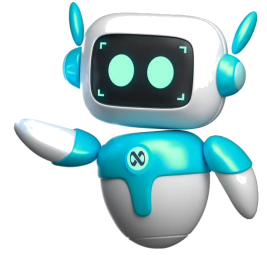


New Commercial Model Overview

Everything that changed on April 9.

What it means for your ServiceNow renewal.



ServiceNow rewrote the pricing model.

Your renewal cost will change. How much depends on your tier and AI usage.

Existing SKUs end of sale: 1 July 2026. After this date, legacy pricing cannot be reinstated.

3

Tier packages

Standard, Pro, Pro Plus and Enterprise Plus move into Foundation, Advanced and Prime.

5

AI capabilities bundled

Now Assist, Moveworks, Context Engine, Workflow Data Fabric and AI Control Tower are now bundled. Audit your renewal for legacy line items.

\$

Commercial impact varies

Some customers may see limited movement. EP, ITOM or CSM customers need to test whether Advanced is sufficient or Prime is required.

WHAT TO WATCH

- **Token pool coverage on heavy AI use**
The biggest commercial risk is not the headline tier. It is what happens when AI usage scales.
- **ITOM and CSM tier floors**
Some use cases may now require Advanced as the minimum starting point.
- **Legacy line items**
Previously separate add-ons may still appear on renewal drafts unless reviewed.

BEFORE SIGNING

- **Audit bundled SKUs**
Confirm which SKUs are now bundled and remove any that should no longer appear as separate line items.
- **Model expected AI consumption**
Forecast usage by workflow, user type and action intensity.
- **Lock top-up pricing in writing**
Agree overage unit pricing, reporting and alerting before signature.

! BOTTOM LINE

Do not renew against old SKU labels.

Renew against future usage, tier fit and commercial control.

Know your number before the conversation starts.

Tier mapping, financial exposure, bundled SKU removal and AI pool risk — modelled for you.

Book a renewal briefing with Crossfuze. →

The market moved. The model had to follow.

"AI infused into every product, not sold separately. Agentic by default."

ServiceNow, April 9, 2026

01

AI changed how ServiceNow is priced

The shift from selling AI as an add-on to bundling it in every tier is not cosmetic. It changes how your contract is structured, how costs scale, and what you are actually buying. Every product now ships with AI built in. The old SKU model no longer reflects that reality.

02

Your renewal is not a standard renewal

The tiers you were on no longer exist. The pricing mechanics have changed. Legacy SKUs can stay on your contract by default if you do not act. The customer who reads this document before their renewal will negotiate a very different deal to the one who does not.

03

Crossfuzze prepared this guide for you

We have mapped every change in the April 9 restructure. This document gives you the context, the tier mapping, the financial risks and the questions to ask before you sign. It takes 20 minutes to read. It could save you significantly more than that.

This document explains what changed, what it means for your renewal, and what to do next.

[Crossfuzze prepared this guide specifically for customers renewing in 2026.](#)

T H E A P R I L 9 C H A N G E

What changed on April 9.

One date. Five changes. Every renewal affected.

BEFORE

- AI as a feature
- AI sold as an add-on
- All or none AI buying motion
- Add-ons created an adoption barrier
- Separate SKU required for AI access



