

August 11, 2025

Tara Lyle
Procurement Officer
West Virginia Purchasing Division
1900 Kanawha Blvd E Rm 5 Fl 10
Charleston, WV - West Virginia 25305-0001

Mon, Aug 11, 2025 at 1:18 PM

Re: RFI Title: State of West Virginia

RFI Number: CRFI 0201 SEC2600000001

Dear Tara Lyle,

Customer service is key to business success because great customer service leads to higher customer loyalty. Loyal customers will buy more and they make positive recommendations that influence others to buy. Companies with high customer satisfaction drive more revenue and are more profitable. In fact, just a 10-percentage-point increase in customer satisfaction can increase revenue by 2 to 3%.

ServiceNow Public Sector Digital Service (PSDS) solutions are designed with customer experience in mind. Our closed-loop service delivery allows you to:

- Break down silos and automate processes across departments to diagnose and resolve issues faster
- Route cases to the most qualified agents automatically with machine learning
- Monitor the health of customers' products and services to identify potential issues and fix proactively
- Improve service speed and quality by automating common requests from issue to resolution.
- Personalize self-service and enable customers to manage their products, services, contracts, and cases when they want

All ServiceNow solutions are built on the Now Platform – a single platform with workflows that create great experiences and unlock productivity for IT, employees, and customers. This architecture offers unparalleled flexibility, visibility, and insights to enable seamless collaboration between business users and IT. Our single platform eliminates the need to "glue" together disparate products and tools to achieve customers' desired outcomes. With the Now Platform, work flows naturally – the way it's supposed to. And when work flows naturally, great experiences follow.

We look forward to presenting our solution to your team and demonstrating the value ServiceNow can bring to your organization.

Sincerely,

Jeff Gerhart

Sr Account Executive

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Kluy & Hertas



State of West Virginia
RFI No. CRFI 0201 SEC260000001

August 11, 2025

### **Terms and Conditions**

ServiceNow is providing this RFI response for West Virginia Purchasing Division & Department of Administration's (WV DoA) information and at WV DoA's request to enable WV DOA a reasonable basis upon which to select between alternative vendors for the purposes of the RFI. ServiceNow has included with our response to the RFI our Ordering Agreement for the subscription service, which will govern in the event ServiceNow is selected as vendor of choice, notwithstanding anything to the contrary in the RFI or any online/portal terms and conditions that were part of the RFI process (if applicable). ServiceNow believes that our terms and conditions are comparable with industry standards, and that they fairly represent our product offerings, pricing and business model. ServiceNow terms and conditions set forth the methods and means by which we deploy, support, secure, operate, and maintain our subscription service. The terms and conditions are part of our product package and are factored into the price of our service offering. We can deliver our product at a cost-effective price because of our ability to standardize our solution and service delivery across our entire customer base.

If WV DOA is an existing ServiceNow customer and WV DOA and ServiceNow are parties to an existing Agreement, the Agreement will govern in the event ServiceNow is the selected vendor, notwithstanding anything to the contrary in the RFI or any online/portal terms and conditions that were part of the RFI process (if applicable).

ServiceNow has exercised reasonable care to ensure that it has interpreted the questions in the RFI correctly and that the information provided in this response is accurate as of the date stated in this letter. ServiceNow does not agree to the incorporation of all or any part of the RFI, this response, or any terms and conditions contained in the RFI or any online/portal terms and conditions that were part of the RFI process (if applicable) into any binding agreement between ServiceNow and WV DOA.

The final terms for the sale of our subscription service and related services require an order form to be signed by both parties.

### **Partner Proposal**

This RFI response may be a joint response, together with a ServiceNow partner, to fully address the requests described by WV DOA in the RFI. The partner has provided certain information that is included in this response on its own behalf and pursuant to its own understanding of the requests made in the RFI. ServiceNow does not make any representations or warranties regarding the products or services of the partner. The partner will negotiate the terms of any related agreement with WV DOA if chosen by WV DOA to perform any services described herein, or WV DOA may choose any other entity to perform the services without restriction.

### Confidentiality

Our response, pricing, and any other information submitted or disclosed by us pursuant to the RFI contains ServiceNow confidential information, which may not be disclosed to any other party without our prior written consent, notwithstanding anything to the contrary in the RFI or any online/portal terms and conditions that were part of the RFI process.

### Validity

This proposal is valid for 90 days from the date on the cover page.

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# **Executive summary**

Governments around the world are working hard to keep up with the demand that has been created by economic downturns, the global pandemic, and its consequential disruption to our way of life, there are also new dynamics related to climate change and constituent demographics.

Now, governments are beginning to turn the corner, moving to adaptable cloud services, mobile-first deployments, and more nimble work processes. Here are some of the key trends which ServiceNow is monitoring.



ServiceNow Public Sector Digital Service helps governments deliver a consumer-grade experience – the kind that we all expect today – means supporting digital first interactions,

- whether online via any connected device or native mobile app
- with options for self-service, assisted self-service, or full service.

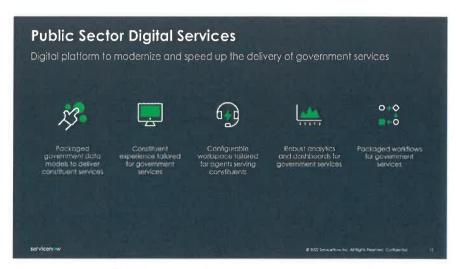
With availability that we have come to expect – and which transcends the typical 0:800 to 17:00 office hours. Think about how much wasted time can be recovered when folks no longer have to travel to government offices and stand in lines. And how much more environmentally friendly these processes will become, with the elimination of paper forms.

