

# Safe Harbor Notice for Forward-Looking Statements

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. We intend for such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning our possible or assumed strategy, future operations, financing plans, operating model, financial position, future revenues, projected costs, competitive position, industry environment, potential growth opportunities, potential market opportunities, plans and objectives of management and the effects of competition.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “prospects”, “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms, although not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. We cannot guarantee that we actually will achieve the plans, intentions, or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements.

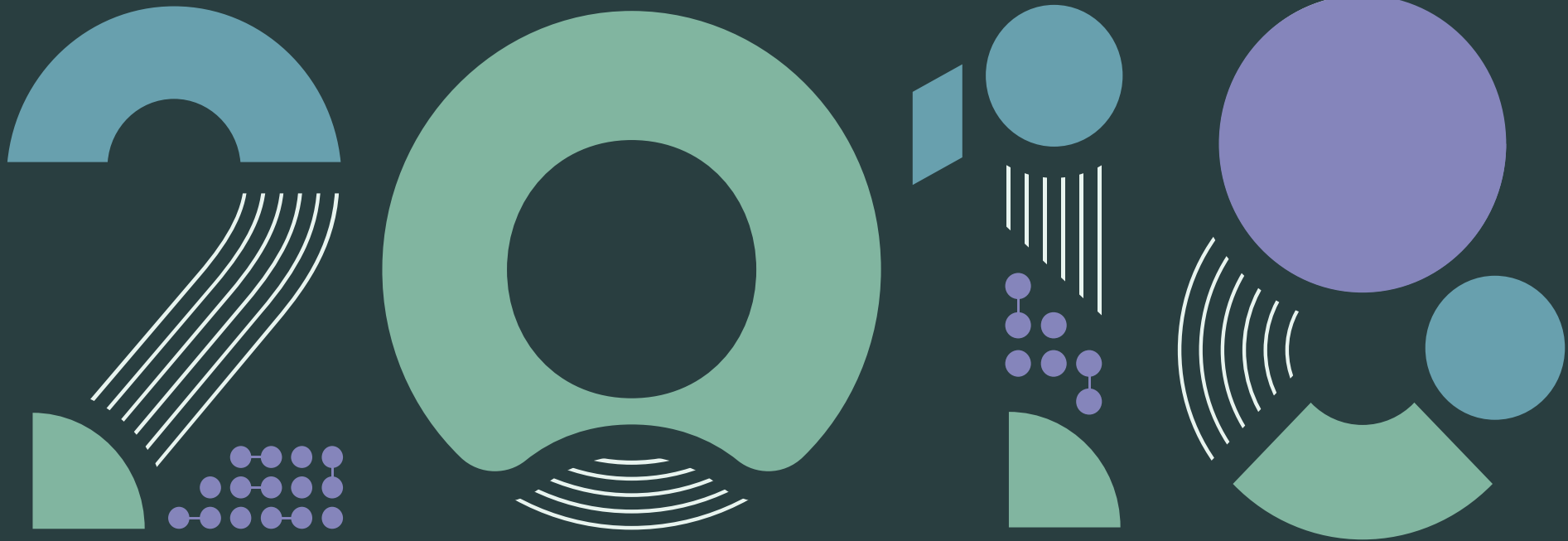
Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. We undertake no obligation, and do not intend to update these forward-looking statements, to review or confirm analysts’ expectations, or to provide interim reports or updates on the progress of the current financial quarter. Further information on these and other factors that could affect our financial results are included in our filings we make with the Securities and Exchange Commission, including those discussed in our most recent Annual Report on form 10-K.

This presentation includes certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures in the Appendix. Terms such as “Annual Contract Value” and “G2K Customer” shall have the meanings set forth in our filings with the SEC.

This presentation includes estimates of the size of the target addressable market for our products and services. We obtain industry and market data from our own internal estimates, from industry and general publications, and from research, surveys and studies conducted by third parties. The data on which we rely, and our assumptions, involve approximations, judgments about how to define and group product segments and markets, estimates, and risks and uncertainties, including those discussed in our most recent annual report on Form 10-K and other risks which we do not foresee that may materially, and negatively impact or fundamentally change the markets in which we compete. Therefore, our estimates of the size of the target addressable markets for our products and services could be overstated. Further, in a number of product segments and markets our product offerings have only recently been introduced, and we do not have an operating history establishing that our products will successfully compete in these product and market segments or successfully address the breadth and size of the market opportunity stated of implied by the industry and market data in this presentation.

The information in this presentation on new products, features, or functionalities is intended to outline ServiceNow’s general product direction and should not be included in making a purchasing decision. The information on new products, features, functionalities is for informational purposes only and may not be incorporated into any contract. The information on new products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at ServiceNow’s sole discretion.

