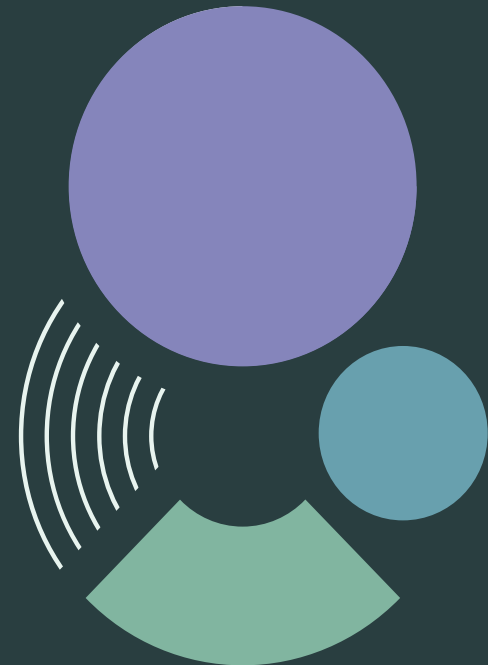
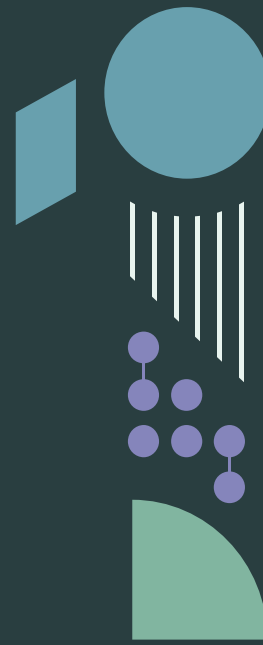


now summit



24 Oktober • Frankfurt

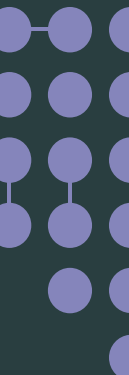
servicenow



servicenow™

Accelerating Transformation with Now Platform®

Rene de Boer
Director Product Management
Platform Business Unit





Expectations...





Digital transformation...

Digital transformation drives the future of work

Deliver great experiences to every user

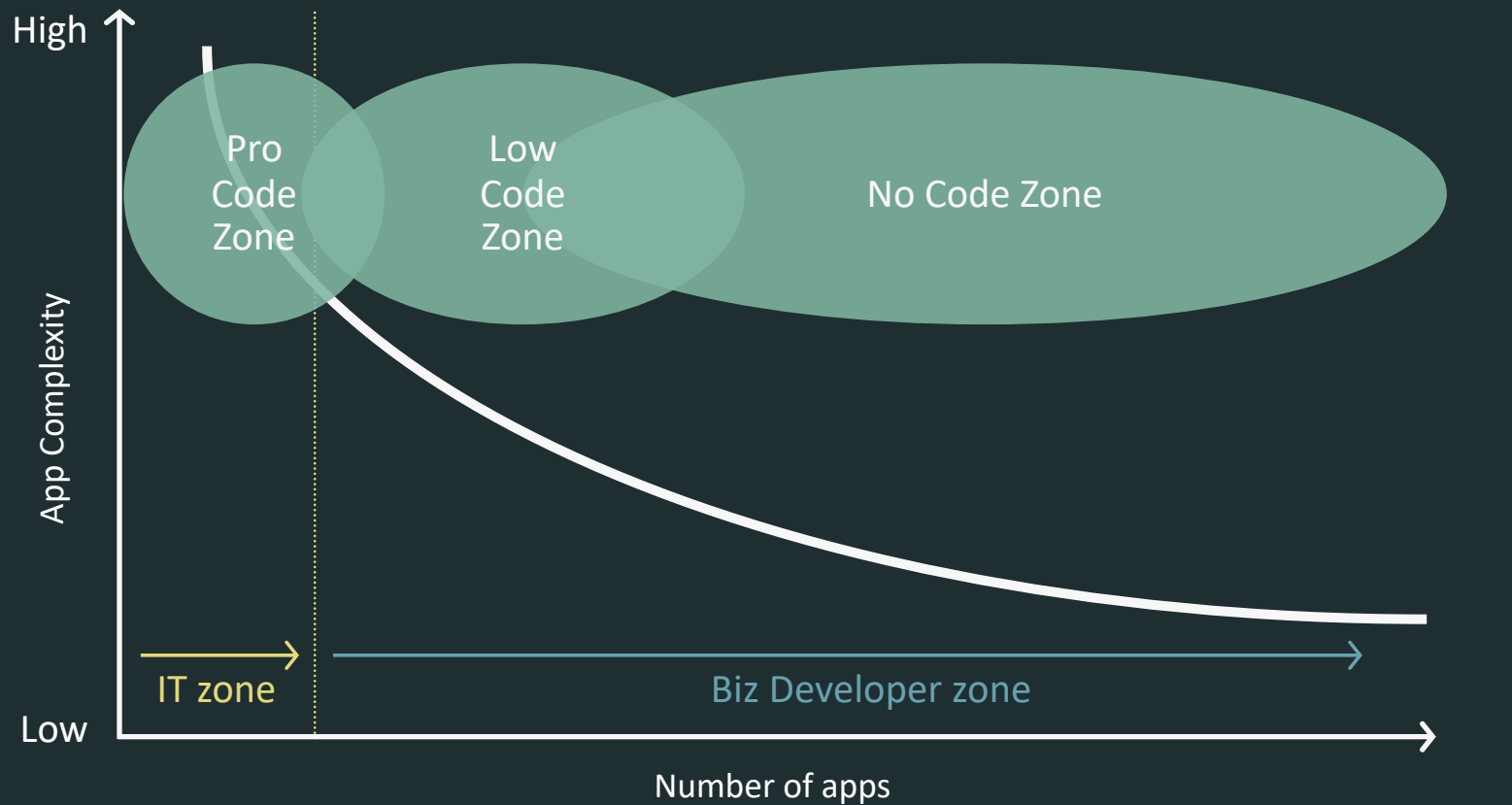
Complete routine tasks in a snap

Accelerate and automate complex tasks

Innovate in business process and models



Transforming with new application development models



Transformation led by process owners

Evolving platforms enable low and no code tooling

Figure 4: DPA Use Cases, Uncharted Software-Delivery Territory

Forrester: "Refocus Process Automation To Rescue Your Digital Transformation", May 17, 2018

