SERVICENOW'S FOUNDATION, ADVANCED, AND PRIME TIERS AND THE RENEWAL MAPPING TRAP

What ServiceNow changed on April 9, how the five legacy tiers map to the three new ones, what is bundled and what is metered, the dates that matter, and how customers should respond

A research note for CIOs, IT service leaders, platform owners, and procurement teams whose ServiceNow renewal falls in 2026 or 2027, who have received a renewal quote on Foundation, Advanced, or Prime, or who have been told their current tier is no longer for sale. Written from the buyer's side of the table. Redress Compliance, 2026.

Key takeaways

- On April 9, 2026 ServiceNow retired Standard, Pro, Pro Plus, Enterprise, and Enterprise Plus and replaced them with Foundation, Advanced, and Prime. Now Assist, Moveworks, Workflow Data Fabric, the Context Engine, and the AI Control Tower are bundled into every tier. Legacy SKUs reached end of sale on July 1, 2026 and cannot be reinstated.
- Bundled does not mean unlimited. Seats are still licensed, and AI usage is metered in assists drawn from a tenant level pool. When the pool is exhausted, top up charges apply at a per unit rate ServiceNow has not published. That rate is negotiable at renewal and not afterward.
- The mapping is not one to one. ITOM and CSM have no Foundation tier, so every Standard and Pro customer on those workflows moves up to Advanced as a minimum. ITSM Standard and Pro customers mapped to Foundation lose Change, Problem, Major Incident, and other modules that now sit in Advanced. Both are price increases delivered as a package change.
- The tier is an AI maturity decision, not a feature decision. Only Prime permits custom skill and agent creation. If the three year roadmap includes building agents, the account team will position Prime as required.
- Treat the renewal quote as the opening position. Baseline assist consumption from Subscription Management, map every user to the lowest tier that preserves current capability, strip legacy AI SKUs resellers leave on by default, and write the top up rate, the pool size, and the Data Fabric credit terms into the order form before signature.

1. WHAT SERVICENOW IS DOING

ServiceNow has changed the packaging of every workflow product at once. The stated purpose is to make AI adoption simpler and AI cost more predictable by putting AI inside every tier rather than selling it as an add on. The commercial effect is a hybrid model: users are still licensed per seat, and AI is consumed from a metered pool that comes with the seat. The anatomy is consistent across the renewals we have seen:

- **Three tiers, defined by AI maturity.** Foundation is AI that assists work: out of the box generative skills such as summarization, categorization, and task based assistance. Advanced is AI that accelerates workflows: out of the box agentic workflows that understand context and automate end to end processes. Prime is AI that delivers autonomous outcomes: custom AI specialists, agents, and skills, and the only tier where the customer can build its own.
- **AI bundled into every tier.** Now Assist, Moveworks, Workflow Data Fabric with credits, the Context Engine, AI Control Tower, Virtual Agent, Predictive Intelligence, and Now Assist for Setup ship in Foundation, Advanced, and Prime alike. Several were previously separate SKUs with fixed prices.
- **Modules moved up.** Process Mining, Platform Analytics Advanced, Major Incident, Change, and Problem Management, On Call Management, Mobile Publishing, and Digital Portfolio Management now start at Advanced. The L1 Service Desk AI Specialist, AI Agents for ITSM, AI Agent for DEX, DevOps Change Velocity, Digital Product Release, and custom agent creation are Prime only.

- **The assist meter.** Every Now Assist skill consumes assists when it runs. Consumption is weighted by action size. The pool is allocated at the tenant level, not per user, and is visible in Subscription Management under Admin. Workflow Data Fabric runs on a separate credit meter.
- **A hard end of sale.** From July 1, 2026 ServiceNow no longer accepts orders on legacy tiers. Active legacy contracts run to term. At renewal the customer moves to the new model.

