



Service Description Document for :

ServiceNow License Resell



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NTT DATA Business Solutions is an Elite ServiceNow Partner and can provides the resell of all ServiceNow product licenses in the same form as if they had been purchased directly from ServiceNow.

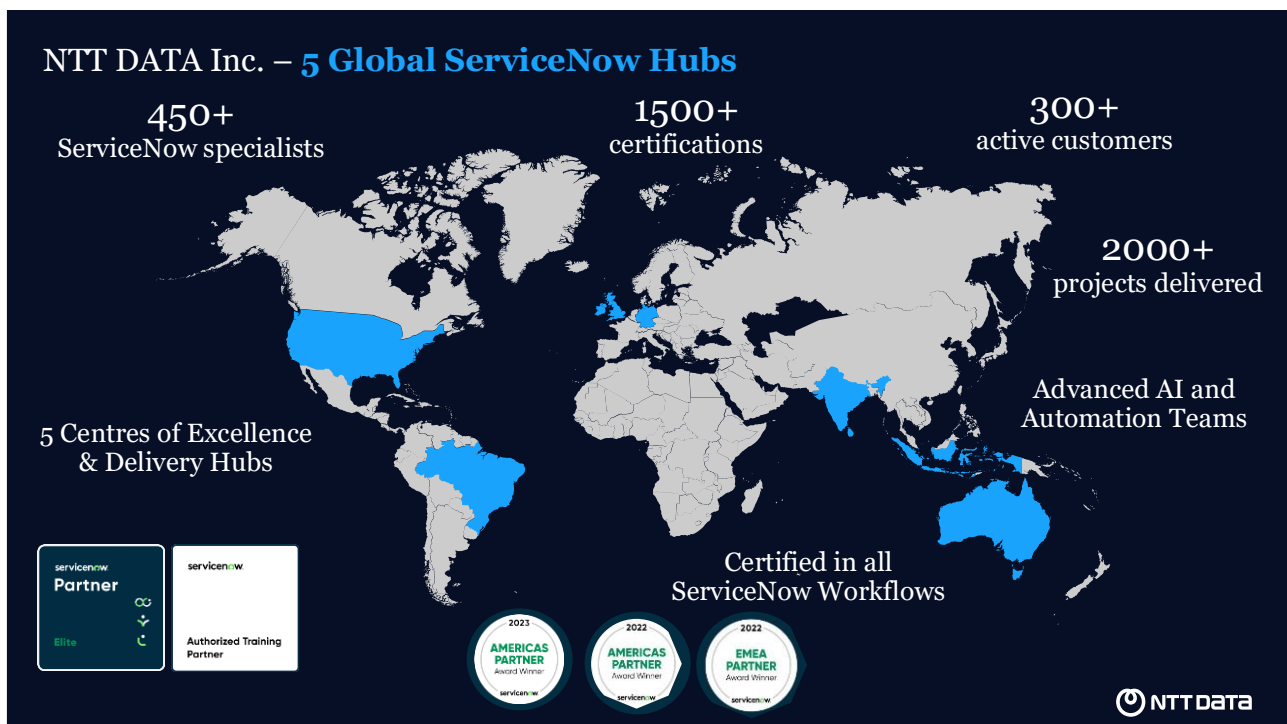
NTT DATA Business Solutions

We drive our customer's digital transformation journey on ServiceNow.

We understand the business of our clients and know what it takes to transform it into the future. At NTT DATA Business Solutions, we drive innovation - from advisory and implementation, to managed services and beyond, we continuously improve our customer's ServiceNow solutions to make them work for companies – and for their people.

Aiming to transform, grow and become more successful? We provide you with more than in-depth expertise for ServiceNow Products: As your passionate partner, we connect your business opportunities with the latest technologies – and offer you a unique approach to get the job done as smoothly as possible. Our strategic partnership with ServiceNow gives you access to innovative solutions and developments, and drive your journey into the AI space through an Agentic Workforce. Being part of the global NTT DATA group enables us to master any scope of project.

With operations across North and South America, Europe, India and APAC, we have enabled thousands of companies to become more efficient and effective during the last decades. Our 450+ specialists with over 1,500 certifications around the world drive and accompany you on your journey toward a truly intelligent enterprise – wherever you want to start! We have specialised in making ServiceNow work for companies – and for their people: We enable our customers to realise maximum value from their ServiceNow solution.



We are proud to be consistently recognised within the ServiceNow Partner ecosystem, having won multiple ServiceNow accolades over the years. We are also delighted to announce our recent strategic partnership with ServiceNow, becoming their strategic delivery partner for AI as we become the leader in, and largest consumer of, ServiceNow's AI Platform.

These awards and our global relationship celebrates the exceptional performance of one of the world's foremost ServiceNow partners, underscoring our commitment to excellence and innovation. Additionally, our greatest asset and our most significant differentiator is our people. In 2024, NTT DATA Business Solutions was named a Global Top Employer in 29 countries by the Top Employers Institute. This award highlights our dedication to creating a thriving work environment and confirms our status as a choice destination for IT professionals.

