



# RELEASE

Frankfurt, August 19, 2025

## DFL and ServiceNow enter into technology partnership

The DFL Deutsche Fußball Liga today announced a technology partnership with ServiceNow to orchestrate its platforms and transform business operations. As the Official Workflow Partner, ServiceNow is replacing legacy systems and becoming the core AI platform to improve automation and efficiency in DFL’s business workflows, directly impacting the interaction with their global ecosystem. With ServiceNow, DFL will be able to improve the experience for partners, clubs and service providers, and thereby also enhancing the relationship to the fans.

“DFL stakeholders – be it clubs, partners, service providers or our own employees – expect high-level experiences, and we’re focused on setting new standards in this respect,” says DFL CEO Steffen Merkel. “By partnering with ServiceNow, we’re transforming how we collaborate across our global ecosystem – leveraging automated workflows and services on a unified platform that supports our growth and strategic goal.”

“Bundesliga is a global brand with deep roots in German culture and an ecosystem that spans continents,” says Robert Rosellen, vice president and country manager, Germany, ServiceNow. “We’re proud that the DFL has chosen to work with the ServiceNow AI platform to build a digital foundation that connects employees, clubs, and partners through AI powered workflows and real-time experiences. This partnership is about creating meaningful synergies that resonate far beyond the technology itself.”

### Powering the Bundesliga’s Platforms and Workflows

From products in the areas of IT service management, human resources and customer management to the automation of service requests and the standardization of the system landscape, particularly in the area of CRM, the AI platform will provide efficient solutions to all DFL stakeholders while supporting the group's digital and direct-to-consumer ambitions.

“Our clubs and partners are at the heart of the DFL ecosystem,” says Merkel. “By equipping it with a powerful AI-driven platform, we’re enabling faster decision-making, deeper insights, and more meaningful connections with all internal and external stakeholders.”

The partnership with ServiceNow underscores and further strengthens the DFL’s position as innovation leader in professional sport. Adding ServiceNow to its portfolio of technology partners, the DFL can now build on the expertise of complementary technology leaders. Amazon Web Services (AWS), trusted DFL partner since 2020 on various cloud, machine learning and AI projects, also successfully supports DFL’s long-term innovation strategy as Official Generative AI Provider since 2024.

- [Click here to read the news article on dfl.de](#)

19 | 2025

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