

## ServiceNow QuickStart for Performance Analytics

### Overview

The ServiceNow QuickStart for Performance Analytics provides a combination of services to enable the implementation of ServiceNow Performance Analytics quickly and easily. It provides a pre-defined package designed to enable customers to start transforming their ITSM service analytics capabilities, leveraging ServiceNow best practices.

This package is available for customers using the Eureka, Fuji, Geneva or later versions of ServiceNow, who use the platform for the ServiceNow Incident, Problem, Change and Request Management applications.

The QuickStart includes:

- Essentials – a standard process of enabling the functionality in a customer’s development instance, adjusting the ServiceNow Content Packs to suit typical ITSM configurations.
- Optimize – a series of workshops and hands-on working sessions. A ServiceNow certified Professional Services consultant will work with the customer to identify appropriate custom Key Performance Indicators (KPIs) that will record ITSM process effectiveness. A Dashboard Design session will organize this key process information onto an interactive dashboard. The consultant will provide 16 hours of hands-on support to the customer’s administration team, enabling them to implement further indicators and breakdowns.

### Package Description and Aim

The ServiceNow QuickStart for Performance Analytics provides a combination of two services to begin the customer’s journey into Performance Analytics. It involves quick activation in the customer’s production instance; while pairing it with expert advice and guidance to enable the customer to begin using and personalizing the product

The package is designed to provide enablement of the customer’s team, and, in conjunction with the Performance Analytics Education Services available (sold separately), to provide the skills and knowledge to begin the transformation of the customer’s ITSM reporting. The customer’s Performance Analytics Administrators and Power Users will complete the implementation activities to facilitate knowledge transfer.

### Customer Process Owner involvement

Performance Analytics is a powerful application that gives insight into the performance of Service Management processes, through visualizations and drill-down breakdowns. The Optimize workshops rely upon the customer’s process owner being present, and having a good understanding of their business aims and objectives.

### Performance Analytics Administrator Training Requirements

Prior to the first day of the project, the customer shall designate an administrator who has successfully completed the appropriate Performance Analytics training courses (sold separately). Having the basic understanding of how to administrate Performance Analytics is critical for effective knowledge transfer, allowing the customer to better align Performance Analytics to their business and process goals.

### Package Activities

ServiceNow will perform the following activities:

Essentials Activities	Description
<b>Performance Analytics activated in production environment</b>	<ul style="list-style-type: none"> <li>The appropriate plugins configured and enabled in the production instance</li> <li>Data collection enabled</li> <li>Content Pack dashboards verified, and the KPIs on those dashboards aligned with the ITSM configuration</li> <li>Assigning roles to named users within the production instance</li> </ul>
<b>Working session with customer's PA Administrators</b>	<ul style="list-style-type: none"> <li>Handover to PA Administrator, showing them changes that were made to activate Performance Analytics in the production instance</li> </ul>
<b>Demonstration of PA dashboard</b>	<ul style="list-style-type: none"> <li>30 minute demonstration of Content Pack dashboards, activated in production</li> </ul>

Optimize Activities	Description
<b>KPI Review and Dashboard Design Workshop</b>	<ul style="list-style-type: none"> <li>Consultant to discuss how the right indicators can improve process performance</li> <li>Consultant to help customer choose the most effective KPIs for their process improvements</li> <li>Consultant to work with customer to place KPIs onto an overview dashboard</li> <li>Best practice advice and guidance, delivered by remote workshop</li> <li>The KPI Review and Dashboard Design Workshop will be held on a single day</li> </ul>
<b>Implementation assistance and enablement through working sessions with customer's PA Administrators</b>	<ul style="list-style-type: none"> <li>Consultant to assist with hands-on sessions, helping guide the customer's PA Administrators through the process of creating indicators, breakdowns and other PA configuration.</li> <li>The implementation assistance is up to 16 hours of remote advice and guidance enablement, which varies by organization, but is typically sufficient for 4 custom indicators and breakdowns.</li> </ul>

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### ServiceNow Provided Resources

ServiceNow will provide the following resources for the review. The same personnel may fill multiple responsibilities:

ServiceNow resource	Responsibilities
<b>Engagement Manager</b>	<ul style="list-style-type: none"> <li>Lead project planning, allocate appropriate resources from ServiceNow, and act as a single point of contact</li> </ul>
<b>Essentials Delivery Consultant</b>	<ul style="list-style-type: none"> <li>Remotely activate Performance Analytics</li> </ul>
<b>Optimize Process Consultant</b>	<ul style="list-style-type: none"> <li>Provide expert advice and guidance via workshops</li> </ul>
<b>Optimize Implementation Consultant</b>	<ul style="list-style-type: none"> <li>Provide implementation assistance to the Performance Analytics Administrators</li> </ul>

ServiceNow does not guarantee that certain designated ServiceNow personnel will be assigned to the customer's account. ServiceNow may at any time subcontract or delegate in any manner any or all of its obligations hereunder to any third-party.

