

ServiceNow Ecosystem Partners

ServiceNow partner evaluation on competitive strengths, service portfolio and innovation potential



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ServiceNow is a key driver of digital transformation, offering a cloud-native platform that streamlines enterprise workflows across industries. As a market leader, it is rapidly evolving with a growing focus on AI and automation, supported by a mature ecosystem of providers delivering specialized, outcome-driven services.

Recent platform releases mark a strategic shift toward agentic AI, transforming enterprise workflows into autonomous, multiagent systems. Yokohama and Zurich introduced foundational capabilities, including Vault for security, Machine Identity Console, and agentic workflow design with DevOps integration, that enable secure, scalable AI deployment.

With Gartner forecasting that over 60 percent of enterprises will adopt AI agent platforms by 2029, ServiceNow is positioning itself as the central AI agent control tower. The Zurich release advances this vision with Build Agent and vibe coding, allowing natural language prompts to generate production-ready applications. The Developer Sandbox ensures

safe experimentation, while Agentic Playbooks and Now Assist deliver automation with human oversight.

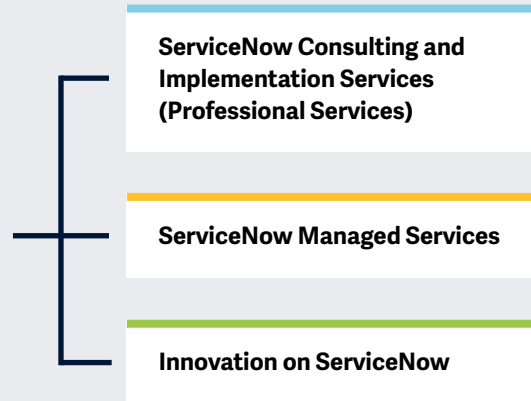
ServiceNow's strength lies in its ability to act as an integration mesh, connecting best-of-breed agent platforms such as Google Agentspace, AWS Bedrock, Microsoft Copilot and Anthropic. Trusted by over 80 percent of Fortune 500 companies since 2021, it leverages Workflow Data Fabric (WDF), Knowledge Graph and CSDM to unify enterprise data.

For partners, the opportunity is to deliver modular, composable agentic workflows aligned to GRC requirements, underpinned by domain expertise and outcome-driven models. Sustained value will depend on robust ModelOps, LLMops and AgentOps capabilities to ensure compliance, debiasing and dynamic updates across industries.



The **ServiceNow Ecosystem Partners 2026** study highlights the latest partner developments shaped by rapidly evolving enterprise needs.

Simplified Illustration Source: ISG 2025



The ISG Provider Lens® ServiceNow Ecosystem Partners study offers the following to business and IT decision makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments (quadrants) based on their competitive strengths and portfolio attractiveness
- Focus on different markets, including APAC*, Brazil, Europe and the U.S.

* APAC covers ANZ, India, Japan and the ASEAN-6* but excludes South Korea and China/Taiwan.

* ASEAN-6 — Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



ServiceNow Ecosystem Partners — 2026: Blueprint

Cornerstones

Competency and Talent
 Certification and Badges
 Experience and Engagement
 ServiceNow Partnership & Program Tier (Impact, NOW University etc.)
 Security/ Compliance/ Regulation
 Platform Update and Change/Release Management

Quadrants

ServiceNow Consulting and Implementation Services
(Professional Services)

ServiceNow Managed Services
(Services Providers)

Innovation on ServiceNow
(Build)

Areas Covered

Consulting and Advisory	Workflow Engineering	Implementation and Integration	Business Services Capabilities
AI GRC and Value discovery	Service Architecture	Orchestration on NOW platform	
Solution strategy and readiness	Now Assist solution consulting	ITSM, CRM, HRSD, etc.	Process maturity and service optimization
Internal and external systems	Now Assist rollout	Domain integrated solutions	
Platform Operations		Platform Performance (Personalization – Customization – Optimization)	
AI Governance and Management		Value Realization and Impact	
CloudOps (unified observability on Now)	FinOps (TCO)	Managed AgentOps	Platform modernization
	RiskOps (GRC)		Digital experience management
			Process-task mining and automation
ServiceNow AI Platform (GenAI and Agentic AI)		Now platform CORE (Build Foundation)	
AI Experience		Platform Experience	
Now Assist (Apps and Solutions)	AI Orchestrator & Management		Built With Now Built On Now
	Intelligent workflows modules	AI Agent Studio (Skill kits etc.)	Models and AI agents
		User experience and portals	ServiceNow Studio (App Engine, Low-No-Pro code, Creator studio etc.)
			Workflow Data Fabric (WDF) (Integration Hub, Automation Center, Raptor DB etc.)
ServiceNow Store			

Industry – and functions-focused solution design - development and modernization



ServiceNow Consulting and Implementation Services (Professional Services)

Definition

This quadrant evaluates providers that design, deliver and scale outcomes on the Now Platform through comprehensive professional services. It includes consulting and advisory services for AI-driven GRC and value discovery, solution strategy, readiness assessments and the use of Now Assist to align business cases, risk controls and adoption plans. It also covers implementation and integration of ServiceNow modules and full-stack orchestration across internal and external systems, leveraging robust interfaces, data models and Now Assist to accelerate time to value.