AFTER · APRIL 9, 2026

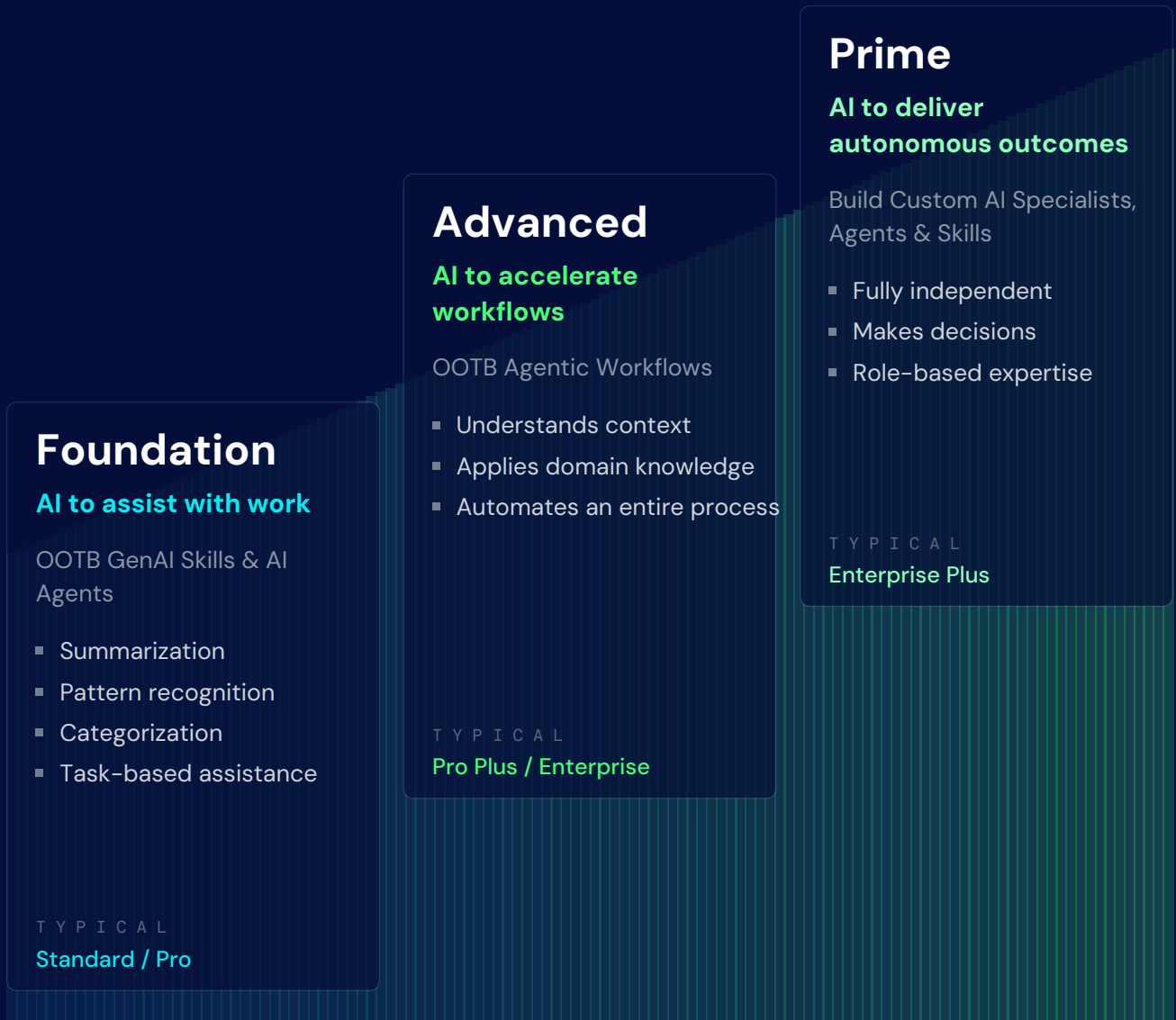
- **AI in every product ServiceNow ships**
- **AI included in every SKU**
- **Packages based on maturity and need**
- **Every customer starts using AI**
- **No separate purchase. No add-on SKU.**

The structure of your contract changed. The question is whether your renewal reflects that. [This document helps you make sure it does.](#)

Three packages AI in every tier.

No separate purchase. No add-on SKUs.

