



**Department of General Services
Procurement Division**

707 Third Street, Second Floor, West Sacramento, CA 95605
(916) 375-4400 (800) 559-5529

Broadcast Date: December 26, 2025

Bulletin #: K-63-25

**TO: Purchasing Authority Contacts (PACs)
Procurement and Contracting Officers (PCOs)**

**RE: ServiceNow Generative Artificial Intelligence Promotional Pricing – Software
Licensing Program**

The Department of General Services, Procurement Division (DGS-PD), is pleased to announce that new promotional pricing is available under the Software Licensing Program (SLP) ServiceNow Agreements listed below for specific generative artificial intelligence (GenAI) products.

Agreement Number	Contractor Name
SLP-24-70-0151W	AHEAD, INC. DOING BUSINESS IN CALIFORNIA AS KOVARUS, INC.
SLP-24-70-0209M	HF TECH SERVICES, INC.
SLP-24-70-0420A	APEX SYSTEMS, LLC. DOING BUSINESS IN CALIFORNIA AS GLIDEFAST CONSULTING
SLP-25-70-0393C	INTEGRHYTHM, LLC.
SLP-25-70-0467A	IGNYTE GROUP CA DOING BUSINESS IN CALIFORNIA AS IGNYTE GROUP, INC.

User Agencies can upgrade or acquire the ServiceNow AI Platform via Pro Plus versions of products at pre-negotiated discounts, with options available for both the Commercial Cloud and FedRAMP Government Cloud environments.

ServiceNow is working to help the state of California government achieve cost savings while streamlining productivity and automation via a GenAI transformation.

Through June 30, 2026, ServiceNow is providing the promotional discounts below on their SLP Agreements:

- 40% off the qualifying ServiceNow Professional or greater SKUs (see the GenAI Promo tab on the SLP ServiceNow price list)
- 60% off the ServiceNow GenAI Pro Plus SKUs (see the GenAI-Commercial Cloud SaaS and GenAI-FedRAMP SaaS Hosting tab)

on the SLP ServiceNow price list)

This promotion is only applied for new transactions and will not be extended for any retroactive contracts.

Workflows included in promotion:

- IT Service Management (ITSM)
- Customer Service Mgt. (CSM)
- Public Sector Digital Services (PSDS)
- Health Care Life Sciences (HCLS)
- Financial Services Operations (FSO)
- Field Service Mgt. (FSM)
- Human Resources Service Delivery (HRSD)
- Workplace Service Delivery (WSD)
- Source 2 Pay and Contracts (S2P)
- Legal Service Delivery (LSD)
- Strategic Portfolio Mgt. (SPM)
- IT Operations Mgt. (ITOM)
- Hardware Asset Mgt. (HAM)
- Software Asset Mgt. (SAM)
- Security Operations (SecOps)
- Integrated Risk Mgt. (IRM)

ServiceNow AI Platform: ServiceNow's AI-native platform provides a unified architecture for intelligent automation across government – from IT to security to HR to citizen services. Agencies can unlock greater value from the platform by upgrading to Pro Plus across the full product suite – driving efficiency, streamlining operations, and delivering results in an open, connected environment.

Agentic AI: AI agents from ServiceNow augment employee efficiency by reducing duplicative work and delivering a seamless user experience. Thousands of out-of-the-box AI agents can be up and running quickly, with outcomes that improve incident resolution times, provide real-time recommendations, summarize case data to accelerate approvals, and improve Service-Level Agreement (SLA) compliance.

If you have questions regarding this notification, please contact:

Software Licensing Program
SLP@DGS.CA.GOV