From an **efficiency** standpoint, information that has been digitized may be easily ingested, structured, routed, and actioned across departments. And this is where ServiceNow shines – by adding a high % of automation end-to-end and connecting those critical components that make Government work.

By creating **visibility** to work in progress, we eliminate unnecessary follow-ups and the inherent frustration and expense that comes with them.

- Speed up innovation by developing constituent services on public sector data models and workflows
- Make it easy for constituents to request services and report issues
- Enables Agent to Resolve constituent issues faster with an agent experienced in the public sector

When we look across our customer base, the benefits of implementing the ServiceNow PSDS solutions are impressive.



- Telecommunications company Outdated and disconnected customer service systems made it difficult for customers to get service, leaving them to manage their engagement with the company to find the right agents and answers for the complex products and services they purchased. With ServiceNow Customer Service Management, the company has seen a 9% improvement in SLA handle time and can diagnose and resolve issues faster with a 10% reduction time in case handling. And by implementing self-service, the company's customers can help themselves with 40% of cases being handled online. This ensures that agents are focusing their time on higher level or more urgent issues.
- Software company When this company implemented ServiceNow PSDS, they improved their NPS (Net Promoter Score) by more than 10 percentage points in the first 10 months and also saw 3% revenue growth. They also consolidated 50 customer portals and 15 CRM systems.
- <u>State government</u> This state's government cut case assignment times from 36 hours to 2 minutes, reduced end-to-end resolution times by 70%, and saved \$84,000 annually through improved response times.

Over 8,400 customers now use ServiceNow, including over 85% of the Fortune 500 and many smalland medium-size organizations worldwide. Our customers are in almost every industry worldwide, including government, financial services, healthcare, manufacturing, telecommunications, IT services, technology, oil and gas, education, consumer products, and more. And our customers stay with our platform; our customer retention rate was 99% in 2024.

WV DOA faces many exciting business challenges. We sincerely believe that ServiceNow is uniquely qualified to help meet those challenges by delivering a world-class, robust Public Sector Digital Service solution and leveraging a team of highly qualified practitioners that have successfully deployed ServiceNow for customers throughout the world.

## **Proposed solution for WV DOA**

### **Public Sector Digital Services**

### Automation designed accessible, efficient, and trusted government experiences

Governments relying on outdated technology and inefficient process aren't meeting their citizen or employee expectations. The problem is, too many things get in the way.

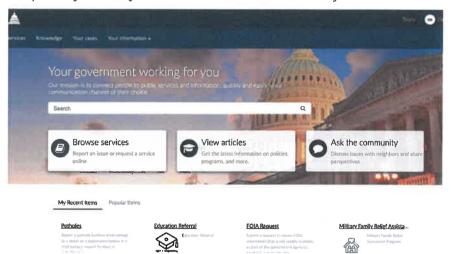
Inflexible technologies, budgets, data accessibility and collaboration issues are just a few. So, how can government's relationship with technology change to meet their mission to serve?

With Public Sector Digital Services, governments can:

### 1. Unify employees, processes, and systems on one AI Platform

ServiceNow accelerates digital transformation – improving experiences and efficiencies – with AI capabilities, unified government data model, packaged low-code workflows and experiences tailored for government.

- Meet your customers where they are, via mobile or connected device, email, phone or kiosks
- Provide self-service options and assisted self-service, powered by Al
- Enhance government employees' capabilities by providing them with advanced task assignments,
   tailored work environments, organized tasks, and efficient knowledge management systems.
- Increase transparency for everyone in the chain of service delivery



### Top Benefits

- Improve experiences: Make it easier for people, organizations and businesses to get the services they need through digital-first experiences.
- Generative AI that multiplies workforce effectiveness: Public Sector Digital Services with Now Assist supercharges experiences and productivity
- Faster delivery of essential services and information: Create a single flow of work across governments, agencies and functions, so that cycle times are minimized and automation is maximized, end- to-end.

- Intelligent Guidance: Digitize public services and quickly fulfill service requests With packaged playbooks that guide workers on how to fulfill requests efficiently.
- Increased Efficiency and trust: Boost performance within budget; redirect resources to highest value missions and enable service delivery from one (sub-) agency to another.
- Proactive service: Gain an end-to-end view into each journey, enabling more proactive interactions, while complying with privacy policies.

### 2. Harness the power of government to serve people

Governments are rethinking how services are offered and delivered to the public -- striving for more availability, accessibility, equity, transparency, and speed. Essential and non-essential services—like requesting disability benefits, applying for driver's and business licenses, don't have to require time-consuming trips to government sites to submit paperwork. Outmoded ways of engaging with government create challenging and unsatisfying interactions, particularly as individuals are enjoying intuitive, digital experiences from leaders like Amazon and Netflix.

ServiceNow transforms how workflows throughout the organization, breaking down silos and empowering employees with intuitive workspaces and automated processes. Total Experience (TX) improves as the digital engagement layer is supported by a fabric of data and workflow that structures and streamlines work for everyone in the chain of service delivery. And the public gets what they need, faster.

### 3. Fuel mission-oriented innovation

Agencies can extend beyond the packaged government case type(s), leveraging the government data model to create their own workflows with low-code tools. Non-IT developers can nimbly change attributes or configure business rules to meet specific needs.



Reduction in inquiry resolution times



Omni-channel experiences

We immediately saw dramatic improvements in quality and efficiency."

1

Director of Customer Service Operations, Tennessee DHS

### 4. Support hybrid work

Having better tools at work, as well as being able to work from anywhere is an unbeatable combination for government employees. ServiceNow has the features that the public sector needs to ensure data security in a cloud services environment, along with the Next Experience UI that offers personalized, context-driven information and resources that reduce clicks.