APRIL 9, 2026 · SERVICENOW RELEASE



ACROSS ALL TIERS



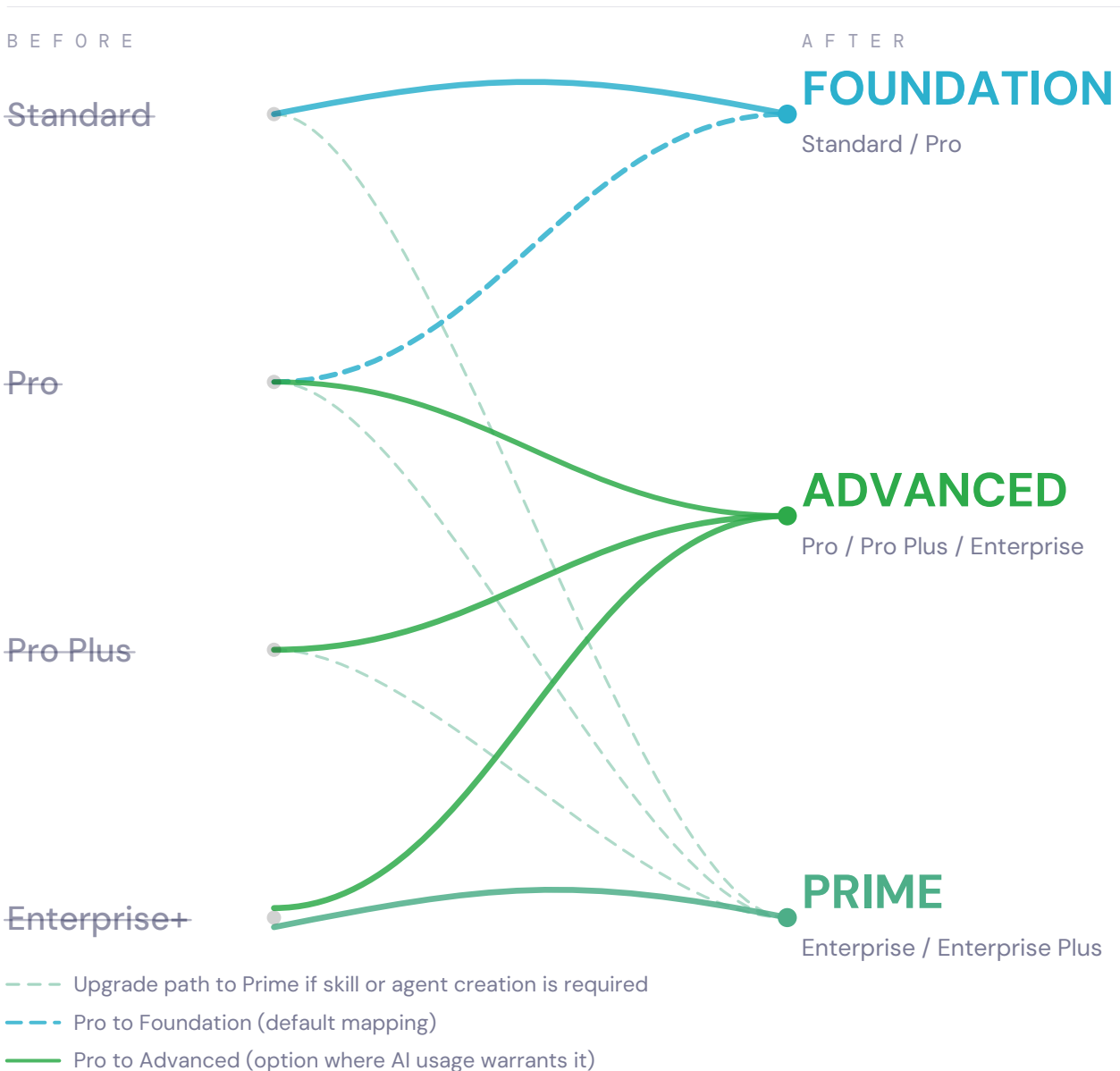
Which description matches your AI ambition today?

Crossfuze can help you move from Assisted to Agentic to Autonomous at the right pace.

* Process Mining included in Advanced and Prime tiers only.

Where your tier lands.

Some customers map cleanly to this. Scenario modelling will determine the right tier.



