

servicenow.

The Era of Experience

The Future of Work is Now

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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.

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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 or 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.

4 Things I Will Be Talking About Today...

**Product
Roadmap**

Velocity
Productivity
Experience

**Intelligence For
Every Day Work**

Machine Learning
and Virtual Agents

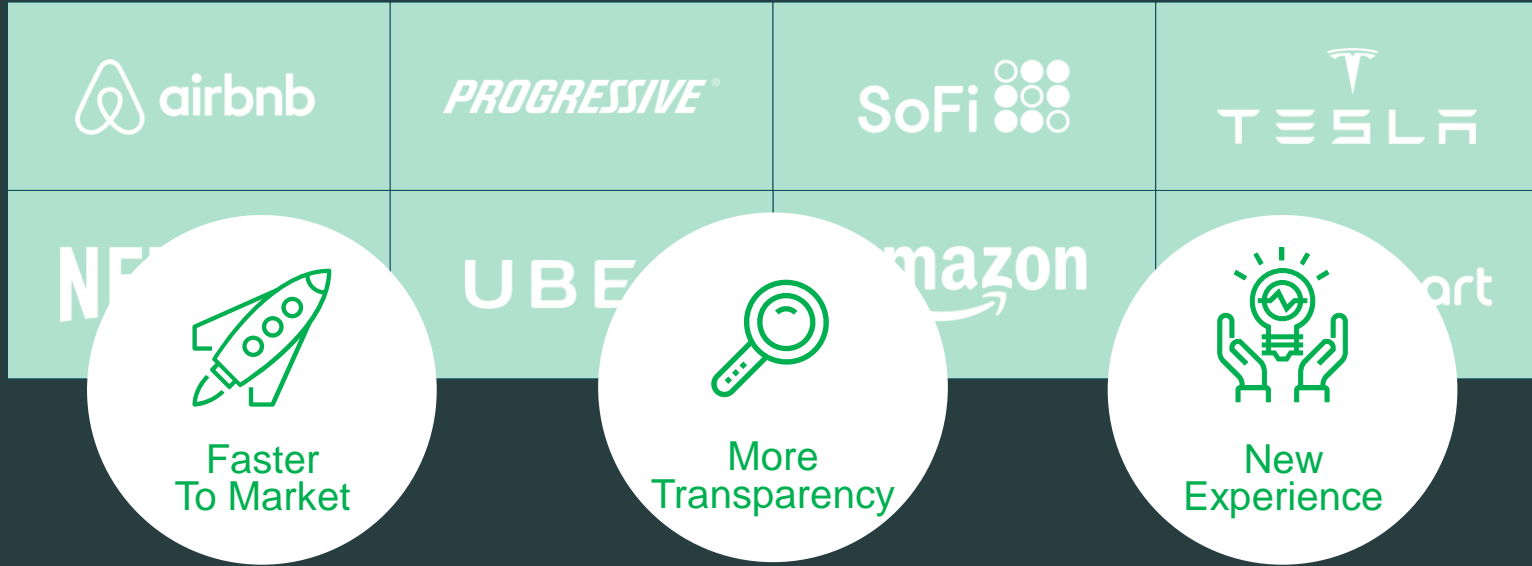
**Experience
Investments**

Enhanced Agent
and customer
Experience

Key Takeaways

