NEWS RELEASE

# ServiceNow Announces Partner Program Transformation to Build Exponential Ecosystem Growth

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Company unveils multi-year vision and evolution of the ServiceNow Partner Program to support $500 billion market opportunity including Partner Development Fund

LAS VEGAS – Jan. 17, 2023 – **ServiceNow** (NYSE: NOW) today announced a major partner program transformation to further partner growth and customer success. The multi-year vision is designed to support the $500 billion market opportunity for the Now Platform and associated partner services with a redesign of the company's partner program that includes a new Partner Development Fund among other incentives and benefits. The updated ServiceNow Partner Program was announced today at the Partner Kickoff event in Las Vegas.

ServiceNow's expansive partner ecosystem is critical to helping joint customers realize the full value of the Now Platform. To help partners meet this demand, ServiceNow is investing in new initiatives to facilitate and expand partners' expertise, differentiate their skills, and maximize their unique contributions.

"The vision for ServiceNow partners is that they should be treated as co-creators of value, and as co-pilots on our journey to becoming the platform for digital business," said Erica Volini, senior vice president of alliances and channel ecosystem at ServiceNow. "Our reimagined Partner Program creates unbounded opportunity for partners to expand and collaborate with ServiceNow well beyond where we can go alone. We are investing in partner success, championing their expertise, and giving them flexibility to drive exponential value with our platform."

Full details of the new ServiceNow Partner Program were announced today and include:

- More flexibility to create value: ServiceNow is creating four new, distinct modules in which partners can choose to participate: Build, Consulting & Implementation, Resale, and Service Provider. Through these modules, partners will be able to better align with the unique roles and routes-to-market within the ServiceNow ecosystem.
- New incentives to enable partner growth: ServiceNow is unveiling new partner incentives to maximize their investments and foster additional opportunities to demonstrate expertise and capabilities. All qualifying partners will now have access to a new Partner Development Fund, a co-funded investment program, as well as simplified discounts and rebates that will help to speed up growth and profitability.
- Transforming the partner experience: ServiceNow is rolling out an updated partner experience and benefits tied to different partner modules and the unique contributions partners bring to the ecosystem. Key experience enhancements include: an improved partner portal making it easier for partners to work directly with ServiceNow, and an improved "partner finder" enabling customers to find the right partner to best suit their business needs by region, industry, or domain expertise.

The new ServiceNow Partner Program will be available for all partners beginning March 6, 2023. The elements of the Partner Program were developed taking into account feedback from existing partners, who have already expressed their support for the transformation:

Dejan Slokar, global ServiceNow offering leader at **Deloitte Consulting LLP**: "Deloitte's alliance with ServiceNow represents our teams' joint commitment to delivering the future of work across the enterprise, and we are thrilled to see ServiceNow push the envelope on innovative collaboration with its new program transformation. This exciting new vision demonstrates the innovative, solutions-based thinking that makes ServiceNow an impactful collaborator when helping our clients realize their growth aspirations and reimagine their workflows. We look forward to continuing this work supported by ServiceNow's new program, delivering real value to client's digital transformation journeys."

Bruce Hara, chief executive officer at **Enable a Fujitsu company**: "ServiceNow's significant and ongoing investment in its Partner Program is paying off. The focus on simplification, capability building and transparency – key pillars for growth -- is particularly promising. For us, this transformation of the Partner Program will position us to even better support our customers' change agenda."

Michael Lombardo, Chief Executive Officer at **GlideFast Consulting**: "GlideFast is thrilled about the exciting changes coming from the ServiceNow Partner Program. The program transformation provides greater support for us as partners to better serve our mutual customers together. We are confident that these changes will lead to even greater success for our customers and for ServiceNow as a whole."

Michael Vadini, chief executive officer at **InfoCenter**: "The new Partner Program is another example of what makes ServiceNow such an innovative and powerful company and platform. ServiceNow is one of the rare SaaS companies that truly listens and responds to its ecosystem. Their vision for training and growing talent through RiseUp with ServiceNow and staying close and connected to customers through ServiceNow Impact are perfect examples of them responding to the voice of their partners. ServiceNow remains the gold standard for successfully collaborating with their partners and customers."

Kevin Chung, chief executive officer at **Integrated Knowledge Consulting** (IKC): ServiceNow's Partner Program is a powerful initiative that will drive innovation and growth in the ecosystem. It empowers partners to deliver exceptional value to customers, accelerating digital transformation so organizations can reduce costs, increase growth, and improve experiences. We are excited to be a part of this program and look forward to working closely with ServiceNow to support our customers adoption of the Now Platform across New Zealand and South Korea.

Kerry Kreighbaum, senior vice president, strategic alliances at **NTT DATA**: "NTT DATA views our partner ecosystem as absolutely essential to our business. Aligning with top partners allows us to couple the most innovative technologies in the market, with our IT services, to collectively drive and enable our clients' digital transformation. ServiceNow's new Partner Program will be an invaluable asset in helping NTT DATA to meet our clients' needs and continuing to scale and optimize our ServiceNow practices. The program is streamlined, easy to understand, and puts their partners first. We are honored to be a part of this next phase of ServiceNow's growth as we continue to fundamentally change how business is done, together."

Max White, chief executive officer, APJ at **ValueFlow**: "We are very excited by the changes to the ServiceNow Partner Program. This simplified and streamlined program acknowledges our commitment and re-affirms our continued investment in scaling ServiceNow sales, service and support capabilities across the Asia Pacific region. The new program offers sales-led partners the opportunity to evolve their capabilities and drive and own new business within markets and industries where they can clearly demonstrate domain expertise, while building long term customer relationships."

As part of the program evolution, Erica Volini will succeed David Parsons, who has led the ServiceNow alliances and channel ecosystem organization since 2018. Under his leadership, Parsons established ServiceNow's global partner ecosystem as a source of unique differentiation and competitive advantage. Parsons will now lead a new and strategic ecosystem ventures function focused on accelerating growth with partners in targeted markets. ServiceNow looks forward to providing more information about the initiative in the next quarter.

"It has been my honor and privilege to lead our alliances and channel ecosystem organization for the past four years," said David Parsons, senior vice president of ecosystem ventures at ServiceNow. "I am proud of everything we have accomplished together for our partners and joint customers and excited about our ongoing journey together. I want to thank Erica for her partnership and leadership. I know that she is the right leader, at the right time, to continue to build on a strong foundation of success and momentum."

For more information on the new Partner Program, visit the **ServiceNow Blog**

## Use of Forward-Looking Statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, intentions and strategies relating to the market opportunity and growth of the Now Platform. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make. We undertake no obligation, and do not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include, among other things, any changes to the partner program and unexpected delays, difficulties and expenses in achieving market growth and/or opportunity. Further information on factors that could affect our financial and other results is included in the filings we make with the Securities and Exchange Commission from time to time.

## About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNowTM. For more information, visit: www.servicenow.com.



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