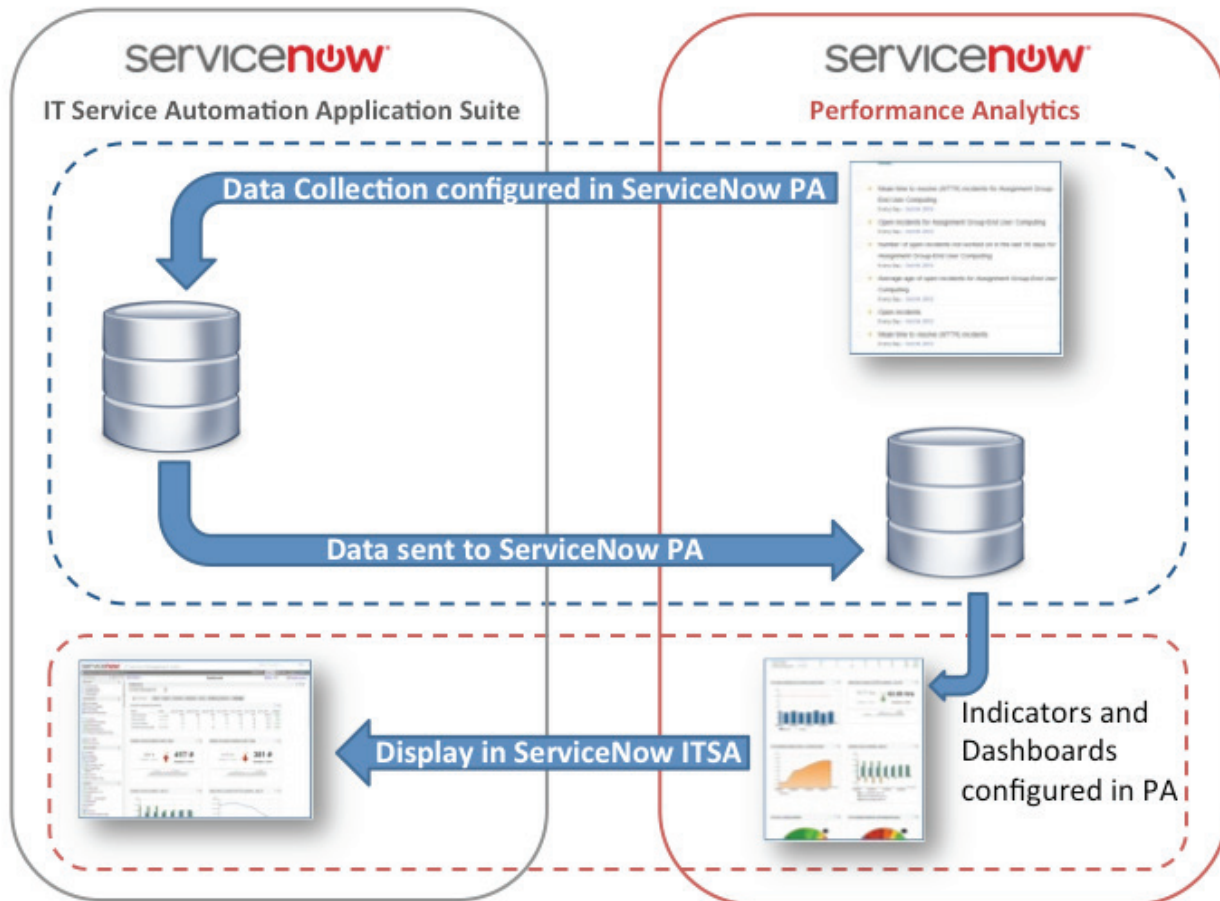


ServiceNow QuickStart for Performance Analytics

ServiceNow Performance Analytics delivers advanced analytics and time series analysis for key performance indicators in the ServiceNow instance. Performance Analytics contains a predefined set of starter indicators for the following ServiceNow IT Service Automation Applications as set forth on <http://www.servicenow.com/>:

Dashboards	Available Starter Indicators
Incident Management	28
Problem Management	12
Change Management	18
Request Management	12

The data presented by the indicators are updated on a daily basis, which enables IT executives to improve the performance of the IT organization, drive down costs and improve service quality. Performance Analytics is integrated in the ServiceNow instance for a seamless user experience and can also be accessed with native iPhone, iPad or Android mobile applications.