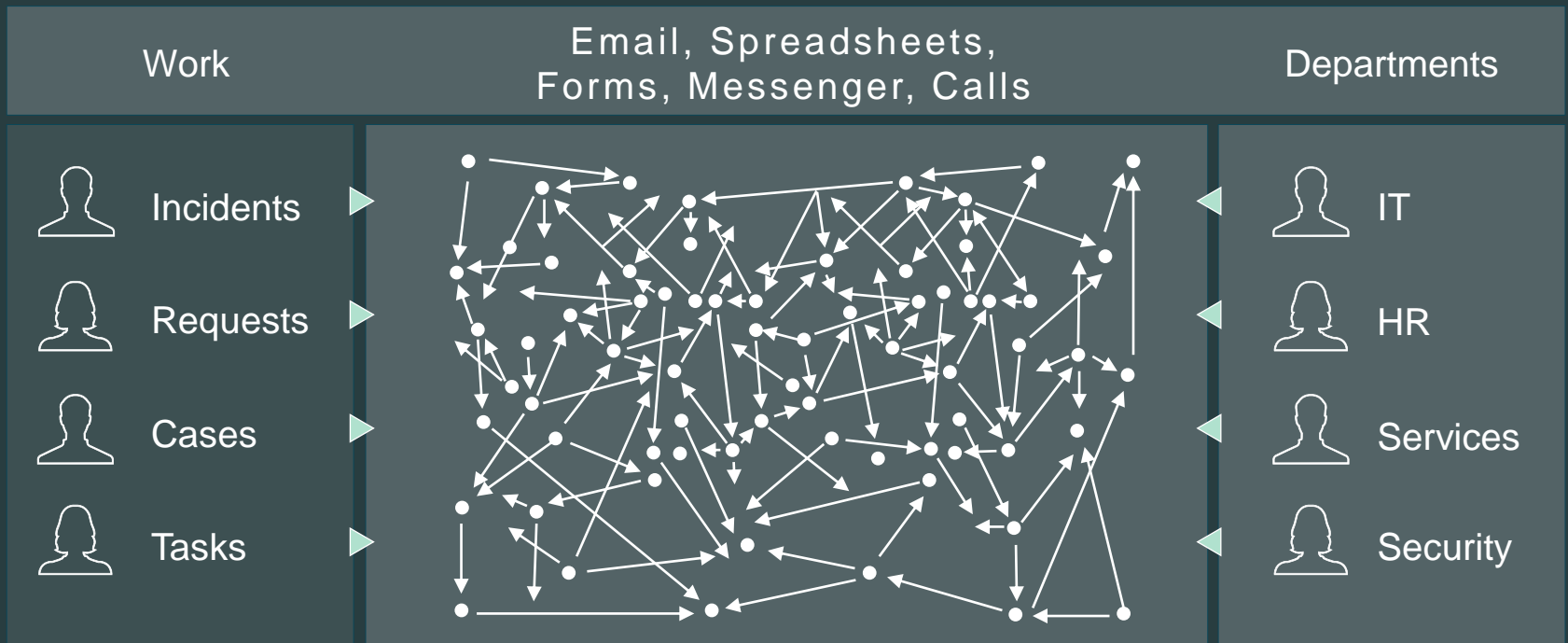
Quick Recap

A New Generation Of Company Is Disrupting The Old



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Most Companies Stuck In An Old Work Model



That Work Model Hurts Business



Unproductive
Employees



Higher Operating Cost



Slow Resolution Times

Digital Workflow Is Needed

REQUESTER



Request Service



Self-Serve



Machine Notifications



Real-Time Source of Truth



WORKFLOW
& AUTOMATION

ACTIONER



Prioritize & Assign



Collaborate

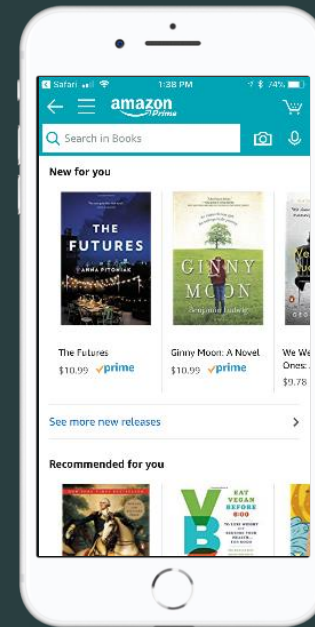
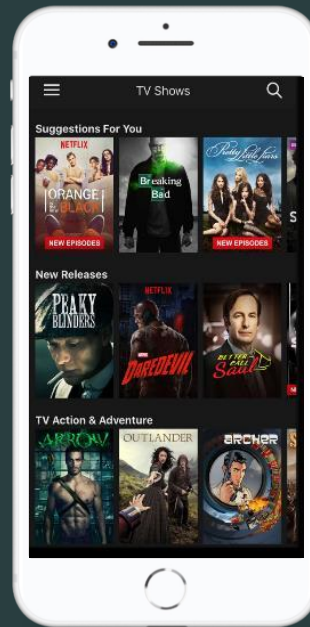
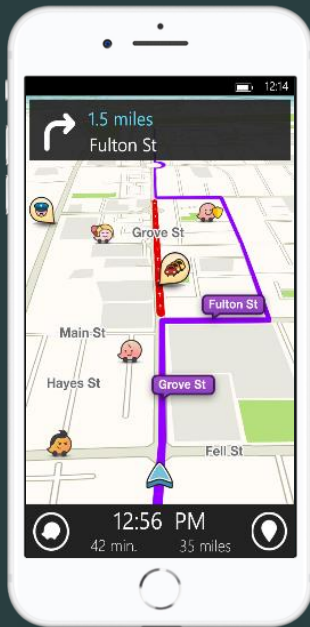


