

Free Guide ***Q4 2026***

Plan your ServiceNow renewal *with no surprises.*

Straight answers before you see the quote.

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The six questions nonprofits
ask before renewing

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A renewal countdown,
starting 120 days out

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Seven lines to check on your
renewal quote

START HERE

Six questions nonprofits ask *before renewing.*

If any of these are on your mind, you are in good company. Here are the short answers. The rest of this guide shows you how to act on each one.

1

Will our renewal cost more?

It depends on where your current modules land in the new tiers, and on what carries over in your quote. This guide shows you how to check both before you see a number.

2

Are we paying for things we no longer use?

Instances grow over the years. Licenses and roles from past projects often carry into each renewal unless someone reviews them.

3

Will we lose a capability we rely on?

The new tiers are not a direct swap for the previous packages. Some capabilities now sit in a higher tier, so confirm where each one you depend on lands.

4

What is an Assist, and could AI usage surprise us later?

AI usage is measured in Assists, drawn from a shared pool. Agree the size of the pool and the rate above it before usage grows.

5

Who do we buy ServiceNow from now?

Organizations with fewer than about 1,500 users buy through a ServiceNow partner, so licensing, implementation and support can sit with one team.

6

Our 2027 budget is nearly set. Is it too late?

No. Starting this quarter gives your finance team real numbers to plan with, and gives you time to decide without a deadline pressing.

YOUR RENEWAL COUNTDOWN

Work back from *your renewal date.*

A calm renewal starts about four months out. If your board or finance committee approves contracts, put their meeting date on this calendar first. It often sets the real deadline.

120 days out

● Gather the facts

Find your renewal date and any notice period in your current agreement. Pull your entitlements and a usage report.

90 days out

● Decide what matters

List the workflows you cannot lose, and map each group of users to the tier that fits their work.

60 days out

● Review your quote

Ask for your quote early and check it line by line, using the seven-line checklist in this guide.

30 days out

● Settle terms and approvals

Agree term length, growth room and AI capacity. Get finance and board sign-off.

Renewal date

● Put it to work

Start using what you are paying for, beginning with the AI included in your tier.

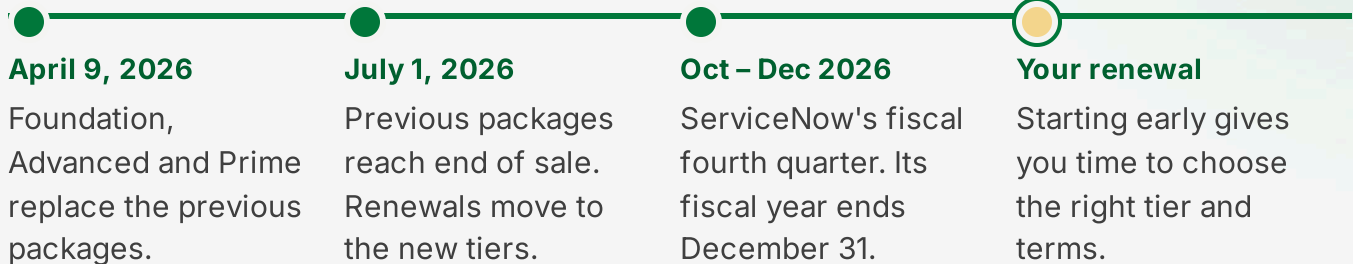
INSIDE THE FULL GUIDE

Everything you need for each step.

- What changed in 2026, in one page
- Seven lines to check on your quote
- How to match each team to a tier
- Questions to ask about AI usage

What changed *in 2026*.

ServiceNow has rebuilt how it packages the platform, with AI included in every tier. Each organization moves to the new model at its next renewal, which makes your renewal the moment to choose the right fit.



INCLUDED IN EVERY TIER

Now Assist	Generative AI skills and agents
AI Control Tower	Governance for the AI you use
Workflow Data Fabric	Connects your data to your workflows

AI usage is measured in Assists, drawn from one shared pool for your organization.

GOOD TO KNOW

The new tiers are not a direct swap for the previous packages. Some capabilities now sit in a higher tier. For example, Change and Problem Management are included in Advanced.

Before choosing a tier, check where each module your teams depend on lands.

