

Pink Elephant EMEA – Managed ServiceNow Platform Price Sheet



ServiceNow MSP

2026

Our Pink Elephant Managed ServiceNow Platform (Pink MSP) offers a cost-effective option to get you started in the ServiceNow ecosystem. The Pink MSP is a fully built environment based on ServiceNow's best practice out-of-the-box functionality, enhanced with Pink Elephants 40 years of best practice experience, including ITIL standards and ServiceNow implementation best practices.

Our all-inclusive platform pricing includes licensing, support, maintenance and upgrades. Spreading the most expensive part of ServiceNow, maintaining and upgrading the platform, across our Pink MSP customers ensures a worry free, low risk, cost-effective, value-for-money proposition.

At Pink Elephant we base our implementation pricing on the exact scope, size, and complexity of the organisation. To give an indication of the costs associated to onboarding on the Pink Elephant Managed ServiceNow Platform (MSP), we have based the below pricing examples on a fictive scope.

This scope is aligned to the most commonly implemented elements of the solutions and assumes a best-practice out-of-the-box implementation with limited to no changes to the system. We correct this by applying our over 40 years' experience in the field of Service Management, to account for factors such as process and data complexity and complexity of the solution. Next to this we also account for the additional workload that is associated to larger and more complex organisations acquiring more licenses.

We want to emphasise that exact scoping is required for each project, and that the pricing associated will be adjusted based on this exact scope. We will always do our best to match your budget.

Our services pricing is based on a flat day rate for a consultant, project manager, integration specialist and/or architect, based on an 8-hour workday.

The day rates are:

- £ 900.00 ex. VAT for remote delivery
- £ 1,050.00 ex. VAT for on-site delivery

LICENSES

User Type	License Type	Price per license per month
Agent	Fulfiller/Agent License	£ 109,00
Approver	Business Stakeholder	£ 30,00
Requester	No licenses required	£ -,--

All licensing includes:

- Per user (named) license
- All upgrades
- All maintenance
- All support on incidents and issues

Function / Use rights authorized	User Types		
	Requester	Approver	Fulfiller
Create its own request	included	included	included
View its own request	included	included	included
Modify its own request	included	included	included
Search the Service Catalog	included	included	included
Search the Knowledge Base	included	included	included
Access public pages	included	included	included
Take surveys	included	included	included
Set its own notification preferences	included	included	included
View assets assigned to user	included	included	included
Access and post to Live Feed	included	included	included
Initiate Chat sessions	included	included	included
Participate in a Watch List	included	included	included
View a report published to them	included	included	included
Approve requests by email that are routed to user	-	included	included
Approve requests routed to user via system	-	included	included
Create any record	-	-	included
Delete any record	-	-	included
Modify any record	-	-	included
Drill through any report	-	-	included
Create any report	-	-	included
Delete any report	-	-	included
Modify any report	-	-	included
Perform development activities	-	-	included (see below)
Perform administrative activities	-	-	included



ServiceNow License clarification

The ServiceNow Product Overview containing descriptions of the ServiceNow applications and platform services included in the Subscription Products ordered hereunder is posted on <https://www.servicenow.com/upgrade-schedules.html>.

"User" means any employee or contractor of Customer or Customer Affiliate that is assigned a unique username and password and has a user profile in the Subscription Service designated as "active". Only Users may be given access to the subscription service by Customer. A use right may not be shared or transferred. Customer shall not use the subscription service in a manner that circumvents usage restrictions.

"Approver User" is any User performing any of the functions set forth in the table below for an Approver User. An Approver User may only perform the functions set forth in the table below for an Approver User.

"Requester User" is any User that performs only the functions set forth in the table below for a Requester User.

"End User" has the same use rights as "Requester User."

"Dedicated Fulfiller User" is any User other than an Approver User or Requester User. Without limitation, a Fulfiller User is any User that performs any function other than an Approver User function or Requester User function, including those set forth in for a Fulfiller User.

"Shared Fulfiller User" is any User other than an Approver User or Requester User. Without limitation, a Fulfiller User is any User that performs any function other than an Approver User function or Requester User function, including those set forth in for a Fulfiller User. This User is an Pink Elephant employee who delivers services to the Customer and needs a licenses to act accordingly. This license is not exchangeable with Customer's employees.

"Process User" has the same use rights as "Fulfiller User."

