

WE GET SOMETIMES YOUR TARGET AUDIENCE WOULD RATHER WATCH THAN READ.

CDW Amplified™ OS
Go-Live Launch Promotion Video



Raise the bar (and the brand) of IT in your organization when you deploy a TV commercial style promotional video to build excitement for your new implementation or updates to ServiceNow. These videos are professionally scripted and produced, in coordination with you and your team, to promote the key message you want people to get about your initiative.

CDW's Go-Live Launch Promotion Video can help you achieve:

-  Increased Performance
-  Operational Efficiencies
-  Agility

Orchestrating the Right Solution

The Go-Live promotional video is designed to promote the launch of a major change to ServiceNow in order to increase awareness, secure buy-in and drive better adoption rates across the broader organization.

Benefits You Will Receive:

- **TV Commercial Style:** Short and sweet, these launch videos are informative but pack a punch. Your video will be easy for employees to watch and share.
- **Professional Script-Writing:** We'll turn the messaging that's important to you into a 90-second to 3-minute script, including narration.
- **Increase Adoption:** Boost awareness, secure buy-in, and drive better organizationwide adoption rates.

CDW GETS SERVICENOW

As a ServiceNow Elite Partner, we are driven to achieve top results for your ServiceNow initiatives. We have the experience, expertise and proven customer satisfaction track record you're looking for.

Important Stats

- 4.5+ (out of 5) CSAT Score
Visit servicenow.com/partners and search "CDW" for details
- 640+ ServiceNow Certifications
- Authorized ServiceNow Trainers
- 2,000+ ServiceNow Application Deployments
- AXELOS® Accredited ITIL® Trainers
- IT Service Management since 2003
- ServiceNow Partner since 2013

What Our Customers Say

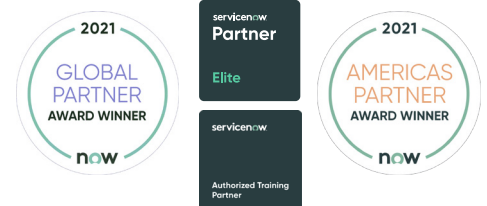
"Your team has been a great pleasure to work with during our transition to ServiceNow."

– Cindy (Restaurant Franchise Company, Independence, OH)

"Excellent expertise and focus on exactly what needed to be done, and delivered."

– Paula (Investment Company, Boston, MA)

CDW's full lifecycle of Services can support your business no matter where you are on your journey



CDW AMPLIFIED™ SERVICES

Deliverables Checklist

The following deliverables are included in CDW's Go-Live Launch Promotion Video Service:

Deliverables	Go-Live Launch Promotion Video
One-hour kickoff session with marketing team to strategize your launch video's goals and content	✓
Professional script, with up to three customer revisions and final customer approval	✓
90-second to three-minute video: <ul style="list-style-type: none">· Focused on the launch time frame, purpose of the project and key features· Professional narration and background music· TV commercial style with professional graphics and intro/outro· Delivered in .mov, mp4 or .wmv formats	✓

Proofpoints

#1

ServiceNow's
Global Elite Segment and
Americas Elite Segment
Partner of the Year 2021

640+

ServiceNow Certifications

2,000+

ServiceNow Application
Deployments

4.5+

CDW's CSAT Score (out of 5)
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