### **Product Features and Applications**

### Now Assist for Public Sector Digital Services

Maintaining high levels of service is a challenge with fixed headcount and budget constraints. Delivering government services often requires swift collaboration across multiple agencies and personnel. Inefficient workflows and high-levels of manual processes make this a challenge.

Now Assist infuses the power of AI to supercharge customer and agent experiences, speed the delivery of services, and help governments achieve faster ROI.

# Provide convenient, accessible self-service options while reducing costs

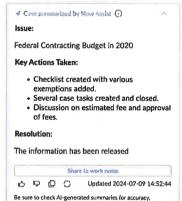
Deliver reliable, positive government experiences with an Al-based virtual agent that helps people find the answers they need – quickly

### Improve agent productivity to meet the demand for services

Empower agents to quickly get up to speed and resolve cases faster with role-based AI that summarizes the essential details of complex cases

### Improve the speed and accuracy of service delivery with automation

Empower agents to quickly get up to speed and resolve cases faster with role-based AI that summarizes the essential details of complex cases



### License and Permit Playbook

License and Permit Playbook enables governments to simplify and modernize the delivery of licenses and permits – from intake to delivery. Paper applications inundate governments that rely on disconnected systems and manual, siloed processes. Streamlining how work flows across teams allows governments to improve both customer and employee experiences when it comes to requesting, reviewing, processing, and issuing decisions for both licenses and permits.





- Simplify the process of applying for licenses and permits, while providing visibility to customers on the status
- Deploy a packaged playbook purpose- built to digitize, streamline, and automate the license and permit process
- Guide government workers through the steps needed to evaluate and make determinations on applications

### Core Capabilities

- Now Assist for Public Sector Digital Services: Leverage Generative AI purpose built for government. Accelerate customer service resolutions by summarizing case details to agents, generating knowledge on-demand, writing final case notes, and more.
- Government Data Model: Includes relationships between governments and individuals (households) and businesses employees), as well as service delivery relationships between agencies.
- Service Catalog: exposes the set of services that are available, so that they may be actioned directly from a portal. Allows for the quick introduction of new services.
- Government Service Case Type: references the government data model and can be extended to meet specific needs.
- Government Service Portal: allows requests from a catalog of services, leveraging digital channels and virtual agent, with visibility to the ongoing status of their requests.
- Omni-Channel: supports customers across web, phone, chat, email, in- person, and social media.
- Messaging: expands omni-channel service by engaging customers through their preferred messaging channels.
- Walk-up Experience for Customer Service: provides an efficient in- person service experience.
- Playbooks: manages case flows across teams by digitizing and automating service processes.
- Knowledge Management: provides instant access to relevant knowledge for customers and agents.
- Communities: connects customers (or employees) with peers to find answers and solve problems.
- Visual Workflow & (Low-code) Automation: automates service processes, tasks, and assignments with Flow Designer, Integration Hub and Automation Engine.
- Configurable Workspace: The space from which employees manage profiles, create and service
  cases with contextual support in a simple UI.
- Performance Analytics: unlocks insights to anticipate trends, prioritize and drive service improvements.
- Automation and Predictive Intelligence: uses machine learning to route issues, recommend solutions, identify knowledge gaps, and provide guided decisions with contextual recommendations,
- Task Assignment: routes work automatically based upon criteria or affinity; assigns tasks to other departments using visual task boards.
- Surveys and Dashboards: measures the voice of the customer and generates reports and dashboards on demand.
- Service Mapping: Identifies the IT systems that support each workflow so that automatic notifications are triggered in the event of an outage or system maintenance.

### **Integration Hub**

### Connect any modern API-enabled system to ServiceNow

Digital workflows need to seamlessly connect to hundreds of different business apps, systems of record, and cloud infrastructure for work to flow efficiently across the enterprise. Existing systems of record are often siloed but must not be bypassed, and instead be part of the end-to-end workflow solution. However, integration complexity is only increasing due to the proliferation of SaaS and on-premises apps, combined with the accelerated pace of digital transformation necessary to succeed in

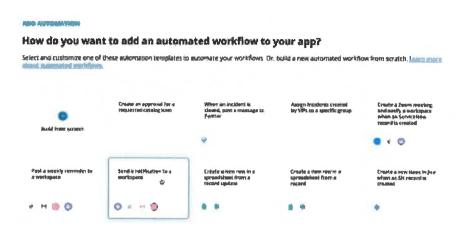
today's rapidly changing environment. With the average enterprise having over 600 SaaS apps, traditional integration approaches such as point-to-point custom integrations and general purpose iPaaS are no longer fast enough.

To accelerate time to value, reduce cost, and deliver integrations at scale, Gartner proposes that IT leaders implement SaaS-embedded packaged integrations for common use cases in major systems of record. IntegrationHub is the only integration solution that is embedded in the Now Platform and ServiceNow workflows for fastest time to value, lowest total cost of ownership (TCO), and ease of use with zero learning curve for all ServiceNow developers.

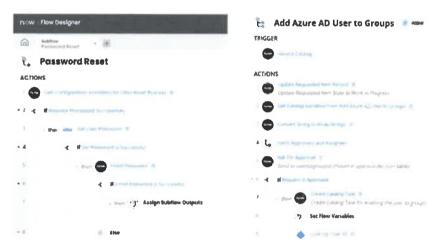


Integration Hub is part of Workflow Data Fabric – the most complete and cost-effective set of automation and integration capabilities for ServiceNow. Natively built for the Now Platform by ServiceNow, packaged integrations help accelerate integration delivery so you can focus your time on mission-critical initiatives. With Integration Hub, you'll get access to predefined application integrations to automate typical business processes.