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# Rene de Boer

Director Product Management, Platform  
ServiceNow



# The Era of Experience

Process  
Management



Cost



Infrastructure



**Infrastructure**



**Cloud**

# The Next Era for IT



Infrastructure



Cloud



Experience

# Fulfillers



# Requestors



# Planners



# Operators





**Fulfillers**



IT Service Agent



Help Desk Technician



Technical Support Agent



Service Desk Agent



Service Delivery Specialist





**Requestors**



HR Partner



Procurement  
Officer



Legal Counsel



Finance Analyst



Employee





Planners



Business Relationship  
Manager



Portfolio  
Administrator



Application  
Owner



Project Manager



License  
Manager





Product Owner



Service Delivery  
Manager



Infrastructure  
Admin



**Operators**



Architect

IT Ops Manager

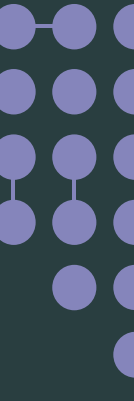




**Fulfiller**



# The Fulfiller Experience







**Boise**

**Budapest**

**Bangalore**

# Challenges

Too hard to find  
the information  
I need

Forced to  
hop between  
applications

Poor UX impairs  
quality and  
resolution time

## Fulfiller



# Fulfiller



## A better fulfiller experience

Helpful info  
available at  
a glance

Easy context-  
switching with  
unified experience

Optimized UX  
for faster time  
to resolution



# Ralf Schnell

Senior Solution Consultant  
ServiceNow



# Fulfiller

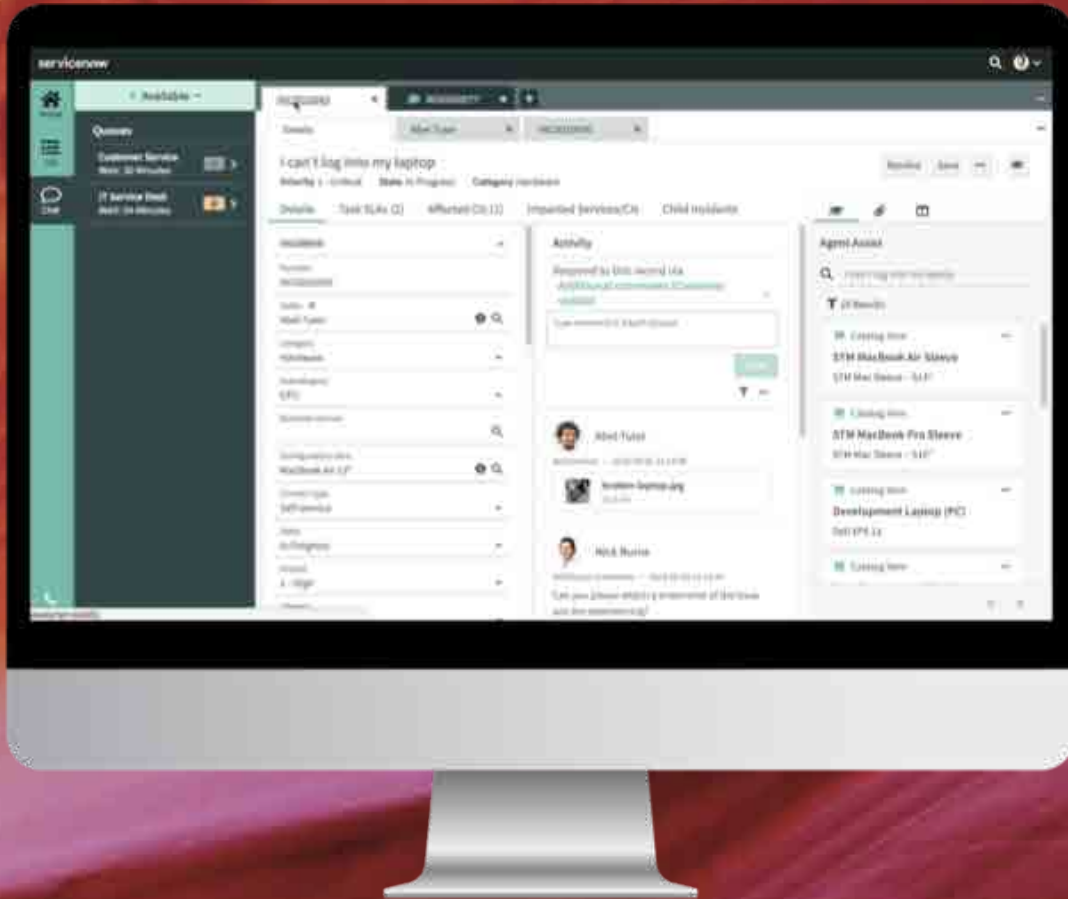


## A better fulfiller experience

Helpful info  
available at  
a glance

Easy context-  
switching with  
unified experience

Optimized UX  
for faster time  
to resolution



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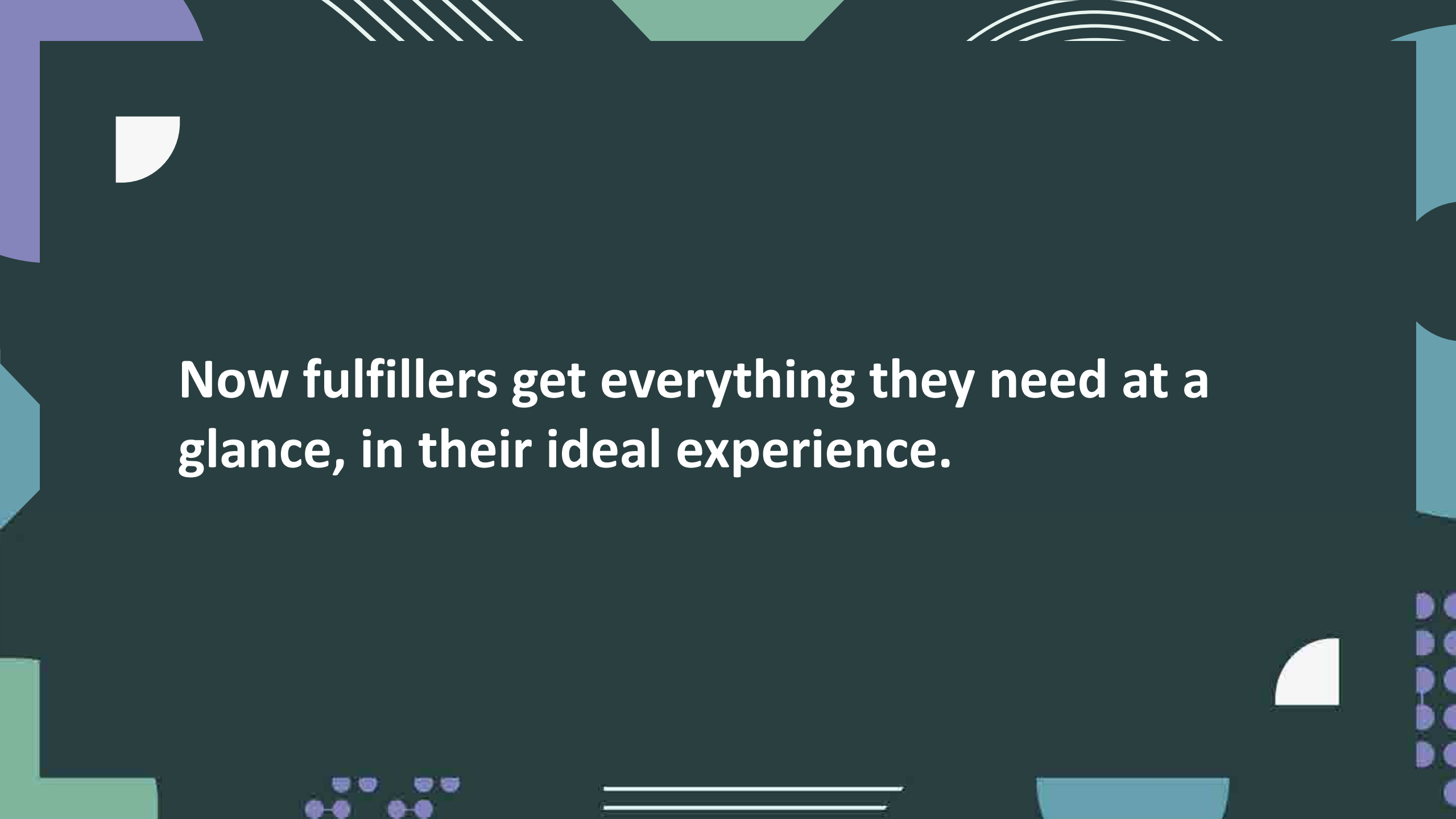
# Agent Workspace

