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MARKET INTELLIGENCE • 2026

ServiceNow Salary Guide 2026

What should you pay ServiceNow professionals in 2026 — and what will it take to secure them in one of tech's tightest talent markets? Salary benchmarks, contractor day rates and hiring insight for employers across the US, UK, Europe, Australia, New Zealand, Canada and Singapore, drawn from real-world vacancies, placement activity and validated market data.

\$275k

US MASTER ARCHITECT MEDIUM

<250

MASTER ARCHITECTS WORLDWIDE

5

REGIONS BENCHMARKED

Pearson Carter — employer salary benchmarks & contractor day rates. Figures show Lower, Medium and Upper ranges; monthly markets are labelled. © Pearson Carter 2026.

Salary benchmarks & contractor rates by region

United States

ServiceNow — United States

Role	Lower	Medium	Upper	Contractor rate (day)
Certified Master Architect (CMA)	\$248,000	\$275,000	\$308,000	\$1,875 – \$2,100
Practice Lead (Partner)	\$204,000	\$242,000	\$275,000	\$1,650 – \$1,875
Technical Architect	\$198,000	\$220,000	\$248,000	\$1,500 – \$1,690
Solutions Architect	\$182,000	\$204,000	\$231,000	\$1,390 – \$1,575
Platform Owner	\$176,000	\$193,000	\$226,000	\$1,315 – \$1,540
Developer / Programmer	\$143,000	\$176,000	\$204,000	\$1,200 – \$1,390
Project Manager	\$149,000	\$171,000	\$198,000	\$1,165 – \$1,350
Account Executive (base)	\$138,000	\$165,000	\$198,000	\$1,125 – \$1,350
Business Process Consultant	\$127,000	\$154,000	\$182,000	\$1,050 – \$1,240
Business Analyst	\$121,000	\$143,000	\$166,000	\$975 – \$1,135
Administrator	\$94,000	\$116,000	\$138,000	\$790 – \$940

United Kingdom

ServiceNow — United Kingdom

Role	Lower	Medium	Upper	Contractor rate (day)
Practice Lead	£94,000	£110,000	£143,000	£855 – £990
Technical Architect	£73,000	£99,000	£125,000	£800 – £935
Solutions Architect	£73,000	£99,000	£125,000	£770 – £935
Platform Owner	£77,000	£94,000	£121,000	£690 – £825
Technical Consultant	£65,000	£83,000	£94,000	£715 – £825
Project / Programme Management	£55,000	£77,000	£110,000	£715 – £825
Developer / Programmer	£50,000	£72,000	£94,000	£635 – £770
Functional / Business Consultant	£55,000	£72,000	£88,000	£550 – £660
Business Analyst	£44,000	£61,000	£81,000	£595 – £715

Role	Lower	Medium	Upper	Contractor rate (day)
Applications Support	£39,000	£50,000	£72,000	£470 – £550
Administrator	£31,000	£39,000	£50,000	£415 – £440

Europe

ServiceNow — Germany

Role	Lower	Medium	Upper	Contractor rate (day)
Practice Lead	€99,000	€127,000	€154,000	€865 – €1,050
Solutions Architect	€77,000	€99,000	€138,000	€675 – €940
Technical Architect	€77,000	€99,000	€132,000	€675 – €900
Platform Owner	€84,000	€92,000	€121,000	€630 – €825
Project / Programme Management	€88,000	€99,000	€121,000	€675 – €825
Developer / Programmer	€71,000	€88,000	€110,000	€600 – €750
Technical Consultant	€64,000	€83,000	€105,000	€565 – €715
Business Analyst	€61,000	€79,000	€94,000	€540 – €640
Functional / Business Consultant	€61,000	€70,000	€86,000	€480 – €585
Applications Support	€55,000	€72,000	€84,000	€490 – €570
Administrator	€44,000	€55,000	€68,000	€375 – €465

ServiceNow — France

Role	Lower	Medium	Upper	Contractor rate (day)
Practice Lead	€79,000	€116,000	€153,000	€795 – €1,045
Platform Owner	€61,000	€97,000	€132,000	€660 – €900
Solutions Architect	€72,000	€99,000	€125,000	€675 – €855
Technical Architect	€79,000	€95,000	€111,000	€650 – €760
Project / Programme Management	€66,000	€87,000	€108,000	€595 – €735
Functional / Business Consultant	€54,000	€81,000	€107,000	€550 – €730
Developer / Programmer	€50,000	€74,000	€97,000	€505 – €665
Business Analyst	€47,000	€72,000	€97,000	€495 – €665
Technical Consultant	€63,000	€80,000	€97,000	€545 – €665

Role	Lower	Medium	Upper	Contractor rate (day)
Applications Support	€45,000	€57,000	€70,000	€390 – €475
Administrator	€42,000	€52,000	€63,000	€355 – €430

ServiceNow — Spain

Role	Lower	Medium	Upper	Contractor rate (day)
Practice Lead	€61,000	€94,000	€121,000	€640 – €825
Technical Architect	€61,000	€88,000	€132,000	€600 – €900
Solutions Architect	€59,000	€83,000	€121,000	€565 – €825
Platform Owner	€52,000	€77,000	€99,000	€525 – €675
Project / Programme Management	€44,000	€66,000	€88,000	€450 – €600
Functional / Business Consultant	€39,000	€57,000	€77,000	€390 – €525
Technical Consultant	€41,000	€58,000	€72,000	€400 – €490
Business Analyst	€36,000	€55,000	€70,000	€375 – €480
Developer / Programmer	€35,000	€52,000	€66,000	€355 – €450
Applications Support	€32,000	€37,000	€47,000	€255 – €325
Administrator	€31,000	€36,000	€45,000	€250 – €310