- Enable no-code automation with out-of-the-box spokes Access over 175 spokes (application-specific sets of automation actions and subflows) to simplify and accelerate integrations and process automation. Anyone (pro-code developers, low-code admins, no-code analysts) can add spokes to flows with clicks, not code. Spokes take custom integration scripting off your plate, which eliminates technical debt, unlocks productivity, and speeds upgrades.
- Flow templates Rapidly automate common integration patterns such as document management, notifications, and more. Start quickly by selecting "Add Automation" in App Engine Studio to add flows to your low code app.



 Out-of-the-box solutions – Quickly address top ITSM use cases, such as password reset, client software distribution, and Citrix session resets, with out-of-the-box Virtual Agent topics, service catalog triggers, and IntegrationHub spokes for Active Directory, Azure AD, Okta, Microsoft SCCM, and more.



- Build workflows in a familiar interface IntegrationHub is built into Flow Designer so ServiceNow developers, IT generalists, and no-code builders can create digital workflows that integrate data and automation actions with any external system in one native Now Platform experience.
- Easily connect workflow automations with Virtual Agent Enable Al-powered self-service by incorporating IntegrationHub spokes built into Virtual Agent Designer to automate common service requests such as Citrix session resets.
- Create powerful and reusable custom spokes with Action Designer With Action Designer, you
  can create custom integrations for differentiated use cases, and package as spokes for re-use by
  anyone. Action Designer supports JavaScript, REST, SOAP, PowerShell, SSH, and more. You can
  even copy and extend ServiceNow spokes.

Confidential

### ServiceNow differentiators

ServiceNow – the solution and the company – has delivered unprecedented and unduplicated benefits to thousands of companies since 2004. These are made possible by a unique combination of proven technologies, constant innovation, and a passionate focus on customer success and satisfaction. Here are just a few of the differentiators that matter to WV DOA:

- Full breadth of enterprise applications, all fully integrated and built on the Now Platform.
- Modular application suite that enables rapid deployment for immediate business needs and seamless expansion as requirements evolve.
- Intuitive and responsive user experience available on any device (computer, tablet, or mobile).
- Machine learning and virtual agents/chatbots to automate routine tasks and increase agent productivity.
- Flexible cloud platform and forms-based workflow engine that automate service processes across
  the enterprise.
- Single system of record that everybody consults, interacts with, and reports on.
- Single system of engagement and intuitive service experience for IT, HR, customer service, security, and others, and the ability to rapidly prototype, deploy, and modify other enterprise services.
- Enterprise cloud infrastructure designed for the highest level of availability, scalability, resilience, and security.
- Powerful business intelligence and reporting capabilities that use hundreds of crowd-sourced Key Performance Indicators (KPIs), benchmarking by company size and industry, and executive dashboards for complete visibility into service performance.
- Global, world-class support services including customer-specific real-availability dashboards, online product documentation, knowledge base with prescriptive how-to articles, and a community of thousands of IT pros and customers that contribute content every day.
- Advanced Generative AI capability to elevate the employee experience and accelerate productivity to the next level.
- Enhanced security, privacy, and compliance across the enterprise as well as protection of sensitive data with ServiceNow Vault.

### Business value you can expect from ServiceNow

Our customers often tell us that ServiceNow solutions have changed the very nature of their day-to-day work. Productivity has increased; resolution and response times have been slashed; costs have been reduced or redirected to innovation; employee satisfaction has dramatically improved. We love to hear these anecdotes but wanted to give our prospects and customers a way to quantify the business value they could expect from using ServiceNow solutions. Forrester Consulting agreed to help. After interviewing many ServiceNow customers companies, Forrester completed a Total Economic Impact<sup>TM</sup> study of how the Now Platform helps deliver modern user experiences, automates business processes, and allows customers to build business apps quickly and easily.

ServiceNow can work with WV DOA to create a detailed Business Value Assessment. This engagement typically requires a bit more time from WV DOA but produces more tailored results.

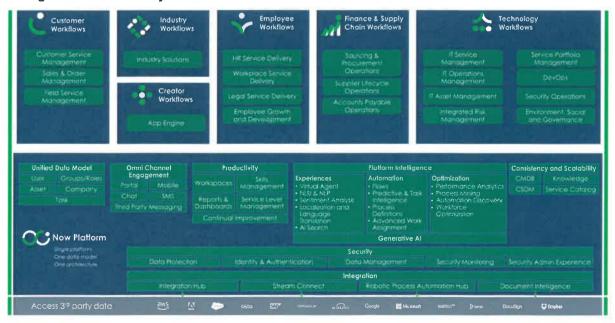
# ServiceNow, The Al Platform for Business Transformation

In most modern enterprises, work is unstructured and happening within disparate systems of record. Many departments have their own data and systems of record that are stored on various legacy technologies, but work happens in silos – lowering productivity and user experience – because individually, these legacy systems do not support how work flows across your enterprise. And replacing core systems is an expensive and lengthy process.

The Now Platform excels at digitizing work that flows throughout a company or across several functions in a unified experience. That's why we call the Now Platform the "platform of platforms" for business solutions and ALL workflows. Our unique differentiation is providing you with one platform that shares one data model, one architecture, as well as many built-in powerful capabilities, such as Al Governance for Now Assist, the ability to easily build cross-enterprise workflows, single CMDB, machine learning and predictive analytics, native mobile and conversational interfaces, and a set of no-code and low-code development tools for anyone to build their own apps. ServiceNow connects organizations, creating a seamless enterprise system of action that integrates silos and systems, enables great employee and customer experiences, increases business agility and unlocks productivity.