Your command center for  
prioritizing and taking action

Easily find and act  
on tasks and cases

Enrich tasks and cases  
with customer details,  
timelines and service  
levels

Solve issues faster  
with contextual  
knowledge

The background is a dark teal color with various abstract geometric shapes in shades of purple, teal, and white. These shapes include circles, squares, lines, and curved borders, creating a modern and dynamic visual environment.

**Now fulfillers get everything they need at a glance, in their ideal experience.**

# Requestors



## The Requestor Experience

# Challenges

Legacy channels not enough

Immediate service is always expected

Lack of visibility into status from IT

## Requestors



# Requestors



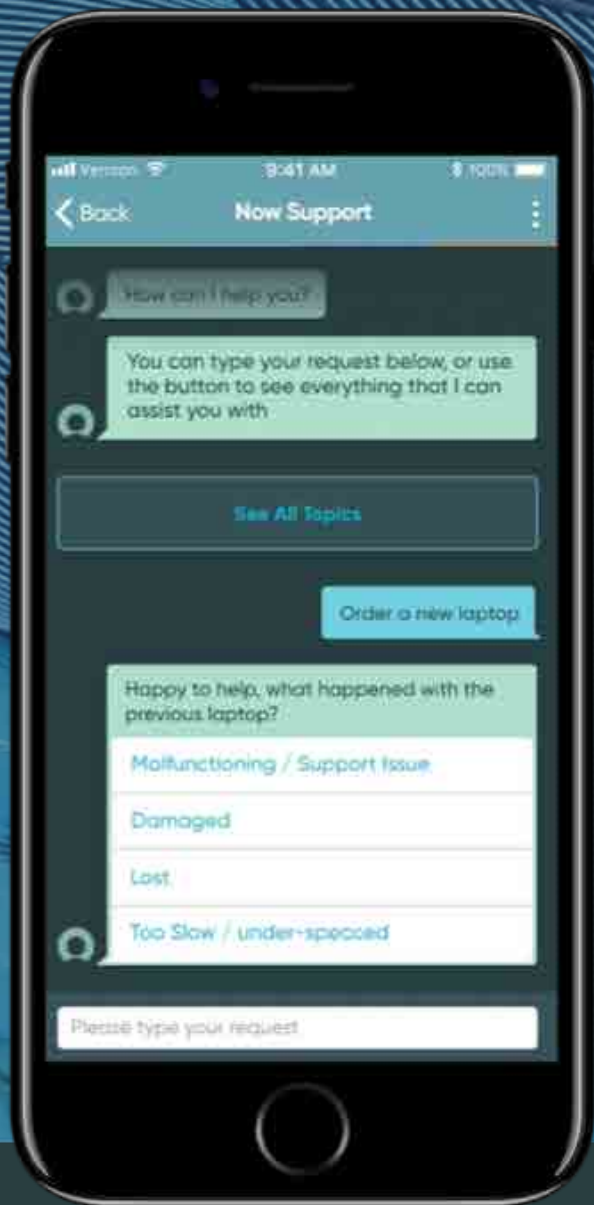
## A better requestor experience

Multi-channel services in a multi-device world

Fast, convenient service from anywhere

Service experience transparency





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# Virtual Agent

Take chat from conversation to resolution

**Resolve in context**  
with chatbots


**Kick off workflows**  
across the enterprise

**Use pre-built conversations**  
for ITSM, Customer Service  
and HR



Location  
Las Vegas

servicenow

Now serving	Technician	Up next	Time waited
Farrell Hough	Dariusz K. 	<ol style="list-style-type: none"><li>1. Adela Cervantsz</li><li>2. Carolina Kinlaw</li><li>3. Deanna Gerbi</li></ol>	<p>1 min</p> <p>1 min</p> <p>&lt; 1 min</p>