! T H E S I N G L E B I G G E S T S H I F T

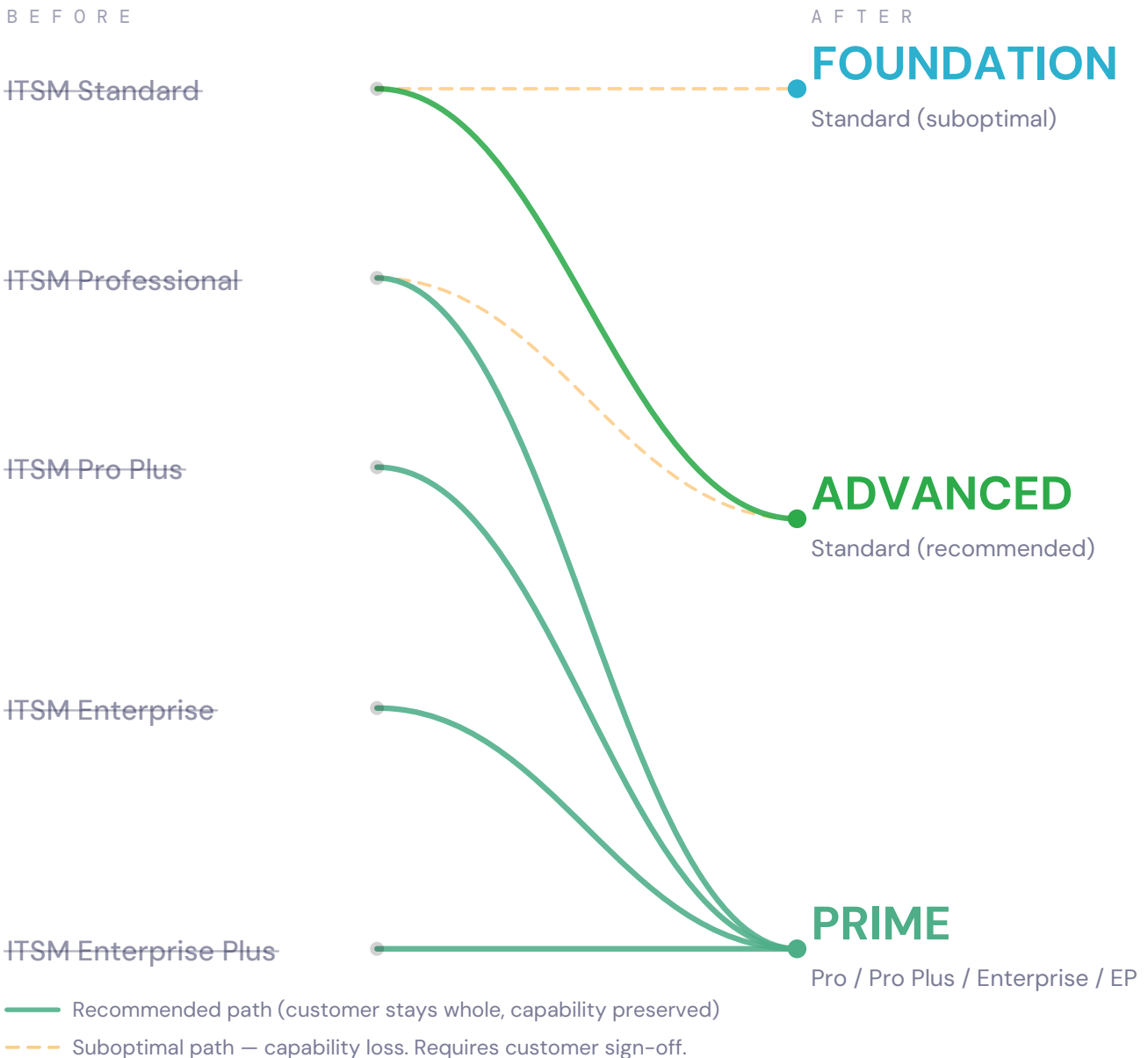
For Pro Plus, AI cost moves from fixed to variable.

The annual price can look similar. Month-to-month behaviour is what changes.

See page 12 for overage risk.

ITSM: where your tier lands.

Based on ServiceNow published guidance. Scenario modelling confirms the right tier for your ITSM environment.



! THE SERVICE NOW RECOMMENDATION

Prime is the recommended path for Enterprise and Enterprise Plus.

Foundation and Advanced involve capability loss for most existing customers.

Scenario modelling determines if the trade-off is commercially justified.

HRSD: where your tier lands.

Based on ServiceNow published guidance. Primary paths differ from ITSM — check your HR environment.

B E F O R E

A F T E R

HR Standard v3

FOUNDATION

HR Standard (primary path)

HR Professional v6

HR Enterprise v6

ADVANCED

HR Enterprise (primary path)

HR Pro & Pro Plus

HR Enterprise & EP

PRIME

HR Enterprise & Enterprise Plus

- Primary path (customer stays whole, capability preserved)
- - - Some platform losses — customer acknowledgement required.

! H R S D I S D I F F E R E N T T O I T S M

HR Standard maps to Foundation. HR Enterprise maps to Advanced — not Prime.

CSM and ITOM migration paths are available on request from your Crossfuzze contact.

What's now bundled in.

Audit your current Order Form for these. Many should drop off the renewal.

01 Bundled in all three tiers

Previously separate. Now included by default.

May still appear on your renewal as separate line items. Flag and remove.