Australia

ServiceNow — Australia

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	A\$176,000	A\$198,000	A\$242,000	A\$1,350 – A\$1,650
Solutions Architect	A\$176,000	A\$198,000	A\$220,000	A\$1,350 – A\$1,500
Practice Lead	A\$176,000	A\$187,000	A\$220,000	A\$1,275 – A\$1,500
Project / Programme Management	A\$143,000	A\$176,000	A\$204,000	A\$1,200 – A\$1,390
Platform Owner	A\$143,000	A\$171,000	A\$198,000	A\$1,165 – A\$1,350
Functional / Business Consultant	A\$131,000	A\$170,000	A\$204,000	A\$1,160 – A\$1,390
Technical Consultant	A\$146,000	A\$165,000	A\$193,000	A\$1,125 – A\$1,315
Developer / Programmer	A\$125,000	A\$154,000	A\$191,000	A\$1,050 – A\$1,300
Business Analyst	A\$110,000	A\$143,000	A\$165,000	A\$975 – A\$1,125

Role	Lower	Medium	Upper	Contractor rate (day)
Applications Support	A\$88,000	A\$132,000	A\$154,000	A\$900 – A\$1,050
Administrator	A\$88,000	A\$110,000	A\$132,000	A\$750 – A\$900

New Zealand

ServiceNow — New Zealand

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	NZ\$176,000	NZ\$198,000	NZ\$231,000	NZ\$1,350 – NZ\$1,575
Solutions Architect	NZ\$165,000	NZ\$187,000	NZ\$209,000	NZ\$1,275 – NZ\$1,425
Practice Lead	NZ\$165,000	NZ\$187,000	NZ\$215,000	NZ\$1,275 – NZ\$1,465
Project / Programme Management	NZ\$143,000	NZ\$171,000	NZ\$198,000	NZ\$1,165 – NZ\$1,350
Platform Owner	NZ\$143,000	NZ\$165,000	NZ\$193,000	NZ\$1,125 – NZ\$1,315
Functional / Business Consultant	NZ\$127,000	NZ\$160,000	NZ\$193,000	NZ\$1,090 – NZ\$1,315
Technical Consultant	NZ\$143,000	NZ\$160,000	NZ\$187,000	NZ\$1,090 – NZ\$1,275
Developer / Programmer	NZ\$121,000	NZ\$149,000	NZ\$182,000	NZ\$1,015 – NZ\$1,240
Business Analyst	NZ\$110,000	NZ\$138,000	NZ\$165,000	NZ\$940 – NZ\$1,125
Applications Support	NZ\$88,000	NZ\$127,000	NZ\$149,000	NZ\$865 – NZ\$1,015
Administrator	NZ\$88,000	NZ\$105,000	NZ\$127,000	NZ\$715 – NZ\$865

Canada

ServiceNow — Canada

Role	Lower	Medium	Upper	Contractor rate (day)
Certified Master Architect (CMA)	C\$208,000	C\$231,000	C\$259,000	C\$1,470 – C\$1,650
Practice Lead (Partner)	C\$171,000	C\$203,000	C\$231,000	C\$1,290 – C\$1,470
Technical Architect	C\$166,000	C\$185,000	C\$208,000	C\$1,175 – C\$1,325
Solutions Architect	C\$153,000	C\$171,000	C\$194,000	C\$1,090 – C\$1,235
Platform Owner	C\$148,000	C\$162,000	C\$190,000	C\$1,030 – C\$1,210
Developer / Programmer	C\$120,000	C\$148,000	C\$171,000	C\$940 – C\$1,090
Project Manager	C\$125,000	C\$144,000	C\$166,000	C\$915 – C\$1,055

Role	Lower	Medium	Upper	Contractor rate (day)
Account Executive (base)	C\$116,000	C\$139,000	C\$166,000	C\$885 – C\$1,055
Business Process Consultant	C\$107,000	C\$129,000	C\$153,000	C\$820 – C\$975
Business Analyst	C\$102,000	C\$120,000	C\$139,000	C\$765 – C\$885
Administrator	C\$79,000	C\$97,000	C\$116,000	C\$615 – C\$740

Singapore

ServiceNow — Singapore

Role	Lower	Medium	Upper	Contractor rate (day)
Certified Master Architect (CMA)	S\$220,000	S\$243,000	S\$272,000	S\$1,550 – S\$1,735
Practice Lead (Partner)	S\$180,000	S\$214,000	S\$243,000	S\$1,365 – S\$1,550
Technical Architect	S\$175,000	S\$194,000	S\$220,000	S\$1,235 – S\$1,400
Solutions Architect	S\$161,000	S\$180,000	S\$205,000	S\$1,145 – S\$1,305
Platform Owner	S\$156,000	S\$171,000	S\$200,000	S\$1,090 – S\$1,270
Developer / Programmer	S\$126,000	S\$156,000	S\$180,000	S\$990 – S\$1,145
Project Manager	S\$132,000	S\$152,000	S\$175,000	S\$965 – S\$1,115
Account Executive (base)	S\$122,000	S\$146,000	S\$175,000	S\$930 – S\$1,115
Business Process Consultant	S\$112,000	S\$136,000	S\$161,000	S\$865 – S\$1,025
Business Analyst	S\$107,000	S\$126,000	S\$147,000	S\$805 – S\$935
Administrator	S\$83,000	S\$103,000	S\$122,000	S\$650 – S\$780

Benchmarking your 2026 offers? These figures show Lower, Medium and Upper ranges with indicative contractor day rates. To secure scarce talent we typically advise offering 10–15% above the medium. Need a bespoke benchmark for a role or region not shown? Contact Pearson Carter — it's free.