Automated Action



Solve Issues

Employees and Customers Deserve Great Experiences



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Now Platform[®]



IT



Security



Intelligent Apps



HR



Customer Service



Now Platform®



IT



Security



Intelligent Apps



HR



Customer Service

User Experience



Service Portal



Service Catalog



Mobile Native



Community



Agent Workspace

Service Intelligence



Supervised
Machine Learning



Virtual Agent
Designer



Virtual
Agent



Actionable
Analytics



Time-series
Database

Service Experience



IntegrationHub



Flow Designer



Visual Taskboards



Mobile Designer



Service Aware CMDB

Continuous, customer-driven innovation



Continuing to Expand the Offering

BUILD RECENT ADDITIONS



HR Service Management



Security Incident Management



Customer Service Management



Financial Management



Connected Everything (IoT)



Event Management



Connect



Service Portal



Platform

ACQUIRE 2013 – 2017



Performance Analytics (Mirror42)



ServiceWatch (Neebula)



Governance, Risk and Compliance (Intreis)



Cloud Provisioning (ITApp)



Security Operations (BrightPoint)



Machine Learning (DxContinuum)



Virtual Agent & Artificial Intelligence (Qlue)



UX, UI & Design (Telepathy)



Native Mobile Experience (SkyGiraffe)

Welcome to the
era of great
experiences

Customer



Agent



Employee



Exec



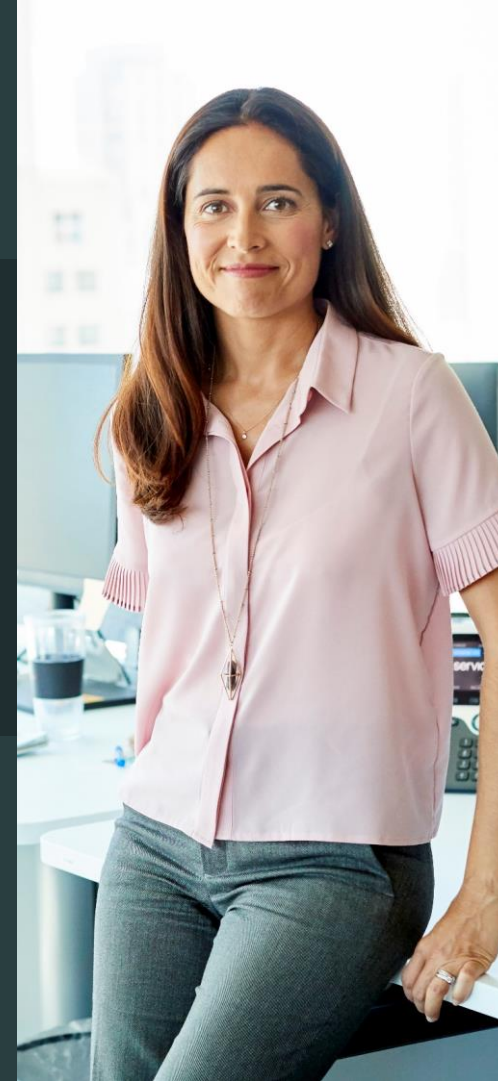
Customer

Challenges

It's too hard to find
the info I need.

Getting tasks done
is time consuming
and complex

I'm frustrated
with the level of
service





Customer

A better experience

An easy and quick answer or resolution

Personalized guidance through simplified workflow

White-glove service when I need it

Search

🔍 | Help! I broke my screen |

Are you searching for...