ServiceNow Implementation Services

NTT DATA Business Solutions are a leading Elite Global ServiceNow Partner. We understand the business of our clients and know what it takes to transform it into the future. We partner with our customers to drive digital transformation by providing complete implementation services for ServiceNow, as well as advisory and consultancy services. We continuously improve ServiceNow solutions and technology to make them work for institutions and companies – and for their people.

Our clear focus on ServiceNow, combined with our own products, services and solutions make our value proposition unique. Once you decide to transform, we support you end-to-end and around the world.



NTT DATA Business Solutions was founded in 1989 in Bielefeld, Germany, and was one of the first SAP partners and through a 33-year journey the company has expanded to a 1.423 BEUR company with 13,500 employees operating in over 50 countries. We have extended our partnership with some of the world's most influential software vendors including becoming a ServiceNow Elite Partner with specialisation across the Now platform portfolio to enable organisations to operate their business through the ServiceNow platform.

NTT DATA Business Solutions business portfolio

As a ServiceNow Elite Partner, NTT DATA Business Solutions specialises in helping organisations maximise their ServiceNow platform to deliver enhanced outcomes, improved digital services, and the highest levels of ROI from their ServiceNow investment. Our unrivalled expertise in ServiceNow enables us to work with some of the world's most digital dependent organisations to enable their service operations maturity enables them to confidently unlock their digital transformation potential whether that is re-platforming core business applications to the cloud, operating large communications networks, transforming business models to IoT, or meeting the daily needs of users to consume a growing number of digital and IT services.

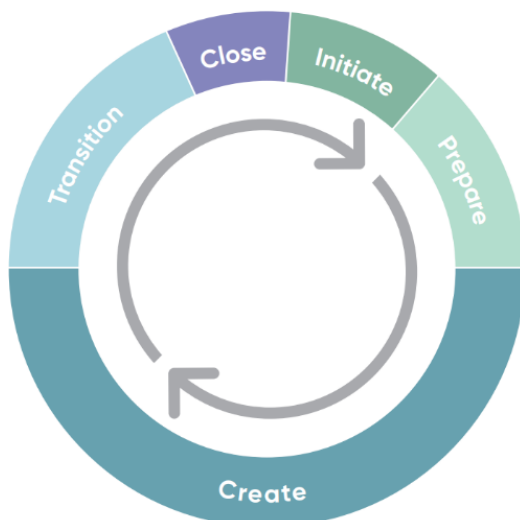
Our specialists have delivered many of the most advanced Service Operations deployments of ServiceNow, and our best practice methodologies, service operations AiOps intellectual accelerators, and our depth of expertise in the ServiceNow platform means we are the first choice of digital first businesses. Our expertise in enterprise digital operations platforms [ERP, FMS, HCM, EAM] means we are able to extend the power of ServiceNow Employee, Industry and Creator workflows across businesses as they look to streamline, simplify and automate how their business works on the Now platform.

NTT DATA Business Solutions have adopted the ServiceNow Implementation Methodology (SIM) to ensure our customers follow the ServiceNow best practice delivery approach. By utilising a framework approach with core components, we deliver outstanding services to customers that are standardised, repeatable, and scalable to meet the global demands of the largest and most complex customers.

Our SIM powered approach includes.



SIM contains five stages that are applied adaptively, based on the type of engagement and/or the product(s) in scope:



Initiate: Understand the customer, begin the preparation work, staff the delivery team, formally kick-off engagement.

Prepare: Hold workshops to understand process and platform needs. Finalize engagement timeline and refine configuration requirements (stories).

Create: Run Agile Scrum cycles to realize business objectives and value through rapid configuration and transparent reporting.

Transition: Support user acceptance testing (UAT); provide customer support readiness, go-live, and post go-live support.

Close: Formally close engagement, solicit internal feedback of lessons learned, and assess success.

Software-Solutions License Resell

NTT DATA Business Solutions provides a comprehensive ServiceNow licence resell capability that spans the entire ServiceNow platform suite, closely integrated with its end-to-end delivery approach. As an elite ServiceNow partner, it resells the full range of ServiceNow Technology, Employee, Industry, and Creator Workflow solutions, combining licence provision with advisory, design, and implementation expertise. Working in genuine partnership with stakeholders, NTT DATA Business Solutions helps organisations make informed investment decisions, aligning licence choices across the complete platform with business priorities, future growth, and clearly defined outcomes. This collaborative approach ensures licences are right-sized to organisational needs, avoiding under- or over-subscription while creating flexibility to scale.

