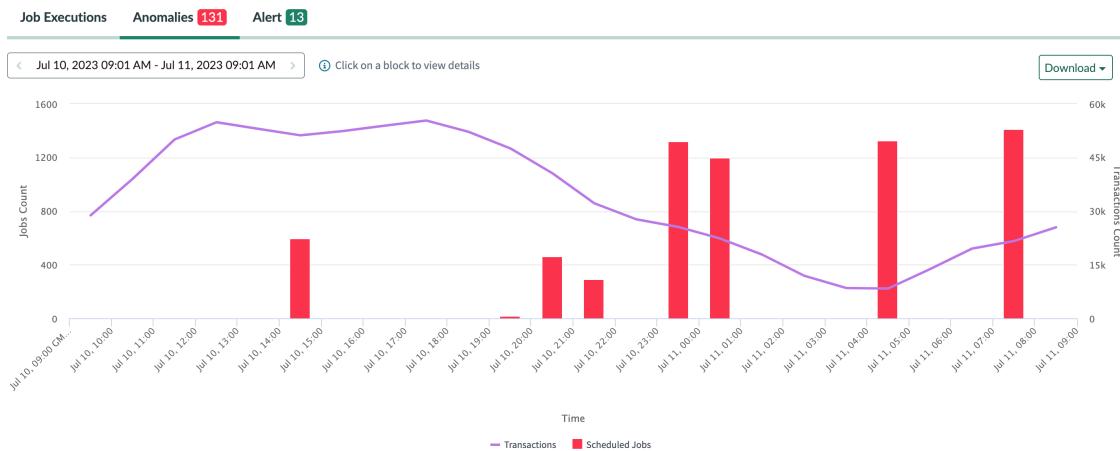
ⓘ Click on a block to view details

Download ▾



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**.

The screenshot shows the 'Transactions/Response Times' report configuration page. It includes fields for 'Instance' (sdndemo), 'Date Range' (Jun 26, 2023 05:55 PM - Jul 7, 2023 05:55 PM), 'Metrics' (User Transaction Count, Average Server Response Time, Stacked time (server/network/browser)), 'Options' (Self Service Alerts, Diagnostic Events), and 'Add-ons' (None). A green callout box highlights the 'Metrics' section.

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
- $\mu$ : The data population mean that is the average of the previous four weeks on the same day, same hour, and same minute
- $\sigma$ : 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

## Key Alerts Activation and Notifications

Use the Instance Observer Key Alerts Activation functionality for flexibility to set alerts with historical thresholds from four week increments specific to your business needs and configure who on your team receives notifications.

## Overview

Keys Alerts Activation will provide you with proactive alerts about moving averages, a statistic that captures the average change in a data series over time, for six critical metrics:

- 1. Transaction (increase) Instance:** Indicates transaction moving average increases by a certain percentage of it's historical median for a certain time period.
- 2. Transaction (drop) Instance:** Indicates transaction moving average drops by a certain percentage of it's historical median for a certain time period.
- 3. Response Time - Instance:** Indicates the moving average of response time is greater than the historical median in a certain time period.
- 4. Database Response Time:** Indicates the moving average of database response time is greater than the historical median in a certain time period.
- 5. Default Semaphore Mean:** Indicates the default semaphore mean is approaching limits of max concurrency by a certain factor in a certain time period.
- 6. Default Semaphore Queue Depth:** Indicates the default semaphore queue depth is approaching limits of maximum queue depth by a certain factor in a certain time period.

**Note:** It is important to note that each notification may not represent an issue, moreover signals about a data point that is unusual or does not conform to the expected patterns for that specific metric. Users can be proactive, where necessary, and act on a notification accordingly that may avoid a future issue.

Instance Observer utilizes the P-Score to assess instance usage, then calculate the thresholds exclusively for those instances. The P-score is a rating determined by the number of transactions on an instance, providing a higher score when the instance's transactions remain consistently stable.

- When an instance meets the required P-Score for eligibility, users will see a banner to opt-in for the alerts activation feature. Users will receive intelligent thresholds under the **IO recommended** condition for all six metrics derived from historical data.
- If an instance has a low P-Score, the banner to opt-in for alerts activation feature will not be visible. The P-Score is regularly refreshed, and as instances grow in the future, you will see the option to opt-in for the alerts activation feature. Thresholds are refreshed automatically weekly for instances meeting the minimum P-Score criteria.

## Configure Key Alerts

Follow these steps to configure Key Alerts on an instance where critical alerts have not yet been configured.