2. WHAT IT CHANGES FOR CUSTOMERS

- **The headline price can look flat while the contract changes underneath it.** Under the old model AI was an add on with a fixed price and a known scope. Under the new model every seat carries a bundled assist pool and every pool has a top up rate. A renewal that shows the same annual number has swapped a fixed cost for a fixed cost plus a variable one.
- **Two hard floors.** ITOM and CSM customers on Standard or Pro have no Foundation tier to land on. Advanced is the minimum. The account team will describe this as a capability upgrade. It is a mandatory tier increase with a mandatory price increase, and it is the single largest structural uplift in the new model.
- **Capability loss on the natural mapping.** An ITSM Standard or Pro customer mapped to Foundation keeps the seat count and loses Change, Problem, Major Incident, Walk up Experience, Process Mining, and Platform Analytics Advanced. ServiceNow requires a signed acknowledgement of the loss. The recommended path is Advanced. Either way the customer pays more or gets less.
- **Consumption comes from automation, not users.** The heaviest assist consumption is not people typing prompts. It is Virtual Agent fallback to Now Assist when a topic does not match, summarization triggered on case open and supervisor review, custom skills built with the Skill Kit, and sub production instances that draw from the same tenant pool as production. None of these announce themselves until the usage report.
- **Data quality becomes a cost input.** An agent acting on a fractured CMDB retries, loops, and escalates, and each step consumes assists. AI Search against thin knowledge performs repeated lookups for the same answer. Weak CSDM and stale configuration items now have a direct line to the bill.
- **Legacy SKUs survive on the quote.** Now Assist Pro, Moveworks, and other formerly separate AI add ons are frequently left on renewal drafts by resellers and account teams even though the new tier includes them. Catching them is the simplest saving available before signature, and it is routinely missed.
- **The buyer is the platform owner, not procurement.** The Subscription Management data, the AI Control Tower, and the assist burn live with the platform team. The renewal quote, the mapping acknowledgement, and the top up invoice arrive with procurement. The two rarely meet before the quote is signed.

3. WHERE YOUR TIER LANDS

Current tier	Natural mapping	What to watch
ITSM Standard or Pro	Foundation	Change, Problem, Major Incident, Walk up, Process Mining, and Platform Analytics Advanced move to Advanced. Foundation requires a capability loss acknowledgement. Advanced is the recommended path and the higher price.
ITSM Pro Plus or Enterprise	Advanced	Clean mapping. Model assist consumption against the Advanced pool before accepting the seat count.
ITSM Enterprise Plus	Prime	Direct mapping. Confirm which Prime only agents are actually deployed; if none, Advanced with a modelled pool may be the better position.
ITOM Standard or Pro	**Advanced minimum**	Foundation removed. Hard floor tier increase regardless of AI usage. The largest uplift in the model.
ITOM Enterprise	Advanced or Prime	Scenario modelling required. The account team will position Prime.
CSM Standard or Pro	**Advanced minimum**	Foundation removed. Hard floor. CSM Agent pools start at Advanced.

CSM Pro Plus, Enterprise, Enterprise Plus	Advanced, model, Prime	Enterprise requires scenario modelling between Advanced and Prime. Enterprise Plus maps to Prime.
HRSD Standard	Foundation	Clean mapping. Employee pools are small; model Virtual Agent fallback carefully.
HRSD Pro or Pro Plus	Advanced	Some platform capabilities lost. Acknowledgement required. Confirm what is preserved before signing.
HRSD Enterprise Plus	Prime	Direct mapping.

4. WHAT IS BUNDLED, WHAT MOVED UP, WHAT IS PRIME ONLY

Bundled in every tier	New minimum: Advanced	Exclusive to Prime
Now Assist Moveworks AI Control Tower Workflow Data Fabric and credits Context Engine Virtual Agent, unlimited Predictive Intelligence Now Assist for Setup	Process Mining, 10,000 records per year Platform Analytics Advanced Major Incident, Change, and Problem Management On Call Management Agentic AI workflows Mobile Publishing Digital Portfolio Management	Process Mining, 15,000 records per year L1 Service Desk AI Specialist AI Agents for ITSM AI Agent for DEX DevOps Change Velocity Digital Product Release Custom AI skill and agent creation App Engine Starter, 50 tables

Procurement action. For every AI related SKU on the current order form, ask one question: still separate, or now included? Now Assist Pro, Moveworks, Predictive Intelligence, and Virtual Agent add ons that survive onto a Foundation, Advanced, or Prime quote are double charges.