Support Forum

Owners Manual

FAQ

Downloads

Knowledge-base article

Product Updates

Tech specs for iPhone 8

Screen door repair kits

Form

Last name*

First name*

User name*

Zip Code*

Product name*

Support Contract?*

Date of purchase

Place of purchase*

Operating System Version*

Restarted?*

Diagnostic test result*

Serial number*

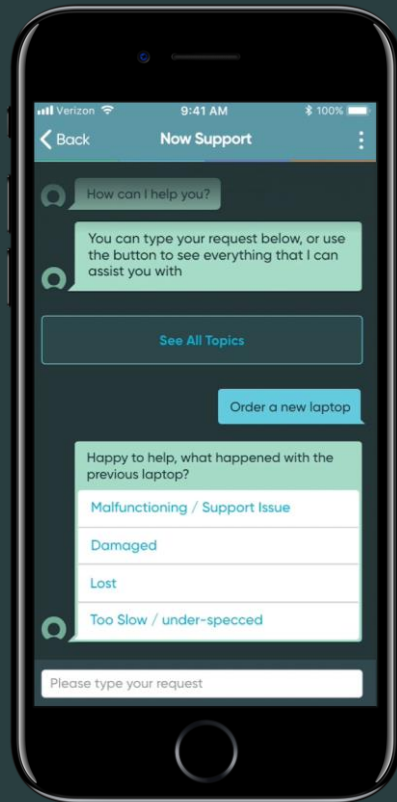


now™

How can I help you?

Virtual Agent

Take chat from conversation to resolution



Outcomes

Resolve in context
with chatbots

Kick off workflows
across the enterprise

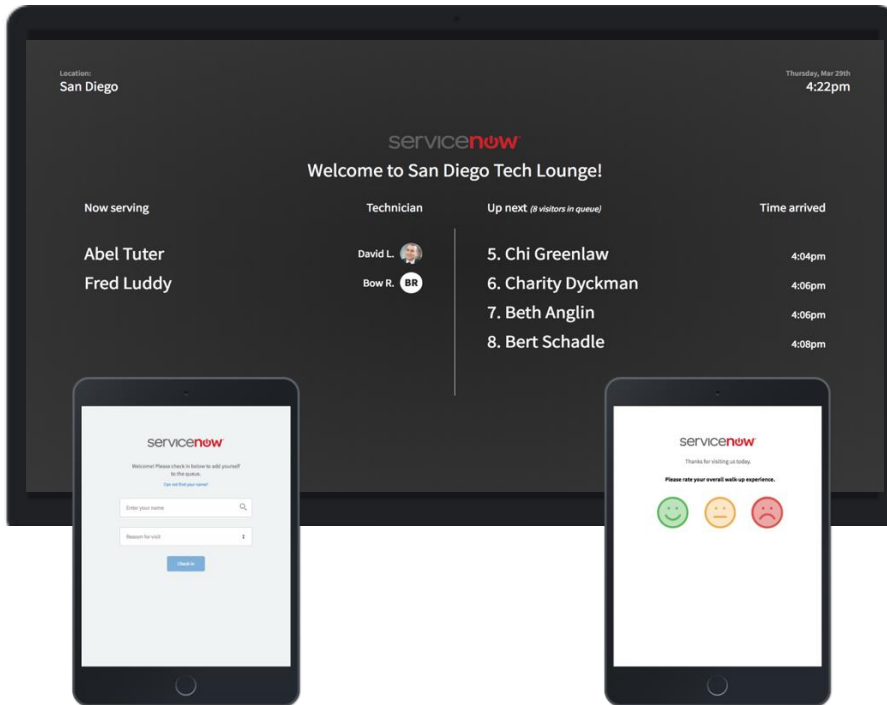
Use pre-built conversations for
ITSM, Customer Service and
HR