Everyone plays an evolving role



HR



Finance



Customer Service

Facilities



IT




Legal




IT becomes the enabler




Critical components of Platform as a Strategy




Deliver great
employee &
customer
experiences



Automate and
integrate across
the enterprise



Enhance
everyday work
with
intelligence



Empower
everyone to
innovate

The Now Platform[®]: Platform as a Strategy for digital transformation



The Now Platform[®]: Platform as a Strategy for digital transformation



Now Platform[®]

IT

Sales

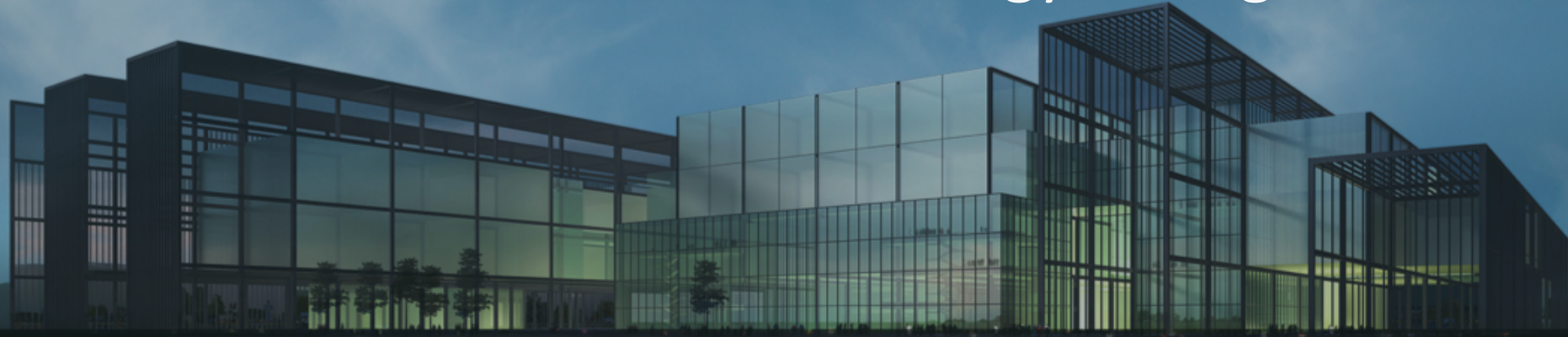
Marketing

HR

Finance

Services

The Now Platform[®]: Platform as a Strategy for digital transformation



IT



Security



HR



Customer
Service



Custom
Apps




Partner Apps

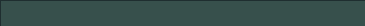


Now Platform[®]

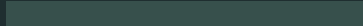
Critical components of Platform as a Strategy



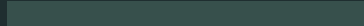
Deliver great
employee &
customer
experiences