5. THE ASSIST METER

ServiceNow has confirmed the mechanics but not the numbers: assists are consumed per skill run, weighted by action size, from a tenant level pool visible in Subscription Management, with top up charges above the pool. The pool sizes and action weights below are partner and advisory estimates derived from ServiceNow's April 9 commercial model briefings. Treat them as the structure of the meter, not as list terms.

Seat type	Foundation, assists per seat per year	Advanced	Prime
ITSM Fulfiller	1,500	3,000	6,000
ITSM Requester	200	400	800
ITOM Infrastructure	Not available	500	1,000
CSM Agent	Not available	1,500	3,000
HRSD Employee	50	100	200
WSD User	75	150	300
CBS User	125	250	500

Action size	Assists per action	Examples
Small	25	Lookups, fetches, basic routing, single record summaries
Medium	50	Standard workflows, multi step automations
Large	150	Complex reasoning, multi system orchestration, autonomous agent runs

Heavy agentic use burns a pool roughly twelve times faster than light use. A Foundation ITSM fulfiller with 1,500 assists has ten large actions a year before top up charges begin. Assists and Data Fabric credits are separate meters and must be modelled separately.

6. KEY DATES

Date	Event
Early 2026	AI Control Tower announced as included for a year with a Now Assist license. Knowledge 2026 adds agent quotas and a kill switch to the Control Tower.
April 9, 2026	New commercial model published. Foundation, Advanced, and Prime replace five legacy tiers. AI bundled into every tier. Assist based consumption introduced.
April to June 2026	Renewals falling in this window quoted on both models. Legacy tier renewals still permitted.
July 1, 2026	Legacy SKUs end of sale. No new orders on Standard, Pro, Pro Plus, Enterprise, or Enterprise Plus. Legacy pricing cannot be reinstated. Active contracts run to term.
Australia release, mid 2026	AI Control Tower bundled into every current generation tier. Subscription Management exposes assist usage by skill, instance, and month.
Your renewal	Mandatory migration to Foundation, Advanced, or Prime. Tier mapping, capability acknowledgements, assist pool, and top up rate all set in the order form, or set for you. The migration sets the baseline for every renewal that follows.
2027 onward	Expect the first overage invoices from tenants that migrated in 2026 without a negotiated top up rate, and the first renewal uplifts justified by consumption data ServiceNow has been collecting since April.

7. WHERE THE EXPOSURE SITS

The new model does not produce a compliance claim. It produces a renewal quote that is structurally higher than the contract it replaces, in four places at once. The illustration below is a mid sized estate renewing in late 2026; the figures are for structure, not quotation, and the assist economics use the advisory estimates above.

Exposure	Illustrative situation	Effect on the renewal
Hard floor tier increase	ITOM Pro on 400 infrastructure seats and CSM Pro on 300 agent seats. Foundation does not exist for either.	Both workflows move to Advanced. A 20 to 35 percent uplift on those lines with no change in what the teams do.
Capability loss or forced upgrade	ITSM Pro on 1,200 fulfillers using Change, Problem, and Major Incident daily.	Foundation requires signing away those modules. Advanced keeps them at a 0 to 15 percent uplift. The choice is presented as the customer's.
Assist overage	1,200 fulfillers on Advanced, 3,000 assists each, 3.6 million pool. Virtual Agent fallback and case open summaries consume 2.9 million; two agentic workflows at 150 per run add 1.4 million.	700,000 assists over the pool in year one, billed at a top up rate that was never negotiated.
Legacy SKUs left on	Now Assist Pro and Moveworks add ons from the prior term carried onto the Advanced quote.	Paying separately for capabilities now included. Typically 5 to 10 percent of the AI line, invisible unless someone reads the order form against the tier definition.
Data Fabric credits	Workflow Data Fabric credits bundled, consumed by integrations and Context Engine calls, on a separate meter.	A second overage line the renewal did not model.
Renewal as quoted		