Now Assist · Moveworks · AI Control Tower · Workflow Data Fabric + Credits · Virtual Agent (unlimited) · Predictive Intelligence · Now Assist for Setup

02 New to Advanced

Previously at Pro or separately licensed.

Foundation customers will see these as upsell items. Advanced gets them by default.

Process Mining (10K) · Platform Analytics Advanced · MIM / Change / Problem Mgmt · On-Call Management · Agentic AI workflows

03 Exclusive to Prime

Not available in Foundation or Advanced.

If your current contract includes any of these, your renewal floor is Prime.

Process Mining (15K) · L1 Service Desk AI Specialist · Build Custom AI Specialists, Agents + Skills

PROCUREMENT ACTION

For each SKU above, ask: "Still separate, or now included?"

Resellers leave legacy SKUs on renewals by default. Catching them saves money.

Modules that moved up.

Some capabilities shifted to higher tiers. If you relied on these, natural mapping may under-provision.

HARD FLOOR CHANGE

ITOM and CSM have no Foundation tier.

If you previously had ITOM or CSM at Standard or Pro, the April 9 packaging removed Foundation-level availability entirely. Your floor is now Advanced tier for both ITOM and CSM.

This is not a capability shift. It is a minimum-tier increase you cannot avoid.

CAPABILITY SHIFTS

These were all accessible at Standard or Pro. From April 9 they require Advanced or above.

- **Change, Problem, Major Incident Mgmt**
Was at Standard. Now requires Advanced or above.
- **On-Call Management**
Was at Standard. Now requires Advanced or above.
- **Process Mining for Platform**
Was a separate SKU. Now Advanced and Prime.
- **Platform Analytics Advanced**
Was at Pro. Now requires Advanced or above.
- **Mobile Publishing**
Was a workflow add-on. Now requires Advanced.
- **Digital Portfolio Management**
Was at Standard. Now requires Advanced or above.
- **Walk-up Experience**
Was at Standard. Now requires Advanced or above.

Heavy AI use burns pool 12x faster than light.

Agents consume assists at S / M / L rates. Size matters more than frequency.

S ACTION

25 assists

Small actions
Simple lookups, record fetches, basic routing.

FOUNDATION

POOL · 1,500/yr

M ACTION

50 assists

Medium actions
Standard workflows, multi-step automations.

ADVANCED

POOL · 3,000/yr

L ACTION

150 assists

Large actions
Complex reasoning, multi-system orchestration.

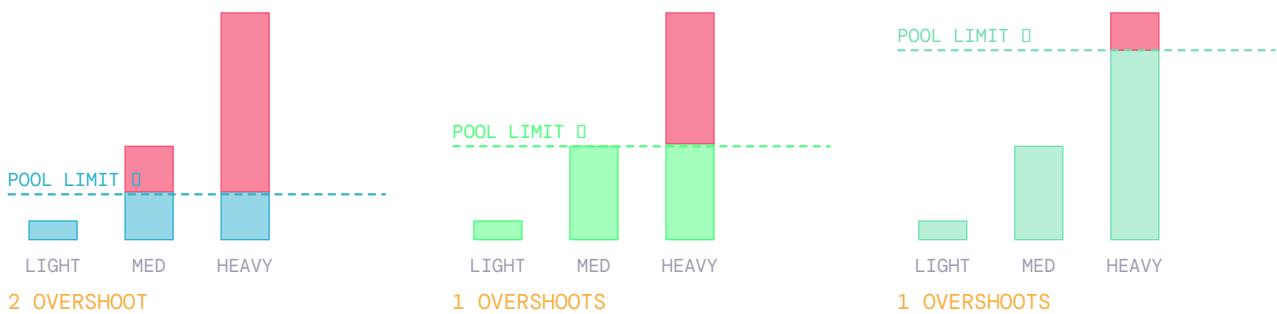
PRIME

POOL · 6,000/yr

Demand vs pool · ITSM Fulfiller

Each bar = annual assist consumption per seat at that intensity.

■ Within pool ■ Overage - triggers top-up charges



P O O L S I Z E S - P E R S E A T P E R Y E A R

PRODUCT	METER	FOUNDATION	ADVANCED	PRIME	UNIT
ITSM	Fulfiller	1,500	3,000	6,000	assists
ITSM	Requester	200	400	800	assists
ITOM	Infra	-	500	1,000	assists
CSM	Agent	-	1,500	3,000	assists
HRSD	Employee	50	100	200	assists
WSD	User	75	150	300	assists
CBS	User	125	250	500	assists

■ AI consumption is not governed by a single pool. Assists and Data Fabric credits operate as separate meters and should be modelled independently.