BEFORE YOU SIGN

Seven lines to check *on your quote.*

Take your quote and check these seven lines. Together they show exactly what you are agreeing to.



Every line item

Items can carry over from earlier agreements. Remove anything your teams no longer use.



Your tier, for each product line

Tiers are set per product line. Confirm the tier quoted for each one you license.



The capabilities you depend on

The new tiers are not a direct swap. Confirm that each workflow you rely on is included in the tier quoted.



User counts and roles

Match counts and roles to the people who use ServiceNow today.



Your AI (Assist) pool and the rate above it

Know how large the pool is, how it was sized, and what additional usage costs.



Price changes over the term

Ask whether prices change year to year, and whether that can be agreed in writing now.



Support and add-ons

Check which support or success plans are included, and how each one is priced.

1 What are we licensed for, and what do our teams actually use?

Instances grow over the years. Teams change, and modules get licensed for projects that have since moved on. Before you renew, compare your entitlements with real usage.

LOOK FOR

- Modules you are licensed for but not using
- Users with roles they no longer need
- Capabilities you use every day that are not yet reflected in your plans

Tip: Review your renewal quote line by line. Items can carry over from earlier agreements, so remove anything you no longer need.

2 Which capabilities can we not do without?

List the workflows your teams rely on every day, then confirm which tier includes each one. Under the new model, some capabilities sit in higher tiers. For example, Change and Problem Management are included in Advanced.

START WITH

- Processes tied to service levels, audits or compliance
- Integrations that other systems depend on
- Services your staff, volunteers or members use directly

3 Which tier fits each group of users?

Not every user needs the same tier. Map each group, such as IT, HR, facilities and program teams, to the tier that matches the work they do.

Foundation

Core service workflows, Virtual Agent, and AI included.

Advanced

Adds capabilities such as Change and Problem Management.

Prime

The most complete tier, for organizations running at scale.

4 How much AI will we use, and what happens if we use more?

AI usage is measured in Assists, drawn from a pool shared across your organization. Usage tends to grow once teams see what AI can do for them, so it pays to understand your pool before that happens.

ASK YOUR ACCOUNT TEAM

- How large is our Assist pool, and how was it sized?
- What is the rate for usage above the pool, and can we agree it now?
- How will we track usage during the year?

Tip: Ask for usage reporting from the start, so you can see adoption grow and plan your next renewal with real numbers.

5 What should our renewal terms cover?

A renewal is a chance to set terms that support the next few years, not just the next twelve months.

TOPICS TO RAISE

- Term length and price predictability
- Room to add users, modules or AI capacity as you grow
- The modules and workflows that must carry over
- A plan to adopt the AI capabilities included in your tier

WHY START THIS QUARTER

Q4 is the right time *to begin.*

The timing works

ServiceNow's fiscal year ends December 31, so year-end is when renewal conversations are most active.

You have room to compare

Starting early gives you time to map tiers and usage properly, rather than deciding under a deadline.

Budgets are being set

2027 planning is happening now. A clear renewal plan makes that conversation easier.

A clear plan, *start to finish.*

STEP 1

License and usage review

We review what you own and what you use, including unused licenses and the modules you cannot lose.

STEP 2

Tier and AI mapping

We map each user group to the right tier and estimate your expected AI (Assist) usage.

STEP 3

Renewal plan

A clear brief: target tier, must-have terms, and the questions to raise with your account team.

STEP 4

Adoption roadmap

A 90-day plan to switch on the AI you are paying for: governance, data readiness and early wins.

One partner from license to delivery. For organizations under 1,500 seats, ServiceNow licensing runs through a partner. That makes it simpler to work with one team for licensing, implementation, support and AI.

RENEWAL READINESS REVIEW

Book a 30-minute review.

Bring your renewal date and current entitlements. You will leave knowing your likely tier, the questions to raise with your account team, and your next three steps.

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Packaging details are summarized from publicly available sources as of October 2026. Tier contents, Assist allocations and commercial terms vary by product and contract, so confirm specifics against your ServiceNow order form. Convene is a ServiceNow partner and does not set ServiceNow pricing. ServiceNow, Now Assist and related marks are trademarks of ServiceNow, Inc.