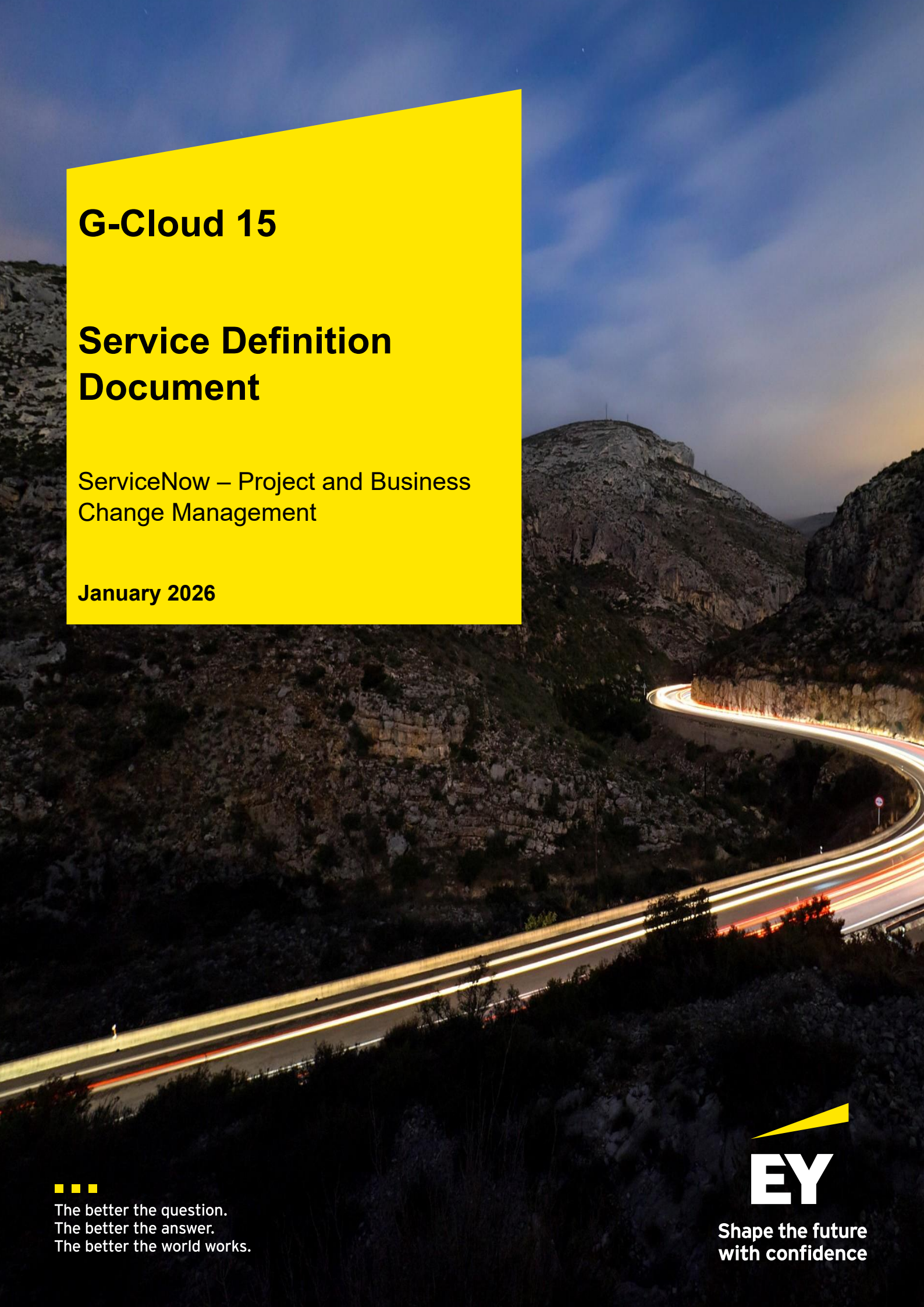




G-Cloud 15

Service Definition Document

ServiceNow – Project and Business
Change Management

January 2026



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The better the answer.
The better the world works.



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1. Service detail

1.1. Introduction to the Service

The EY ServiceNow Project and Business Change Management draws upon the breadth and depth of EY's experience in supporting a wide variety of clients managing ServiceNow implementations, whilst empowering the client's employees, and bringing them along the journey throughout the business's change and transformation, driving improved transformation outcomes.

The key features of the service include:

- Clear Project Delivery Plan
- Unique Change Delivery Plan
- Project Handover
- End to end change strategy including learning, communications, business readiness.
- PMO/ Project Plan Management and risk/ raid reporting.