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# Walk-up Experience

# Requestors




## A better requestor experience

Multi-channel services in a multi-device world

Fast, convenient service from anywhere

Service experience transparency

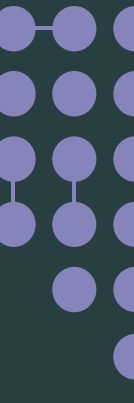


**Now requestors can have a delightful  
and painless experience with IT.**

**Planner**



# The Planner Experience



# Challenges

Overwhelming  
volume of demand

Misalignment  
of work

Slow delivery,  
poor quality

## Planner



# Planner



## A better planner experience

Easy way to capture voice of the customer

Tools to help qualify, align, and execute work

Increased velocity of new products and services



# Planner

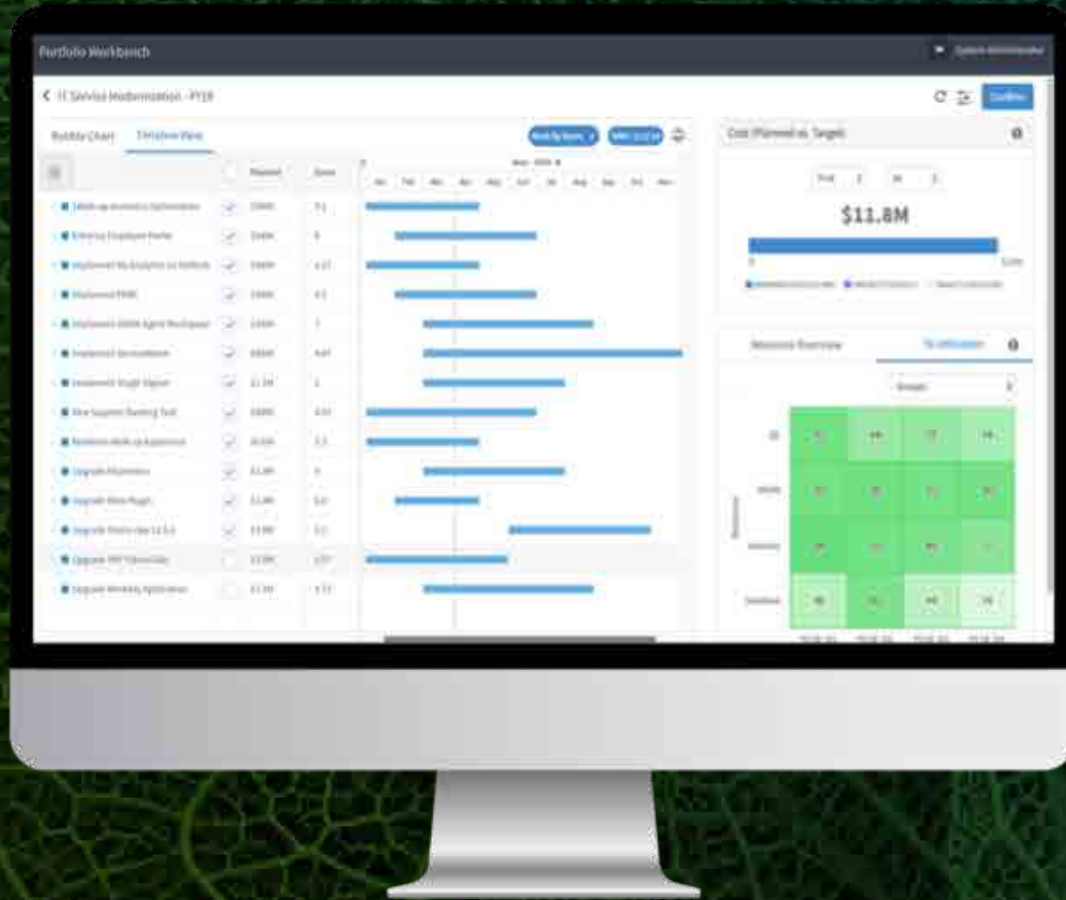


## A better planner experience

Easy way to capture voice of the customer

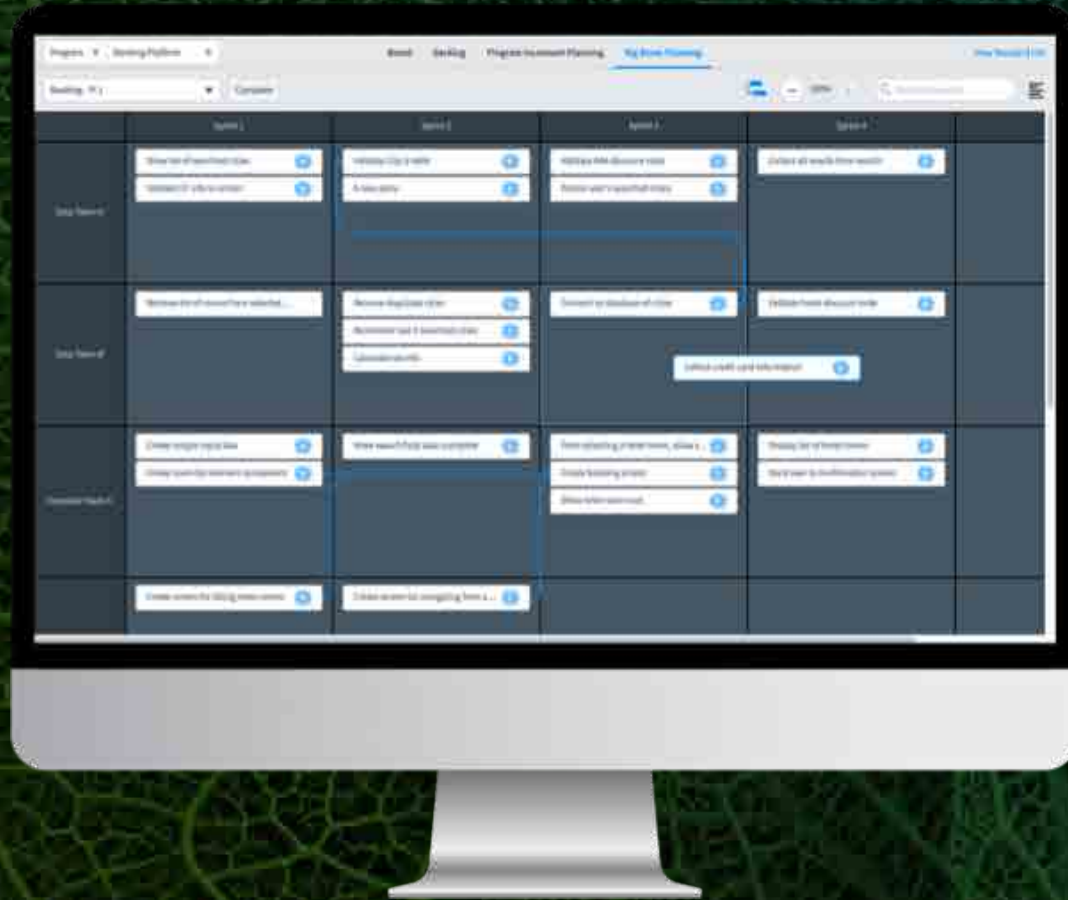
Tools to help qualify, align, and execute work

