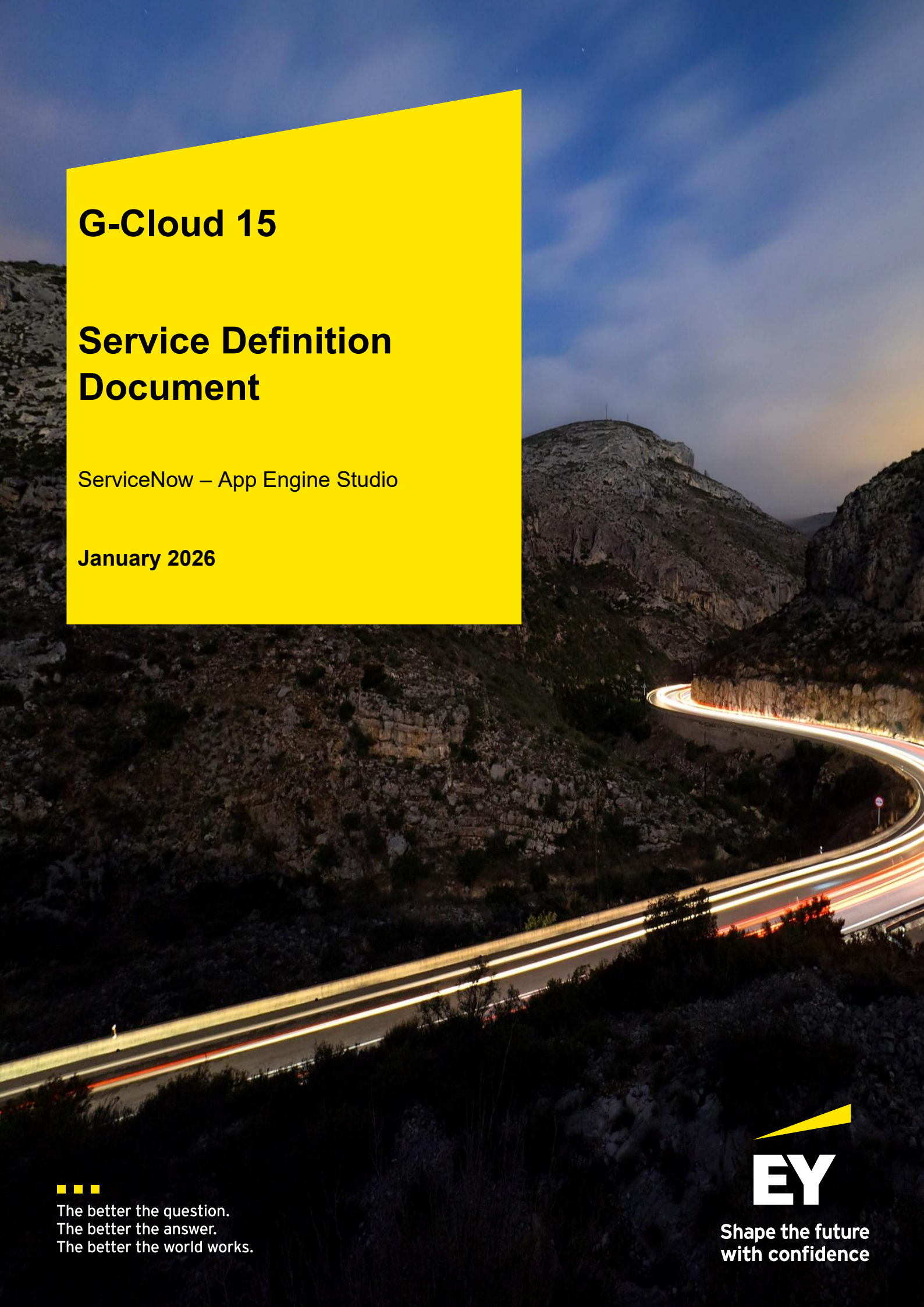




G-Cloud 15

Service Definition Document

ServiceNow – App Engine Studio

January 2026



The better the question.
The better the answer.
The better the world works.



**Shape the future
with confidence**

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1. Service detail

1.1. Introduction to the Service

The EY ServiceNow App Engine Studio development service draws upon the breadth and depth of EY's experience in supporting a wide variety of clients to design, build and deploy the ServiceNow platform and its applications.