On top of our platform, we offer best-in-class out-of-the-box workflows for IT, employees, customers, and creators that orchestrate work across the enterprise and are unique to each industry. These solutions were all developed organically, 100% native to our platform. And we offer the same platform for you to build your own no-code and low-code apps to deliver enterprise workflows and other business solutions. Our partners are also building apps on the Now Platform, providing an even greater selection of ready to use workflows for your business.

And lastly, all of your existing omni-channel experiences will have out-of-the box integration into the ServiceNow from mobile and web to conventional collaboration and productivity tools such as Slack or Microsoft teams, so you can deliver great experiences to your employees, customers and partners through the interfaces they love.





### **Core Now Platform capabilities**

Because all applications in the ServiceNow Portfolio are built on the Now Platform, all metrics, tasks, services, assets, people, locations, and information are stored together, creating a single system of record and a single system of engagement for the enterprise.

All applications on the New Platform use the features listed below, including a common workflow engine to bring together people processes and automated processes.



### **Cloud Now Platform features**

The Now Platform is a multi-instance cloud-service infrastructure that is unparalleled in advanced high availability, "day one" compliance, and complete data security. We describe some of the platform capabilities in more detail below.

- Mobile Native With Now Mobile, employees and agents can find answers and initiate and complete tasks across IT, HR, facilities, finance, legal, and other departments—all from modern mobile apps powered by the Now Platform. Now Mobile provides:
  - Native mobile for the enterprise Deliver tailored mobile experiences with an app powered by a single cloud platform with a common data model.
  - Consumer-like mobile interface Make it easy for employees to get work done across
    departments without memorizing the corporate directory.
  - Powerful self-help for all employees Enable employee self-service for better experiences and lower costs with Virtual Agent—native on the Now Platform.
  - Consolidated approvals and to-dos Provide fast, easy access to common tasks across IT,
     HR, facilities, finance, and legal from a single location.

- Architecture and Availability ServiceNow has a game-changing architecture that supports superior availability. Many other cloud providers operate in a multi-tenant architecture (where many customers share the same database and application instance) and take their system down for planned maintenance frequently and for long time periods impacting solution availability for many customers at once. ServiceNow offers a single-instance architecture; each instance has its own database and application set, allowing each customer to operate independently of other customers. We complement this with 15 data center pairs around the globe that enable us to maintain availability when issues arise or we are performing planned maintenance. When ServiceNow is working on your instance, you can still use it without seeing any change in performance. This architecture makes ServiceNow highly available. ServiceNow offers 99.8% availability for production instances of the solution. During the last 3 years our average aggregate quarterly availability never fell below 99.8%. Please see How ServiceNow Delivers Performance Scalability and Availability In The Cloud for more information.
- Integration All workflows and applications are built on a common platform, eliminating the
  traditional challenges around data integration. Any application on the Now Platform, including
  customer-built applications, can access and use all metrics, tasks, services, assets, people,
  locations, and information from a single data source, and everyone in the enterprise can access
  this information through a single user portal. All applications also use an intelligent Workflow Data
  Fabric to bring together people processes and automated processes. For more information on
  workflows and integration, please see the ServiceNow Platform Reference Guide.
- Scalability ServiceNow is built on a highly scalable, state-of-the-art cloud infrastructure. With a
  clustered application and database server architecture, there is no known limit to the scalability of
  the ServiceNow implementation. ServiceNow has tens of thousands of customer instances
  operating globally in our data centers and over 640 million subscribed users. Customer instances
  perform an aggregate of tens of billions of full-page transactions every month. Customers using
  the ServiceNow CMDB as the single system of record have scaled their CMDBs to manage tens of
  millions of configuration items (Cls). Our largest customer has tens of thousands of Fulfiller users
  and hundreds of thousands of Requester (end) users. We easily support all existing customers
  with room to grow and support customers large and small.
- Security, privacy, and compliance ServiceNow understands that the security, privacy, and compliance are vital to all organizations, regardless of size. The Now Platform provides industry-leading features and services in a secure, reliable environment that support customer implementations, as well as custom applications and application integrations. ServiceNow provides 24x7 operations and security monitoring to help ensure customer instances are protected and operating as intended. We've engineered our cloud services, the infrastructure that supports it, our data encryption techniques, and security threat response processes, to ensure that your data is protected and secure at all times. For more information please see <a href="ServiceNow Cloud Security">ServiceNow Platform</a>.
- SaaS Solution Because ServiceNow is provided as a SaaS solution, there is no client to install to
  access the platform. The only requirement is a supported web browser and an internet connection
  or a mobile device.
- Configuration While much of the ServiceNow ITIL-based functionality is used as designed to be
  used out of the box, customer system administrators can configure ServiceNow using no-code,
  low-code, and pro-code tools without the support of vendor or third-party consultants. Our
  innovative upgrade process allows the application of product releases, patches and hotfixes
  without negatively affecting configuration, helping ensure the long-term stability of any changes

made by a customer. For more information on configuration, please see the  $\underline{\text{ServiceNow Platform}}$  Reference Guide.

# **Successfully implementing ServiceNow**

### Implementation services

A new digital transformation project is your opportunity to make a real difference. Whether you're modernizing IT, launching new productivity tools or enabling new customer experiences, getting operational quickly and smoothly on digital workflows is vital for WV DOA's success, and your peace of mind. WV DOA's successful implementation is a critical starting point on your journey to creating value with ServiceNow.

That's where ServiceNow Expert Services comes in.