Increased velocity of new products and services



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# Portfolio Workbench

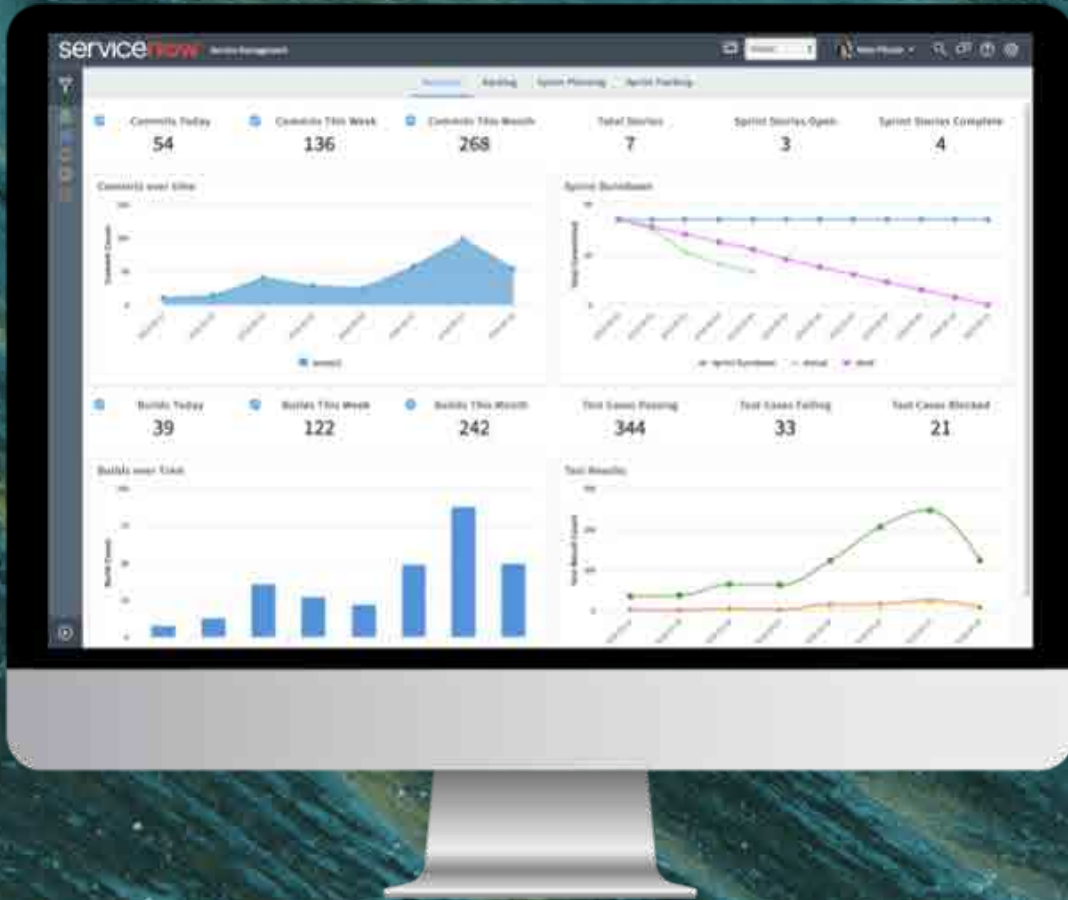


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# Scaled Agile Framework



**Now planners can align IT to the business  
easier than ever before.**



COMING IN MADRID

# Enterprise DevOps

Harness the power of DevOps for the Enterprise

Speed to  
deliver apps fast

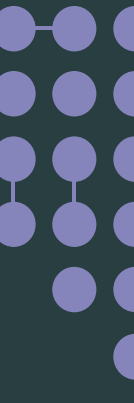
Visibility across  
your toolchain

Control  
where you need it

**Operator**



# The Operator Experience



# Challenges

Difficult to diagnose  
and pinpoint issues

Collaboration  
across teams is  