### Before you begin

Role required: admin

### Procedure

1. Navigate to **Impact > Platform Health > Monitor > Instance Observer > Alerts > Configure alerts.**

A notification banner displays.

2. Select **Configure your alerts!**  
Alerts for metrics chosen by the system display.

3. Select up to five alerts from the **Max alerts per day / per metric** drop-down to receive for each metric per day.

The maximum number of alerts selected pertains to each of the six available system metrics. If you choose a maximum of two alerts for each metric, then you receive 12 alerts, as the maximum alert count each day, for example (2 alerts) X (6 metrics) = 12 alerts. The alert count resets daily at 00:00

**Alert configuration** abccorinternal X

**Configure Alerts** Set Notification Review & Create

**we will learn about your instance and its usage and suggest the best suitable condition to for meaning full alerts.**

To configure optimum threshold for each alert, how many alerts would you like to receive per day.  
**\*Max alerts per day / per metric**

5

**Alerts**

- Transaction drop instance**  
Set an alert if your transactions moving average drops by a certain percentage of its historic median for a certain time period.
- Transaction increase instance**  
Set an alert if your transactions moving average increases by a certain percentage of its historic median for a certain time period.
- Response time instance**  
Set an alert if moving average of database response time is greater than the historical median in a certain time period.
- Database response time**  
Set an alert if moving average of response time is experienced greater than of the historical median for a certain time period.
- Default semaphore mean**  
Set an alert if default semaphore mean is approaching limits of max concurrency by a certain factor in a certain time period.
- Default semaphore queue depth**  
Set an alert if default semaphore queue depth is approaching limits of max queue depth by a certain factor in a certain time period.

Cancel Set Notification >

UTC.

4. Select **Set Notification**.

The Alert configuration page loads and the **Default** notification rule is automatically selected.

The screenshot shows the 'Set Notification' step of the 'Alert configuration' wizard. At the top, there are three tabs: 'Configure Alerts' (with a checkmark), 'Set Notification' (with a warning icon), and 'Review & Create'. Below the tabs, a message states: 'Notification rules help combine miscellaneous alerts and provide flexibility regarding who is notified and notification method.' A red box highlights the 'Set Notification' section. It contains a heading 'Notify All Admin' and a note: 'Auto-generated rule for instance accentureinternal'. Below this are four notification method options: Email (Enabled), SMS (To be Configured), ServiceNow (To be Configured), and Third Party (To be Configured). A link 'How to Configure Notification Rules' is visible in the top right. At the bottom of the section, a note says: 'Default notification rule will be used and based on default configuration we will notify the users. Modify notification? [Configure Notification](#)'.

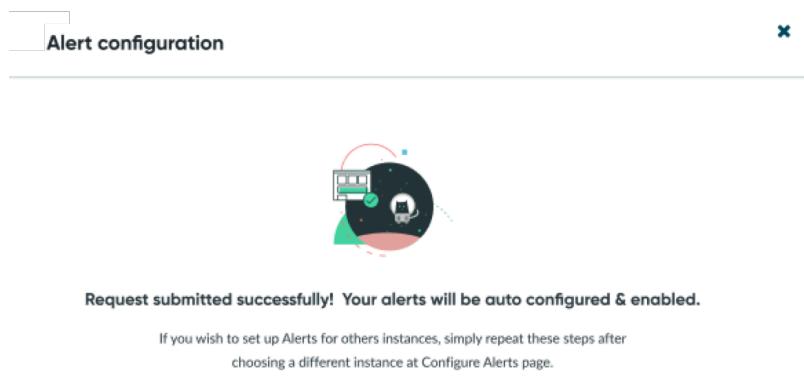
selected.

5. Optional: Select **Configure Notification** to create a custom rule. The **How to Configure Notification Rules** link contains information on custom notification creation. Rule options include Rule Name, Recipients, and Notification Methods.
6. Select **Review & Create** to display the summary of the alerts to be configured and the notification rule.

The screenshot shows the 'Review & Create' step of the 'Alert configuration' wizard. At the top, there are three tabs: 'Configure Alerts' (with a checkmark), 'Set Notification' (with a checkmark), and 'Review & Create' (with a warning icon). Below the tabs, the 'Alerts to be configured' section lists 'Alerts configured': 'Transaction Drop - Instance', 'Transaction Increase - Instance', 'Response Time - Instance', 'Database response time', 'Default Semaphore mean', and 'Default Semaphore queue depth'. The 'Max alerts per day' is set to 5. The 'Notification' section shows the 'Notify All Admin' rule, which is an auto-generated rule for instance accentureinternal. It includes the same four notification method options as the previous screen: Email (Enabled), SMS (To be Configured), ServiceNow (To be Configured), and Third Party (To be Configured). At the bottom, there are buttons for '[Set Notification](#)' (disabled), 'Cancel', and 'Create Alert'.

