



SERVICENOW AS A SERVICE (SNAAS)

Service Definition Document



Service Overview

ServiceNow Implementation and Development as a Service (SNaaS) provides flexible, outcome-focused access to experienced ServiceNow architects, implementers, and developers to support organisations implementing, configuring, and evolving the ServiceNow platform. The service is designed to offer transparent, scalable, and easily consumable capability without long-term commitment.

SNaaS supports clients across early platform planning and design, implementation and configuration, controlled custom development, and transition into business-as-usual support. The service places particular emphasis on establishing strong data foundations, including structured adoption of the Common Service Data Model (CSDM), to ensure the platform delivers sustainable value.

The service focuses on pragmatic delivery, data quality, and long-term operability.

SNaaS vs Permanent

SNaaS provides a practical alternative to permanent recruitment, particularly where ServiceNow demand is programme-based, time-bound, or requires specialist expertise.

Key differences include:

- **Speed:** Resources can be mobilised within days rather than months
- **Flexibility:** Scale implementation and development capacity up or down without long-term employment commitment
- **Reduced overhead:** No recruitment, onboarding, or ongoing employment costs
- **Specialist expertise:** Access to practitioners experienced across multiple ServiceNow modules, implementations, and operating models
- **Independence:** Objective advice on platform configuration, customisation, and data structure

SNaaS is well suited to initial platform implementations, remediation or recovery

programmes, and ongoing platform evolution where demand fluctuates.

Service Description

Under SNaaS, Speculo Consulting provides suitably skilled ServiceNow architects, implementation consultants, and developers on an on-demand or retained basis. Resources can be mobilised quickly and scaled as priorities change. The service can be consumed standalone or alongside wider Transformation-as-a-Service offerings.

The service emphasises:

- Platform configuration over unnecessary customisation
- Strong data foundations aligned to CSDM
- Alignment between operating model, processes, and tooling
- Sustainable platform design that supports future growth

In Scope Activities

Typical activities include:

- ServiceNow platform assessment and implementation planning
- Module implementation (e.g. ITSM, ITOM, ITAM, CSM, SPM)
- Configuration and controlled custom development
- Data model design and remediation
- CSDM navigation, adoption, and alignment, including:
 - CSDM level assessment and roadmap definition
 - CMDB and service modelling aligned to CSDM
 - Relationship mapping and data quality improvement
 - Support to operating model and process alignment
- Integration design and implementation support



- Support to testing, deployment, and release management
- Transition planning and knowledge transfer to BAU teams

Activities are tailored to each engagement and confirmed at onboarding.

Out of Scope

Unless explicitly agreed, the following are out of scope:

- End-user operational support or service desk delivery
- Vendor licence resale or commercial negotiation
- Formal audit or tool accreditation sign-off
- Ownership of client data governance or platform ownership

These can be supported through adjacent services if required.

Deliverables

Deliverables are agreed proportionately based on engagement objectives and may include:

- Platform and module design documentation
- Configuration and custom development artefacts
- CSDM assessments and adoption roadmaps
- CMDB and service model definitions
- Data quality improvement plans
- Integration and interface designs
- Implementation and transition summaries

Client templates are used where provided; otherwise, Speculo Consulting standards are applied.

Service Model

SNaaS can be consumed through the following models:

- **Ad-hoc support:** Short-term configuration or development tasks

- **Retained service:** A fixed allocation of ServiceNow days per month
- **Embedded resource:** ServiceNow specialists embedded within a client delivery or platform team

The service can flex between models over time.

Roles and Responsibilities

Speculo Consulting:

- Provide appropriately skilled ServiceNow resources
- Maintain delivery quality and platform integrity
- Provide light-touch service oversight and reporting

Client:

- Provide access to platform environments, data, and stakeholders
- Set priorities and approve configuration and development decisions
- Own platform governance and operational accountability

Onboarding and Transition

Onboarding typically includes:

- Confirmation of objectives, scope, and platform focus
- Alignment to governance, environments, and release processes
- Access, security, and onboarding arrangements
- Agreement of delivery cadence and reporting

Mobilisation is designed to be rapid, typically within days.

Management and Reporting

Service management is proportionate and aligned to G-Cloud expectations, and may include:

- Regular progress and delivery updates



- Activity and utilisation reporting
- Risk, issue, and dependency tracking
- Alignment to platform governance and design authority forums

Key Benefits

- Rapid access to experienced ServiceNow specialists
- Flexible consumption aligned to platform demand
- Improved CMDB and service data quality through CSDM alignment
- Reduced risk of over-customisation and technical debt
- Sustainable, scalable ServiceNow implementations

Pricing and Commercial Model

Pricing is based on transparent rate cards and may include:

- Daily rates
- Retained monthly capacity
- Blended role models where appropriate

All pricing is agreed in advance and aligned to G-Cloud principles.

Testimonials

Available on request.

Suitable Clients and Use Cases

SNaaS is well suited to:

- Public sector and arm's-length bodies using ServiceNow
- Organisations implementing or expanding ServiceNow capability
- CMDB and CSDM remediation or recovery programmes
- Platform modernisation and consolidation initiatives
- Teams requiring specialist ServiceNow support without permanent headcount