### Required Customer Resources

Customer will provide the following resources and make them available throughout the duration of the review period. Delay by Customer to provide the below resources may cause delay or preclude ServiceNow's ability to provide the Services. The same personnel may fill multiple responsibilities:

Customer resource	Responsibilities	Estimated time commitment
<b>Project Manager</b>	Responsible for the project, communicate with the ServiceNow professional services consultant, provide access to the required resources, and drive further actions	Duration of the project
<b>Process Owner</b>	Responsible for the ITSM process at hand. A Process Owner should be a Subject Matter Expert (SME), who can positively influence and affect changes and adaptations to the process and resulting ServiceNow implementation, can decide upon performance measurements, and who has the aptitude for process thinking and improvement.	2 days
<b>Performance Analytics Administrator</b>	Responsible for the continued maintenance and upkeep of the Performance Analytics product. Creates breakdowns, apply aggregates, create and edit dashboards, and change system configuration files, such as colors and layout.	4 days
<b>Performance</b>	Responsible for creating dashboards and certain indicators	4 days

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Analytics Power User		
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### Prerequisites

The QuickStart requires the customer's active participation and coordination for project success. The following requirements must be met. Delay by Customer with respect to the below items may cause delay or preclude ServiceNow's ability to provide the Services:

- The customer must have purchased Performance Analytics, and either Incident Management, Problem Management, Change Management or Request Management.
- The customer must have successfully implemented the ITSM product in production.
- The customer must provide resources that have attended the appropriate Performance Analytics Reporting classes (sold separately).
- The customer must provide a user account with the 'admin' role to the consultant, on the production instance running Eureka, Fuji, Geneva or later.
- All work shall be performed on the production instance.

Before ServiceNow can begin the QuickStart, the following prerequisite tasks must be completed:

- The customer shall have completed the questionnaire.
- The customer shall provide relevant process documentation.
- Access to the customer's ServiceNow production instances granted to delivery consultants.

### The following services are not provided:

- Data collection from third parties.
- Customization, configuration or personalization of the Performance Analytics product beyond the 16 hours of assistance provided.
- Importing or export of any data.
- Unit, performance, security, integration or other testing.
- Transferring, packaging or moving configuration between instances.
- Services not expressly stated herein.

### General

ServiceNow is in the business of providing IT service management applications and other applications on the ServiceNow platform and consulting services drawing upon the knowledge, understanding and expertise ServiceNow has gained in the course of working with many other customers. Nothing in this SOW shall assign rights in or limit ServiceNow's use of any know-how or knowledge pertaining to the ServiceNow intellectual property rights or technology. ServiceNow shall have a fully-paid, royalty-free, worldwide, non-exclusive, transferable, sub-licensable, irrevocable, perpetual right to use any

suggestions, enhancements, recommendations or other feedback provided by Customer and its users relating to the ServiceNow product or services.

**LIMITED PROFESSIONAL SERVICES WARRANTY.** ServiceNow warrants that the Services will be performed in a competent and workmanlike manner in accordance with accepted industry standards and practices and all material requirements set forth in this SOW. Customer shall notify ServiceNow in writing of any breach within thirty (30) days after performance of the non-conforming Services. Upon receipt of such notice, ServiceNow, at its option, shall either use commercially reasonable efforts to re-perform the Services in conformance with these warranty requirements or shall terminate the affected Services and refund to Customer any amounts paid for the non-conforming Services. This Section sets forth Customer's exclusive rights and remedies (and ServiceNow's sole liability) in connection with this warranty.

**DISCLAIMER OF WARRANTIES.** EXCEPT FOR THE WARRANTIES EXPRESSLY STATED IN THIS SOW, THE SERVICES PROVIDED HEREUNDER AND ANY ACCOMPANYING DELIVERABLE ARE PROVIDED "AS-IS" WITHOUT REPRESENTATION OR WARRANTY OF ANY KIND AND, TO THE MAXIMUM EXTENT ALLOWED BY LAW, SERVICENOW DISCLAIMS ALL WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ORAL OR WRITTEN, INCLUDING WARRANTIES ARISING UNDER STATUTE, WARRANTIES OF MERCHANTABILITY, ACCURACY, TITLE, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE OR ANY WARRANTIES ARISING FROM USAGE OF TRADE, COURSE OF DEALING OR COURSE OF PERFORMANCE. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SERVICENOW SPECIFICALLY DOES NOT WARRANT THAT THE SERVICES AND ANY ACCOMPANYING DELIVERABLES WILL MEET THE REQUIREMENTS OF CUSTOMER OR OTHERS OR THAT THEY WILL BE ACCURATE OR OPERATE WITHOUT INTERRUPTION OR ERROR.