7. Select **Create Alert** or **Set Notification** to return to the notifications configuration page.

A notification appears to confirm the alert configuration.



## Result

After the request submission, all six alerts will be enabled automatically, no manual intervention is required. If you want to see the alert threshold, navigate to **Edit Alert configuration** to access the **IO recommended** condition.

- Note:** If one or more alerts out of the six available aren't enabled automatically, then a threshold wasn't available for that specific metric due to limited use in the instance.

## Generate thresholds for Key Alerts

For an instance where critical alerts have already been configured you can obtain improved thresholds to receive enhanced or minimal alerts.

### Before you begin

Role required: admin

### Procedure

1. Navigate to **Impact > Platform Health > Monitor > Instance Observer > Alerts > Configure alerts.**

The screenshot shows the 'Configure alerts' page. At the top, there is a search bar with the value 'abccorpinternal'. Below it, a banner says 'Discover the perfect threshold for minimal yet meaningful alerts.' with a 'Generate Threshold' button. The main area has a dark background with a woman icon and text about managing alerts.

A notification banner displays. If the banner prompts to configure alerts, see [Configure Key Alerts](#).

2. Select **Generate Threshold**.

The Alert Configuration screen displays.

3. Select up to five alerts from the **Max alerts per day / per metric** drop-down to receive for each metric per day.

The maximum number of alerts selected pertains to each of the six available system metrics. If you choose a maximum of two alerts for each metric, then you receive 12 alerts, as the maximum alert count each day, for

example (2 alerts) X (6 metrics) = 12 alerts. The alert count resets daily at 00:00

To configure optimum threshold for each alert, how many alerts would you like to receive per day?

\* Max alerts per day / per metric

#### Alerts

##### ⚠ Transactions (Drop) - Instance

Set an alert if your transactions moving average drops by a certain percentage of its historic median for a certain time period.

##### ⚠ Transactions (Increase) - Instance

Set an alert if your transactions moving average increases by a certain percentage of its historic median for a certain time period.

##### ⚠ Response Time - Instance

Set an alert if moving average of response time is experienced greater than of the historical median for a certain time period.

##### ⚠ Database Response Time

Set an alert if moving average of database response time is greater than the historical median in a certain time period.

##### ⚠ Default Semaphore (Mean)

Set an alert if default semaphore mean is approaching limits of max concurrency by a certain factor in a certain time period.

##### ⚠ Default Semaphore (Queue Depth)

Set an alert if default semaphore queue depth is approaching limits of max queue depth by a certain factor in a certain time period.

UTC.

**4. Select Submit.**

A confirmation message displays.

## Alert configuration



### Your new alert thresholds are available now

You need to accept & save the conditions under each alert to start using ServiceNow recommended threshold.

**5. Navigate to Edit Alert Configuration.**

An informational blue banner displays with a recommended alert configuration.

**6.** Select the **Configure Alert Condition** banner.

**7.** Select **Save**.

**8.** Repeat these steps for the remaining alerts.

**i Note:** If an alert condition banner isn't available for any of the six alert conditions, then threshold data aren't available for that specific metric at this time. Thresholds are regularly refreshed, and the recommendations become available.

After alerts are enabled with the recommended thresholds, the details can be updated manually.

**9.** Optional: Select **Configure Alert Condition** for a selected metric.

**10.** Optional: While editing an Alert Configuration, select **Change Alert**

**11.** Optional: Select a maximum alert value of up to five and select

### Change alert count

**⚠** Changing the Max alert count will change the threshold for this metric & new updated threshold will be applied automatically for alerting.

How many alerts do you want receive per day for a metric?

\*Max alerts per day / metric

5

Cancel

Submit

### Submit.

After the change is submitted, the pre-calculated threshold is fetched based on the new maximum alert count for the specific metric. You're returned to the Edit Alert Configuration window.

**12.** Select **Save** on the Edit Alert Configuration window to apply the changes.

13. Repeat the same process for each alert to edit additional metrics alert configurations.

**Note:** If you choose three max alerts per day, then you may receive up to three Alerts notification per day for that specific metric. The alert count resets daily at 00:00 UTC.

## 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.

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.

