Life at Now
LIFE AT NOW

Let’s face it. This year has been different. But different can mean many things. And while 2020 has had its fair share of unexpected and unprecedented times, we’d be remiss if we didn’t mention that it has also had a dose of greatness. “What’s been so great about 2020?” you might ask. Well, for one, YOU! “How do you know I am great?” you might ask again. It’s simple: You work at ServiceNow. We have a special bond. We have been on a journey together. And while this journey has no final destination, it has moments that matter—amazing moments that make you stop and say, “Yeah, that was cool.” We know that when we work together, we can do big things. We know that sharing, collaborating, and experimenting is what makes the dream work. We’ve laughed together, cried together, and even lip-synced together, and we know we are stronger when everyone has a voice and feels empowered to express it. We know you have tattoos and quirky passions, and we love that. Your authentic self brings so much to the table. We know you can adapt and connect and support each other, even when you’re on Zoom...in your closet...with your dog/cat/kid at your feet. These are just some of the things that make you great. (There goes that word again.) Long story short, ServiceNow is thriving because of you. You deserve to be celebrated, regardless of what this year has thrown at us. So, that is exactly what we intend to do.
When it comes to engineering talent, the Bay Area often comes to mind. Well-known tech companies employ tens of thousands of engineers and other tech-intensive roles like UX design, data analytics, and more.

In San Diego—where ServiceNow was founded and maintains a large office, there’s also a significant amount of engineering talent. There’s something else really unique about San Diego: Women make up a large percentage of our engineering team located there. This is something that’s pretty uncommon for tech companies.

Ask any of these women what they love about working at ServiceNow in San Diego; they won’t say the beach. Instead, ServiceNow women engineers will point to the scope of their roles, the scale of the Now Platform, and the complexity of the technical problems they get to solve.
As an engineer, nothing compares to the opportunity to build something from scratch.

— Magaly D.
Senior Director, Office of the CTO
What I love most about ServiceNow is that I get to be myself here.

— Farhana C.
Senior Software Engineer
San Diego, CA

As long as you show that you’re hard-working, a fast learner, and that you can adapt well, then you’ll be really valuable to the team, no matter your experience level.

— Audrey M.
UX Designer

Platform customization and app development is an important differentiator that many customers appreciate. And Jennifer L., senior manager of platform development, is responsible for making sure the back-end APIs that allow customers and developers to save and retrieve data for their applications are up and running 24/7. Jennifer and her team work to make the APIs as simple as possible for customers and shield the tough communication protocols behind the scenes.

Jennifer left her role at a previous company to look for a place where she could impact the end user. “At ServiceNow, things are changing. What I do in the code shows up in a customer instance. I build a product, customers use it, and they tell me what they think. That’s rewarding. How much influence you have on a product makes a huge difference.” But, like many employees at ServiceNow feel, the technology is only one piece of the puzzle. People make the difference. “We’re at a stage where what you do with a product matters,” says Jennifer. “But it’s just as important we have the people to continue to push the technology forward, instead of maintaining the status quo.”

As a senior software engineer, Farhana C. is challenging that status quo in her own right, and she hopes to be an example for other women, especially her own daughter. When she left her home country of Bangladesh, Farhana was determined to come to the United States to get her master’s in computer science—an uncommon aspiration for women in her home country. She joined ServiceNow nine years ago as a startup while her career was also just starting up. “Growing up I did not have this kind of opportunity, so this is all phenomenal. I’m just so grateful for everything. I, a person not even born in this country, wasn’t raised in this country. I just came for my higher studies and got a job and I get to work in a company which has grown from a complete startup to a huge industry leader. I want my daughter to have that kind of hope in her.”

Farhana’s career has grown right along with the company. She started by learning advanced communication skills in tech support engineering with customers and teammates, which now help her dig deep and have highly technical conversations when delivering and proving her opinions. Now, she is hands-on coding and working on developing stories. “My work speaks for me, so I don’t have to please a lot of people. What I love most about ServiceNow is that I get to be myself here.”

