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Award

Workflow Automation and Business Process Integration Platform

THE UNIVERSITY OF BIRMINGHAM

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-024479

Procurement identifier (OCID): ocds-h6vhtk-051c9e

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Scope

Reference

FRAM0543-25

Description

The University of Birmingham has been using the ServiceNow platform since 2011, with the technology now profoundly integrated across the university's operations used by IT, HR, Finance, Legal and a multitude of other areas of the University for various request fulfilments and issue troubleshooting.

The platform supports multiple business-critical functions through core modules, including IT Service Management (ITSM), IT Operations Management (ITOM), IT Asset Management (ITAM), and Human Resource Service Delivery (HRSD), as well as several bespoke custom applications developed to meet specific organisational needs.

This renewal will ensure continuity of services, access to support and updates, and the ability to scale and optimise usage based on future requirements. Given the University of Birmingham's long-standing investment in and integration with the ServiceNow platform,

renewing the ServiceNow subscription is crucial to maintaining operational efficiency and supporting ongoing digital transformation initiatives.

Contract 1

Supplier

- SERVICENOW UK LIMITED

Contract value

- £2,062,722.81 excluding VAT
- £2,475,267.37 including VAT

Above the relevant threshold

Earliest date the contract will be signed

1 July 2025

Contract dates (estimated)

- 1 August 2025 to 30 July 2028
- 2 years, 11 months, 30 days

Main procurement category

Services

CPV classifications

- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

Our decision to exclusively source ServiceNow for the Enterprise Service Management platform is founded on several proven factors. ServiceNow not only provides the software but also offers the necessary support services, establishing them as the sole comprehensive source for our needs. We have been using the ServiceNow platform since 2011, and it is deeply embedded within our professional service areas.

Switching to a different vendor would require significant changes and could lead to operational disruptions. ServiceNow is the sole provider of the software and support services essential for operating our Enterprise Service Management platform.

This unique position of ServiceNow, as both software provider and support service provider, translates into our sole reliance on them to provide not only the software components but also the essential support services necessary for the platform's operation. Their proprietary knowledge and technical expertise extend to servicing the software and offering invaluable guidance on resolving technical challenges, making them the choice for our Enterprise Service Management needs.

ServiceNow holds a unique position in the Enterprise Service Management industry for several reasons, which sets them apart from other companies and makes them the preferred choice for the University of Birmingham:

Unique Properties of the ServiceNow Platform:

- **Unique Capabilities and Features:** ServiceNow offers out-of-the-box capabilities and the ability to develop and maintain custom-scoped applications aligned to our unique business processes. It enables customers to report and request IT services, use self-service options like knowledge articles and virtual agents, track and manage IT assets, and utilise workflows and approvals. Reporting and dashboarding features enable informed decision-making based on data. The university's operational teams utilise

ServiceNow effectively to manage their service management activities, ensuring adherence to governance.

o Digital Education Learning Management System: Custom-scoped applications have been developed to integrate ServiceNow with the university's learning management system (Canvas), enhancing the digital education experience. These integrations enable seamless access to manage courses, manage enrolments and generating reports.

o Learning Resources and Accommodation Team portal to order AV/IT equipment and technical support for delivery to teaching and other rooms, to view bookings placed, to delete bookings, or to book a video conference.

- Proprietary Technology and Competitive Advantage: ServiceNow leads in the Gartner Magic Quadrant for AI, utilising Now Assist for ITSM with integrated AI and machine learning capabilities. This includes real-time insights, automated key tasks, domain-specific large language models (LLMs), and hundreds of new AI capabilities in recent releases. Sample use cases include AI Search, Virtual Agent, chat summarisation, incident summarisation, resolution note generation, knowledge article generation, and change request summarisation.
- Support Services: ServiceNow offers 24/7 support, impact services such as accelerator packages, and direct account management.
- Compatibility and Integration: ServiceNow ensures seamless compatibility and integration with our existing systems and infrastructure.
- Cost-Effectiveness: Direct purchase of licenses from ServiceNow is the most cost-effective option. Transitioning to a new vendor would incur significant costs and potentially disrupt operations. For example, the costs associated with training, implementation, and potential downtime would far exceed the cost of renewing the contract with ServiceNow.
- Risk Mitigation: Engaging a new vendor would require significant business transformation and heavily impact service operations across the organisation. ServiceNow mitigates these risks by consistently meeting our performance standards and providing robust support. Specific examples include the custom integrations and scoped applications that are unique to ServiceNow, which would be challenging and time-consuming to replicate with another vendor.
- Compliance and Regulatory Requirements: ServiceNow's platform complies with all relevant regulatory and security standards. This includes successful audits and certifications that demonstrate their commitment to maintaining high standards of compliance.
- Strategic Partnership: Over the years, we have developed a strong strategic partnership

with ServiceNow, which has benefited the university in terms of innovation, support, and overall service quality.

- Financial Investment and Expansion: The university has made significant financial investments to date in building and widening the scope of the ServiceNow solution. With its recent release to three new areas (External Relations Legal, HR and Finance), the platform now requires a period of embedding and stability. At the same time, we are considering further extensions across the University of Birmingham in line with our efficiency and automation ambitions.

Supplier

SERVICENOW UK LIMITED

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- Public Procurement Organisation Number: PNDD-6326-VPBQ

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Region: UKJ25 - West Surrey

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

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Organisation type: Public authority - sub-central government