We guide your ServiceNow implementation to accelerate time to value while reducing risk, so you create great experiences, exceptional business outcomes, and enduring success. ServiceNow Expert Services can help you set the plan and successfully implement your digital workflows through:

- Implementation experts who have an insider perspective of our technology and product roadmap to future-proof your implementation
- Deep insight into successful implementation strategies, practices, and processes across
   ServiceNow customers that forms a vision for long-term success
- Leading practices developed, proven, and codified by our implementation experts from hands-on experience
- The Now Create methodology and application providing step-by-step implementation guidance from planning through delivery of ServiceNow products
- Flexible implementation models, from leading your project to collaborating with your selected professional services provider

### Experts with the inside perspective

ServiceNow is more than a software company—it's a community of customers, ServiceNow professionals, and professional services provider partners working together to help organizations take advantage of the power of connected digital workflows to create value.

ServiceNow professionals are experts in implementing the Now Platform with the deepest expertise in our products and roadmap. These experts are the creators of our implementation practices, ensuring their experience and insights are available for every ServiceNow implementation. Their close ties with ServiceNow product managers and developers produce an insider perspective of our solutions and our roadmap, enabling them to consider future innovations for your project—essentially future proofing your implementation. And with visibility into ServiceNow implementations around the world, they provide unique thought leadership in how to design and configure business processes and workflows with the Now Platform for your industry.

ServiceNow professional services provider partners supply vital insights to help our customers plan and execute their digital transformation. Through our Expert Services offerings, ServiceNow experts efficiently and effectively collaborate with our partners to skillfully combine their expertise to increase and accelerate the value created with your implementation.

### Leading practices: the keystone of implementation success

Through our work with customers in thousands of successful implementations, we have learned what works and what doesn't. That insight and experience are at the core of a proven methodology and the



largest library of leading practices that provide the building blocks for a successful ServiceNow implementation project.

Our methodology and leading practices are available in Now Create, an empowering application that provides step-by-step guidance from planning through delivery of ServiceNow products. The Now Create assets are organized to drive specific business outcomes with ServiceNow products and create more predictable results with less risk.

### Enabling tools to improve implementation quality

We develop automated tools on the Now Platform to simplify and accelerate your implementation of ServiceNow products. ServiceNow HealthScan is a capability that scans and analyzes your instance for compliance with ServiceNow leading practices. HealthScan can be run to provide quality control checks at the end of every implementation cycle (called SprintScans) and identify recommended configuration changes to enhance the manageability, performance, security, upgradeability, and user experience of your ServiceNow solution.

### Finding the right implementation services model for your plan

When WV DOA defines the targeted business outcomes for your digital transformation journey and builds a plan to create value with ServiceNow, you will want to select the implementation services model that best suits your organization and its objectives.

ServiceNow customers commonly follow three models to implement ServiceNow:

- ServiceNow manages your implementation end-to-end: ServiceNow works directly with your team
  to define and execute your ServiceNow implementation including program and platform
  governance, scope of implementation, architecture, design, go-live, and validation of value.
- ServiceNow and your professional services provider collaborate to implement your solution:
   ServiceNow Assure is our prescriptive model for supporting your selected professional services
   provider in executing your implementation. Your services provider is responsible and accountable
   for the implementation, and will collaborate with our experts to infuse ServiceNow product
   expertise and vision into the project to assure targeted business outcomes and enduring success.
- Professional services provider leads the implementation project end-to-end: You work directly and only with one of ServiceNow's global implementation partners to implement your ServiceNow solution end-to-end. Now Create is available to add ServiceNow leading practices guidance into your project.

We offer two models to engage ServiceNow Expert Services your implementation:

ServiceNow Led Implementation	ServiceNow Assure
ServiceNow end-to-end management and execution of your implementation project	ServiceNow expert guidance and support of a service provider managed implementation project
Services Engagement:	Services Engagement:
ServiceNow experts work directly with your team to define and execute your implementation across all phases and workstreams of the Now Create methodology:	ServiceNow experts collaborate with your service provider and advise on key areas of your implementation to assure your business

- Initiate: Understand the business objectives; establish program governance; establish the project team; formally kick off the project
- Plan: Conduct process, platform, and integration workshops; define, review and prioritize the product backlog; release planning; finalize the project timeline; document the test strategy; set up the environment
- Execute: Run agile scrum cycles; define support processes and hypercare approach; execute communications and awareness roadshows; plan for system and user acceptance testing
- Deliver: System testing and user acceptance testing; go-live planning; operational readiness; training; go-live
- Close: Operational handover; hypercare support; lessons learned; measure value and champion success; formally close the project

outcomes and achieve healthy platform ready for growth and innovation:

- Implementation plan: Assess your implementation plan and scope; advise on whether the plan optimally leverages ServiceNow to realize targeted business outcomes/value
- Architecture and Governance: Review of platform, integration, and data architecture designs to assure they align to leading practices; assessment of technical governance to enable optimal management of design and customization decisions
- Design reviews: Assure product and process designs utilize available configuration options and align with the ServiceNow roadmap to reduce customization, prevent technical debt, and enable optimal platform health
- SprintScans and Configuration Reviews:
   Run regular, automated scans to review alignment to leading practices definitions; manually investigate issues to provide remediation recommendations

### Benefits:

Rely on the product developer to achieve your targeted business outcomes are achieved through expertise, proven methodologies, leading practices—informed by thousands of successful projects.

- Proven approach to achieve a strong foundation
- Prescriptive guidance from software developer with deep product and process expertise
- Deep focus on leading practices for utilizing out-of-the-box capabilities

### Benefits:

ServiceNow product expertise is infused into project to assure that:

- Your implementation program is on target to achieve your desired business value
- Your architecture and design choices follow leading practices
- Your platform has minimal technical debt, is healthy at go-live, and ready to fuel additional value

### A focus on your enduring success

Regardless of who is on your implementation project team, we've learned that it always works better when everyone works together following leading practices for success. Whether your engage our experts in your project or utilize our Now Create leading practices and methodology, you'll get the guidance in three key areas that not only assures your targeted business outcomes but sets the foundation for enduring success:

- The right plan is in place to fully take advantage of the capabilities of the Now Platform to achieve your targeted outcomes.
- The best design is selected to achieve targeted outcomes, avoid technical debt, and create a platform for long-term success.
- The implementation project is efficiently executed to accelerate time-to-value while reducing implementation risk.

