



NEWS RELEASE

ServiceNow boosts productivity and strengthens collaboration across the enterprise with the Now Platform Xanadu release

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New integrated development environment (IDE) drives deeper collaboration across developer teams to propel innovation

Enterprise Architecture, updates to AIOps, and Service Reliability Management streamline IT processes for business-critical services

Guided Self-Service in Employee Center makes it easier and faster for employees to get help across departments

SANTA CLARA, Calif. — September 10, 2024 — **ServiceNow** (NYSE: NOW), the AI platform for business transformation, today announced new innovations in its **Now Platform Xanadu release** that boost productivity and strengthen collaboration across the enterprise. A new integrated development environment (IDE) solution drives deeper collaboration across developer teams to propel innovation. Enterprise Architecture, updates to AIOps, and Service Reliability Management streamline IT processes for business-critical services. Guided Self-Service in Employee Center provides a new way for employees to get help across departments, getting them to the right answers through a visual, interactive Q&A experience.

IDC¹ forecasts that growth in IT spend will be 3X that of GDP this year, demonstrating the need for leaders transforming their organizations to prioritize platforms that streamline processes and bring their digital investments to life. The Xanadu release helps customers foster an innovative and connected work environment so any organization can scale to meet the pace of rapid innovation.



“Operational efficiency continues to be one of the top priorities for enterprise businesses today,” said Chris Bedi, chief customer officer and interim chief product officer at ServiceNow. “Our customers need solutions that allow them to take a more strategic, proactive service delivery approach to drive down costs, reduce risk, and remain competitive. With new innovations in the Xanadu release, we are delivering what customers need to improve the way they work, arming them with better speed and scale to accelerate business transformation.”

Strengthening developer collaboration to build applications faster

Developers are under immense pressure to keep up with the evolving tech landscape and create solutions quickly. The Xanadu release includes new features that power faster digital innovation at scale for developers and domain experts working within ServiceNow environments.

- Integrated development environment allows developers to harness the power of industry-standard development tools and workflows to quickly create and modify ServiceNow apps with code, in a matter of minutes. ServiceNow's IDE exponentially accelerates development, allowing developers and ServiceNow SMEs to collaborate seamlessly. Users can quickly start building and scaling their development operations with source-controlled applications in code. IDE empowers developer teams to work more effectively and efficiently when building or maintaining even the most complex of applications.

Supercharging productivity and operational resiliency

Service outages and technical incidents can cost organizations resources and time, create risk, and stall productivity. The Xanadu release includes enhanced automation capabilities for streamlined application management, issue resolution, and operations.

- Enterprise Architecture, an expansion of **ServiceNow's Application Portfolio Management (APM)**, helps organizations simplify all aspects of their operations to reduce costs, risks, and redundancies. It drives greater alignment between IT teams and the strategic objectives of the business to help optimize spend and minimize waste, enhance compliance, gain greater control over data privacy, and reduce time to market for innovations.
- A redefined approach to AIOps in IT Operations Management (ITOM) helps IT teams who use **Event Management** more effectively enrich, group, and escalate alerts and better understand impact through mapped visualization, with or without a mature CMDB. This approach provides a more powerful way to predict and prevent technology issues that would otherwise disrupt the organization, helping ensure employees can remain productive regardless of any service interruptions. The solution also complements GenAI-powered incident and alert analysis through Now Assist for ITOM so IT teams can quickly and easily make sense of complicated alert messages using simplified information, root cause assessment, and next

steps to proactively address issues before they impact the end user.

- Service Reliability Management for ITOM speeds up resolutions to application issues or outages by providing clear visibility into the performance of an organization's technical services. **Service Reliability Management** allows site reliability engineers and application teams to set their own on-call schedules, align on Service Level Indicators & Objectives, manage alerts autonomously, and more without having to rely on central administrators. Should a disruption occur, IT and application teams can quickly identify and address the issue, reducing MTTR (mean time to resolution) by 20% through improved collaboration and AIOps assessment.

Driving intelligent and personalized experiences

According to the ServiceNow **Employee Experience Trends Report**, increasing employee satisfaction (45%) and operational efficiencies (43%), as well as accelerating digital transformation (42%), are among the top C-level priorities for the next 18 months. With the latest innovations in the Xanadu release, ServiceNow is helping leaders accomplish these goals with greater automation and insight to supercharge employee experiences.

- Guided Self-Service in **Employee Center** provides a new way for employees—including knowledge, frontline, and deskless workers—to get help across departments, including IT and HR, guiding them to the right answers through a visual, interactive Q&A experience. This intuitive experience delivers fast, accurate, and personalized answers to the most frequently asked questions, such as time off policies, computer upgrades, or wellness benefits, so employees don't waste valuable time reading through irrelevant articles or creating a support ticket. Guided Self-Service is another example of how ServiceNow capitalizes on core platform capabilities, such as playbooks and decision tables, to deliver targeted solutions fast for customers.

What our customers and partners are saying:

Fujitsu

"ServiceNow and Fujitsu have collaborated closely to drive innovation for our global customers through cross-industry offerings and the Fujitsu-ServiceNow Innovation Hub," said Bruce Hara, co-head of global business applications at Fujitsu. "The Xanadu release from ServiceNow marks the next step in our joint mission to deliver even greater success to our customers. We are particularly excited about ServiceNow's new Enterprise Architecture solution, which provides a unified, comprehensive view of our organization. This will enhance alignment between our IT teams and the broader business, enabling us to innovate and adapt to market changes more swiftly."

Availability

- These new capabilities are generally available to all customers today.

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 industries.
 - ServiceNow unveiled new **data enhancement capabilities** to unlock value with ultra-scale and performance.

¹Source: IDC, "Worldwide Black Book," July 2024

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 its innovations announced with the Now Platform Xanadu release. 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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