Automate and
integrate across
the enterprise



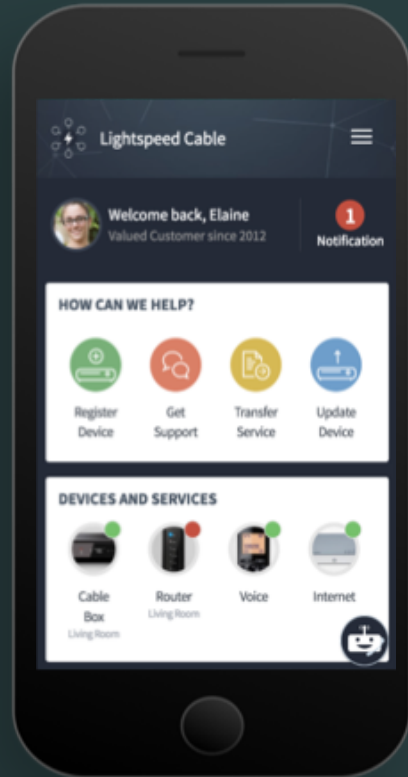
Enhance
everyday work
with
intelligence



Empower
everyone to
innovate

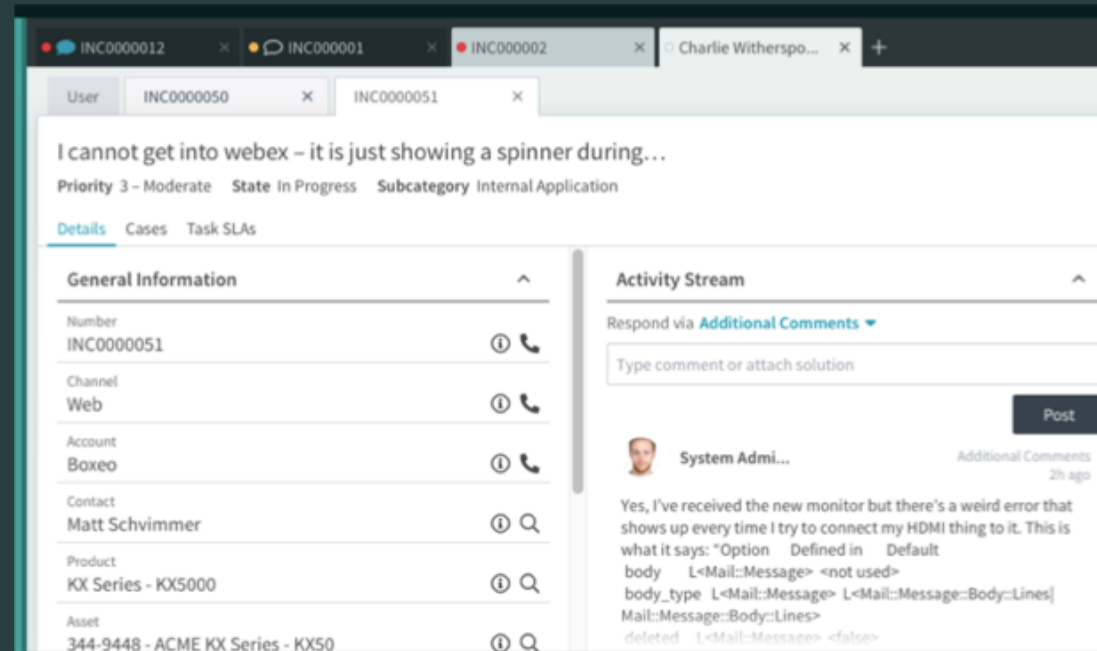
Build experiences that transform

Service Portal



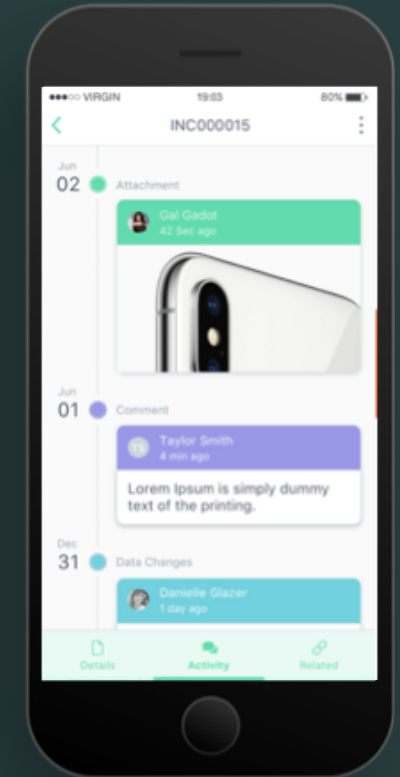
Amazing portal experiences

Workspace



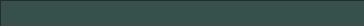
Amazing experiences for agents

Mobile




Amazing on-the-go experiences

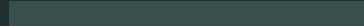
Critical components of Platform as a Strategy



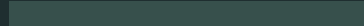
Deliver great
employee &
customer
experiences



Automate and
integrate across
the enterprise



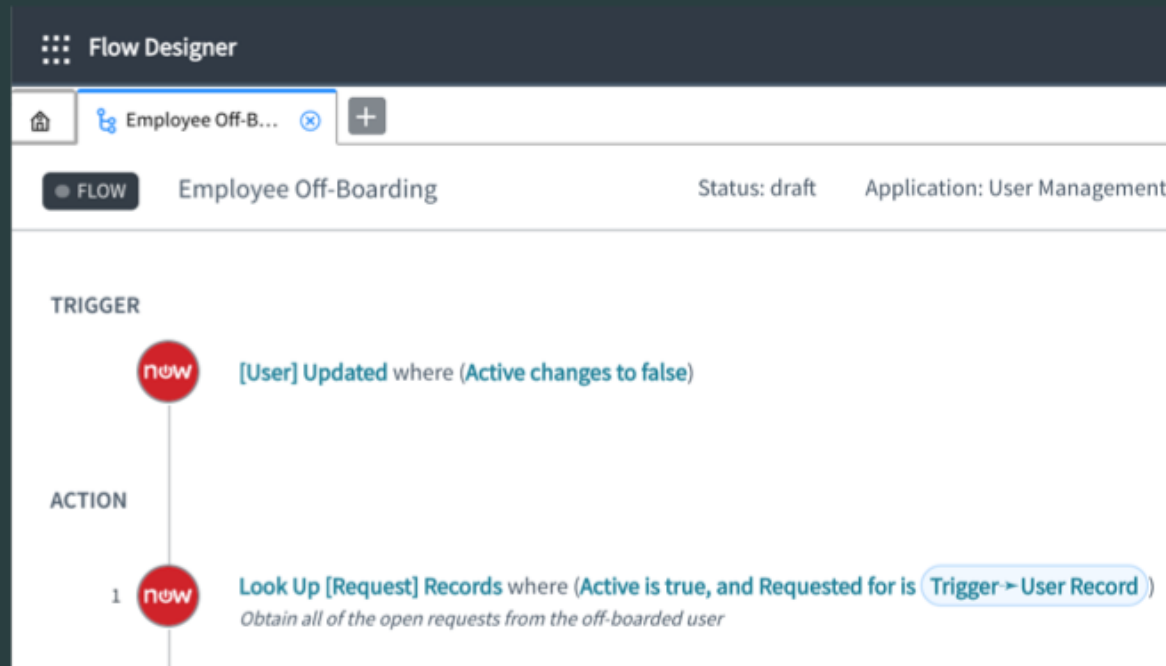
Enhance
everyday work
with
intelligence



Empower
everyone to
innovate

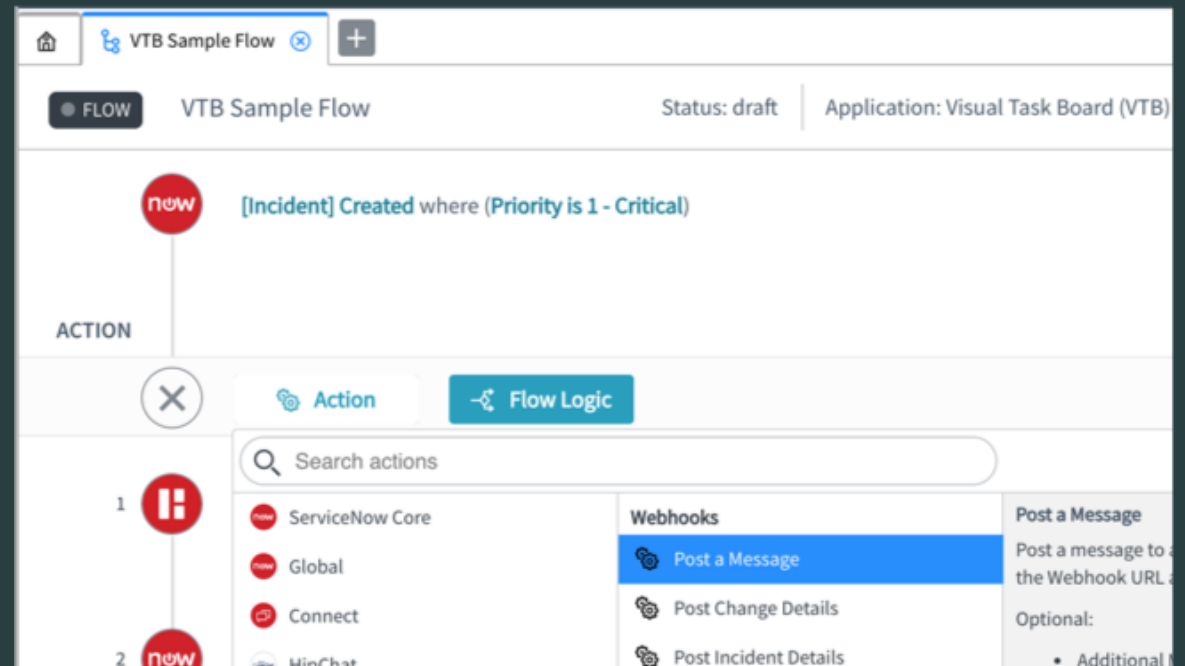
Easily automate and integrate your processes

