

ServiceNow unveils next wave of partner program transformation with new Specializations

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Recently developed Partner Specializations are the next step in the ServiceNow partner program evolution for partners to unlock new revenue opportunities, and earn a range of benefits to further grow their practice

Partners can obtain three Specializations: Service Operations, Customer Experience, and Employee Experience, with more expected in 2024

LAS VEGAS – ServiceNow Partner Kickoff – Jan. 23, 2024 – ServiceNow (NYSE: NOW), the leading digital workflow company making the world work better for everyone, today unveiled the next wave of partner program transformation with new Specializations. As part of the revamped **ServiceNow partner program** announced in January 2023, the recently developed Partner Specializations are the next step in the partner program evolution for partners to unlock new revenue opportunities and earn a range of benefits to further grow their practice. Announced today at ServiceNow Partner Kickoff in Las Vegas, partners can obtain three Specializations which include Service Operations, Customer Experience, and Employee Experience.

ServiceNow is on a path to significantly increase the percentage of net new revenue sourced by partners in the coming years by supporting partners who build the ServiceNow platform into the core of their business models. Partners can acquire the new Specializations by showcasing a combination of product and sales expertise through customer wins and a go-to-market strategy. The new Partner Specializations showcase partners' unique strengths in the market and encourage innovative ways to continue to grow their ServiceNow practice.

"Last year at this time, we made a massive commitment to our partner community by completely transforming our partner program to ensure that partners are front and center in everything we do as a company," said Erica Volini,

senior vice president, global partnerships at ServiceNow. “With the launch of Specializations, our customers can easily identify partners with the best experience and expertise they need to help solve some of their biggest digital transformation challenges.”

Obtaining a Specialization will help partners in three critical areas:

- Differentiate among the ecosystem: Partners will receive badging that will appear across their ServiceNow profiles with increased visibility on the ServiceNow Partner Finder. Prospective customers will also be able to search partner experts in Partner Finder based on the current Specializations.
- Unlock new revenue opportunities: Each Specialization addresses a pressing customer need that presents a large, untapped market opportunity and high year-over-year growth.
- Earn benefits to grow ServiceNow practices: ServiceNow will offer additional benefits for partners to build and grow their business through invitation to the ServiceNow Partner Advisory Council to ensure their needs and counsel are being addressed across the broader ServiceNow ecosystem. Qualifying partners will also have access to ServiceNow co-marketing programs and the ServiceNow Partner Development Fund announced last January.

The program is launching with three Specializations, Service Operations, Customer Experience, and Employee Experience, that present large market opportunities with high year-over-year growth and a large total addressable market (TAM). All Specializations can be obtained at the regional and global level as well as two levels of achievement for further differentiation. Additional Partner Specializations are expected to be launched in 2024. The three Partner Specializations are expected to be available for partners to obtain starting in ServiceNow's second quarter of 2024.

Many partners have already expressed their feedback on the importance of the ServiceNow Partner Specializations including:

Jason Rosenfeld, Senior Vice President at Cask: “ServiceNow's new Partner Specializations offer an opportunity for Cask to showcase our unique consulting expertise and change management solutions to drive digital transformation across enterprises. Program updates like subsequent badging and product line achievements provide greater reach and visibility with organizations looking for the best partner to meet their specific needs. We believe Specializations and the partner finder are a winning combo for connecting customers with the right support and implementations.”

Michael Lombardo, Chief Executive Officer at GlideFast Consulting: “We're thrilled about the new designations to ServiceNow's Partner Program. With new Partner Specializations, we can continue expanding our technical consulting services and delivering deep ServiceNow expertise to new markets. We look forward to helping

customers find value in the Now Platform.”

Michael Vadini, Chief Executive Officer at Infocenter: “Today, organizations are looking for a collaborative partner for support with the adoption and scale of new technologies. ServiceNow’s new Partner Specializations will help Infocenter build industry-specific solutions and accelerate technology for customers and their businesses more quickly. We are excited about the enhanced benefits offered by ServiceNow and the continued focus on partners.”

Jon Reynolds, Senior VP Global Alliances & Corp Development at Thirdera, a Cognizant Company: “As our company looks to further expand our work across different industries, we’re focused on differentiating our services and ServiceNow platform expertise. ServiceNow’s comprehensive Partner Program provides valued guidance and incentives to improve how we advise, implement and optimize technology for businesses worldwide. ServiceNow sets a standard for what it means to be an innovative partner.”

ServiceNow is also launching a brand-new partner channel on LinkedIn. Join the new social community for the latest ServiceNow partner news [here](#).

For more information on the ServiceNow Partner Specializations visit [here](#).

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 ServiceNow™. For more information, visit: www.servicenow.com.

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