The quadrant assesses business services capabilities across IT, HR, customer, asset and field functions, as well as industry-specific solutions for regulated, complex verticals. Workflow engineering is evaluated through service architecture modernization, including ITSM, CSM and HRSD, with an emphasis on automation, analytics and continuous improvement. Providers are rated on advisory depth, delivery quality, platform architecture,

AI implementation, domain blueprints and measurable outcomes, such as experience, risk reduction and operational efficiency, achieved through secure, scalable and compliant ServiceNow practices.

Eligibility Criteria

1. **Strategic advisory and value discovery:** Expertise in strategic consulting, solution road maps, readiness assessments and business value identification using frameworks such as AI GRC
2. **Platform implementation and integration:** Proven ability to deliver end-to-end technical implementations, orchestrate complex processes on the Now Platform and integrate with diverse enterprise systems
3. **Business-centric solution architecture:** Skill in designing robust service architecture and developing industry-specific and function-focused solutions
4. **Workflow engineering and optimization:** Technical mastery of core ServiceNow workflows, including ITSM, CSM and HRSD, with a track record of enhancing process maturity and service optimization
5. **AI and innovation adoption:** Success in consulting and deploying modern platform capabilities, including GenAI features such as Now Assist
6. **Certified talent and expertise:** A strong team of certified ServiceNow professionals, including holders of advanced credentials such as certified technical architect (CTA), to ensure high-quality delivery
7. **Proven client success and ROI:** Documented client outcomes linking technical execution to strategic value, showcasing measurable ROI and business impact



ServiceNow Managed Services

Definition

This quadrant assesses providers that operate the Now Platform as a business-critical service, managing, securing and optimizing it end to end. The scope includes platform operations anchored by an AI governance control tower for observability, risk and financial oversight. Key capabilities span CloudOps (event management, topology, AIOps) to ensure availability and SLO compliance; FinOps for cost optimization; RiskOps integrating IRM/GRC, privacy and audit; and managed AgentOps for safe, scalable Now Assist/GenAI deployment.

The quadrant also evaluates platform performance through personalization, optimization and ServiceNow Impact-driven value realization. Providers must deliver platform modernization (adoption of latest releases and features, de-customization), digital experience management (agent/end-user experience, XLAs), and process mining to accelerate automation and maturity. Success is measured by automated operations, governed

AI use, predictable release cycles, cost savings, improved experience metrics and compliance, delivered through proactive SRE services and outcome-based KPIs.

Eligibility Criteria

- 1. Comprehensive platform operations:** Ability to manage holistic operations, including CloudOps for unified observability, FinOps for TCO optimization, and integrated RiskOps (GRC) for stability, cost-efficiency and compliance
- 2. AI governance and management:** Ability to implement a robust AI governance framework, such as a control tower, to oversee, monitor and report AI usage and performance
- 3. Value realization framework:** Proven success in driving measurable business outcomes through structured programs aligned with ServiceNow Impact
- 4. Platform modernization and performance:** Expertise in continuous optimization, technical debt reduction and seamless upgrades to maintain platform efficiency
- 5. Digital experience monitoring:** Ability to offer services that track and enhance user satisfaction, engagement and adoption across the platform
- 6. Process mining and automation:** Expertise in leveraging process mining to identify inefficiencies and deploy intelligent automation for ongoing service improvement
- 7. Unified observability on Now:** Ability to provide native, real-time visibility into operational health, security and performance metrics on the Now Platform



Definition

This quadrant evaluates providers that design, engineer and operationalize innovations on the ServiceNow AI Platform, integrating AI agent orchestration, workflow data foundations (WDF) and AI experience into secure, reusable, outcome-driven solutions. Providers must architect robust WDF (CMDB/CSDM); govern source-of-truth stores, such as RaptorDB; and enable model grounding, lineage and policy controls. They must demonstrate expertise in Generative AI Controller for safety, telemetry and cost governance and productize Now Assist across applications.

On the *build* side, providers must industrialize Build with Now, using Creator/Studio, AI Search, App Engine Studio, Flow Designer, Integration Hub and Automation Center, to create agile workflows and automate processes. Proof points include agentic use cases, accelerators, scoped apps, CI/CD pipelines, testing rigor and upgrade-ready patterns. Competency is

measured by time to value, Pro/Enterprise feature adoption, experience uplift, risk reduction and scalable platform economics achieved through governed, data-aware, AI-assisted builds.