What each tier includes.

Every tier gets the same platform. The difference is AI depth.

CAPABILITY	FOUND	ADV	PRIME
AI PLATFORM · EVERY TIER			
Now Assist	✓	✓	✓
Moveworks	✓	✓	✓
AI Control Tower	✓	✓	✓
Workflow Data Fabric + Credits	✓	✓	✓
Virtual Agent (unlimited)	✓	✓	✓
Predictive Intelligence	✓	✓	✓
WORKFLOW + ANALYTICS			
Universal Request	Basic	Pro	Pro
Process Mining for Platform	—	10K/yr	15K/yr
Platform Analytics Advanced	—	✓	✓
Mobile Publishing	—	✓	✓
MIM / Change / Problem Mgmt	—	✓	✓
On-Call Management	—	✓	✓
Digital Portfolio Management	—	✓	✓
Agentic AI workflows	—	✓	✓
AUTONOMOUS · PRIME ONLY			
L1 Service Desk AI Specialist	—	—	✓
AI Agents for ITSM	—	—	✓
AI Agent for DEX	—	—	✓
DevOps Change Velocity	—	—	✓
Digital Product Release	—	—	✓
Custom AI skill + agent creation	—	—	✓

SOURCE · SERVICENOW NEW COMMERCIAL MODEL OVERVIEW, APRIL 2026

ServiceNow's guiding principles.

ServiceNow published four principles to explain the change. Here is what they mean for you.

01 **AI agents and skills available across every tier**

Foundation, Advanced, and Prime all include AI agents and AI skills. Differentiation is not about who gets AI. It is about what they can do with it.

02 **Tiers differentiate by AI capability level, not module access**

Consistency in AI sophistication across the platform. Your tier choice is an AI maturity choice, not a feature-coverage choice.

03 **Only Prime allows skill and agent creation**

Foundation / Advanced configure AI out of the box. Prime builds net-new custom AI skills and agents. If your roadmap includes in-house agent development, Prime is required.

04 **AI consumes Assists at a common rate**

Agents consume 25 / 50 / 150 Assists per action based on action size (S / M / L). AI Skills follow the existing rate card. See page 12 for overage detail.

05 **AI capability depth varies by tier**

While AI is available across all tiers, the level of autonomy, workflow execution and customisation increases from Foundation to Prime.

The terms, plainly explained.

If these terms are new, read this page before the rest.

Now Assist	ServiceNow generative AI layer. Summarises tickets, drafts responses, extracts insights, triggers workflows. Previously a Pro Plus add-on. Now in every tier with a monthly token pool.
Moveworks	Conversational AI front-door acquired December 2025. Employees chat and it routes to the right workflow. Now bundled in your tier. Stop paying twice.
Context Engine	Unified AI context layer built from your approvals, decisions and usage patterns. Governs what AI can access and act on. Your compliance team will want sight of it before go-live.
Workflow Data Fabric	Platform data layer connecting AI to your actual records, not pre-trained assumptions. The plumbing behind Now Assist. Consumes Data Fabric Credits when AI uses it.
Data Fabric Credits	Metered consumption unit. Burned when AI uses Workflow Data Fabric to process records. Part of your monthly pool budget. Overage triggers top-up charges.
AI Control Tower	Governance layer: what AI can act on, who can build agents, full audit trail of decisions. Required by compliance and risk teams before approving AI deployments.

These terms appear throughout. The most commercially significant is Now Assist. See page 9 for how its pool sizing affects your budget.

By workflow and use case.

The cheapest tier that covers your AI use is the right tier. Below is our opinion.