The screenshot shows the ServiceNow Impact Instance Observer Reports page. At the top, there's a header with the ServiceNow logo and a dropdown for 'SN Demo User'. Below the header, a navigation bar includes links for Home, Performance, Availability, Alerts, Analytics, Triage, Reports (which is underlined to indicate it's the active section), and Help. There's also a 'Create a Case' button. The main content area is titled 'Reports' and contains a sub-instruction: 'Run a report on any instance to generate a downloadable summary on daily instance health, performance trend or database growth.' Below this, there's a form with three main fields: 'Report Type' (set to 'Daily Performance Metrics Report'), 'Instance' (set to 'sndemo'), and 'Date Range' (set to 'Today'). A 'Generate Report' button is located at the bottom right of the form.

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.

Report	Description
ServiceNow Platform Health	<ul style="list-style-type: none"> <li>Reflects node availability, response, and lag times.</li> <li>Compares availability and anomalies from today and the last 30 days.</li> <li>Reports are based on the system thresholds that are set in the system and color codes the anomalies accordingly, with Green, Yellow, or Red.</li> </ul>
Health Indicator	<ul style="list-style-type: none"> <li>Displays number of slow transactions, queries, and long running jobs.</li> <li>Compares the counts between today, yesterday, and the last 30 day average.</li> <li>Reports are based on the system thresholds that are set in the system and color codes the counts accordingly, with Green, Yellow, or Red.</li> </ul>
Top 10 Slow Transactions	<ul style="list-style-type: none"> <li>Finds the most executed transactions by total execution time and then takes the top 10 transactions that incur the highest average execution time.</li> <li>Results list the instance page along with the average and total execution times, and the total count the page was executed.</li> </ul>
Top 10 Slow Queries	<ul style="list-style-type: none"> <li>Finds the most executed queries by total execution time and then takes the top 10 queries that incur the highest average execution time.</li> <li>Results list the query along with the average and total execution times, and the total count the query was executed.</li> </ul>

Report	Description
Top 10 Long Running Jobs	<ul style="list-style-type: none"> <li>Finds jobs that are incurring highest duration in minutes.</li> <li>Results list the job name, node, worker, and the duration.</li> </ul>
Critical Support Cases	<ul style="list-style-type: none"> <li>Lists the total number of severity 1 and 2 support cases in the report header.</li> <li>Provides case numbers as links, the area, priority, and state, along with tracking who opened the issue.</li> </ul>

## 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.

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

## 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.

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## February 2024 quarterly Impact release notes - Washington DC



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### 2023 Impact release notes



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## February 2024 quarterly Impact release notes - Washington DC

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. Impact Accelerators connect you directly to experts through fixed-scope service engagements to provide value exactly where you need it. Impact was enhanced and updated in the Washington DC release.

### Impact highlights for the Washington DC release

- Utilize new Accelerators that connect you directly to fixed-scope offerings with experts behind each option to quickly provide value exactly where you need it.
- Detect performance issues earlier with engineer-led diagnostic of instance and database performance with Preventive Care.
- Explore the updated Capabilities Map in a new, intuitive interface for a comprehensive list of capabilities.
- View your consolidated product license information in Subscriptions.

See [Impact](#) for more information.

### New in the Washington DC release

#### Initiatives

- Data Management Review: Ensure optimal performance and efficiency in your database footprint with a review of your database capacity utilization, led by your Support Account Manager.
- Preventive Care: Diagnose instance and database performance quarterly with the premium, engineer-led initiative for Impact Total customers.
- Multi Account Access: Utilize Impact access for multiple accounts.

#### Impact Digital Experience

- Training Insights Dashboard: Gain clarity on available training and learning features at a glance to use your learning credits efficiently as part of your Impact Package.
- Recommendations:
  - Receive recommendations for low-usage Impact features to maximize benefits of your subscription.
  - Utilize content recommendations to view popular content among similar users and provide feedback on the recommended content.

- [Strategic Portfolio Management](#) (SPM) integration: Link SPM entities, like projects and features, in your instance to your business objectives and outcomes in Impact to view work your teams are doing to advance your objectives.
- Subscription Management integration: View and manage a consolidated list of all of your subscriptions and associated capabilities across all of your instances.
- Capability Map redesign: View and update Capability Map in an intuitive, easy-to-navigate interface, without squad's assistance.

## Impact User Management

Use the new Architecture alignment for User management.

## Impact Instance Observer

- Utilize the following enhancements for Instance Observer:
  - User Email Synchronization from within Impact to Instance Observer
  - Database Growth Summary
  - User Experience Monitoring
  - Key alerts activation and notification: Quickly set up proactive alerts for your instances about six critical metrics.