hard

Resolution takes  
forever, especially  
under pressure

## Operator





# Operator



## A better operations experience

Fast diagnosis  
of major issues

Seamless collaboration  
across teams

Rich content for  
quick remediation



# Operator

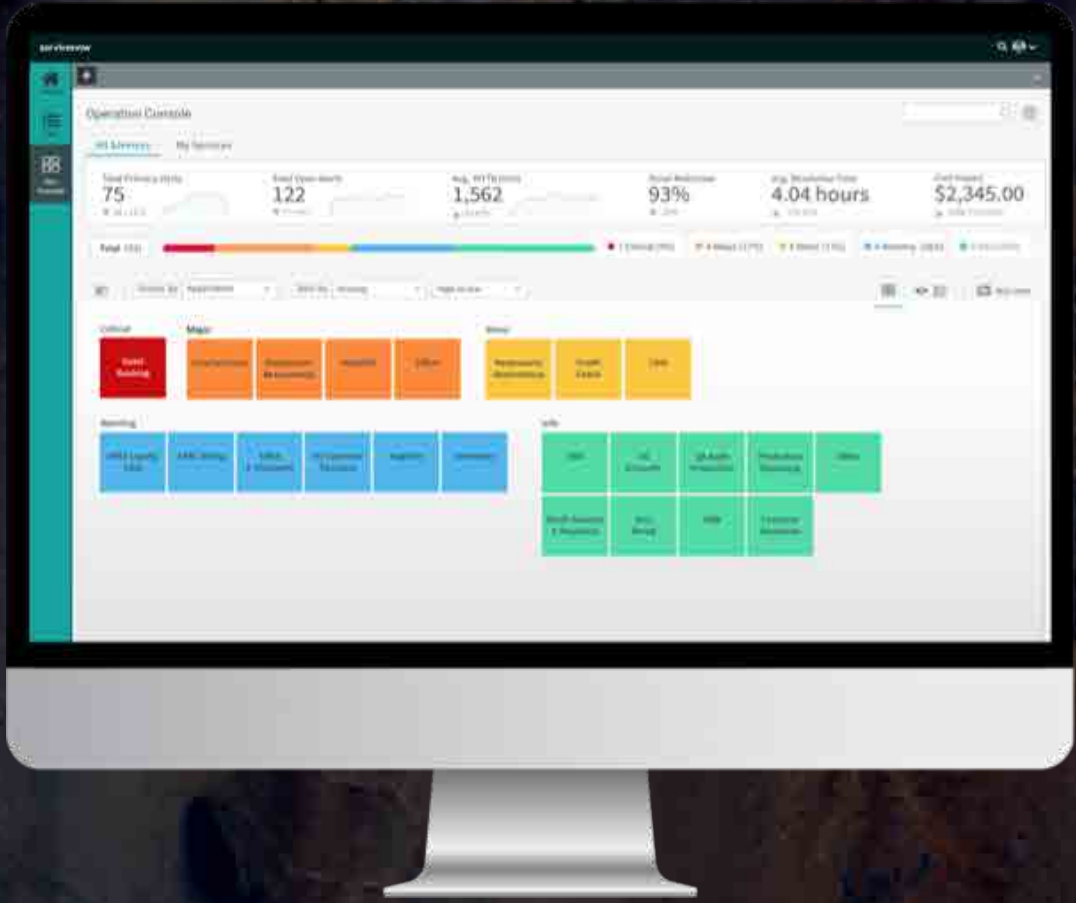


## A better operations experience

Fast diagnosis  
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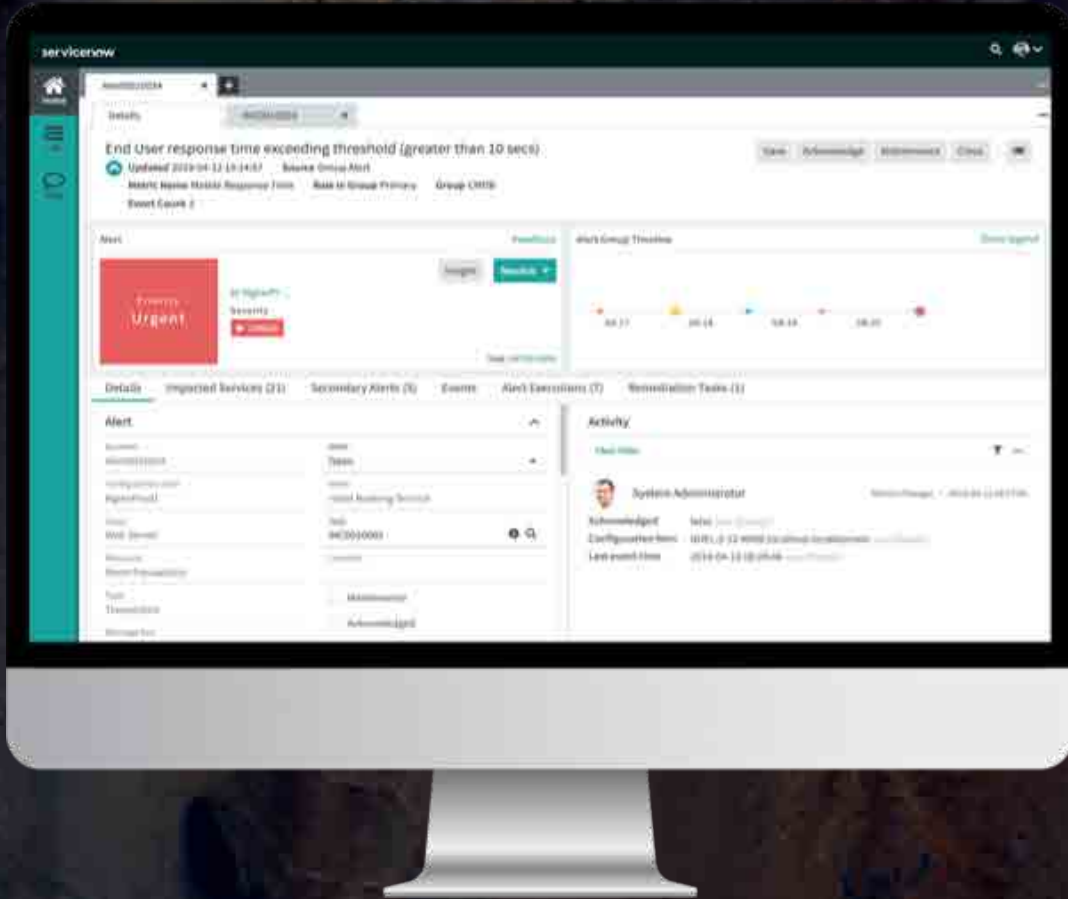
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Rich content for  
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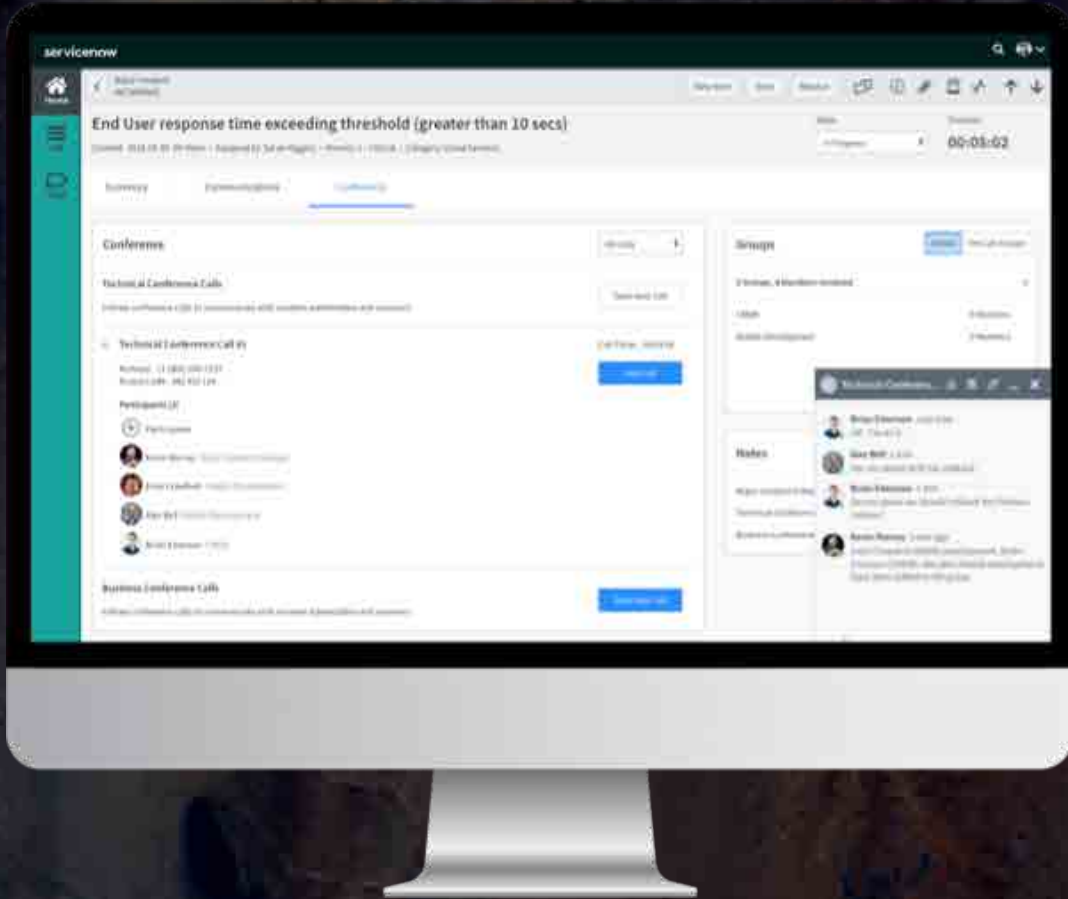
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# Operations Workspace