Farhana is an advocate for women who are pursuing a career in engineering and encourages them to “keep at it. The results will be phenomenal.”
Critical know-how also gets shared freely in meetings, where Android development team leader Dennis S. is known to say things like, “It’s better to have seven different points of view than just one—so we can choose which one best fits our needs.” And customers also get in the mix, thanks to their feedback in the ServiceNow App Store. Developers use customers’ comments—the good, the bad and the ugly—to beef up every product.

This giant feedback loop in Tel Aviv isn’t just business as usual. It’s fun and energizing, according to Dennis and Shimrit, and fits well with the mindset of developers who want to keep sharpening their skills. It’s also an ideal place to share knowledge and drive great culture and great products.
match for the nonstop pace of mobile product development.

An always-learning environment
When Shimrit arrived at ServiceNow, she caught on quickly to the call for developer creativity. “If you’re a developer, you want to always be developing new stuff,” she says. “We always want to make code better—shorter and cleaner.”

The team spirit centers around continual experimentation, Shimrit says. Feedback is happily welcomed from everyone, even newbies. “There’s nothing strict about who can contribute or how we work,” says Dennis. “Everything is open for change. To me, that’s the benefit of having a big team—you have more ideas. I’m constantly listening to people, whether it’s in our regular team meetings or on Slack.”

For Shimrit, mobile development lets her focus on her passion—coding challenges. “It’s an area that’s always getting updated, always changing, and the code is pretty new—everything is written using the best architecture,” she says. “That’s why we pay extra attention to structure and flexibility when we build mobile features, because we need that foundation.”

Because ServiceNow customers use mobile tools from the office, on the road, and just about all day, Dennis feels a special responsibility to learn from their feedback. He’s a regular visitor to the mobile products comments section in the ServiceNow Store. “I love to read the negative comments as much as the good ones,” Dennis says. “They inspire me to try something new. Sometimes, the most negative feedback can turn into the best product features.”

Collective wisdom
The lively culture of learning and sharing is one that Dennis wants to keep growing like crazy, right along with the size of the team. He loves the fact that colleagues like Shimrit are eager to share what they know with new employees so they can keep the knowledge rolling over to new teams and projects.

“We had a developer arrive from India a few weeks ago,” Shimrit says. “Since I’ve made progress in learning myself while I’ve been here, it feels good to pass it along. The sharing is really satisfying.”

It’s also how great leaders can pop up at the company. “A good developer isn’t just a person who knows how to write code,” Dennis says. “It’s a person everyone approaches with their questions. We want people who share what they love to do—not keep it all to themselves.”

“Sometimes, the most negative feedback can turn into the best product features.”

— Dennis S.
Android Team Leader
“There’s nothing more terrifying than staring at 47 seventh graders and not being prepared.” Right out of college, Christian started teaching middle school kids and that experience taught him, “There’s nothing I can’t handle.” In his sales role at ServiceNow, he is constantly preparing by investing in and nurturing relationships with colleagues and customers.

“If we don’t have customers, we don’t have a company. We gotta take care of the customers and if you can do that then the sales take care of themselves because you are adding value to their business.” Christian is a natural at building relationships and through his mantra, “You never lose in life, you just learn,” he challenges himself to keep growing and developing. “I had to be doing something where my heart was in line with my work,” says Christian. His team and his customers get to reap those benefits every day.
Q: What do you do at ServiceNow?
Sales is a relationship and you can’t just talk to someone once a month. You really are the owner of your franchise. The one thing you can control in sales is your output, and if you miss, you do feel like you have the freedom to reassess and go back at it the next quarter.

Q: What brought you to ServiceNow?
I had to be doing something where my heart was in line with my work. Our purpose is making the world of work, work better for people. It’s a really practical way of going about helping change the way that we do work.

Q: Tell me one of your belonging moments.
What I get excited about most when I come to work is knowing that it’s bigger than me. I’ve got customers who are dependent on me. I’ve got a team who’s dependent on me. You are helping drive value to your business and then they become your best commercial.

