

Press Contacts
Jon Regan
CEdMA
(408) 417-0268
Marketing11@cedma.org

ServiceNow Recognized by CEdMA for Impact In Education
Education Services Honored for Technology Initiatives

San Jose, CA – June 4, 2012 – The Computer Education Management Association (CEdMA), the premier networking organization for training executives, managers, and professionals, today announced that ServiceNow Education Services was recently honored at CEdMA’s Spring Conference. ServiceNow received the CEdMA Impact Award, which recognizes outstanding quantified results in training. The award was accepted on behalf of ServiceNow’s Education Services team by Andy Ho, ServiceNow’s Curriculum Manager. ServiceNow is a leading provider of cloud-based services to automate enterprise IT operations.

ServiceNow’s Education Services team received the award for their 18-month transformation of the training function from a tiny cost center to a profitable global enterprise serving customers, partners and employees. Using a flexible materials approach to accommodate the rapid change of their SaaS products, and incorporating simulations, social media, and an open-ended lab approach, ServiceNow’s Education Services was able to substantially increase their training offerings, eclipse their revenue goal by 30%, and boost their attendance rates by 500%, all while improving their measured level of customer satisfaction. The team’s vision, strong execution, bottom line impact, and clearly quantified results were all factors in CEdMA’s highly selective judging criteria.

"Our entire ServiceNow training team is honored to receive this award," said Jon Lloyd, Director of Education Services at ServiceNow. "Within a short span, we executed on a vision that would create scale, profitability, and enablement across all of our stakeholders, including customers, partners, and internal teams. Less than 18 months later, we are running almost 100 classes per quarter with over 1,000 students by creating adaptable curriculum that can withstand the constant change in a SaaS-based model. We continue to leverage social media to keep our content up-to-date and our students engaged during all forms of delivery, including after a course is completed. ServiceNow's goal is to transform IT and build a vision of how our platform delivers business results and innovation. Our training program needs to be agile and flexible enough to meet the demands of a customer base that is doubling year over year, and drives product adoption, customer satisfaction, and loyalty."

"The Education Services team at ServiceNow has hit a home run and made a clear and tangible impact to their business," said Pat Durante, President of CEdMA. "They are a role model for education teams in the rapidly growing list of technology companies bringing SaaS solutions to market. SaaS solutions challenge the very foundation of the training organization so a unique and fresh approach is required to drive results. For SaaS companies, the training organization plays an even more direct role in overall company success since user adoption is one of the key drivers for product renewals. The team at ServiceNow has done an outstanding job of balancing the need for

speed and agility required for a SaaS solution with remarkable financial results and customer satisfaction.”

About CEEdMA

Established in 1991, CEEdMA is the premier networking organization for training executives, managers, and professionals on a management path within hardware and software companies. CEEdMA’s over 300 members, representing more than 85 technology companies, benefit from a range of exclusive services including bi-annual industry surveys, bi-annual conferences, monthly newsletters, an “ask the members” forum, and special interest groups. For more information about CEEdMA, please visit www.cedma.org or contact Jon Regan at marketing11@cedma.org or (408) 417-0268.

About ServiceNow

ServiceNow is a leading provider of cloud-based services that automate enterprise IT operations. We focus on transforming enterprise IT by automating and standardizing business processes and consolidating IT across the global enterprise. Organizations deploy our service to create a single system of record for enterprise IT, lower operational costs and enhance efficiency. Additionally, our customers use our extensible platform to build custom applications for automating activities unique to their business requirements. For more information visit <http://www.service-now.com>.

###

Social and media tags

saas,education,cedma impact award