QuickStart for Performance Analytics Service Overview

Customers who have purchased use of the ServiceNow IT Service Automation Application Suite may purchase QuickStart for Performance Analytics to rapidly implement Performance Analytics.

The offering includes the following items:

- Implementation of all Starter Indicators listed above in the customer’s ServiceNow production instance
- Set up of the data collector to collect analytic information from the customer’s ServiceNow production instance for the predefined Starter Indicators
- Loading of up to three (3) months of ServiceNow historical data for analysis as available
- Dashboard Design Workshop that determines which Starter Indicators are most important to the customer
- Configuration of four (4) dashboards for data retrieved from Incident Management, Problem Management, Change Management or Request Management applications
- Configuration of one (1) executive dashboard to summarize each of the four (4) dashboards.
- Up to four (4) Starter Indicators per dashboard
- Configuring the mobile application view for Performance Analytics

The dashboards will be available in the customer’s ServiceNow production instance and supported mobile devices. ServiceNow certified professional services consultants will work with the customer to configure the five (5) dashboards and Starter Indicators.

QuickStart Implementation Project Overview

The QuickStart includes services to implement the Starter Indicators and five (5) dashboards.

Project Task	Project Duration	Description
Starter Indicator Implementation	4 days	Implementation of all Starter Indicators, four (4) dashboards for Incident Management, Problem Management, Change Management, or Request Management and one (1) Executive Dashboard
Dashboard Design Workshop	1 day	Review Starter Indicators and select up to four (4) Starter Indicators per dashboard to report process performance

ServiceNow Performance Analytics Administrator Training Requirements

Prior to the first day of the project, Customer shall designate an administrator who has completed ServiceNow System Administrator Training (sold separately) and all modules of the ServiceNow Performance Analytics Essentials Course (eLearning freely available through the Learning Center on the ServiceNow Community at <http://community.service-now.com/learning-center>). This eLearning course teaches the customer’s administrator how to create new indicators, create formulas, thresholds, targets, add breakdowns, apply aggregates and create and edit dashboards. Administrators will learn how to complete full exports of indicator data to csv files, change system configuration settings, alter the data collection files and manage authorizations for end-users.

Performance Analytics Implementation Activities

The QuickStart for Performance Analytics takes the customer through the implementation and configuration of Performance Analytics. This includes building a connection to the customer’s ServiceNow production Service Automation Applications, creating indicators and dashboards of the data collected and integrating those dashboards into the customer’s ServiceNow instance. The Performance Analytics implementation includes the following activities:

Activity	Tasks
Access to the KPI data repository	Users will be set up in the repository for the creation of indicators and dashboards.
Data Collector set-up	Creation of the Windows (ODBC) data collector software agent. Build out of SQL query files for all Starter Indicators. Set-up of schedulers and initial historical data collection. Implementation of token access.
ServiceNow access	All queries are set-up through the ServiceNow ODBC driver. Specific roles may be required as part of the customer’s ServiceNow build. This is dependent on the security set-up on the customer’s instance.
Performance Analytics	Creation of new functionality in the customer’s ServiceNow development instance to display indicators and dashboards.
Indicator set-up	Indicators will be set-up for all Starter Indicators mentioned above. This includes all associated data collectors.
Dashboard set-up	Set up dashboards with indicators selected during Dashboard Design Workshop
Testing	Assist in the testing and data review
Production cut-over	Work with the customer’s ServiceNow system administrator to ‘cut-over’ from the customer’s ServiceNow development environment to production.