Q: What’s life at Now like for you?
It’s a company that’s growing very fast, but it doesn’t have that big company feel. You don’t feel like a number in a system. There are people here who are willing to put the ladder back down and help you get to wherever you want to be. That commitment to the employees is second to none here.
At ServiceNow, Diversity, Inclusion, and Belonging (DIBs) is in everything we do. In fact, this year we started voluntary, employee-led Belonging Groups sponsored by ServiceNow, open to all employees and align to our company’s business goals, objectives, and core values.

The groups connect people from different backgrounds and experience around shared interests, to engage in activities and events related to recruitment, retention, engagement, external diverse communities, and customers in which we serve to have a meaningful impact.

**Belonging Groups**
- Black at Now
- Interfaith at Now
- LatinX at Now
- LGBTQ+ at Now
- People with Disabilities at Now
- Veterans at Now
- Women at Now

Get involved! View our groups on Now at Work.
Recognizing Hispanic Heritage Month across the company, Latinx at Now co-lead Lucia O. is excited by the growing Diversity, Inclusion, and Belonging (DIBs) awareness. Latinx belonging group events educated us that Hispanic is about language, and Latinx is a gender-neutral term for a diaspora of cultures spanning geography, languages, generations, and values tied to family and community. In a highly praised presentation, Dr. Juana Bordas, President, Mestiza Leadership International, encouraged allyship among non-Latinos, who are welcomed as Latinx by Corazón.

Lucia has seen the changes that “ServiceNow has made to become a more inclusive and diverse culture.” That’s in stark contrast to 2012, when she was the first LATAM region sales manager hired in a mostly white male-dominated sales organization. The challenges Lucia has faced in her career motivated her to step into a leadership role with the belonging group.

“For the longest time I didn’t feel like I belonged. It’s been a long road but that has finally changed. I’m Hispanic. I’m Latina. I’m from Peru. And that’s my identity.”

Carla G., who immigrated from Mexico City when she was 19 years old, had paved the way in San Diego 14 years ago. The first woman in the company, Carla became the executive assistant to the CEO. She didn’t think it was a big deal, but her friends in Mexico did.

“They were just so proud of me. I kept thinking, ‘Okay, well maybe it is a big deal.’ I’m the only Latina in this role in the company.”

First college graduate. First engineer. First Latinx hire. So many firsts stand out for the founding members of ServiceNow’s Belonging Group, Latinx at Now. And working together, they are focused on evolving our culture so others can achieve their own firsts.
I’ve always been the only Latina on my team... having this group has been so important for me to feel that connectedness.

— Jennifer B.
Senior Technical Alliances Manager
Santa Clara, CA

Joining the belonging group at Lucia’s invitation, Carla says, “This group, it’s cool. We network and we talk best practices. We educate people about the culture, language, stereotypes, and it’s fun.”

Latinx at Now co-lead Jennifer B., who manages the strategic alliance with Microsoft, values that opportunity to connect. “I’ve always been the only Latina on my team and having this group has been so important for me to feel that connectedness.”

Jennifer’s own recruitment story earlier this year exemplifies the growing emphasis on diversity.

“I didn’t apply to ServiceNow on my own. My senior director literally found me and then messaged me on LinkedIn, where my Latinx tags are on my profile. We did an interview. I went on site. And now I’m here so it goes to show the power of hiring managers wanting to hire diverse talent.”

Raised by a single mother from Peru, Jennifer is the first in her family to graduate with an engineering degree and MBA. She was taught to embrace education as a game changer.

“My mom always instilled in me the value of education. That’s how you change your reality, how you change your dynamics, your financial situation.”

That view is shared by Victor P., who joined ServiceNow just over a year ago as an ITAM principal product success manager, enabling our customers to get maximum value out of their investments. Victor’s parents were originally from Colombia.

*“Being a child of immigrants, I think many of us have that deep passion for getting a really good education so that you can improve your current standing. My father always stressed, ‘Your generation needs to be better than mine and your child’s generation needs to be better than you.’”*

This is a driving force for positive change in the group, and the company culture gives them a solid starting point.

Carla says, “Where else are you going to learn from so many people? It’s like having your own master class every time you have a meeting here. People are brilliant. They’re very smart, intelligent, always willing to teach, listen, and learn.”

