



NEWS RELEASE

ServiceNow announces powerful data enhancements to unlock value with ultra-scale and performance

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New capabilities include RaptorDB Pro high-performance database for up to 53% improvement in overall transaction times, 27X faster pulling of reports, analytics, and list views, and 3X increase in transactional throughput across workflows

Future elements include unified Knowledge Graph that connects enterprise-wide events, operations, and people data for real-time personalization

SANTA CLARA, Calif. — September 10, 2024 — **ServiceNow** (NYSE: NOW), the AI platform for business transformation, today announced powerful data enhancements to the Now Platform designed to unlock value with ultra-scale and performance. New capabilities in this next-generation data layer include RaptorDB Pro high-performance database, with early use cases demonstrating a 53% improvement in overall transaction times, 27X faster pulling of reports, analytics, and list views, and 3X increase in transactional throughput across workflows, enabling more users and more workflows on ServiceNow instances. Future elements will include a unified Knowledge Graph that connects enterprise-wide events, operations, and people data for real-time personalization. The announcement was unveiled alongside the launch of the ServiceNow **Now Platform Xanadu release**, which **introduced** hundreds of additional new AI and automation innovations for ServiceNow.

RaptorDB Pro, available today, delivers significant innovation in performance and scale, enabling customers to centralize operational data and analytics onto the ServiceNow platform so more employees can access real-time, contextual insights from the same data that powers their workflows. With RaptorDB Pro, employees can execute complex analytics without lag, which results in quicker answers to their most challenging questions.



“The future of business is AI-powered, and databases must evolve to meet the scale required by today’s complex data environments,” said Pat Casey, chief technology officer and executive vice president, DevOps at ServiceNow. “These capabilities set a new standard for transforming data processing, AI inferencing, and analytics. With these improvements, customers can scale their workflows with speed, connectivity, and personalization on the ServiceNow platform.”

Driving data scale and speed for complex AI use cases

The need for more robust data platforms that can handle vast amounts of information, perform complex analyses quickly, and optimize for better workflow performance has increasingly become a requirement in today’s AI-driven landscape. At the same time, Now Assist, ServiceNow’s GenAI experience, is delivering tangible increases in productivity, self-service, case deflection, developer innovation, and cost efficiencies. As customer needs and demand for Now Assist have grown, ServiceNow is evolving to meet them with new and improved platform performance and corresponding database scale and sophistication capabilities built for the AI era.

To enable customers to better execute mission-critical workflows across industries, ServiceNow has enhanced the company’s core configuration management database (CMDB) and industry data models—bringing together top-tier analytics, rapid performance, real-time personalization, and automation across systems and data sources into one, unified platform. This starts with **RaptorDB** Standard, which was initially introduced at Knowledge 2024, features improvements over ServiceNow’s current database, and is available now to new customers and to all customers next year. RaptorDB Pro, the premium version of RaptorDB, builds on these capabilities to even more quickly filter and process the data that matters most, giving employees answers to even their most complex queries faster, along with the ability to take immediate action on those insights from the single ServiceNow platform.

ServiceNow is also rolling out its RaptorDB Lighthouse Program, which was designed for a select group of top customers to co-innovate with ServiceNow and remain at the forefront of business transformation with RaptorDB. Results from early-adopter customers show that these organizations can extend and scale workflows to more areas of their business, and their employees can analyze data faster and act accordingly in real-time.

Early next year, ServiceNow plans to launch Knowledge Graph, which consolidates data management and analytics, reducing the need for manual data mapping and complex integrations. With Knowledge Graph, customers will better manage a mass influx of insights, making it simpler and faster to connect real-world events and pull together data across an organization’s ecosystem of operations, employees, customers, and partners for enhanced personalization. Knowledge Graph’s GenAI capabilities will allow employees to obtain real-time personalized information for better decision-making; suppliers to collaborate more easily with reduced delays and enhanced supply chain management; and customers to get more personalized support.

With these powerful data enhancements, ServiceNow is empowering organizations across all industries to manage and examine vast datasets in one system of action, revolutionizing their operations and ensuring customer capacity for essential tasks on ServiceNow. This can range from telecoms managing global network traffic to manufacturers running predictive maintenance across multiple sites to retailers training AI-powered chatbots to deliver personalized shopping experiences. The result is unparalleled scalability, efficiency, and customization.

Strategic acquisitions strengthen ServiceNow's enterprise data strategy

ServiceNow is continuing to expand its capabilities in the data arena through strategic acquisitions, positioning the Now Platform at the forefront of AI innovation. The recent acquisition of **Raytion** transforms user experiences by enabling secure access to data from multiple enterprise sources, providing users with an expansive enterprise search experience and the information they need, all from a single entry-point. Raytion's industry-leading information retrieval technology will supercharge ServiceNow Now Assist AI and AI Search, setting a new standard for AI-driven business on the Now Platform.

Learn more about ServiceNow's **new data enhancement capabilities**.

Availability

- RaptorDB Pro is available now to new and existing ServiceNow customers.
- RaptorDB Standard is available now to new customers and will be available to existing customers later next year.
- Expected availability for personalized workflows powered by ServiceNow Knowledge Graph is March 2025.

Additional Information:

- Read about additional news from ServiceNow today:
 - ServiceNow bolstered its **Now Assist GenAI portfolio** and added new AI innovations to enhance productivity and employee collaboration.
 - ServiceNow announced its vision to **integrate Agentic AI** into the ServiceNow platform to power 24/7 productivity at massive scale with AI agents.
 - ServiceNow **expanded its industry footprint** with purpose-built AI solutions for telecommunications, media, and technology; financial services; public sector; and retail companies.
 - ServiceNow released additional capabilities designed to **boost collaboration and efficiency** for developers, IT teams, and employees.

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. For more information, visit: www.servicenow.com.

Forward Looking Statements

This press release contains “forward looking statements” about the expectations, beliefs, plans, and intentions relating to data enhancements to the Now Platform. Such statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, ServiceNow’s results could differ materially from the results expressed or implied by the forward-looking statements made. ServiceNow undertakes no obligation, and does not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include: (i) delays and unexpected difficulties and expenses in executing the product capabilities and offerings, (ii) changes in the regulatory landscape related to AI and (iii) uncertainty as to whether sales will justify the investments in the product capabilities and offerings. Further information on factors that could affect ServiceNow’s financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.

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