	A flat looking headline that is 15 to 30 percent higher in substance, plus two variable meters with unpublished top up rates.
Same estate after a defended renewal	**Users mapped to the lowest tier that preserves capability, hard floor uplifts offset by seat rationalization, legacy SKUs removed, Virtual Agent fallback rerouted, per team quotas set in the Control Tower, and pool size, top up rate, and Data Fabric credit terms written into the order form. Typically flat to single digit uplift, with the variable cost capped.**

8. HOW CUSTOMERS SHOULD RESPOND

The response is a sequence. Its purpose is to preserve current capability, keep the migration from setting a high baseline for every renewal that follows, and put every number that governs the variable cost in writing where it belongs: the order form.

- **1. Baseline consumption before the quote.** Open Subscription Management and export assist usage by skill, by instance, and by month. Do the same for Data Fabric credits. This is the evidence for every pool and rate conversation, and ServiceNow already has it.
- **2. Map users to the lowest tier that preserves capability.** Most users never trigger AI. Identify who uses Change, Problem, Major Incident, and Process Mining today and who does not. Map accordingly. Do not accept a single tier across a workflow because the quote is simpler that way.
- **3. Remove shelfware before migration.** The migration sets the new baseline. Every unused seat that crosses over becomes a seat ServiceNow defends at the next renewal.
- **4. Strip legacy AI SKUs from the draft.** Read the order form against the tier definition. Anything bundled in the tier and still priced separately comes off.
- **5. Cap the burn.** Reroute Virtual Agent misses to a human queue where it makes sense. Turn off summarization on case open where no one reads it. Set per team quotas in the AI Control Tower so one workflow cannot drain the tenant pool. Isolate sub production consumption.
- **6. Fix the data before pointing agents at it.** Bring CSDM and CMDB accuracy to a defined threshold for the services agents will touch. Every retry is a billable assist.
- **7. Negotiate the four numbers, in the order form.** The top up rate per assist, with tiers. The pool size per seat, as a contractual figure rather than a policy table. The Data Fabric credit allotment and its overage rate. A cap on total variable charges per year, or a true up mechanism at the customer's election. The top up rate is negotiable at renewal and not after.
- **8. Challenge the hard floors.** An ITOM or CSM customer forced from Pro to Advanced is entitled to ask what the uplift buys. Price the increase against the alternative, hold the seat count, and trade the tier increase for term, price protection, or a larger pool.
- **9. Take it into the renewal on your calendar.** Start nine months out. Do not sign the mapping acknowledgement, the tier, or the pool in the last two weeks of ServiceNow's quarter.

9. MISTAKES THAT COST THE MOST

- Accepting the natural mapping for ITSM Standard or Pro and signing the capability loss acknowledgement because the price looked flat.
- Treating the ITOM and CSM move to Advanced as a product decision rather than a mandatory price increase to be traded against.
- Signing a renewal with a bundled assist pool and no top up rate in the order form. The supplier sets the rate the first time overage triggers.
- Leaving Now Assist Pro or Moveworks add ons on the new tier quote because the reseller did not remove them.
- Letting Virtual Agent fallback and case open summaries run unmetered for six months and discovering the burn in the first overage invoice.

- Choosing Prime because the roadmap mentions custom agents, when no custom agent exists and the pool on Advanced was never modelled.
- Migrating shelfware. Every idle seat that crosses to the new model becomes a defended seat at the next renewal.

10. HOW REDRESS HELPS

Redress Compliance runs the exercise from the buyer's side: the Subscription Management baseline, the user by user tier mapping, the order form audit against the tier definitions, the assist and Data Fabric consumption model, and the negotiation of the tier, the pool, the top up rate, and the hard floor uplifts inside the client's renewal strategy. Our fees are fixed, and every dollar kept off the renewal belongs to the client.

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