The creation or installation of Custom Tables in a production instance requires either the purchase of product or an express Custom Table entitlement that is granted with the purchase of another product. A "Custom Table" is any non- ServiceNow provided table created or installed by or on behalf of Customer on the ServiceNow Platform and used for any purpose, including the creation of a custom application, unless such table is specifically exempt. A list of exempt ServiceNow provided tables and Custom Table use rights are as set forth in the Custom Table Guide on <https://www.servicenow.com/upgrade-schedules.html> and ARE EXPRESSLY DEEMED INCORPORATED HEREIN BY THIS REFERENCE. Customer may request printed copies of the documents incorporated herein by reference by emailing legal.request@servicenow.com.



License Type provided

PROD19278 ServiceNow® Customer Service Management Standard	Included Applications: Customer Service Management; Engagement Messenger; Walk-Up Experience; Incident Management; Problem Management; Change Management; Release Management; Asset Management; Request Management; Cost Management; Digital Portfolio Management and Universal Request Usage is limited by the number of purchased Fulfiller Users. Requester Users and External Users are not included in the Fulfiller User count and are not subject to Customer Service Management Standard Subscription Product fees. Notwithstanding the definition of User above, an External User is defined as Customer's external contacts, including, but not limited to Customer's accounts, consumers, households, partners or other contacts. External User may create, view, modify, or approve requests of their own or related accounts via the customer portal, approve requests for new contact creation; and manage users or assets of their own or related accounts. Customer is wholly responsible for External Users' compliance with the terms of the Agreement and this ordering document, and all acts and omissions of such External Users. Each Fulfiller User purchased includes 1,000 Customer Portal Visits per month (unused Portal Visits expire monthly without credit or refund). Additional Customer Portal Visits may be purchased in increments of 1,000. A Visit is a period of activity on the Customer Portal, including a community visit. A new Visit is generated if an anonymous, unauthenticated, External User or Requester User accesses, logs out, times out, or a Visit lasts beyond midnight in the Data Center Region indicated above. Customer is granted the right to create or install up to 25 Custom Tables and to grant each Fulfiller User, External User and Requester User the right to access those Custom Tables and perform the actions granted to that User Type. Protocols and spokes that are available in the Subscription Product are set forth in the then- current applicable Product Documentation. Use of protocols and spokes may consume Integration Hub transactions that may require purchase of Integration Hub or Automation Engine subscription at an additional fee. Customer may use the spoke(s) included in Subscription Product for use cases even beyond the Subscription Product. Integration Hub Transactions are not included in the Subscription Product. The following Application(s) became available in the family release indicated: San Diego - Digital Portfolio Management.
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IMPLEMENTATION

Subject	Element	Description	ServiceNow MSP
ITSM			
	Core Configuration & Design		
	Security Groups Setup		
	SSO / Entra integration		
	Email Configuration		
	Incident management	Functional OOTB Process Implementation	
	Service request management	Functional OOTB Process Implementation	
	Change management	Functional OOTB Process Implementation	
	Problem management	Functional OOTB Process Implementation	
	Knowledge management	Functional OOTB Process Implementation	
	Configuration / Asset management	Functional OOTB Process Implementation	
	Service level management	Functional OOTB Process Implementation	
	Selfservice	Functional OOTB Process Implementation	
	Customer Survey (CSAT)	Functional OOTB Process Implementation	
	Dashboards	(Timeboxed)	
ITSM Configuration - Days			26
Project Management and other activities			
	Project Management		
	Go-Live prep & support		
	Hypercare		
Project Management and other activities - Days			23
Subtotal Implementation Days			38

The subtotal of implementation Days reflects the estimated amount of days for a small implementation (between 0 and 34 licenses) but does require additional scoping sessions to confirm or adjust for complexity. For larger implementations we apply a correction which is reflected in the pricing below

Example Project Pricing corrected for organisational size and complexity based on license quantity acquired

REMOTE DELIVERY

License quantity		Pink Elephant ServiceNow Managed Platform
10	At 10 licenses acquired, the investment related to implementation would be	£ 34.200,00
35	At 35 licenses acquired, the investment related to implementation would be	£ 43.200,00
75	At 75 licenses acquired, the investment related to implementation would be	£ 51.300,00
150	At 150 licenses acquired, the investment related to implementation would be	£ 60.300,00

ON-SITE DELIVERY

License quantity		Pink Elephant ServiceNow Managed Platform
10	At 10 licenses acquired, the investment related to implementation would be	£ 39.900,00
35	At 35 licenses acquired, the investment related to implementation would be	£ 50.400,00
75	At 75 licenses acquired, the investment related to implementation would be	£ 59.850,00
150	At 150 licenses acquired, the investment related to implementation would be	£ 70.350,00

All prices exclude VAT