Licence recommendations are underpinned by strong strategic insight and roadmap definition, ensuring platform capabilities are matched to both current objectives and long-term ambitions. This resell capability is strengthened by deep specialist knowledge across ITSM, ITOM, ITAM, CMDB, and Operational Technology Visibility, enabling licences to be positioned and configured to deliver measurable value. NTT DATA Business Solutions supports clients well beyond the point of purchase, coupling licences with structured deployments, optimisation services, and ongoing enhancement to maximise return on investment. Through this trusted partnership model, organisations are able to confidently procure the right ServiceNow licences, adopt the platform effectively, and scale usage over time while maintaining strong governance, resilience, and operational control.

As a recognised elite partner of ServiceNow, NTT DATA Business Solutions brings unparalleled expertise and insight into the full breadth of the platform. This status reflects a proven ability to deliver consistent, measurable business outcomes across complex environments, reinforcing trust and confidence for clients at every stage. By combining licence provision with deep technical knowledge, strategic guidance, and ongoing support, the company ensures that organisations derive maximum value from their investment. Its approach not only simplifies the procurement process but also optimises the long-term impact of ServiceNow, turning licences into a catalyst for operational efficiency, improved visibility, and sustained business growth.

Building on this foundation, NTT DATA Business Solutions also leverages its licence resell capability to enable holistic platform adoption across multi-cloud and hybrid environments, ensuring that all ServiceNow applications—whether for IT, HR, Customer Service, Security, or bespoke industry workflows—are optimally licensed and deployed. By integrating licence management with proactive lifecycle planning, usage analytics, and cost optimisation, clients gain both flexibility and predictability in their ServiceNow investment. This ensures that as organisational needs evolve, the platform can scale seamlessly, new capabilities can be activated efficiently, and ROI is continuously maximised. In essence, the company transforms ServiceNow licences into a strategic asset, empowering organisations to drive innovation, streamline operations, and unlock the full potential of the platform suite.

Business Transformation Services

Advisory Services – We partner closely with stakeholders to understand your business objectives, operational challenges and technology landscape. Leveraging this insight, we define a clear ServiceNow strategy and roadmap that aligns platform capabilities with business priorities, establishes strong governance, and sets the foundation for sustainable innovation and measurable value. Crucially, our advisory services are underpinned by licence expertise, ensuring that every strategic recommendation is supported by the right ServiceNow subscriptions to enable adoption, scale and continuous improvement over time.

Co-innovation Services – From early ideation through to process automation and new business model development, we collaborate with your teams to identify and validate high-value use cases. By applying emerging digital technologies alongside ServiceNow capabilities, and aligning these with the appropriate licences, we help you rapidly prototype, scale and embed innovative solutions that drive efficiency, agility and competitive advantage. This integrated approach ensures that licence investment directly supports innovation, maximising both short-term results and long-term business value.

Adoption & Value Realisation

Through Implementation Consulting Services, NTT DATA Business Solutions enhances business performance by designing and deploying ServiceNow solutions that are closely aligned with strategic objectives, operational priorities, and departmental requirements. Our comprehensive end-to-end implementation approach encompasses structured deployment, hypercare support during go-live, and a seamless transition into steady-state operations. Every deployment is guided by industry best practices and enhanced with tailored extensions, ensuring scalability, sector-specific relevance, and long-term effectiveness. A key differentiator in our approach is our extensive experience in reselling ServiceNow licences, enabling organisations to secure the right subscriptions, optimise platform usage, and fully unlock the capabilities needed to deliver measurable business outcomes. By integrating licence provision with implementation, we ensure that every solution is technically robust and commercially aligned, providing both immediate value and the flexibility to grow in line with organisational needs.

NTT DATA Business Solutions strong focus on Organisational Change Management (OCM) ensures adoption is maximised and value is realised quickly. Through proactive stakeholder engagement, targeted training, and structured communication strategies, we embed ServiceNow into day-to-day operations, helping users adopt new workflows efficiently and confidently. By combining implementation expertise with tailored licence provision, we help organisations access the functionality they require from day one while ensuring licences are right-sized for current use and future growth. This dual focus guarantees that deployments are not only successful from a technical standpoint but also fully supported by appropriate licensing, maximising compliance, utilisation, and overall return on investment.

Our methodology emphasises ongoing value realisation well beyond initial deployment. We establish clear performance metrics and KPIs to track the impact of ServiceNow on operational efficiency, enabling organisations to measure ROI, identify opportunities for optimisation, and prioritise enhancements that deliver the greatest strategic benefit. Leveraging our position as an elite ServiceNow partner, we bring deep expertise in both licence reselling and platform implementation, ensuring organisations can confidently scale

and adopt ServiceNow across the enterprise. This combination of technical delivery, licence knowledge, and strategic guidance transforms ServiceNow into a central enabler of operational excellence, continuous innovation, and sustained competitive advantage.



Business Facilities and locations

In the United Kingdom we are in London, Coventry, Glasgow, and Dublin.

We have offices all over the world including in Brazil (6), Canada (1), United States (2), Australia (5), China (4), India (4), Indonesia (1), Malaysia (1), Singapore (1) and Thailand (1).

Number of employees

NTT DATA has around 13,500 employees.