Flow and Action Designer



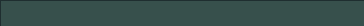
Build flows using natural language, re-usable components and automate action using conditional triggers

Integration Hub

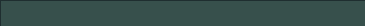


Integrate everything with out-of-the-box connectors to internal and external services


Critical components of Platform as a Strategy



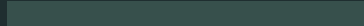
Deliver great
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customer
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Automate and
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Enhance
everyday work
with
intelligence



Empower
everyone to
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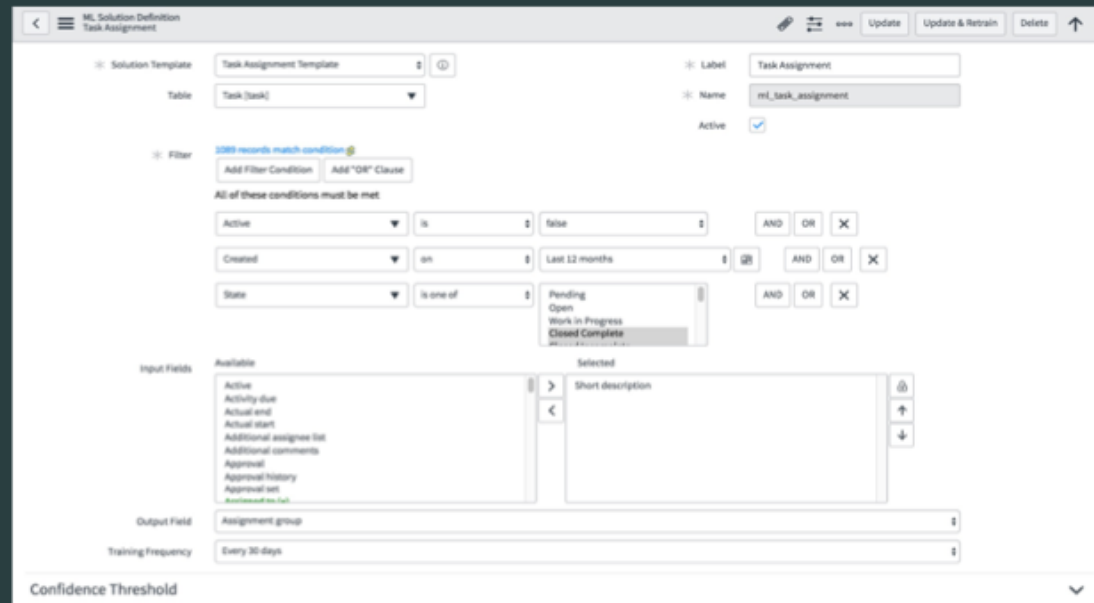
Enhance everyday work with insight and automation

Performance Analytics



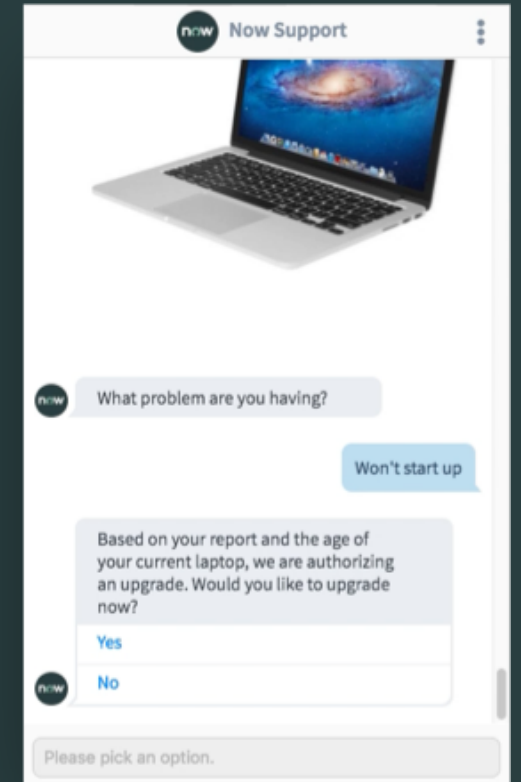
Align data, people and goals to drive business

Agent Intelligence



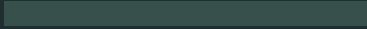
Machine learning-powered adaptive intelligence

Virtual Agent

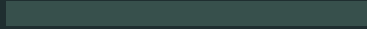


Take chat from conversation to resolution

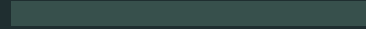
Critical components of Platform as a Strategy