Eligibility Criteria

- 1. Data foundation mastery:** Proven expertise in designing robust CMDB/CSDM structures to support intelligent, scalable workflows
- 2. AI agent and model proficiency:** Use of Generative AI Controller and AI agents for complex orchestration and automated decision-making, backed by referenceable case studies
- 3. Custom application development:** Substantial experience in building scalable, complex apps using App Engine Studio, with a portfolio of deployed business applications
- 4. Advanced automation and integration:** Expertise in enterprise-grade automation through Flow Designer, Integration Hub and Automation Center to streamline end-to-end processes
- 5. GenAI integration experience:** Ability to embed GenAI into custom solutions using Now Assist Creator, Studio and AI Search for intelligent UX
- 6. Workflow Data Fabric expertise:** Experience in building high-performance, data-intensive apps, leveraging Workflow Data Fabric beyond standard modules
- 7. Innovation portfolio:** Ability to showcase unique, market-differentiating solutions combining ServiceNow AI Platform's build and intelligence capabilities to address novel business challenges



Quadrants by Region

As a part of this ISG Provider Lens® quadrant study, we are introducing the following three quadrants on ServiceNow Ecosystem Partners 2026:

Quadrant	APAC	Brazil	Europe	U.S.
ServiceNow Consulting and Implementation Services (Professional Services)	✓	✓	✓	✓
ServiceNow Managed Services	✓	✓	✓	✓
Innovation on ServiceNow	✓	✓	✓	✓



The research phase falls in the period between November 2025 and December 2025, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in April 2026.

Milestones	Beginning	End
Survey Launch	November 3, 2025	
Survey Phase	November 3, 2025	December 2, 2025
Sneak Preview	February 2026	
Press Release & Publication	April 2026	

Please refer to the [ISG Provider Lens® 2025 research](#) agenda to view and download the list of other studies conducted by ISG Provider Lens®.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the ServiceNow Ecosystem Partners IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2026. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of conducting research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens® reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ — Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the Voice of the Customer concept. ISG has designed the Star of Excellence program to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts are continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

Our vision for the Star of Excellence is to become acknowledged as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement, please use the "Nominate (for Providers)" section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
star@cx.isg-one.com



ISG Star of Excellence



The ISG Provider Lens® 2025 – ServiceNow Ecosystem Partners study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

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The research and analysis presented in this report includes research from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. The data collected for this report represent information that ISG believes to be current as of November 2025 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

All revenue references are in U.S. dollars (\$US) unless noted otherwise.



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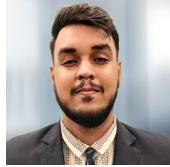
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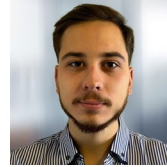
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ISG Provider Lens® Advisors Involvement Program

ISG Provider Lens® offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three consultant advisors participate as part of each study's quality and consistency review process. The consultant advisors ensure each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

4MATT	AutomatePro	Core.X Group LLC	Fast Lane Tecnologia
AC3*	Avansys	Coreio	Fast Lane Tecnologia Solution
Accelare	Birlasoft*	C-Prime (INRY)	Flyform*
Accenture*	Booz Allen Hamilton	Crossfuze	Fujitsu*
Advance Solutions	Brillio*	Dell	FX INNOVATION
Agineo*	Capgemini*	Deloitte*	G4F
AHEAD	Cask*	Devoteam*	GDIT
Alcor	CDW Logistics	Digisystem	Genpact*
Alpar	Certsys	DXC Technology*	GFT
Altasnet	CGI	EPAM Systems*	GlideFast*
Aoop	Chaintech	Epicon*	Globalweb
Appmore	Coforge*	EPI-USE	Globant
Artycs	Cognizant*	EPI-USE	Grupo Portfolio
Atomic Solutions	Computacenter*	Extreme Group	GWCloud
Atos Group*	Computer Aid	EY*	Hand Cloud



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* Rated in previous iteration

HCLTech*	IOS Informática	NewRocket*	Sofigate*
Hexaware*	IT2B	NTT DATA*	SOFTACT Solutions, LLC.
Hitachi Digital Services	iTSM Group*	Open Tecnologia	SoftwareOne
IBM*	Ivee	Optimum Healthcare	Sopra Steria*
ICF	Jade Global*	Orange Business*	SPOC
Ignyte Group INC	Kanini Software Solutions Inc.	Pathways*	Stefanini*
Inetum*	Keyrus	Plat4mation*	TCS*
Infobeans*	Konversational	Profectum	Tech Mahindra*
Infocenter	KPMG*	Protiviti	TEKsystems
Infosys*	Kyndryl*	ProV*	The Cloud People*
Inmorphis*	LGPDNow	Randstad Digital*	TIVIT
InputZero*	Liberty Health	RapDev*	TOW 80
Insource	Logiks	RSM US	T-Systems*
Intact Technology	LTIMindtree*	Servos	Unisys*
IntegrityPro Consulting	Memora	SHI International	UST*



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* Rated in previous iteration

VA EXPERT

Veracity*

Virtusa

Volteo Digital

Windward Consulting

Wipro*

World Wide Technology

Wrangu*

Yssy



iSG Provider Lens®

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners.

ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens® research, please visit this [webpage](#).

iSG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

iSG

ISG (Information Services Group) (Nasdaq: III) is a leading global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.





NOVEMBER, 2025

BROCHURE: SERVICENOW ECOSYSTEM PARTNERS