## HealthScan

Use Performance Charts filtering on Peer and Trend Charts

## Impact Accelerators

- [Project Portfolio Management Maturity Assessment](#) Accelerator: Gain insight into the maturity of PPM adoption and receive expert assistance to maximize value from PPM capabilities.
- [Customer Service Management Product Maturity Assessment](#) Accelerator: Gain insight into the maturity of CSM adoption and value with your ServiceNow platform.
- [Jumpstart Your Strategic Portfolio Management – Planning Workspace](#) Accelerator: Experience a demonstration of the possibilities and capabilities available with the Strategic Portfolio Management (SPM) – Planning Workspace in your instance.
- [Jumpstart Your Platform Analytics](#) Accelerator: Experience the demonstration about the possibilities and capabilities of Platform Analytics.
- [TuneUp Your Platform Analytics](#) Accelerator: Optimize value with guidance on maintaining and governing Platform Analytics health.
- [Jumpstart Your CMDB](#) Accelerator: Understand Configuration Management Database (CMDB) with a demonstration of the possibilities and capabilities of CMDB.

## Changed in this release

### Impact Accelerators

- [Architecture Blueprint – Advanced Accelerator](#): Gain guidance and insights to develop your Architecture Blueprint artifacts for Impact Advanced customers.
- [Architecture Blueprint – Total Accelerator](#): Gain guidance and insights to develop your Architecture Blueprint artifacts for Impact Total customers.
- [Training Strategy Assessment](#): Create a training plan for user adoption and upskilling.

### Value Journey

- Data Collection toolkit: This toolkit is enhanced and compiled from the Value Blueprint, Quarterly Performance Review, and Value Report toolkits into one comprehensive configuration and reporting toolkit.
- Data Collection App: Features CSM and SAM additions and ITSM, ITOM, and HR updates for value metrics and can be downloaded from the Innovations Lab store, and the March, Washington DC store app release.
- Value blueprint, Outcomes performance, and Business value: Enabled for two additional products, Integrated Risk Management (IRM) and Business Continuity Management (BCM).
- Zero-state improvements for outcome performance and business value, normalizable metrics indicator in the value blueprint, and guidance on next steps for squads on outcomes deselection included in the IDE.

### Impact Developer Support

Use the enhanced routing and flagging functionality for clearer assignment methodology to track open and closed Developer Support cases.

### Activation information

[Preventive Care](#) is available with activation. Contact your Impact Customer Support Manager for additional information.

## 2023 Impact release notes

Releases occur throughout the year on a quarterly basis, starting in February.

- [September 2023 quarterly Impact release notes - Vancouver](#)
- [May 2023 quarterly Impact release notes](#)
- [February 2023 quarterly Impact release notes - Utah](#)

### September 2023 quarterly Impact release notes - Vancouver

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. Impact Accelerators connect you directly to experts through fixed-scope service engagements to provide value exactly where you need it. Impact was enhanced and updated in the Washington DC release.

## Impact highlights for the Washington DC release

- Utilize new Accelerators that connect you directly to fixed-scope offerings with experts behind each option to quickly provide value exactly where you need it.
- Consume more experts on-demand in parallel with separate Accelerator Sub-catalogs, Architecture, Strategy, and Technical.
- Detect irregularities in performance metrics within production instances by utilizing AI-based anomaly detection in Instance Observer. This feature is accessible to Total customers.
- Experience Instance Observer as an Impact Guided tier customer.
- Consume Impact in alignment with your organizational needs using Group Views.

See [Impact](#) for more information.

## Important information for upgrading Impact to Washington DC

In order to obtain the Impact Washington DC SKU, contact your Account Manager.

## New in the Washington DC release

### Impact Accelerators

Accelerator sub-catalogs: Advanced and Total customers can take advantage of three new Accelerator sub-catalogs, Architecture, Strategy, and Technical, each with separate concurrency allocations, allowing more parallel value to be delivered.