Deliver great
employee &
customer
experiences



Automate and
integrate across
the enterprise



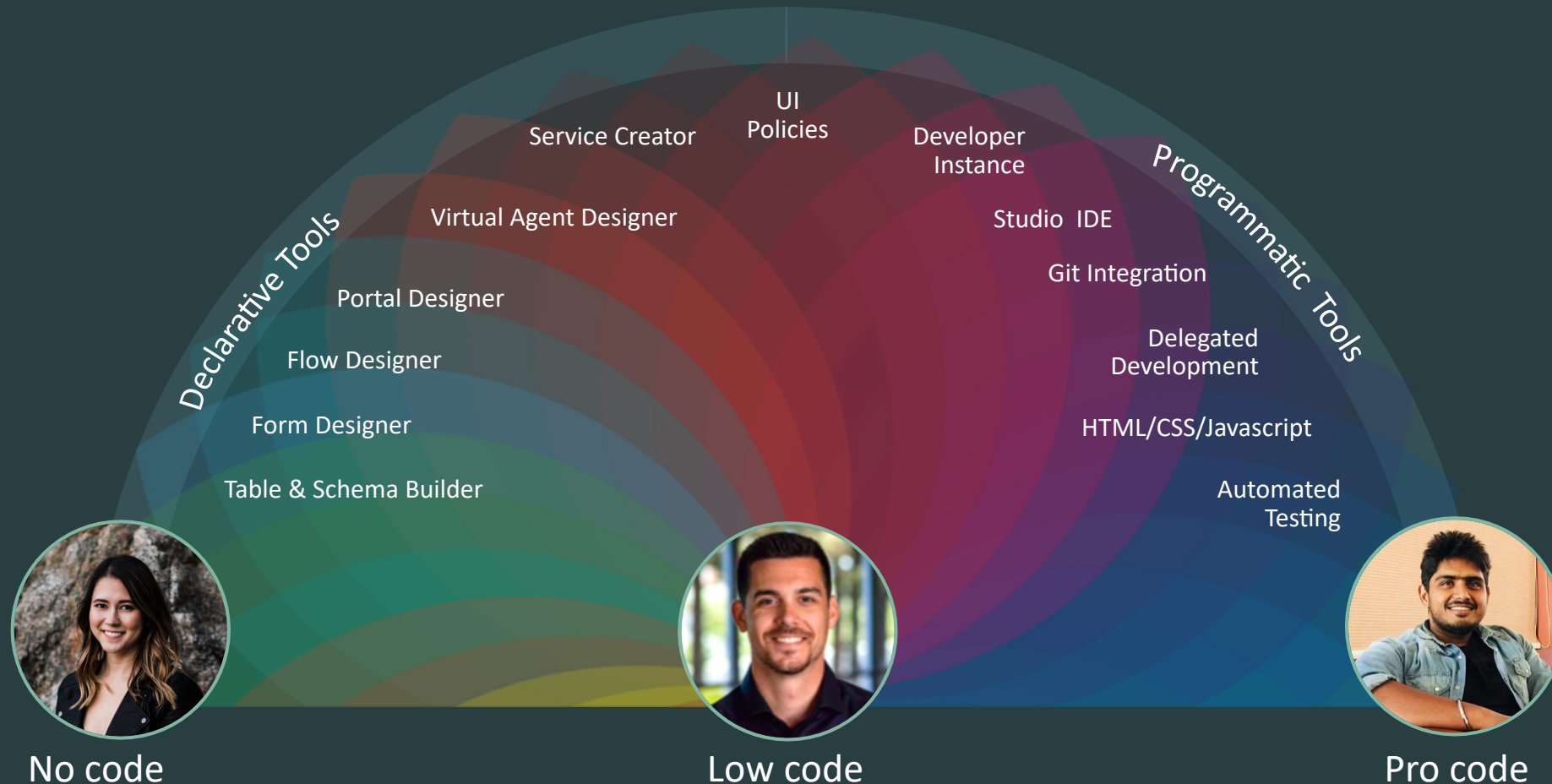
Enhance
everyday work
with
intelligence



Empower
everyone to
innovate

Transform AppDev, Transform your business

Democratizing development enables innovation for everyone



Sneak Peak

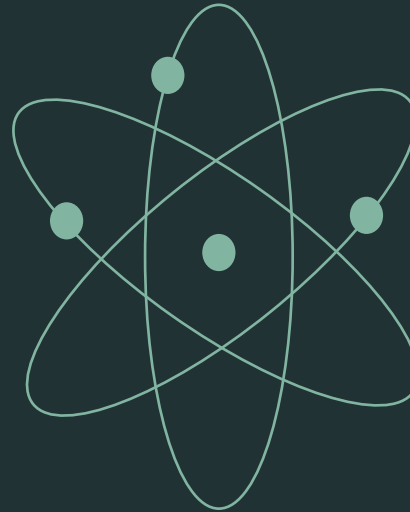
Mobile Demo

One Platform, unlimited possibilities

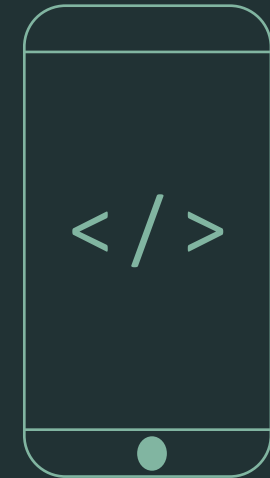
Tailor and extend
ServiceNow solutions



Tap into a growing, vibrant
ecosystem of partners



Build applications for
new customer use cases



Now Platform®

Economic impact of the Now Platform

30%

increase in
dev resources via
low code tools

290%

Accelerated
development
efforts

57%

Increased employee
productivity



Now Platform®

Source: Forrester The Total Economic Impact™ of Developing Applications on the Now Platform™ May 2017

Transformational customer successes

Aaron's

ServiceNow enabled us to start out simply with minimal coding, so our developers could grow their skills over time. And, it only takes us 6 to 8 weeks to build an application—including complex workflows and reporting.

Tim Alman
Manager of IT Service Management, Aaron's

Aaron's Direct Ship Purchase Order Request

Requestor Information

Store Number: C1000 Date Ordered: 4/24/17 3:18 PM

Ship To: C1000, 15233 US HIGHWAY 19 S THOMASVILLE, GA 31792 2282280068

Vendor Information

Vendor Selection: AMERICAN FURNITURE CLASSICS Vendor ID: 73852

Order Information

Please allow two (2) to three (3) weeks for delivery to the store.