ITSM CORE USE CASE · GA APRIL 9, 2026

Consumer-grade self-service and new IT Service Desk

Extends productivity boost across more IT use cases

Autonomous AI specialists for any IT workflow

ITSM

- Basic ticketing, no AI
- AI summarisation + Virtual Agent
- Agentic workflows, change auto-approval
- Autonomous L1 Service Desk replacement

FOUNDATION

FOUNDATION

ADVANCED

PRIME

ITOM / CSM - NO FOUNDATION AVAILABLE

- ITOM - any use case
- CSM - any use case

ADVANCED

ADVANCED

HRSD / WSD

- HRSD - Case Mgmt + basic Employee Centre
- HRSD - Deep Moveworks, Employee Journey
- HRSD - AI-autonomous employee support
- WSD - Reservations, visitor mgmt
- WSD - Indoor mapping, workplace AI agents

FOUNDATION

ADVANCED

PRIME

FOUNDATION

ADVANCED

CORE BUSINESS + MULTI-WORKFLOW

- CBS - Core Business Suite, standard ops
- Multi-workflow (5+ modules, unified AI)
- Multi-workflow + agentic autonomy roadmap

FOUNDATION

ADVANCED

PRIME

S I Z I N G P R I N C I P L E

The cheapest tier that covers your AI consumption is the right tier.

Book a renewal briefing. Speak to your Crossfuze contact.

Tier selection should reflect both capability needs and expected AI consumption. In many cases, usage patterns - not just features - will determine the most cost-effective tier.

The ServiceNow renewal, for your CFO.

This is not a standard renewal. The cost model changed. Here is what that means for your numbers.

▲ VARIABLE COST EXPOSURE · THE MATERIAL CHANGE

AI introduces a variable consumption layer on top of your base subscription, combining fixed platform cost with metered usage.

Under the old model, AI was an add-on with a fixed price. Under the new model, every tier includes a bundled assist pool. When that pool is exhausted, top-up charges apply at a per-unit rate. That rate is negotiable – but only before you sign.

C O S T S C E N A R I O G U I D E

APPROXIMATE RANGE - MODEL YOUR EXACT NUMBER

IF YOU ARE CURRENTLY ON...	LIKELY LANDS AT	PRICE DIRECTION	CFO WATCH-OUT
Standard	Foundation	Broadly flat	Low risk. Confirm bundled SKUs removed.
Pro	Foundation	Broadly flat	Confirm AI usage will not warrant Advanced.
Pro Plus	Advanced	0-15% increase	Model consumption. Lock top-up pricing.
Enterprise Plus	Advanced	Flat to -10%	Verify Advanced covers all use cases.
Enterprise Plus	Prime	Direct mapping	EP maps directly to Prime. Validate roadmap.

T H R E E C O M M E R C I A L C O N T R O L S

- 01 Top-up unit price**
 Agree the per-assist cost when the pool is exceeded. This is negotiable at renewal. It is not after.
- 02 Bundled SKU audit**
 Now Assist, Moveworks, AI Control Tower, WDF and Virtual Agent should not appear as separate line items.
- 03 Usage reporting and alerting**
 Require monthly consumption reports and automated alerts before pool exhaustion. Standard practice to request.

▲ Do not approve without knowing your tier, your pool and your top-up rate.

BOOK A RENEWAL BRIEFING

Speak to your Crossfuzze contact 

The ServiceNow renewal, for your CIO.

Four questions. If you cannot answer them, do not sign.

⚠ Do not treat this as a standard renewal. It is the entry point into your AI operating model.

01

Does your tier fit your AI roadmap?

Foundation and Advanced configure AI out of the box. Only Prime creates custom agents and skills. If your roadmap includes any custom AI build, your tier choice determines whether that is even possible.

Confirm: does your three-year AI roadmap require custom agent development?

02

Has AI consumption been sized against your pool?

AI is bundled but not unlimited. A Foundation fulfiller gets 1,500 assists per year. Complex agentic workflows exhaust that in weeks. Overage is charged at an agreed per-unit rate with no cap unless you set one.

Confirm: usage has been modelled by workflow and user type before this contract closes.

03

Is the top-up price capped in writing?

The top-up unit cost is negotiable at renewal and not after. If it is not agreed before signature, the supplier sets the rate when overage is triggered. This is the single biggest unmanaged risk in the new model.

Confirm: top-up pricing, alerting thresholds and reporting cadence are in the contract.

04

Have bundled SKUs been removed from the draft?

Now Assist, Moveworks, AI Control Tower, Workflow Data Fabric and Virtual Agent are now included in the tier. If they appear as separate line items on the renewal draft, you are being charged twice.

Confirm: every AI-related SKU on the draft has been audited against the bundled list.

Get ahead of your renewal. Book a briefing with Crossfuzze today. →