**i Note:** Exceptions: Impact Accelerators marked with \* 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).

- [Introduction to Instance Observer-Guided](#): Provides guidance on understanding and monitoring performance using Instance Observer.
- [Jumpstart Your Generative AI](#): Provides a demonstration of the possibilities and capabilities of ServiceNow® Generative Artificial Intelligence (AI).
- [Jumpstart Your Natural Language Understanding](#): Provides a demonstration of the possibilities and capabilities of Natural Language Understanding (NLU).
- [Jumpstart Your Predictive Intelligence](#): Provides a demonstration of the possibilities and capabilities of Predictive Intelligence and the clustering framework.
- [Jumpstart Your ServiceNow AI Journey](#): Provides guidance to kick-start your hyper-automation journey with ServiceNow platform AI capabilities.
- [Jumpstart Your Task Intelligence](#): Provides a demonstration of the possibilities and capabilities of Task Intelligence.
- [Data Management and Governance](#): Provides insights and guidance to assess and improve your data management and data governance practices.
- [Multi-instance Topologies](#): Provides education on drivers and topology alternatives to support multiple production instance implementations delivered within the context of a single-customer production implementation.

- [Citizen Development Program Design](#): Provides prescriptive guidance on enabling Citizen Development and utilizing App Engine Studio for Advanced and Total customers.
- [Common Service Data Model \(CSDM\) Assessment - Foundation Data - Advanced](#), previously known as the CSDM Assessment Accelerator – Advanced: Shifted focus strictly to Foundation Data and provides guidance to assess and improve the Foundation Data that is part of your CSDM framework.
- [HRSD Maturity Assessment](#): Provides a base-level understanding of maturity tied to business outcomes being driven.
- [JumpStart your Service Operations Workspace\\*](#): Provides a demonstration of the possibilities and capabilities of Service Operations Workspace.
- [JumpStart Your Multi-lingual Virtual Agent\\*](#): Provides a demonstration of the possibilities and capabilities of Dynamic Translation.
- [TuneUp Your AI Search](#): Provides guidance on fine-tuning artificial intelligent (AI) Search to optimize performance and value.
- [TuneUp Your Virtual Agent - Assessment](#): Provides guidance on fine-tuning Virtual Agent setup to optimize value.
- [TuneUp Your Virtual Agent – NLU \(Natural Language Understanding\)](#): Provides guidance on fine-tuning NLU models to optimize value.
- [TuneUp Your Virtual Agent – Performance Monitoring](#): Provides guidance on fine-tuning Virtual Agent performance to optimize value.
- [TuneUp Your Virtual Agent – UX \(User Experience\)](#): Provides guidance on fine-tuning Virtual Agent conversations to optimize value.

## Impact Instance Observer

- Proactively detect the anomalies for cyclical or non-cyclical metrics under the Instance Observer performance chart for the Impact Total package on production instances. Additionally, Instance Observer allows setting anomaly alerts based on AI-detected metric outliers in historical patterns.
- Access Instance Observer as a Guided tier customer using the digital experience.

## Activity Center

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.

## Value Journey

- View and manage multiple Capabilities Maps per instance that were previously managed at an account level.
- Take advantage of multiple Product Adoption Roadmaps (PARs) that allow additional granularity for Advanced and Total customers.
- Use Group views in Value Journey for Value Blueprint, Outcome Performance, and Business Value that provides organizations the ability to view their objectives and outcomes for different stakeholder groups.

## Initiatives

[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.

### Group Views

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

### UI changes

Impact: Guided

Guided customers will experience an updated catalog look and feel, along with recommendations.

### Changed in this release

#### Accelerator catalog

Introducing the Accelerator sub-catalog for Advanced and Total customers to take advantage of the three new sub-catalog categories, Architecture, Strategy, and Technical, each with concurrency limitations, allowing more parallel value to be delivered.

#### TuneUp Your Virtual Agent Accelerator

This Accelerator is being split into six separate Accelerators, designed to address different features and capabilities within Virtual Agent, and to help customers successfully maintain and enhance ITSM Virtual Agent. The new Accelerators are listed under **New in this release**.

#### Tuneup Your ITOM Discovery Accelerator

This Accelerator has added support for Impact Guided customers.

#### TuneUp Your IT Asset Management Accelerator

This Accelerator has added support for Impact Guided customers.

#### Business Key Performance Indicators

**Operational Performance** under Business KPIs is renamed to **Outcomes** **Performance** to avoid confusion with the Support Account Manager (SAM) deliverable with a similar name.

#### Value Journey

**Business Objectives** under Value Journey has been renamed to **Value Blueprint** to align with the naming conventions of the related deliverables.

### Impact Accelerators

### Deprecations

The Technical Roadmap Accelerator will have no new enhancements or activations but will have continued support.

### Activation information

Request Impact activation from your ServiceNow Customer Support Manager.

### Browser requirements

Chrome, Safari, Edge, and Firefox are supported.

