

How do I find potential certified partners?

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What is a certified partner?

A **certified partner** is a vendor that is registered in a [ServiceNow Partner Program](#) and meets a strict set of qualifications that **ServiceNow frequently reassesses**. ServiceNow verifies which partners have the experience and expertise needed to deliver successful ServiceNow implementations based on criteria like:

- Product implementation expertise (e.g., Performance Analytics, HR Service Delivery, Customer Service Management, ITSM, etc.)
- Number of certified professionals (by product) and authorized trainers
- Customer satisfaction rating
- Customer success stories
- Country and regional coverage

Having a certified partner in place will help your implementation go smoothly and deliver value quickly.

What should I look for to find the right certified partner?

The *right* certified partner is one that can support your specific project and the unique needs of your organization. Before you start looking, answer three questions to define what you need in a partner:

1	What skills and experience do you expect from your partner?	2	What you need your partner to do during implementation?	3	What ongoing support do you need from your partner?
	<ul style="list-style-type: none">• Expertise in the ServiceNow product(s) the partner will implement (e.g., ITSM, HR Service Delivery, etc.)• Number of ServiceNow certified professionals on staff• Relevant industry expertise		<ul style="list-style-type: none">• Process and data mapping• Project management• Training (e.g., knowledge transfer, platform training, user training)• Organizational change management (OCM)• Defining ServiceNow governance		<ul style="list-style-type: none">• Technical support (e.g., in-person, service portal, chat, email, phone, and mobile)• Break/fix expectations (e.g., SLAs)• Partner availability (e.g., serves your time zone, available for on-site meetings, etc.)

How do I find potential certified partners? (Continued)

How do I come up with a list of potential certified partners?

Start by...

Reviewing options on the [ServiceNow Find A Partner](#) website (Note: All currently certified ServiceNow partners are listed here). Use the drop-down options to tailor your search to meet your specific needs.



Next, engage with ServiceNow by...

- Contacting your ServiceNow account executive for referrals
- Attending ServiceNow events such as [Knowledge](#), [Now at Work](#), and [SNUGs](#) for opportunities to engage with partners directly and talk to other customers about their partner experiences
- Using groups like the [ServiceNow Community](#) to get customer references when needed



Then, validate with third-party resources by...

- Talking with reference customers who are willing to share their experiences
- Obtaining and reviewing partner success stories
- Reviewing customer satisfaction ratings and testimonials or references from prior ServiceNow implementations
- Researching partners on sites like [Hoovers](#)

Related resources

- [Success Checklist – Find, manage, and coordinate capable, certified partners](#)
- [Success Playbook – Find, manage, and coordinate capable, certified partners](#)
- [Webinar – Find, manage, and coordinate capable, certified partners](#)
- [Strategic Technology Alliances](#)

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please [contact us](#).