Filter items... Page 1/1

Item	Unit Price	QTY	Total
5 Gun Concealment Bench Category: Living Room/Entertainment SKU: 7325GCB Model: 502-BENCH	\$116.40	0	\$0.00
5 Gun Metal Security Cabinet Category: Living Room/Entertainment SKU: 7653MSC Model: 906	\$126.00	2	\$252.00
Camo Gun Concealment Bench Category: Living Room/Entertainment SKU: 7325CSB Model: 531	\$126.00	0	\$0.00
Mantel Handgun Clock Category: Living Room/Entertainment SKU: 7653MC Model: 101	\$27.97	0	\$0.00
Goods Total (USD):			\$252.00

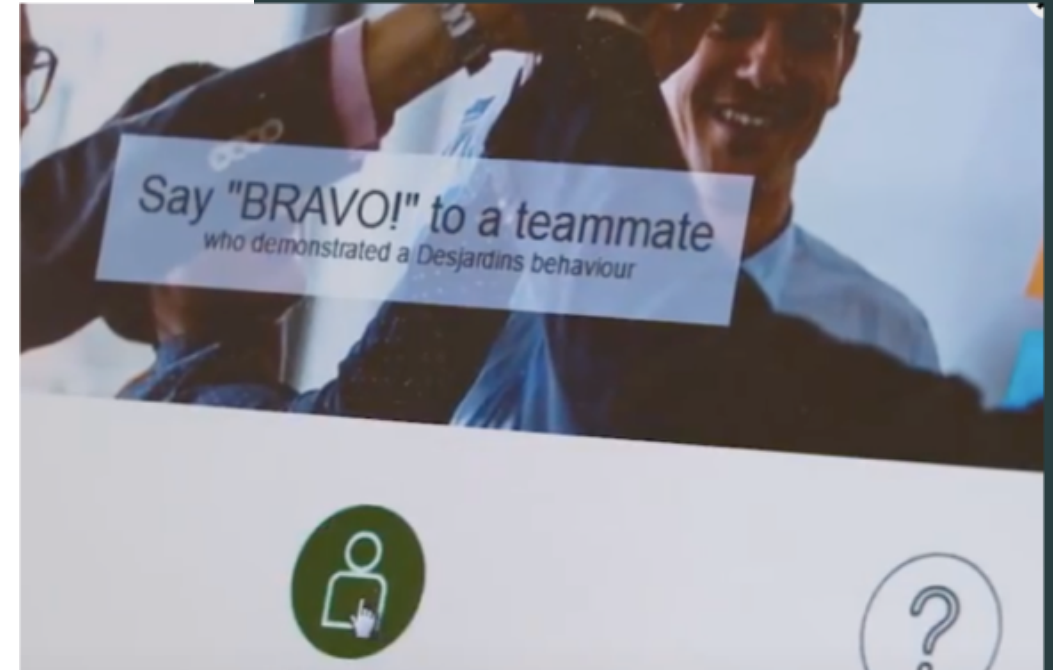
Page 1/1



Desjardins

“Moving to ServiceNow has given us a consistent structure for our applications, and it allows us to easily share data and documents - something we just couldn’t do with Access and Excel-based tools.”

Jean-Pierre Thibert
RADevCenter & Shared Services Director



ServiceNow

Our custom Click-Through Agreement application was quick and easy to develop, and has transformed how we manage legal agreements at ServiceNow.

Chris Bedi
CIO, ServiceNow

The screenshot displays the 'PartnerNow Mutual NDA' application interface. At the top, a progress bar shows four steps: 'Create Account', 'Sign NDA' (the current step), 'Select Program', and 'Sign Agreement'. Below the progress bar, the title 'PartnerNow Mutual Non-Disclosure Agreement' is displayed. A prominent button labeled 'DELEGATE NDA' is visible, with a subtext: 'If you are not authorized to accept this agreement, you may click the Delegate NDA button to route to an alternate contract signatory within your company.' A red instruction reads 'SCROLL COMPLETELY TO THE END OF THE AGREEMENT TO ACCEPT'. At the bottom, the legal agreement text is visible, starting with 'PARTNERNOW_{SH} MUTUAL NON-DISCLOSURE AGREEMENT' and 'ACCEPTANCE OF THIS PARTNERNOW MUTUAL NON-DISCLOSURE AGREEMENT ("AGREEMENT") FORMS A BINDING AGREEMENT BETWEEN THE INDIVIDUAL OR ENTITY ELECTRONICALLY ACCEPTING THIS AGREEMENT ("PARTICIPANT") AND THE SERVICE NOW ENTITY DESIGNATED IN SECTION 5.1 BELOW ("SERVICE NOW"). PARTICIPANT ACCEPTS THIS AGREEMENT BY INDICATING ACCEPTANCE OF THESE TERMS WHEN THEY ARE PRESENTED ONLINE, SUCH AS BY CHECKING A BOX CAPTIONED WITH THE LEGEND "I AGREE" OR WITH OTHER ACCEPTANCE LANGUAGE, OR BY CLICKING AN ICON BEARING AN "ACCEPT" OR SIMILAR LEGEND, OR BY OTHERWISE ELECTRONICALLY SIGNING THIS AGREEMENT. THE INDIVIDUAL ACCEPTING THIS AGREEMENT ON BEHALF OF PARTICIPANT REPRESENTS THAT HE OR SHE HAS THE AUTHORITY TO REPRESENT PARTICIPANT AND HAS READ AND UNDERSTANDS ALL THE PROVISIONS OF THIS AGREEMENT.'