## \*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).

## May 2023 quarterly Impact release notes

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. Impact was enhanced and updated in four major areas for the May 2023 quarterly release.

### Impact highlights for the 2023 May quarterly release

- Experience the improved Impact **Homepage** where you can see key activities and deliverables requiring attention. Value Journey is enhanced with personalized recommendations with training widgets and accelerators based on individual and organizational profiles.
- Access the new **Benefits** option that includes enhanced recommendations, with a quick snapshot of where you are on the Impact value journey.
- Benefit from several new and enhanced Accelerators.
- Monitor platform health and gain direct, expedited technical support with enhanced admin tools, such as Instance Observer and Developer Support.

See [Impact core](#) for more information.

Impact is available by subscription. For details, see the "Activation information" section of these release notes.

## New in the May 2023 release

### Impact Digital Experience

Benefits & Usage experience:

- Drill into the new **Benefits** framework, the comprehensive redesign of the **Features** pages and learn about the capabilities included with your Impact subscription then request and consume them.
- Direct access to Discovery and available features included in your Impact subscription.
- Access the **Capabilities** map, which displays all of your capabilities. Drill down into each tile for additional curated resources from a variety of sources, such as Now Create, Now Learning, and product documentation, etc., to simplify your adoption of ServiceNow capabilities. Engage features from the tile to call to action and open a request case for engagement.
- Engage features from the tile to call to action and open a request case for engagement.
- Setup and manage your Value Blueprint.
- Use the **Consumption Report** to see program progress related to your business objectives. Select the filters to select fields to display on the report for Accelerators and Usage. View the Instance Observer and Developer Support seats in the Premium Access section that have been assigned.

## Impact Accelerators

Access the Experts on Demand Menu and view the Description, Catalog in view, search tiles, and also custom sort by name or duration.

- [Jumpstart Your Employee Center](#) and [Jumpstart Your Employee Center US Public Sector](#): Get a head-start on using the Employee Center with a guided tour of the possibilities, capabilities, and leading practices on implementation, migration, and governance.
- [Success Readiness Assessment \(SRA\)](#): Receive an assessment of your ServiceNow platform maturity and readiness during the digital transformation journey.
- [TuneUp Your IT Asset Management](#): Receive prescriptive guidance to improve IT Asset Management health along with recommendations on addressing those findings.
- [Tuneup Your ITOM Discovery](#): Obtain assistance to gain better insight into your CMDB implementation and receive guidance to improve the health of CMDB through ITOM Discovery.

## Changed in this release

### Value Journey

Capabilities map and Product adoption roadmap:

- Select a capability tile to see resources curated for you that will help you learn about the capability and how to adopt it faster and easier.
- Use the new **Notes** section added to the capabilities map and product adoption roadmap to enable a more efficient collaboration around capabilities adoption.

### Platform Health (formerly Tech KPIs)

See platform health on a single page divided into three categories, Diagnose, Monitor, and Support.

- **Diagnose**: Powered by HealthScan, has been improved into a single page. Filter by production or sub-production instances, view individual score card scans, and contact your Squad directly from the new contact card.
- **Monitor**: Powered by Instance Observer and is available to Total and Advanced packages. View daily performance summaries outlining how your instances are doing or dive deeper into platform performance details. See [Impact Instance Observer](#) for more information.
- **Support**: Powered by Now Support and has been improved into a new page to view company cases and trends. The **Developer Support** tab is only visible to Advanced and Total packages. See [Impact Developer Support](#) for more information.

### [Impact Developer Support](#):

Utilize increased developer support seats to 5 for Advanced, and 10 for Total subscribers.

### [Impact Instance Observer](#)

- Explore using the additions to Reporting, such as Performance and Consumption reports.
- Use Instance Observer call to action button to launch the feature.

### Value Blueprint

Customers can now review Value Blueprint in Impact with an easy-to use interface powered by a recommendation's engine. Users can select products, set up business objectives and outcomes for each product, and finalize their blueprint. Users can learn about each outcome, related success metrics, and core ServiceNow capabilities to achieve the outcome.

### Key Activities:

- Focus on the upcoming 14 days, what has been completed by your Impact Squad, and drill into each activity.
- Get familiar with **Welcome** widgets for new Impact users, including contacts to get started and introduction activities.

### Accelerators Consumption

View the consumption bar to show accelerators in use, how many slots are available for usage, then select to explore the accelerator.

### Fundamentals Initiatives available on the Initiative list and roadmap

View initiatives with Enhanced visibility on the calendar, as an initiative owner, then Fundamentals are hidden from the homepage upon completion.