### Why work with ServiceNow Expert Services on your implementation project?

ServiceNow Expert Services has performed over 8,500 implementation projects (alone and co-delivering with ServiceNow partners) in over 50 countries since the company was founded in 2005; we have hundreds of highly qualified and experienced Services staff, augmented by thousands of partner resources; we have deployed into almost every industry supported by ServiceNow; and we have high customer satisfaction scores for delivery. We will put this expertise to work for WV DOA.

### **Training and certification services**

People are at the heart of your success with ServiceNow. With our training and certification solutions and experience, your teams will learn to master ServiceNow capabilities through real-world instruction designed to help you meet your business objectives. We provide support for each stage of your ServiceNow journey and for each role within your teams. Our portfolio includes:

- Technical Training Skill up your technical and business team members to implement, manage, and grow ServiceNow at your organization through our extensive hands-on training catalog.
- Certification Build a team of experts and demonstrate mastery of the platform with industryrecognized micro, mainline, and suite certifications across most product lines.
- Custom Training Prepare your process and end users through hands-on, just-in-time training developed for your company's ServiceNow instance.
- Change Enablement Leverage our expertise to speed the process of user adoption and time to value through flexible consulting, structured workshops, and actionable plans.

ServiceNow provides training using a variety of innovative delivery methods to suit your needs, including:

- Instructor-Led Learn from ServiceNow Certified instructors in a hands-on environment. Courses
  are offered onsite or virtually, through both convenient public sessions delivered in time zones all
  across the globe and through private classes for your teams.
- On-Demand Explore the ServiceNow portfolio at your own pace with videos, industry-leading eLearning, live and recorded webinars, and hands-on exercises to accelerate your learning.
- In-Application Just-in-time performance support is available in your applications to help users perform tasks the moment they log in.

You can begin learning today by creating a free profile on <u>Now Learning</u>, our online learning and recognition platform that gives you access to our full technical training and certification catalog. You can design and follow personalized learning paths while earning badges and sharing your skills across the ServiceNow community and through social networks.

Please see <u>ServiceNow Training and Certification</u> for detailed information about all of our training and certification offerings, and to connect with a training solution specialist. Additional resources include:

Training and Certification Website – Explore our homepage.

- Now Learning Get started on our online learning experience platform.
- Learning Paths Deep dive into suggested courses by role.
- Certification Guide Learn how to build and leverage a team of certified individuals.
- Custom Training and Adoption Learn how to accelerate your time to value with process user training and change enablement services.

### **Impact**

ServiceNow Impact is a customer success product powered by AI and human expertise that helps customers maximize the power of the AI Platform for business transformation. Impact provides customers with the support and expertise they need to get to value fast. With Impact, customers can:

- Adopt ServiceNow products, including Al Agents, quickly—and put the Al platform for business transformation to work faster.
- Get access to personalized recommendations and technical and strategic experts—and develop their organizational skillset with expert guidance.
- Create a blueprint to drive business outcomes, promote their success, and prove their value to stakeholders.
- Improve the health of their platform with 24x7 support and proactive tools to monitor heath, diagnose issues, and provide actionable insights.

ServiceNow Impact will help WV DOA:

### Adopt innovations faster and measure their value

- Deploy and adopt new capabilities like Al Agents faster
- Define a vision for ServiceNow and track return on investment

### Get expert guidance and increase expertise

- Get help from ServiceNow experts and partners
- Increase the expertise of WV DOA's teams and ensure they use leading practices

### Maintain a healthy platform ready for growth

- Make sure WV DOA's ServiceNow platform performs at its peak
- Give WV DOA's team more time to innovate and support the growth of the business

### Enhance continuity with uninterrupted support

- Keep operations running smoothly with 24/7 technical support
- Minimize downtime and maximize productivity



With ServiceNow Impact, WV DOA can choose the plan that best meets your needs:

ServiceNow Impact Success Plans				
	Guided	Total	Add-ons <sup>1</sup>	
Value & adoption	<ul> <li>Value tracking: Self- serve</li> <li>Product adoption roadmap</li> <li>Capabilities map</li> </ul>	<ul> <li>Value tracking: White-glove</li> <li>Product adoption roadmap</li> <li>Capabilities map</li> </ul>	Strategic value: Success architect, strategy accelerators	
Expertise & guidance	Customer success manager     Accelerators: Limited access	Full Impact squad <sup>2</sup> : CSM, SA, PA, SAM     Accelerators: Full access	Configuration Assist (help from Expert Services to implement Impact recommendations)	
Health & observability	Instance Observer:     Limited capabilities     Health Assessments	<ul> <li>Instance Observer: Full capabilities</li> <li>Health Assessments</li> <li>Developer support</li> </ul>	<ul> <li>Platform governance (platform architect, architecture accelerators)</li> <li>Instance Observer (10 additional licenses)</li> </ul>	
Premium support	<ul><li>24/7 phone support</li><li>P1 response: 30 min</li><li>P2 response: 120 min</li></ul>	<ul><li>24/7 phone support</li><li>P1 response: 15 min</li><li>P2 response: 60 min</li></ul>	Managed support (support account manager, dev support)	



	Preventive care (quarterly reviews by account escalation engineer)
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### Notes:

- 1. Call for pricing (available for both Guided and Total).
- 2. CSM: Customer success manager. SA: Success architect. PA: Platform architect. SAM: Support account manager.