The QuickStart will be delivered remotely. The customer administrator will participate in the implementation activities to help facilitate knowledge transfer.

Dashboard Design Workshop

The Dashboard Design Workshop guides the customer through a discussion of how to evaluate and select the appropriate indicators to create dashboards from data collected from ServiceNow Service Automation Applications. Up to 4 indicators per dashboard will be selected. From those indicators, up to 4 indicators will be selected for an executive dashboard. This 1 day workshop is held remotely via a web conference and includes up to 3 customer participants for each purchased ServiceNow application. Each customer participant should have completed the ServiceNow Performance Analytics Process User Role eLearning before the workshop begins. Outline for the workshop is:

- Workshop Kickoff – all participants
- Incident Management dashboard review
- Problem Management dashboard review
- Change Management dashboard review

- Request Management dashboard review
- Executive dashboard review and wrap-up

ServiceNow recommends that the process owners for the relevant IT service management processes attend along with the customer designated Process Users for Performance Analytics.

ServiceNow Resources

ServiceNow will provide a remote resource to fill the following role during the implementation:

ServiceNow Roles	Responsibilities
Business Process Consultant	<ul style="list-style-type: none"> • Direct and facilitate the Workshop session; prepare and provide deliverables. • Implement the Performance Analytics application; provide technical expertise on the ServiceNow Service Automation Applications as needed. • Direct and facilitate the workshop session; prepare and provide deliverables.

Customer Required Resources

Customer participation during the implementation is necessary, and the stakeholders should have:

- Thorough knowledge and understanding of the customer’s existing ITSM process environment
- Authority to make design decisions regarding classification, assignment, approvals, scheduling, notifications, metrics and reporting

Customer will provide the following resources and make them available throughout the duration of the project (note that multiple roles may be filled by the same customer personnel).

Role	Activities
Process Owners	Process owners for Incident, Problem, Change and Request Management Applications.
System Administrator(s)	At least 1 customer system administrator must complete ServiceNow Administrator Training (sold separately) no later than the beginning of the QuickStart implementation and be available throughout the project.
Project Manager	Responsible for the project and meet regularly with the ServiceNow business process consultant to review progress and resolve issues.

Pre-Requisites

The QuickStart approach requires the customer’s active participation and cooperation for project success. The following requirements must be met:

- Customer must have purchased the Performance Analytics application and ServiceNow IT Service Automation Application Suite
- Customer must have implemented and have ServiceNow IT Service Automation Application Suite in production
- Customer will provide the required resources as detailed herein and ensure active participation of its designated personnel.
- Customer is responsible for testing prior to production deployment.
- Customer shall provide ServiceNow with remote access to their ServiceNow instance and the data repository from Performance Analytics.

- Customer shall provide a user in their ServiceNow instance with read access to all required ServiceNow tables before the start of the engagement.

The following services are not included:

- Data collection from third party products
- Unit testing, performance testing, security testing, and integration testing beyond ServiceNow IT Service Automation Application Suite and Performance Analytics
- Additional training not expressly stated herein

Packaged Service Terms and Conditions

Based on the scope of services and assumptions set forth above, the services herein shall be performed on a fixed price basis plus expenses stated on the ordering document. Customer agrees to pay the total fee amount on the ordering document regardless of the total number of effort days ServiceNow takes to complete the project. ServiceNow will provide the Packaged Service as described herein limited to those ordered on the ordering document: (i) if Customer is purchasing directly from ServiceNow, on the terms and conditions in the Order Form and the Master Ordering Agreement incorporated by reference herein from <http://www.servicenow.com/schedules.do>; 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>. All orders are non-cancellable, non-refundable, and not subject to acceptance. All services when ordered and accepted by a signed ordering document must be consumed within 12 months from the effective date of the ordering document. 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 professional services, 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, 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, email to the ServiceNow personnel assigned to this project will be sufficient as written notice.