Many organizations are struggling to reap the benefits of digital transformation due to the demand on their IT teams, and the siloed nature of app development. Powered by the intelligent Now Platform®, App Engine fuels rapid delivery of applications to meet today's demands.

With App Engine's low-code development and configuration approach, anyone can build powerful apps fast. App Engine removes the complexity with proven out-of-the-box capabilities that deliver consumer-grade experiences, optimize processes, and simplify 3rd-party integration. And by leveraging built-in collaboration tools, delegated development, and role-based access, you can empower citizen developers while ensuring IT visibility and providing non-intrusive IT support.

Because App Engine is part of the Now Platform, developers can easily access core capabilities such as self-service catalogs, workflows, mobile apps, chatbots, machine learning, analytics, reporting, and more. This creates a connected development and collaboration environment where everything is shared—data, experiences, and processes—allowing you to move from tactical point applications to an enterprise-wide digital strategy. And with ServiceNow non-stop cloud infrastructure, you lower risk with a robust, reliable, and secure environment that scales to millions of users.

While App Engine's low-code tools and pre-built components turn your entire business into a high productivity engine for digital transformation, pro coders aren't left behind. App Engine gives pro developers direct programmatic access to the Now Platform when they need it and includes advanced development tools that boost productivity.

The key features of the service are:

- **One Platform Simplicity:** Complete platform with app dev, native integration, RPA, mobile, AI and analytics
- **Increased Productivity:** GenAI flow and code generation, low-code tooling and templates, prebuilt features and architecture giving frictionless business – IT collaboration.
- **Baked In Governance:** Always up to date cloud platform designed for at-scale delivery with full visibility and built-in guard rails.

With App Engine, admins, developers, and casual business users can work together to build complete workflows.

Through this service, organisations will be able to:

- Improve the return on their investment in ServiceNow by utilising all available platform capabilities to their maximum beneficial extent and recommendations for additional platform capabilities (if required)
- Drive visible (UX/SX) and financial improvements to Service Operations being carried out within the organisation.
- Deliver a seamless End to End workflow between customer facing and back-end processes delivering a complete Service Experience

- Drive Proactive engagements and resolutions to issues that are impacting delivery, cost, and experience to improve services and accelerate resolutions.
- Improve efficiency of the organisation by automating tasks and reduced reliance on poor data and processes
- Reduce the burden of platform technical debt due to customisations and other non-native platform configurations and integration to improve:
 - ✓ Increased Value and Return on Investment (ROI/VOI)
 - ✓ Improved reliability and resilience to reduce impact on live services.
 - ✓ Faster deployments of new platform capabilities
 - ✓ Increased adoption rates for target staff and customer user populations, through improved services and User Experiences (UX)
 - ✓ Minimise the risks from cyber-attacks from any delayed responses.
 - ✓ Management of compliance and assurance controls and objectives

Construct comprehensive business cases supporting investment in ServiceNow platform capabilities which cover not only the platform subscription costs but include project, data management, business adoption, governance and operating model and the other aspects critical to achieve high-impact and sustainable outcomes.

Integration Hub

Digital workflows need to seamlessly connect to hundreds of different business apps, systems of record, and cloud infrastructure for work to flow efficiently across the enterprise. Existing systems of record are often siloed but must not be bypassed, and instead be part of the end-to-end workflow solution. However, integration complexity is only increasing due to the proliferation of more and more SaaS and on-prem apps, combined with the accelerated pace of digital transformation necessary to succeed in today's rapidly changing environment. With the average enterprise having over 600 SaaS apps, traditional integration approaches such as point-to-point custom integrations and general purpose iPaaS are no longer fast enough.

In order to accelerate time to value, reduce cost, and deliver integrations at scale, Gartner proposes that IT leaders implement SaaS-embedded packaged integrations for common use cases in major systems of record. Integration Hub is the only integration solution that's embedded in the Now Platform and ServiceNow workflows for fastest time to value, lowest TCO, and ease of use with zero learning curve for all ServiceNow developers.

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 a wide range of value outcomes resulting from the deployment and adoption of the ServiceNow platform. This level of collective knowledge, experience and expertise is critical in making the correct high-impact choices at key moments (e.g., customisations), ensuring that foundational elements are fit for purpose and built to last into the future (e.g., data/service models and integrations) and in understanding how to generate the maximum return on investments from the ServiceNow platform (e.g., accelerating business processes).

- **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, hyper care 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 B2B or 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. Service Description

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. EY is also able to provide off-shore and near-shore pricing at reduced rates. '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.



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