# **Pricing**

### Software

ServiceNow offers a subscription service. ServiceNow subscriptions are purchased based on a single model, or a combination of different models, depending on the product and/or application.

Pricing can be provided upon request.

### Implementation services

ServiceNow Customer Outcomes provides experienced implementation leadership, expertise, and training and certification for ServiceNow customers. Together with an extensive partner ecosystem, ServiceNow certified consultants help ensure that customers always have access to the resources they need – when they need them – accelerating time-to-value.

Pricing can be provided after further discussions with WV DOA to define implementation requirements.

### **Training**

Pricing can be provided after further discussions with WV DOA to define training requirements.

### Maintenance and upgrades

Maintenance and upgrades are included in the software subscription pricing.

### Standard terms

Standard pricing terms include:

- Pricing is based on a 36-month software subscription agreement.
- ServiceNow invoices annually in advance for subscription service. First year is due at contract signing.
- Services are invoiced monthly in arrears.
- ServiceNow payment terms are net 30 days.

### **About ServiceNow**

### ServiceNow history

ServiceNow was founded in 2004. Since that time, ServiceNow has grown from a small company with a few employees in one location to 26,293 employees in approximately 70 offices worldwide, with headquarters in Santa Clara, California.

For more information about ServiceNow, please see our Company Overview.

Or learn more about AI at ServiceNow.

### **Customer support**

### Follow-the-sun coverage

ServiceNow offers world-class follow-the-sun support to every customer.

- The Customer Support team, located in our support centers in the US, Netherlands, Ireland, United Kingdom, India, Australia, and Japan, comprises trained, experienced professionals with deep product knowledge and real-world experience.
- Customers can submit support requests by calling the Customer Support team or through the ServiceNow Customer Support website.
- Customers can also track the status of requests through the Customer Support website (ServiceNow uses our own solution to manage support requests).
- In addition, quick solution paths can be found using technical support tools such as <u>user</u> community forums, <u>blogs</u>, <u>product documentation</u>, and useful solutions. All support tools and materials are available on our websites 24 hours a day.

### Maintenance and upgrades

The ServiceNow release cycle is designed to provide optimal stability and quality, with the flexibility to quickly address problems and deliver new features.

- Feature releases (approximately two per year) contain new functionality and enhancements to existing functionality.
- Patch releases and hotfixes provide problem fixes and are released monthly.
- Releases are implemented by ServiceNow professionals on behalf of our customers using
  automated deployment methodologies and processes that are audited and continually improved
  to drive efficiencies. ServiceNow provides administrative tools through a standard web browser to
  provide complete control and visibility into the status of the upgrade process and how changes
  may overlap with customer-generated customizations and configurations.
- All customer configuration changes and customizations are preserved during the upgrade process, allowing each customer to choose whether to accept the new functionality or keep their own customizations.



### **Customer commitment**

### ServiceNow customers

Over 8,400 customers use ServiceNow, including over 85% of the Fortune 500, over half of the Fortune 100, and many small- and medium-size organizations worldwide. Our customers are in almost every industry worldwide, including government, financial services, healthcare, manufacturing, telecommunications, IT services, technology, oil and gas, education, consumer products, and more. Approximately 200 customer success stories are available at ServiceNow Customer Case Studies.

### Customer satisfaction and retention

At ServiceNow, customer service is our #1 priority, and we have a robust Voice-of-the-Customer program that monitors customer delight and feedback throughout the company. Perhaps the best indicator of satisfaction is that customers stay with the platform; ServiceNow had a 99% retention rate in 2024.

### Market leadership

ServiceNow became a market leader in the ITSM market in 2013 and expanded our leadership position in the following years. Gartner, Forrester, IDC, and many other industry analysts recognize ServiceNow leadership in ITSM and other disciplines.

# Forrester® A Leader - 2024 Magic Quadrant™ for Artificial Intelligence Applications in IT Service Management - 2024 Magic Quadrant™ for Enterprise Low-Code Application Platforms A Visionary - 2024 Magic Quadrant™ for Robotic Process Automation - 2024 Magic Quadrant™ for Observability Platforms Forrester Wave™: Software Asset Management Software, Q4 2024 The Forrester Wave™: P&C Claims Management Systems, Q2 2024 The Forrester Wave™: Strategic Portfolio Management Tools, Q2 2024 The Forrester Wave™: Customer Service Solutions, Q1 2024 The Forrester Wave™: Third-Party Risk Management Platforms, Q1 2024 The Forrester Wave™: Enterprise Service Management, Q4 2023 The Forrester Wave™: Governance, Risk, And Compliance Platforms, Q4 2023 The Forrester Wave™: Code Development Platforms For Professional Developers, Q2 2023 The Forrester Wave™: Process-Centric AI For IT Operations (AIOps), Q2 2023





Source: <sup>1</sup>Gartner, Market Share: All Software Markets, Worldwide, 2023, 22 April 2024; <sup>2</sup>Gartner, Market Share: IT Operations Management Software, Worldwide, 2023, 18 June 2024; <sup>3</sup>Gartner, Market Share: Enterprise Application Software as a Service, Worldwide, 2023, 14 June 2024

Confidential

# **Supporting documentation**

ServiceNow Ordering Agreement

Customer Support Addendum

Data Processing Addendum

Data Security Addendum

ServiceNow Impact

For other product-specific terms, please visit:

Legal Schedules

**Entitlements for Subscription Products** 

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# THE WORLD WORKS WITH SERVICENOW