And for Jennifer, as to why she chose to take on this leadership role, “It’s all about leaving your legacy and leaving something behind for the next generation. I feel like there’s so much opportunity at ServiceNow to bring a sense of belonging—to have our group be that force for setting the foundation for the future of the company. And what we want it to be.”
In Hyderabad, our developers get every opportunity to think about, design, and prototype new ideas. We see this bet paying off in a big way with new features and products delivered to our customers.
A move towards success
I moved back to India after six years of leading global engineering teams from our ServiceNow headquarters in Santa Clara. An incredible career opportunity brought me back home when I got the chance to lead the company’s fast-growing product operations team in Hyderabad. In India, we create well-rounded, empowered teams, in which designers, product managers, developers, and quality engineers collaborate to design and produce user-centric products that deliver value to customers. The diverse mix of roles creates an environment that instills confidence because we encourage everyone to experiment and innovate.

With the help of my colleagues like Bhuvaneswari C. (Sr. Manager, Application Development) and Aditya R. (Director, Platform Software Development)—who you'll read more about below—we're creating products like Virtual Agent solutions and Dynamic Translation (using partner capabilities like language translation) to enhance communication between requestors and agents with different language preferences.

Our development philosophy in Hyderabad is “go-for-it.” If there's something that brings value to customers, we are empowered to do it.

The innovation fast-track
We push ourselves not just to come up with ideas but to get them over the finish line. For example, the concept for the Dynamic Translation tool sprung from one developer’s efforts during a team hackathon. The tool helps diverse teams of employees communicate across language differences while working on the same task—connecting colleagues who may not speak the same language so they can push work forward.

We ask ourselves, can something like this deliver value to our customer? If so, we push hard to get it into the next product release. ServiceNow CTO & EVP of Dev Ops, Pat C., is a big booster of this process and will often weigh in with ideas. He’ll say, “Give me a plan and tell me how we can get it from here to a real product.”

The creativity of engineers and their sense of ownership in their ideas help us get products out the door faster. We can take products from idea to PowerPoint to socializing them with the execs to shipping the product all in a single release. Dynamic Translation took us just a few months from hackathon to feature release.

Bhuvaneswari C.: Embracing the new
The allure of being part of a team whose mission is to live our company purpose—make work, work better for people—is what drew Bhuvana to join ServiceNow back in 2017. “In my previous stints, I was working on traditional software that was far removed from what I was passionate about,” she says. “I wanted to work on something that could transform the way people work.”

It’s important to me that engineers on my team not only get to own their projects, but also get to know each other outside of the fast-paced work environment.

— Rao S.
VP, Engineering and Head of India Product Operations
from customers and I really wanted to explore the cloud world at a company that was laser-focused on customers," she says.

Bhuvana has been busy building a new team and incubating new ideas. "We’re trying to rethink the procurement experience as an enterprise. We want to help employees have a consumer-grade experience much like what they are used to at home. The learning curve on new projects and with new teams can definitely be steep, but I love the challenge and that’s the key takeaway for any engineer. When the problem is a big one, and you really get to engage with your team and customers, you can stretch yourself solving them. There’s always room to learn."

It was an opportunity she welcomed and thrived on. "My leaders and mentors entrust me with new projects and it gives me a deep sense of purpose to deliver something transformational to customers," she says.

Aditya R.: Developer as global citizen
Aditya, who joined ServiceNow in 2014 and was part of the group that built the ServiceNow Store, thrives with the creative culture of the Hyderabad team. "I had a fantastic new opportunity to build something from the ground up," he says. "We had to solve problems like authentication and integrations—it was all completely new, but very satisfying."

Aditya enjoys being the driving force behind new products or features. "We are seen as equal partners in the work with other global teams, not just a remote team—we make technical and organizational decisions," he says. He feels proud to be part of a truly global development team.

"That’s super-motivating," Aditya says. "We get access to so many ideas and cultures, and we’re cross-pollinating ideas." He works closely with teams across multiple locations and cultures. "We’re collaborating on innovations that exemplify being part of one global team."