### Enhanced meeting interface:

- Additional editable fields are available, such as time & location, agenda, and meeting minutes.
- Set a custom recurring meeting cadence and edit recurring meeting details.
- Select an initiative for a new meeting, then add images and meeting tasks with ease during the meeting
- Auto-save timestamped meeting minutes and email them directly from the meeting.

## Impact Accelerators

### TuneUp Your Security

Gain insight on instance security configurations, instance security leading practices, and a demonstration on which security settings may be enabled to further enhance security using the new Security Center.

### Expert Connect

Use the simplified engagement steps to connect with a ServiceNow subject matter expert on a specific technical how-to question.

### Integration Strategy- Advanced

Add Advanced package support for the accelerator, which is now available.

## Activation information

Request Impact activation from your ServiceNow Customer Support Manager.

## Browser requirements

Chrome, Safari, Edge, and Firefox are supported.

## February 2023 quarterly Impact release notes - Utah

Impact release notes for the February 2023 release.

### 2023 Q1 Impact Accelerators release notes

ServiceNow® Impact Accelerators connect you directly to experts through fixed-scope service engagements to provide value exactly where you need it. The Accelerator catalog was updated in the ServiceNow Store 2023 Q1 release.

### Impact Accelerators highlights for the Q1 release

- Benefit from several new accelerators including Training Strategy Assessment, ITSM Maturity Assessment, Jumpstart Your CIO Dashboard, and more.
- Access to advisory-only versions of Accelerators for United States Public Sector (USPS) Customers or those who do not agree to the terms and conditions of our Impact Accelerator descriptions are available [here](#). ↗

See [Impact Accelerators](#) for more information.

### New in the Q1 release

#### Training Strategy Assessment

Receive a training plan for educating and upskilling your ServiceNow users with best practice training recommendations tailored to your needs.

#### ITSM Maturity Assessment

Get an in-depth evaluation of your ITSM implementation against our leading practices, along with targeted recommendations to maximize your value from the product.

#### Introduction to CxO Dashboards

See a demonstration of one of our C-Suite dashboards designed to help your executives make better, faster data driven decisions, as well as receive preliminary guidance and resources to get started.

#### Jumpstart Your CIO Dashboard

See our CIO dashboard (included with C-Suite dashboards) brought to life through an applied demonstration using your own data in a temporary instance. You will also receive targeted guidance and next steps to configure the dasboard for your organization.

#### Jumpstart Your Success Dashboard

Get a head-start on the Success Dashboard with an applied demonstration using your own data in a temporary instance and receive targeted guidance and next steps to configure it for your organization.

#### On-Demand Value Report

Get a review of your organization's performance against your standard business objectives outside of our standard annual reporting cadence.

Advisory-only versions of the following Accelerators that **DO NOT** require additional terms and conditions:

- Jumpstart Your AI Search
- Jumpstart Your AppEngine
- Jumpstart Your Automated Testing
- Jumpstart Your CIO Dashboard
- Jumpstart Your Success Dashboard
- Jumpstart Your Upgrade
- Jumpstart Your Virtual Agent

### 2023 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 ServiceNow Store 2023 Q1 release.

### Impact Digital Experience highlights for the Q1 release

The Impact Digital Experience is further enhanced through several admin tools making it easier to manage users, permissions, and more. New features enable users to better review business objectives and outcomes, such as making the most out of your Impact package with Consumption Report, and more.

See [Impact Digital Experience](#) for more information.

### New in the Q1 release

#### Activity Center: Activity Log

Presents a time line in the Activity Center for customers and squad members detailing how each activity contributes to an organization's specific initiatives, business objectives, or operational outcomes.

#### Consumption Report

Provides an overview of Impact features usage to customers and Impact squad members based on the Impact Tier, such as advisory sessions, Accelerators, other initiatives, and a listing of users with premium access.

#### User Management

Enables Impact customer admins to easily create, view, and manage users and user permissions. Admins can also manage account access and permissions to Now Learning and Now Support.

#### Permissions Manager

Provides a centralized permission menu to manage an account permission records for Accelerators that have additional terms and conditions.

#### Product Adoption Roadmap

Recommends implementation sequence of the customer's capabilities tailored by the customer's squad, and designed to achieve a customer business objectives.

#### Impact Digital Experience for GCC

Enables the commercial Impact Digital Experience to a GCC instance.

### Changed in this release

#### Value Management

View how your implementation of the ServiceNow platform capabilities and Impact squad are driving value for your business objectives.