Your trusted, strategic partner



Innovation

Forbes' World's Most Innovative Company

Growth

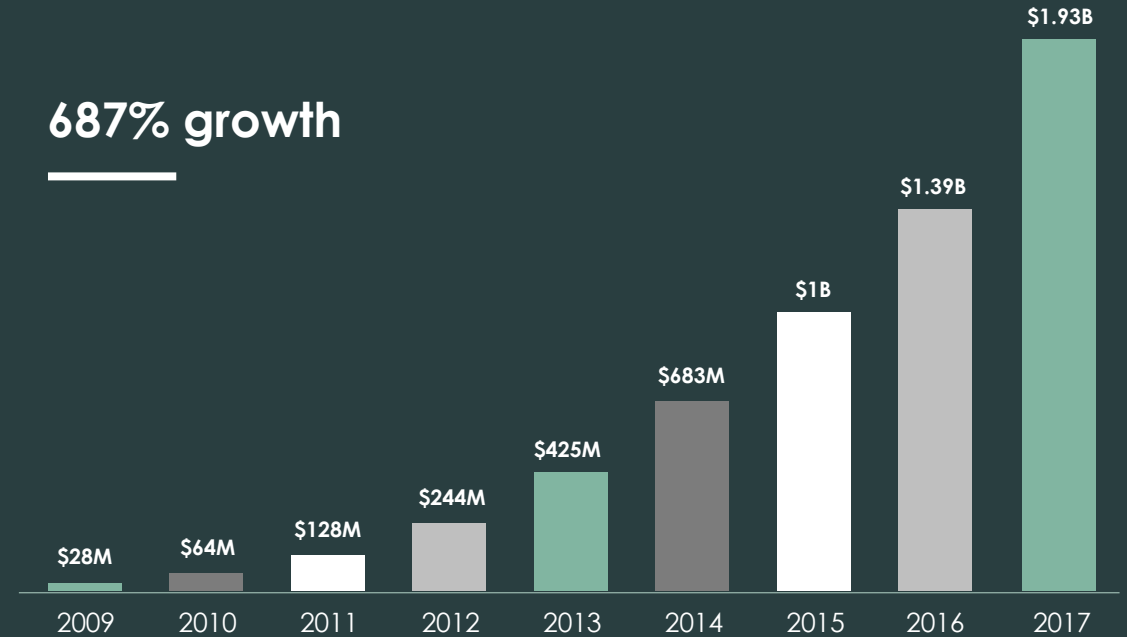


Leadership

Gartner Magic Quadrant for ITSM, IRM and hpaPaaS

now™

687% growth



Our customers

46%
Global 2000

35K
apps built

98%
renewal rate

ServiceNow named a Leader in the 2018 Gartner Magic Quadrant for Enterprise High-Productivity Application Platform as a Service

Figure 1. Magic Quadrant for Enterprise High-Productivity Application Platform as a Service



Source: Gartner (April 2018)



[READ REPORT](#)

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from ServiceNow. Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Source: Gartner, Inc., Magic Quadrant for Enterprise High-Productivity Application Platform as a Service, Paul Vincent, Van L. Baker, Yefim V. Natis, Kimihiko Iijima, Mark Driver, Rob Dunie, Jason Wong, Aashish Gupta, April 26, 2018

ServiceNow Developer Program

developer.servicenow.com

- Developer Instance
- API & Documentation
- Free learning plans & training
- Share code!
- Community
- Meetups & events
- much more...

service**now** | developers

FEEDBACK | LOG IN | REGISTER | MO

PROGRAM LEARN API COMMUNITY SHARE EVENTS BLOG

Build or improve your ServiceNow application development skills

START LEARNING

Develop Enterprise Applications

Harness the strength of the ServiceNow development platform to rapidly build, test, deploy and sell applications.

Learn
Get the online training, tutorials and code samples to build apps.

Build
Create, extend, integrate and explore the platform on your own instance.

Discuss
Collaborate with the global ServiceNow developer community.

Deploy
Rapid move to production on the marketplac

ServiceNow Store

- Applications for any department
- Install with a single click
- Free and paid applications
- Dedicated partner support



