



Assessment of the Niche ServiceNow Services Partner Ecosystem – Evaluation of the Top 15 Specialist ServiceNow Partners

May 2021: Complimentary Abstract / Table of Contents



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Introduction

ServiceNow is growing at an exponential pace to reach its US\$10 billion revenue target by 2024/25. It is seen as a platform of platforms or a system of engagement across major stakeholders including IT, customers, and employees. The partner ecosystem is trying to keep up with the pace of ServiceNow.

At Everest Group, we have been tracking the ServiceNow services market for the past few years. Last year, we published <u>ServiceNow Services PEAK Matrix Assessment 2021</u>, where we presented an analysis of 20 global service providers providing ServiceNow-related IT services. Our recently published work, <u>ServiceNow Services – the Uberization of IT, HR, and</u> <u>Employee Workflows</u>, provides an overview of the ServiceNow services market, typical deal characteristics, enterprise challenges and best practices, and implications for service providers.

As a part of our ongoing research agenda, this document presents insights into the long tail of SI network in the ServiceNow partner ecosystem. This long tail or specialist ServiceNow partners have gained significant importance over the past few years, as they cater to rising enterprise demand for ServiceNow services. Enterprises approach these specialist players for bringing in capabilities in emerging product categories, owing to the agility and innovation appetite of these small players.

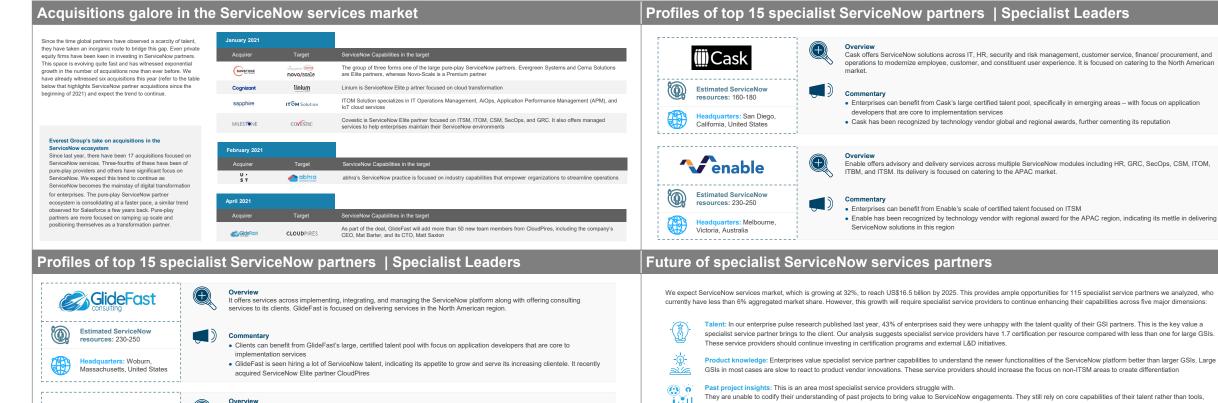
For most of the other product ecosystems, where the capabilities required to gain the highest level of partnership are directly correlated to the scale of operations except in the case of ServiceNow, service providers can attain Elite/Premier status even with a scale of 30-40 resources. This is also reflected in the enterprise demand theme, where in many cases enterprises end up preferring specialist service providers over large SIs.



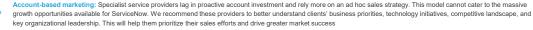
This study offers four distinct chapters providing a deep dive into key aspects of specialist ServiceNow services partner ecosystem; below are four charts to illustrate the depth of the report

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Overview Thirder a has been recently formed out of Evergreen, Cerna, and Novo/Scale. It focuses on providing an Amazon-like experience for employees and customers. Though it has expertise in ITSM/ITL practices but caters to the entire portfolio of ServiceNow



Client education: Specialist service partners should leverage their unique position to educate ServiceNow client base and the broader market. They should push enterprises to adopt ServiceNow as a digital transformation platform. For this, these providers need to build a transformative use case repository and working prototypes of solutions that do not need proof-of-concept. In addition, they should proactively mine clients' business landscape to find newer ServiceNow opportunities

. Enterprises can benefit from Thirdera's certified talent pool, specifically in emerging areas such as HR, CSM, and security

. Thirdera's relatively higher CSAT score than peers bolsters its proven track record of delivery excellence and its ability to cater

Commentary

modules. Its focus is on catering to the Americas.

THIRDERA

Estimated ServiceNow

dquarters: Leesburg

resources: 160-180

Virginia, United States

Research calendar Enterprise Platform Services (EPS)

Published

Planned Current release

	Flagship EPS reports	Release date
	Pega services profiles compendium	February 2021
	ServiceNow Services – the Uberization of IT, HR, and Employee Workflows	February 2021
	Enterprise Platform Services – Renewal Opportunity for Service Providers	February 2021
-	Salesforce healthcare services – State of the market 2021	March 2021
	S/4HANA Services PEAK Matrix [®] Assessment 2021	May 2021
	S/4HANA Service Provider Compendium 2021	May 2021
	S/4HANA Services – State of the Market Report 2021	Q2 2021
	Microsoft Dynamics Services PEAK Matrix [®] Assessment 2021	Q2 2021
	Supply Chain Management (SCM) platforms PEAK Matrix [®] Assessment 2021	Q3 2021
	Oracle Cloud Application Services / Oracle SaaS Services PEAK Matrix [®] Assessment 2021	Q4 2021

Thematic EPS reports	Release date
Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market	October 2020
Assessment of the Niche ServiceNow Services Partner Ecosystem – Evaluation of the Top 15 Specialist ServiceNow Partners	May 2021
Rise of the Disruptive SaaS	Q2 2021
Customer Experience (CX) – What Clients Expect from Adobe, Salesforce, SAP, and Oracle?	Q3 2021
SaaS Management Platform Trailblazer	Q3 2021
Note: For a list of all of our published EPS reports, please refer to our website page	





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