Through this service, organisations will be able to:

- Improve speed of adoption and utilisation of ServiceNow through training, educating users, and careful handover
- Empower and increase employee proficiency
- Performance improvements due to a close relationship between project and change management
- Improve financial results
- Improve behavioural change

Provide guidance and excellence in:

- Delivering engaging change interventions (comms, training) to enhance effective user adoption of the ServiceNow system.
- Help enhance employee and customer experience.
- Enable excitement and engagement around the new ways of working through the activation of a change network and champion support team to help ambassador and create excitement around the changes.
- Help define and advise measurements to identify benefit return across the business from the implementation of ServiceNow.
- Help mould and shape cultural change through education of change, benefits to users/ employees.

1.2. Service Description

The EY ServiceNow Practice is comprised of a team of practitioners drawn from technology, operational, consulting and business backgrounds, who collectively have advised and supported all types of clients to deliver many project and business change transformation outcomes. In a world of information overload, we need to cut through the noise to capture employee's attention and inspire action, especially as 65% of people are visual learners. Every organisation has a unique culture, and through engaging at the beginning of the project, the change and project team are able to establish a clear strategy to change behaviours and drive the business's success.

This Service provides experienced ServiceNow professionals to support clients via a variety of engagement models:

- **Staff Augmentation:** providing EY consultants to join and support a client team which does not have at present, or need in the long term, specific ServiceNow experience, skills and knowledge (e.g. solution architect, integrations specialist, process configuration specialist, business change lead)
- **Project Team:** a group of EY consultants who take responsibility for a particular client project deliverable or operational improvement outcome (e.g. specific ServiceNow integrations, Service Request Catalogue design and implementation, Change management process automation)
- **Client Position Backfill:** providing a suitable experienced EY resource to act in a client role while that position is established and recruited or otherwise resourced (e.g. Platform Owner, Platform Architect, Data Manager, Process Manager)
- **Operational Support Agreements:** access to a team of EY ServiceNow staff providing operational support for existing platforms, higher-level technical support, hypercare for new releases or an "operate then transfer to client" model for new deployments (e.g. virtual admin, data migration, request catalogue configuration)

EY can provide staff at all levels of ServiceNow certification (all the way up to the highest level of Certified Master Architect) with a wide range of experience across all platform capabilities. For those clients who require it, we have consultants who are BPSS, and SC cleared to work on projects requiring that level of security clearance.

EY's approach to providing ServiceNow services to clients goes beyond the more common technical platform implementation and configuration aspects. To maximise the return on investment and positive business benefits resulting from using ServiceNow our approach to maximising value encompasses all of these aspects:

- **People:** are the required roles in place, is the operating model effective, is governance working
- **Processes:** are processes measured and managed, do they have owners, do processes work end-to-end, are processes unnecessarily heavily customised
- **Systems:** is ServiceNow optimally configured, are customisation or other specific aspects driving higher support and maintenance costs, are all the available modules being used
- **Data:** is foundational data like assets, account and locations available, accurate, complete and up-to-date, is personal data suitably protected, are technology elements correctly associated with the business services they support to allow process automation and automatic incident priority assignment
- **Controls:** what IT General Controls and others such as SoX need to be applied to ServiceNow, how are they evidenced and what automation is possible

- **Integration:** how does ServiceNow interoperate with other systems, are there manual interfaces, are there functionality overlaps, can systems be consolidated and automated
- **Affordability:** how do the measurable business value benefits resulting from using ServiceNow measure up against the total cost of ownership, where can costs be reduced and where can value be increased
- **Reliability:** are ServiceNow's operational performance, resilience and recovery adequate in terms of the business risk and impact of degradation, outages and failures, what can be done to improve these factors
- **Security:** is access to the platform adequately managed, is there an authoritative Identity and Access Management system connected, are the Access Control Lists for particular accounts and groups correct, is personal and company confidential data adequately protected
- **Experience:** can staff easily find the information, knowledge, assets and support they need to be as productive as possible, are customers recommending your support portal to others, is there a one-stop-shop portal, is experience measured, what can be done to delight staff and customers
- **Speed:** how quickly can business units release new B2C applications via the formal Change Control process, how quickly can items be changed in the request catalogue, can change and request approvals be automated under agreed circumstances

Depending on the specific client needs and priorities, all or some of these aspects can be selected to be addressed to improve the value that the ServiceNow platform is generating.

1.3. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.



Chris Fowler

Partner, Technology Consulting (ServiceNow)

Email: eytenders@uk.ey.com

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