

## ServiceNow Performance Analytics - Optimize

### Overview

ServiceNow Performance Analytics - Optimize provides hands-on advice and guidance from ServiceNow certified consultants. The pre-defined package is designed to enable customers to start transforming their service analytics capabilities, leveraging ServiceNow best practices.

This package is available for customers using the Fuji, Geneva, Helsinki or later versions of ServiceNow, who wish to use Performance Analytics for supported applications. Please refer to the product applicability section.

ServiceNow Performance Analytics - Optimize is 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 product process effectiveness. 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

ServiceNow Performance Analytics - Optimize provides enablement of the customer's team, and, in conjunction with the Performance Analytics Education Services available (sold separately), transfers to the customer's team the skills and knowledge to continue to transform the customer's reporting. The customer's Performance Analytics Administrators and Power Users will complete any implementation activities to facilitate knowledge transfer.

The ServiceNow Performance Analytics - Optimize should be run subsequent to the successful implementation of Performance Analytics in the customer's production environment, to enable the analytics of more supported applications. The ServiceNow Performance Analytics QuickStart (sold separately) is available for customers new to Performance Analytics. Further services can be purchased for more KPI advice and guidance, and bespoke implementation activities.

**Product applicability**

ServiceNow provides Content Packs that give best practice indicators and dashboards for several ServiceNow products. This package includes the activation and personalization of **one** Content Pack collection that is dependent upon the version of ServiceNow:

Version	Content Pack collection availability
<b>Fuji, Geneva</b>	IT Service Management (includes Incident, Incident SLA, Problem, Change, Request)
<b>Helsinki</b>	IT Service Management (includes Incident, Incident SLA, Problem, Change, Request), Cloud Management, Configuration Management (CMDB), Customer Service, Event Management, Financial Management, Human Resources, Project Portfolio Suite, Service Desk Chat

**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), and is maintaining Performance Analytics in the production environment. 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:

Optimize Activities	Description
<b>KPI Review 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>• Best practice advice and guidance, delivered by remote workshop</li> </ul>
<b>Implementation assistance and enablement through</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</li> </ul>

<p><b>working sessions with customer's PA Administrators</b></p>	<p>other PA configuration.</p> <ul style="list-style-type: none"> <li>Up to 16 hours of remote implementation assistance and 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
<p><b>Engagement Manager</b></p>	<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>
<p><b>Implementation Consultant</b></p>	<ul style="list-style-type: none"> <li>Provide expert advice and guidance via workshops</li> <li>Provide implementation assistance to the customer's 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
<p><b>Project Manager</b></p>	<p>Responsible for the project, communicate with the ServiceNow professional services consultant, provide access to the required resources, and drive further actions</p>
<p><b>Process Owner</b></p>	<p>Responsible for the 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.</p>
<p><b>Performance Analytics Administrator</b></p>	<p>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.</p>
<p><b>Performance Analytics Power User</b></p>	<p>Responsible for creating dashboards and certain indicators</p>

## Prerequisites

The package 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 the products associated with the Content Packs.
- The customer must have successfully implemented Performance Analytics and have the product in production.
- The customer must provide resources that have attended the Performance Analytics Reporting class (sold separately).
- The customer must provide a user account with the 'admin' role to the consultant, on the production instance running Fuji, Geneva, Helsinki or later.
- All work shall be performed on the production instance.

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

- 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 Service Description 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 Service Description. 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 SERVICE DESCRIPTION, 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 SERVICE DESCRIPTION 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.

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.