Culture of fun and giving back
It’s important to me that engineers on my team not only get to own their projects, but also get to know each other outside of the fast-paced work environment. That’s one reason why my leadership team and I host monthly "lunches with leaders" and special "F5" events (fun, fab, fantastic, frolic, and family) like an office basketball team we recently started, which is competing in local corporate tournaments.

Recently a group of employees led the initiative to donate much-needed supplies to rural schools in the region. Spending a Saturday with employees who are passionate about social responsibility and seeing the joy of children receiving school bags and supplies was priceless. In the six months I’ve been in Hyderabad, I’ve thoroughly enjoyed my immersive experience in India.

Bhuvana also enjoys having fun on the job. "I brought my kids along on a recent family day celebration and showed them some of the fun stuff we work on, like IoT devices," she says. "When your family can share the pride in what you do, that means a lot."

In Hyderabad, our engineering teams are growing so fast that not only are we already filling up our office space, we’re going to have to create even more team events so that we have enough fun to go around for everyone. Our most recent expansion of office space included an indoor box-cricket pitch and is a big hit with our teams.
Meet four engineers, with diverse backgrounds and areas of expertise, at different stages in their careers, driven by a singular passion: To work in a company where innovation isn’t an aspiration, it’s something you do and see every day.

From left to right
Ashrita N., Apoorva S., Sakshi K., Niha P.
Earlier this year, Damien lost his brother, Kieran, to suicide. In honor of his brother, Damien is raising money and awareness to help prevent anyone else from losing a family member. His brother was a published poet and Damien provided photography as cover art for his books. Damien holds fond memories of Kieran and reminisces on the times they would duet “Don’t Let the Sun Go Down on Me” during karaoke nights. They had a special bond.

Damien says, “I think attitudes towards mental health are improving, but there’s still so much more we can do. Having that courage to talk about our feelings to other people, I think that’s a big first step. If we can save one life, if we can save more lives, then it will be a worthwhile effort.”
Damien trained and climbed the three highest peaks in England, Scotland, and Wales—or so he thought. Then he learned he climbed the wrong mountains! The story went viral and he became "famous for five minutes," as Damien puts it. He was interviewed by the press, parodied on TV, and as a result he raised more than 15,000 pounds for charity in honor of a friend's passing from an illness. As a thank you, the friend's mother nominated Damien to carry the Olympic torch and he was selected to run in the 2012 London Games.

Now, almost 10 years on, he plans on climbing the right mountains, and for a very personal and important reason. After years of battling depression, his brother succumbed to suicide in February. He was with his brother's wife after speeding home while on business travel when he learned the tragic news.

Damien is channeling his grief into a new climb, fundraising and raising awareness around mental health. Depression effects 264+ million people worldwide according to the World Health Organization. Lowering the stigma around mental health by talking about what's going on inside our heads, getting support, and professional help is critical.

As part of his awareness efforts, Damien's #GivingAtNow fundraising campaign matches employee donations and when he volunteers and helps others, he logs his volunteer hours. This fall, ServiceNow is paying out a $500 grant for every 100 hours employees log. Damien's inspirational story to go outside, be with nature, exercise, fundraise, and raise awareness is critical for all of us to realize the several options we have when dealing with stress and loss. If you need support, look for Employee Assistance Program benefits as well as community organizations with grief counselors, and trust in family or friends. As Damien says, "It's okay to say that you're not feeling like yourself sometimes."
Jane I. is a Culture Champion in Dublin. When she interviewed for her current role at ServiceNow, the recruiter talked a lot about the company culture and the relatively new Dublin office. Jane says, “I took it all with a pinch of salt. He was selling me the job after all and nowhere could be as good as it was sounding. On my first day as senior tax analyst, I realized that he was spot on and the culture here in Dublin is really as good as he described.”

The Culture Champion team is a community of employees who are passionate about delivering local initiatives that strengthen ServiceNow’s company values and culture. “If you get it right,” explains Maeve C., another Culture Champion and office manager on the Dublin team, “work becomes a pleasure and not a chore.”