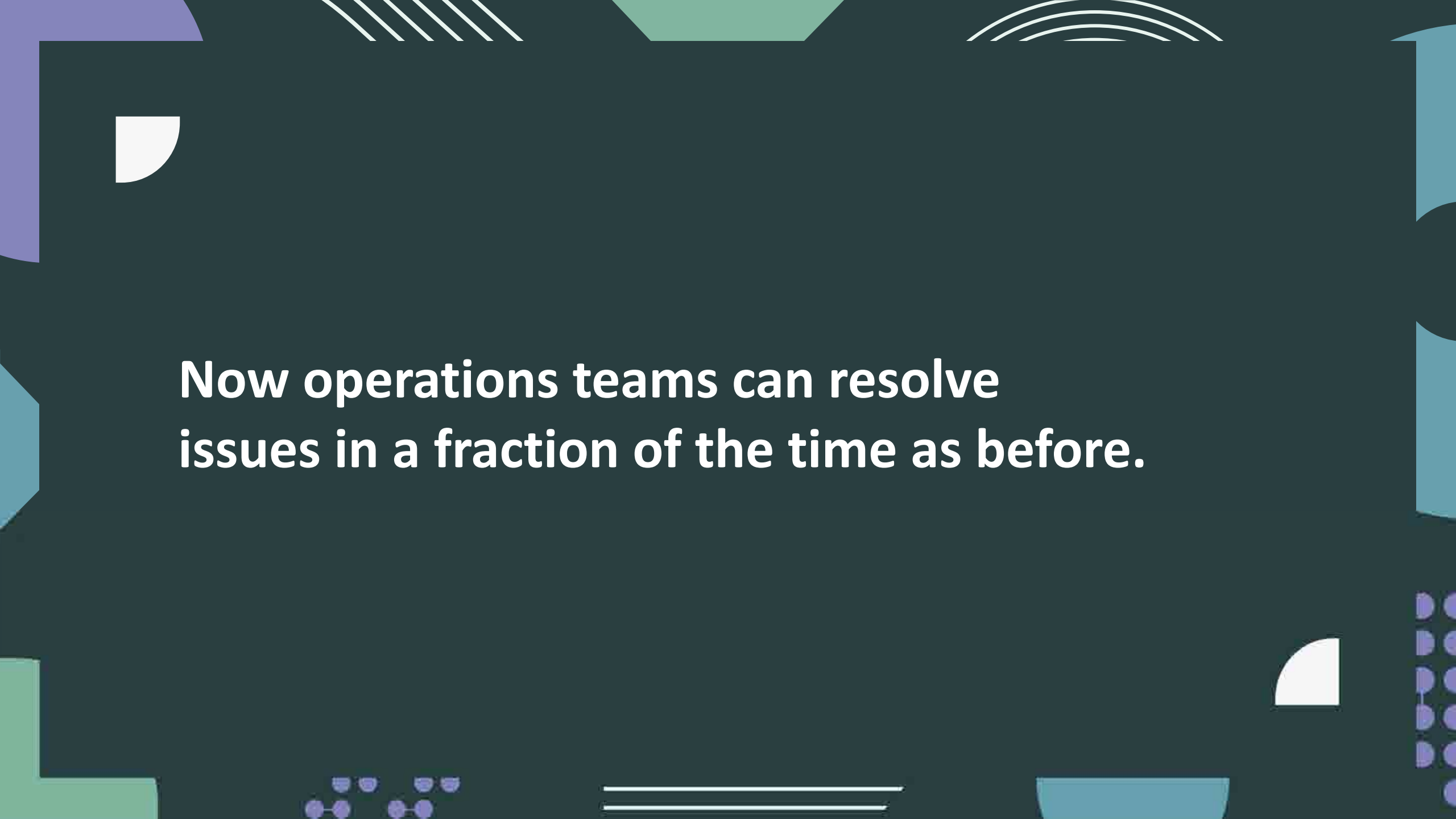
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# Alert Intelligence