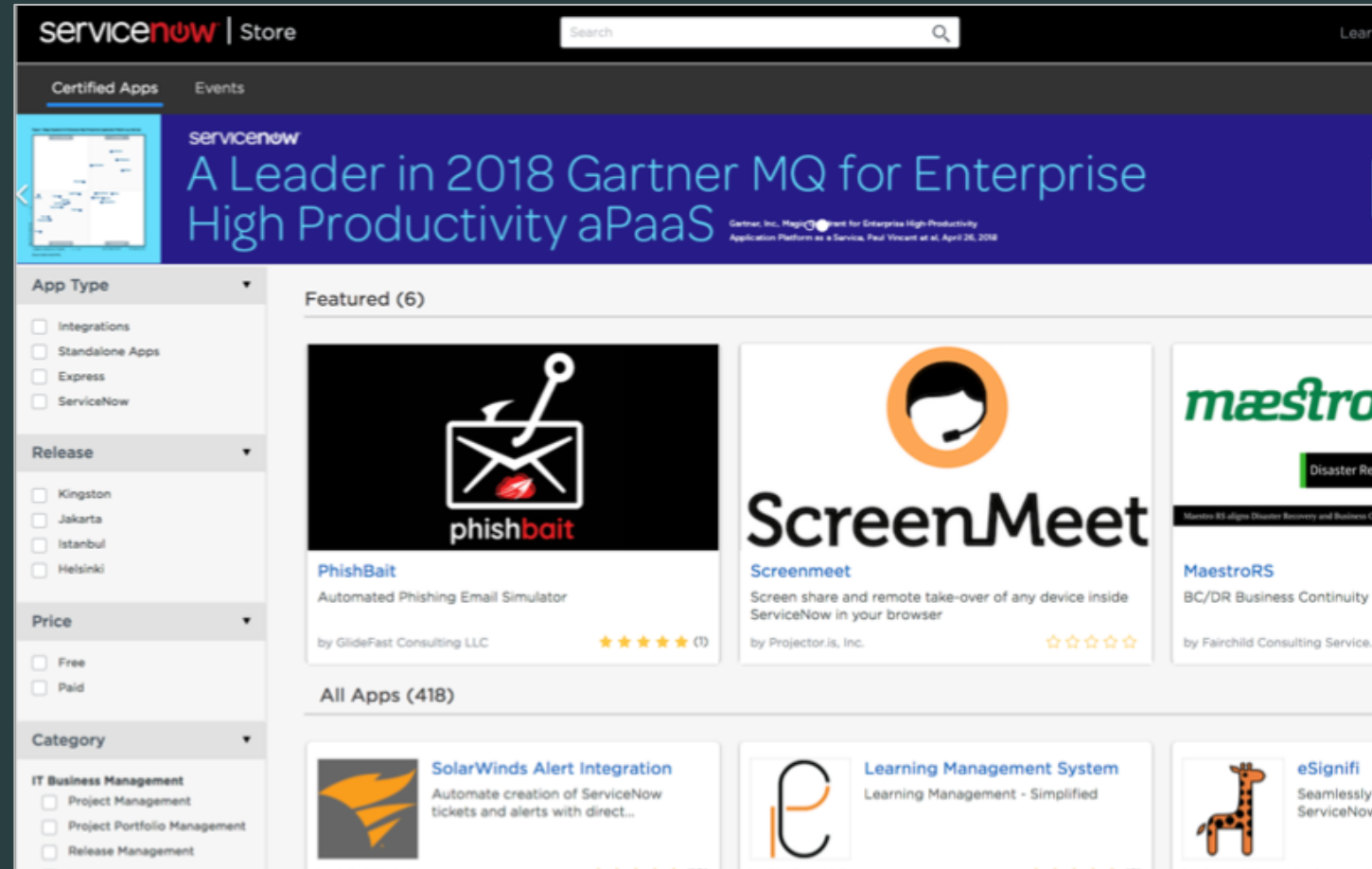
Partners



Apps

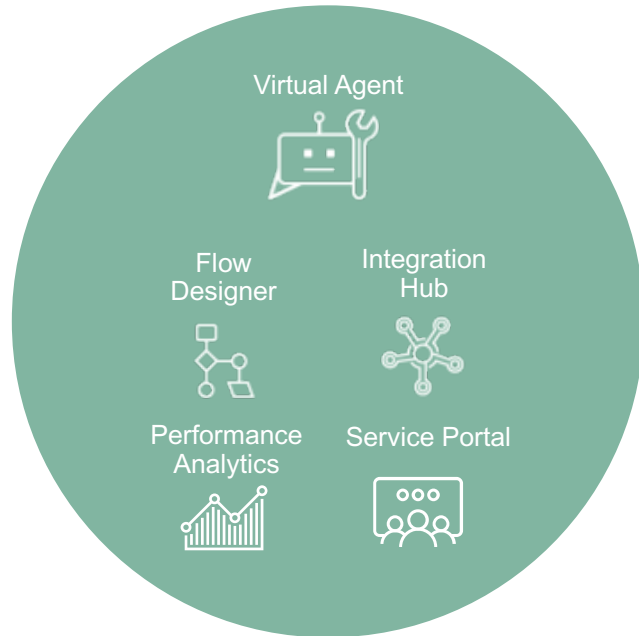


YoY growth



The screenshot displays the ServiceNow Store homepage. At the top, there is a search bar and navigation tabs for 'Certified Apps' and 'Events'. A prominent banner features the ServiceNow logo and the text 'A Leader in 2018 Gartner MQ for Enterprise High Productivity aPaaS'. Below the banner, a left sidebar contains filter options for 'App Type' (Integrations, Standalone Apps, Express, ServiceNow), 'Release' (Kingston, Jakarta, Istanbul, Helsinki), 'Price' (Free, Paid), and 'Category' (IT Business Management, Project Management, Project Portfolio Management, Release Management). The main content area is titled 'Featured (6)' and shows a grid of application cards. The first card is 'PhishBait' (Automated Phishing Email Simulator) by GlideFast Consulting LLC, rated 5 stars. The second is 'ScreenMeet' (Screen share and remote take-over) by Projector.is, Inc., rated 4 stars. The third is 'MaestroRS' (BC/DR Business Continuity) by Fairchild Consulting Services. Below the featured section, there is an 'All Apps (418)' section with more application cards, including 'SolarWinds Alert Integration' and 'Learning Management System'.

Take London to the Limit



Use the latest & greatest
Now Platform features

Compete for \$250K in Seed Funding



3 Finalists Pitch to Legends
of Tech Judges at
Knowledge19

Sell Globally



On the ServiceNow Store

www.servicenow.com/creatorconchallenge – entry deadline March 8th, 2019

Three ways to begin your Now Platform journey

1

App Dev workshop

- Onsite
- Business analysts
- Professional developers

2

Innovation workshop

- Art of the possible
- Best practices
- Ideation methods

3

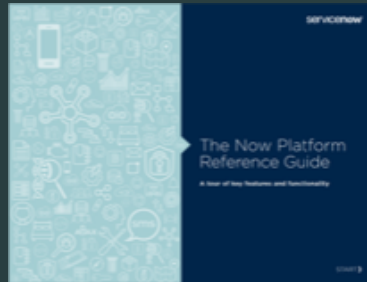
Inspire engagement

- Executive advisory
- Strategy engagement
- Drive business outcomes

Resources: Get the Platform eBooks



Better understand the benefits, costs, and risks of the Now Platform



A soup to nuts guide on understanding all the capabilities of the Now Platform



An eBook for enterprise architects on how the Now Platform can support their architecture



8 customer digital transformation success stories driven by ISV partners



11 Platform customer case stories



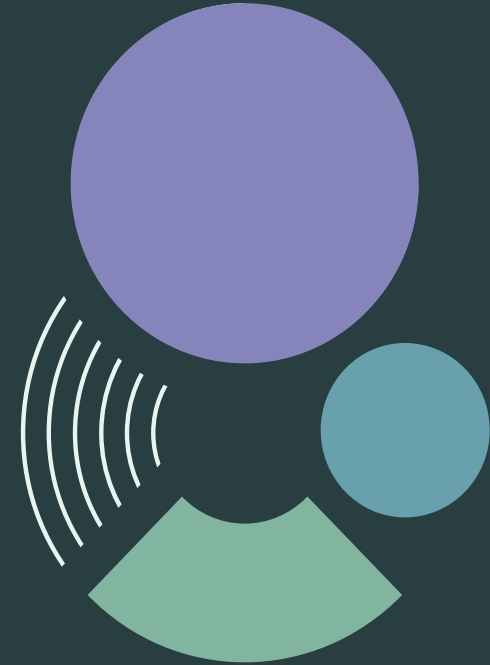
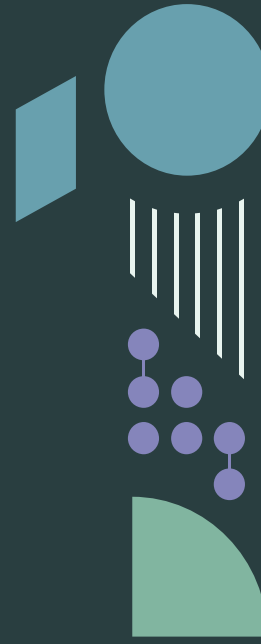
An eBook that explains in plain business language what customers build on the Now Platform

Our purpose

**We make the world of
work, work better for
people.**



now summit



24 Oktober • Frankfurt

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