The Culture Champion teams are empowered to drive grassroots action that create belonging moments and build a sense of community. From yoga classes, running clubs, holiday-themed celebrations, monthly socials, giving back days, and bring your kids to work, they create a culture where everyone feels they belong and are part of a bigger team. “Belonging is the piece of the puzzle that makes people happy,” shares Jane. “There is space for everyone to be their authentic selves.” This even goes as far as when someone joins the Dublin office—Maeve puts a lot of thought into where they will sit in the office, especially if their team works in another global ServiceNow office. It’s a very welcoming culture in which people take the time to get to know new starters and one another.

Creating this type of culture is important given how quickly the site is expanding. In just over a year, the Dublin office has grown more than four times in size from 23 to 110 employees. As an international technology hub within Europe, we’re attracting the best tech talent across a variety of new roles within Sales, Solution Consulting, Engineering, Internationalization, Finance, Legal, Marketing, and other functions. Every month, the Dublin office welcomes six to seven new starters from more than 25 different nationalities, across a broad age range (from mid-20s to mid-60s), into a variety of functions. “Each time a new person joins the team, it brings something new and dynamic to the office,” shares Maeve. “Although numbers are growing, we still want to create that strong cultural feel.”

A focus area for the Culture Champion team this year has been how to continue to strengthen the culture in our COVID-19 world where all our employees are currently working from home and our newest employees have never met their colleagues face-to-face. “It’s in our DNA to create a culture of belonging,”
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Jane I.
Senior Tax Analyst
Dublin, Ireland

“Belonging is the piece of the puzzle that makes people happy.”

— Jane I.
Senior Tax Analyst
Dublin, Ireland

explains Maeve. “So instead of stopping us, COVID-19 has made us stronger by encouraging us to find new ways to stay connected.” The monthly face-to-face socials have turned into virtual coffee mornings and the very competitive “Quarantine Quiz.” Our weekly yoga and fitness classes are now online, and we still bring kids to work by inviting them to join in on our virtual magic shows for the whole family. Additionally, Dublin is also active in our Global Impact work, recently joining forces with colleagues in the UK to create ServiceNow’s first virtual Giving at Now week. Through employee donations, which were matched by ServiceNow, we raised $10,000 in one week for four charities in the UK and Ireland including Focus Ireland and the Dublin Rape Crisis Centre. “We are still the same company and team, we’ve just found new ways of keeping connected. No matter how much we grow and what challenges we may face in the future.”

A — Clara E. is passionate about marketing, program management, and volunteering.
B — Connor L. does buying on our Procurement team.
C — In Ireland, no two adjacent doors have the same color.
D — Andrew M. gives legal guidance to our Irish and UK sectors.
Year in Review

The year 2020 was nothing short of life-changing. In this all-digital world, you’ve managed to stay connected, execute on major projects, and most importantly, still enjoy the journey along the way.

Let’s take a look back at the craziness we’ve weathered and memories we’ve made.

We kicked it off with big dreams.
We showed our support for Black Lives Matter.

And then things happened that forever changed us.

We responded to the pandemic with a whole suite of products and launched brand campaigns.

Our teams around the world joined in on the fun.

We showed our support for Black Lives Matter.

A conversation with Robert B. and Bill at our June Now Live.

Reopen confidence with the Safe Workplace suite.

K20 went all digital and we reached more people than ever.

We hosted many conversations to promote well-being and community, and to share culture.

Magic Johnson talked to us about how to lobby for good.

Kevin joined carpool karaoke with CJ and his son, and we welcomed a big virtual class of interns.

We made our own WFH version of the Olympics with a Zoom competition.

We held our first-ever all-digital, all-remote all hands meeting (Now Live).

Still, we pulled together as a team and delivered innovation.

We still managed to have some fun and we're grateful for all the lessons on this journey.

We'll stay hungry and humble as we look forward to 2021.

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Our people filled their lives with new hobbies and exercise routines thanks to Perk Allowance.

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We embraced the diversity around us and strengthened our sense of belonging.
To view more of our stories, visit blogs.servicenow.com
Snap a pic with this magazine and tag us @lifeatnow!

Every sheet of paper we consume will be reforested.