NEWS RELEASE

Gartner named ServiceNow a Leader in the 2020 Magic Quadrant for Software Asset Management Tools

2020-07-28

SANTA CLARA, Calif – July 28, 2020 – **ServiceNow** (NYSE: NOW), the company that makes work, work better for people, has been named a Leader in the 2020 Gartner Magic Quadrant for Software Asset Management Tools. ServiceNow was recognized for its **Software Asset Management** solution. This recognition comes just two and a half years after ServiceNow first launched its SAM product.

ServiceNow's SAM solution provides customers with the ability to help reduce software spend and license compliance risk, allowing companies to gain a more complete picture of their software assets deployed in their datacenter, on end user computers and in the cloud. With ServiceNow, customers can optimize IT productivity, cost, and resilience. This is crucial for companies, especially during times of economic uncertainty, where companies are looking to drive even greater efficiencies with their capital.

At ServiceNow's recent **Knowledge 2020 Digital Experience,** customers such as Accenture, Exelon, and Microsoft presented on their successful journeys with ServiceNow SAM to achieve high value. Many customers are finding opportunities to save millions of dollars very quickly by eliminating unused software.

"Now more than ever, companies around the world are looking to drive efficiencies and reduce costs," said Manish Srivastava, VP and GM of IT Asset Management at ServiceNow. "We feel Gartner's recognition of ServiceNow as a Leader for Software Asset Management tools is a reflection of our solution's unique ability to not only provide insights, but automate taking action on these insights using the ServiceNow workflow platform, accelerating savings realization, and compliance remediation."

ServiceNow's SAM product runs on a single architecture, natively interacting with other critical functions such as Hardware Asset Management, IT Service Management (ITSM), IT Operations Management (ITOM), and IT Business Management (ITBM). The single data model provides workflows to connect the enterprise throughout the full IT life cycle. ServiceNow's single system approach modernizes and simplifies how SAM gets done.

Additional Information

- The Gartner Magic Quadrant for Software Asset Management Tools is available here: https://www.servicenow.com/lpayr/gartner-magic-quadrant-software-asset-management.html

Gartner, Inc., Magic Quadrant for Software Asset Management Tools, Ryan Stefani, July 20, 2020.

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About ServiceNow

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. For more information, visit: **www.servicenow.com**.

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Contacts:

Jacqueline Velasco
408-561-1937
press@servicenow.com