**LIMITATIONS OF LIABILITY.** TO THE EXTENT PERMITTED BY LAW, THE TOTAL, CUMULATIVE LIABILITY OF EACH PARTY ARISING OUT OF OR RELATED TO THIS SOW OR THE SERVICES PROVIDED HEREUNDER WHETHER BY CONTRACT, TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL OR EQUITABLE THEORY, SHALL BE LIMITED TO THE AMOUNTS PAID BY CUSTOMER FOR THE SERVICES GIVING RISE TO THE CLAIM DURING THE TWELVE (12) MONTH PERIOD PRECEDING THE FIRST EVENT GIVING RISE TO LIABILITY. THE EXISTENCE OF MORE THAN ONE CLAIM SHALL NOT ENLARGE THIS LIMIT. THE FOREGOING LIMITATION OF LIABILITY SHALL NOT APPLY TO: (1) BODILY INJURY OR DEATH; (2) INFRINGEMENT BY A PARTY OF THE OTHER PARTY'S INTELLECTUAL PROPERTY RIGHTS; AND (3) CUSTOMER'S OBLIGATION TO PAY AMOUNTS OWED FOR SERVICES PROVIDED HEREUNDER OR TAXES APPLIED THERETO.

**EXCLUSION OF DAMAGES.** TO THE EXTENT PERMITTED BY LAW, NEITHER SERVICENOW NOR CUSTOMER SHALL BE LIABLE TO THE OTHER OR ANY THIRD PARTY FOR LOST PROFITS (WHETHER DIRECT OR INDIRECT) OR LOSS OF USE OR DATA, COVER, SUBSTITUTE GOODS OR SERVICES, OR FOR INCIDENTAL, CONSEQUENTIAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES (INCLUDING DAMAGE TO BUSINESS, REPUTATION OR GOODWILL), OR INDIRECT DAMAGES OF ANY TYPE HOWEVER CAUSED, WHETHER BY BREACH OF WARRANTY, BREACH OF CONTRACT, IN TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL OR EQUITABLE CAUSE OF ACTION, EVEN IF SUCH PARTY HAS BEEN ADVISED OF SUCH DAMAGES IN ADVANCE OR IF SUCH DAMAGES WERE FORESEEABLE. THE FOREGOING EXCLUSIONS SHALL NOT APPLY TO: (1) BODILY INJURY OR DEATH; AND (2) INFRINGEMENT BY A PARTY OF THE OTHER PARTY'S INTELLECTUAL PROPERTY RIGHTS.

### Packaged Service Terms and Conditions

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Customer agrees to pay the total fee amount on the related Order Form. ServiceNow will provide the Packaged Services as described herein limited to those ordered on the Order Form: (i) if Customer is purchasing directly from ServiceNow, on the terms and conditions in the Order Form and the underlying master agreement executed by the parties, if any ("Agreement"); or (ii) if Customer is purchasing from a ServiceNow authorized reseller ("Reseller"), on the terms and conditions in the use authorization as issued by ServiceNow and the Subscription Service Agreement incorporated by reference herein from <http://www.servicenow.com/schedules.do>. In the event of any inconsistency or conflict between the Agreement or the Subscription Service Agreement and this Service Description, the terms of this Service Description shall control with respect to the Packaged Services set forth herein.

ALL ORDERS ARE NON-CANCELLABLE, NON-REFUNDABLE, CANNOT BE USED FOR SERVICES OTHER THAN FOR THOSE PURCHASED, AND NOT SUBJECT TO ACCEPTANCE. ALL SERVICES WHEN ORDERED MUST BE CONSUMED WITHIN 12 MONTHS FROM THE ORDER FORM EFFECTIVE DATE. SERVICES ARE NOT INCLUDED IN THIS OFFERING UNLESS SPECIFICALLY IDENTIFIED AS INCLUDED IN THIS DOCUMENT. ANY UNUSED SERVICES SHALL EXPIRE WITH NO FURTHER CREDIT OR REFUND AND SHALL HAVE NO VALUE THEREAFTER. Customer shall reimburse ServiceNow or Reseller for all authorized, reasonable and verifiable travel expenses incurred during the performance of the Packaged Services, including training and other services.

For scheduled Service days that are canceled or rescheduled by Customer with fewer than ten (10) business days' prior written notice to ServiceNow, Customer shall be charged and pay for (a) any travel expenses that cannot be canceled or refunded, and (b) the canceled/rescheduled Service days if ServiceNow is not able to reassign the personnel to another project. For the purposes of this section, an email to the ServiceNow project manager will be considered sufficient written notice.