

ServiceNow announces training and internship program in partnership with German Federal Employment Agency and StartSteps

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As part of the collaboration, job seekers, career changers and the unemployed receive free training on digital skills followed by a hands-on internship in the IT industry.

Munich, 05. November 2023 – **ServiceNow** (NYSE:NOW), the leading digital workflow company, today launches the **ServiceNow Career Accelerator – Powered by StartSteps** training program in Germany. In partnership with **StartSteps**, an education orientation & training provider for digital careers, ServiceNow is launching a two-stage program to train the IT professionals of tomorrow and address the skills shortage. This initiative receives support & funding from the **German Federal Employment Agency (BA)**, with a primary focus on job seekers, career changers, and those targeting a career in the IT industry. Additionally, it supports the efforts of RiseUp with ServiceNow to upskill one million people on the company's platform by the end of 2024. In doing so, ServiceNow is also expanding the traditional definition of tech talent by focusing on "holistic" competencies and "power skills" such as critical thinking, interpersonal communication and creativity.

Automation affects over five million jobs in Germany

Demographic change and the transformation of the world of work are among the greatest challenges facing the German economy. According to a recent study by **ServiceNow and Faethm AI**, around five million jobs in Germany alone will be directly impacted by automation and digital technologies by 2027. And globally, IDC predicts that DX-related IT skill shortages will affect 90% of organizations by 2025, costing over \$6.5 trillion globally through 2025 due to delayed product releases, reduced customer satisfaction, and loss of business.¹

"We need to see digital transformation as an opportunity for the German economy: Workers will be able to work smarter and more productively thanks to automated processes, new career fields and jobs will emerge – and new skills will be developed at the same time," says Robert Rosellen, AVP Germany and Austria at ServiceNow. "With the pace of innovation around AI, it's hard to imagine the impact it will have on jobs of the future – or even next year. It's a huge opportunity, but it also requires retraining teams. That's why we're proud to launch this unique program. It helps expose job seekers to valuable job opportunities, so together we can move the world of work forward."

Together with BA and StartSteps: ServiceNow creates new talent pool for German companies

The **ServiceNow Career Accelerator – Powered by StartSteps** training program offers job seekers, career changers and unemployed the opportunity to become part of the new world of work and thus actively counteract the shortage of skilled workers. The eight-month program is the first of its kind for ServiceNow. It is sponsored by the German Federal Employment Agency, run jointly with StartSteps and enables participants to apply the skills they have learned as a system administrator, application developer or ServiceNow consultant in a directly subsequent three-month internship.

"The current pool of technical talent in Germany falls significantly short of the growing demand. We are excited to proactively address the labor market challenges by leveraging the resources of ServiceNow and its partners across the ecosystem," said Paddy Hall, Co-Founder at StartSteps. "As part of our strong partnership, we want to help empower German companies to address the skills shortage with a new pool of certified ServiceNow professionals."

"ServiceNow wants to be a strong partner for its customers, for the economy and for society. That's why we're committed to train one million professionals worldwide to use the Now Platform through our RiseUp with ServiceNow program by the end of 2024," said Amy Regan Morehouse, SVP Global Education & RiseUp with ServiceNow at ServiceNow. "Creative programs like this German initiative can help give job seekers, career changers and those furthest from the labor market the chance to transform their lives."

Creating equal opportunities

In addition to the Career Accelerator, ServiceNow has already launched a new website, the **Talent Connect Portal**, in early 2023. The website is available globally - including in Germany - and aims to connect job seekers with ServiceNow skills with open positions in the ServiceNow ecosystem.

¹ IDC FutureScape: Worldwide Future of Work 2022 Predictions, Doc Document number: #US47290521, October 2021.

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloudbased 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 ServiceNow™. For more information, visit: www.servicenow.com.

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