PRESS RELEASE: Stave Approved as ServiceNow Embedded Resell Partner for Fleet Management

Embedded resell partnership integrates Stave Fleet Manager with ServiceNow Enterprise Asset Management to modernize fleet operations on the ServiceNow AI Platform

CAMPBELL, Calif., March 3, 2026 - Stave today announced it has been approved as a ServiceNow Embedded Resell Partner, establishing a new framework for delivering fleet management capabilities within the ServiceNow ecosystem. ServiceNow's Embedded Resell Program enables Build Partners to bundle ServiceNow capabilities within their own applications.

Through this embedded resell partnership, Stave Fleet Manager is built natively on the ServiceNow AI Platform and aligned with ServiceNow Enterprise Asset Management (EAM) to help organizations manage vehicle fleets as governed enterprise assets.

Fleet operations represent a rapidly growing global market with organizations increasingly seeking to connect vehicle lifecycle management, maintenance operations, compliance workflows, and operational planning within a unified digital platform.

Built natively on the ServiceNow AI Platform, Stave Fleet Manager extends enterprise asset workflows into fleet-specific operations, connecting vehicle lifecycle management, maintenance orchestration, compliance workflows, procurement visibility, and operational planning into a unified system of action.

Stave describes this operational approach as Fleet Technology Service Management (FTSM™), a framework designed to connect fleet operations with enterprise asset governance, financial controls, and AI-driven workflows.

Powered by Stave's architecture, the solution supports AI-driven workflows within fleet operations, enabling predictive insights, workflow automation, and operational decision support within enterprise governance controls.

The Embedded Partner Program reflects ServiceNow's continued focus on industry-specific innovation through its ecosystem of platform partners.

"Organizations managing large fleets are dealing with fragmented systems that slow down decisions and create blind spots across maintenance, compliance, and operations," said Michael Park, SVP, *global partnerships and channels at ServiceNow.* *"Stave built natively on the ServiceNow AI Platform and aligned with Enterprise Asset Management to bring all of that into one governed system of action, giving fleet teams faster insights and the ability to move from reactive to proactive."*

"Being appointed as an Embedded Partner validates the strategic role fleet plays within enterprise technology," said Todd Jackson, CEO. *"By embedding Fleet directly within the ServiceNow Enterprise Asset Management structure, organizations can now connect vehicle operations to enterprise workflows, governance and AI-driven automation, all within a single platform."*

Through this collaboration, organizations can extend Enterprise Asset Management into fleet-specific workflows to:

· Improve asset uptime and predictive maintenance accuracy
· Strengthen compliance and audit visibility
· Reduce operational friction across distributed fleets
· Connect fleet operations with enterprise workflows and automation

Stave Fleet Manager is available to ServiceNow customers seeking to modernize fleet operations within their existing ServiceNow AI Platform investments.

ServiceNow partners and enterprise organizations interested in learning more about Fleet Technology Service Management (FTSM™) are encouraged to connect with Stave.

About Stave

Headquartered in Campbell, California, Stave delivers enterprise fleet innovation through Fleet Technology Service Management (FTSM™), purpose-built on the ServiceNow AI Platform. By combining enterprise asset governance with AI-driven workflow automation, Stave enables organizations to modernize fleet operations from acquisition through retirement.

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