Live Agent Handover

Integrations

Slack & Teams etc

IT Service Management



Walk-up Experience

Raise IT satisfaction to new heights

Save employees time with remote sign in and live updates

Help technicians delivering on great service

Manage staffing and inventory based on demand

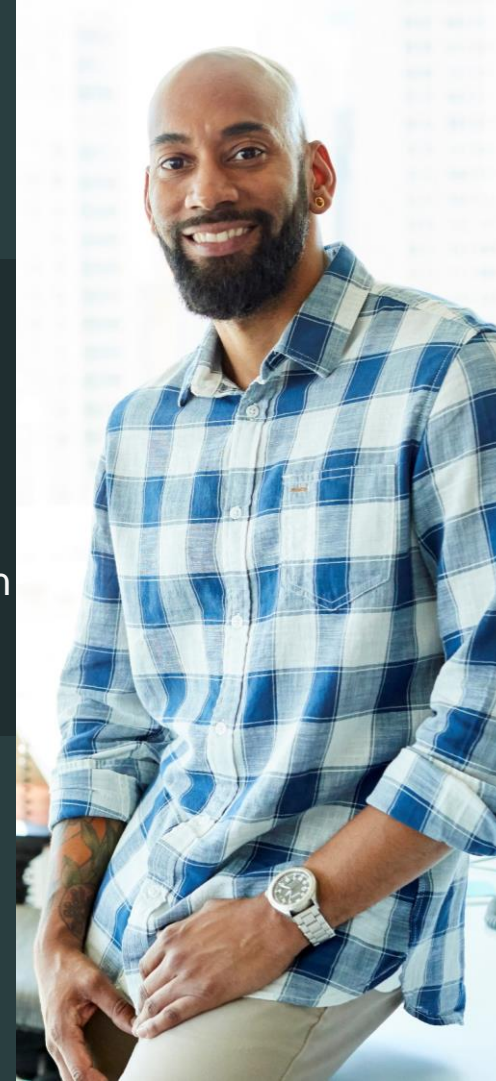
Service
Agent

Challenges

Too hard to find
the information
I need

Forced to
hop between
applications

Poor UX impairs
quality and resolution
time





A better experience

Helpful info
available at a
glance

Easy and
intuitive context
switching

Intelligent UX
for faster time
to resolution

Agent Workspace

Your command center for prioritizing and taking a

The screenshot displays the ServiceNow Agent Workspace interface. On the left, a sidebar shows navigation options like Home, Queues, and Chat. The main area is divided into several sections: Incident details (Number: INC0010043, Caller: Abel Tuter, Category: Hardware), Activity (Recent comments and attachments), and Agent Assist (Search results for 'I can't log into my laptop' showing catalog items like 'STM MacBook Air Sleeve' and 'Development Laptop (PC)').


Outcomes

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

Time is Key!



Data and
model on same
platform

Model tailored to
your data

- Auto Classification
- Auto Assignment

Continuous
learning built-
in



Building a great mobile
work experience

ServiceNow Mobile - Today



ServiceNow for iPhone was released in November, 2015.



Android released in 2017.

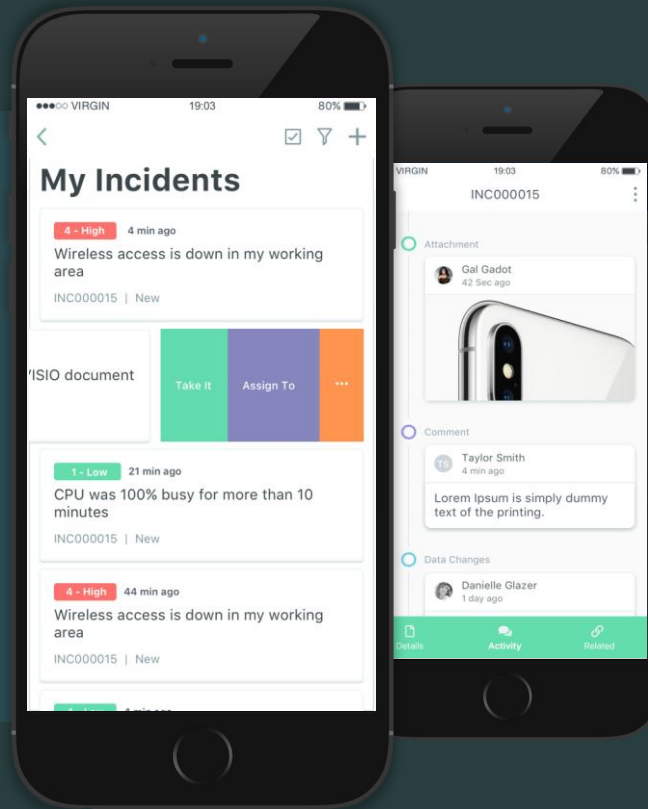


- Hybrid Solution
- Mobile Web Available
- Lists/Forms Driven
- Extension of Desktop
- UI Actions
- Activity Streams
- Actionable Notifications
- Connect

SkyGiraffe Acquisition



ServiceNow to Become a Native Mobile Enterprise Cloud Platform with the Acquisition of SkyGiraffe in October 2017.



HIGHLIGHTS

- Mobile First
- Enterprise Grade Security
- Fully Native Experiences iOS/Android
- Rapid App Deployment
- Codeless App Creation
- Offline Read & Write
- Cross Platform Support
- EMM Integration

ServiceNow purpose

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



now™

Key Takeaways



1

Innovation is key to providing a consumerised employee experience

2

Single Platform to Automate across the Enterprise and unlock productivity

3

Meaningful data will drive CSI for the customer experience



Welcome to the Era of Experience

It's Happening **now**