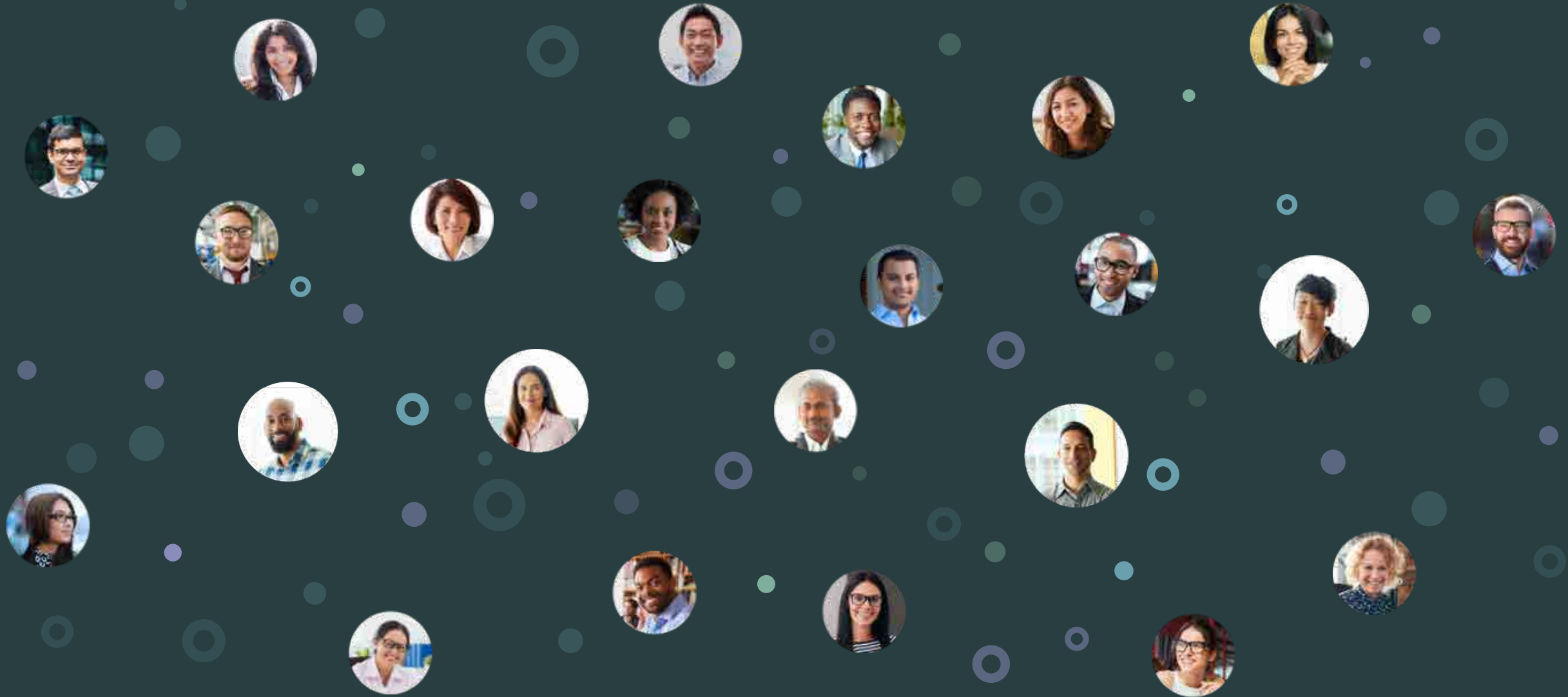


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# Major Incident Management



**Now operations teams can resolve  
issues in a fraction of the time as before.**





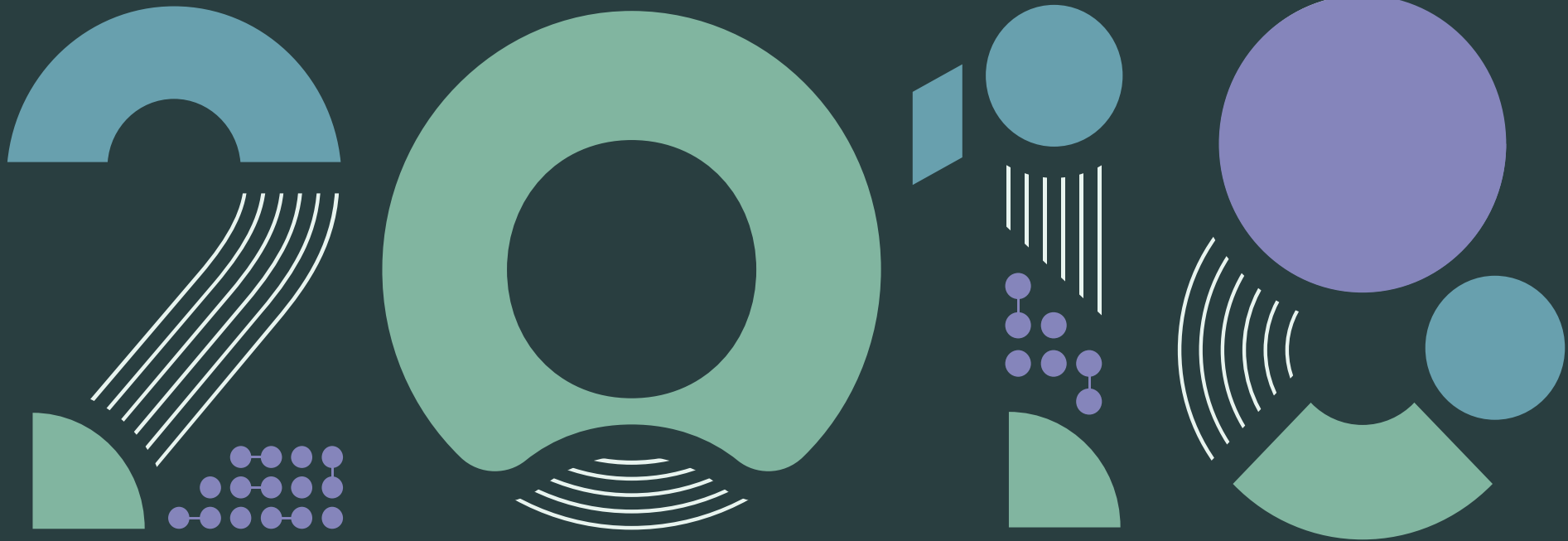
**Welcome to the Era of Experience**

It's Happening **now**



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