



## NEWS RELEASE

# ServiceNow to boost CRM offering with acquisition of Logik.ai's best-in-class, AI-powered CPQ solution

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Logik.ai's technology will accelerate ServiceNow's CRM footprint and momentum in Sales and Order Management

SANTA CLARA, Calif. — April 3, 2025 — **ServiceNow** (NYSE: NOW), the AI platform for business transformation, today announced it signed a definitive agreement to acquire Logik.ai, an industry leader with a modern, AI-powered, and composable Configure, Price, Quote (CPQ) solution. Logik.ai's best-in-class capabilities for sales and commerce will expand ServiceNow's growing CRM footprint and empower sales organizations to close deals faster, boost productivity levels, and achieve greater efficiency. The acquisition will accelerate ServiceNow's momentum in Sales and Order Management (SOM), the critical process that governs the commercial lifecycle from opportunity management, quoting, and order placement, through fulfillment and delivery, to renewals and expansions.

Companies in every industry struggle with ineffective sales processes due to complex product configurations, pricing inconsistencies, and error-prone manual quoting. Sales teams waste valuable time navigating spreadsheets, outdated pricing models, and disconnected approval workflows, leading to delayed deals, lost revenue opportunities, and frustrated customers. This is especially evident in industries such as manufacturing, high tech, and medical device sales, where the complexities of products and services demand extreme precision and agility.

Logik.ai integrates AI into its modern CPQ solution to accelerate the entire transaction management cycle through an advanced rules engine that solves for speed, simplicity, and scale while powering a consumer-grade experience for both sellers and buyers. ServiceNow CRM & Industry Workflows, already ServiceNow's fastest-growing business, plus Logik.ai's best-in-class capabilities for AI-powered selling, will drive new levels of performance in sales and commerce for customers.

“ServiceNow is advancing our commitment to offer robust, deeply connected CRM tools. The CPQ space is evolving, and Logik.ai is leading the way to a simpler, AI-powered selling experience across channels. By adding Logik.ai’s industry-leading sales and commerce solution to our CRM offering, ServiceNow will further enhance our capability to sell, fulfill, and service on a single platform. It’s about delivering a fundamentally different vision and approach to traditional CRM and CPQ offerings — one that addresses the real pain points in connecting end-to-end customer experiences,” said John Ball, EVP and GM of CRM & Industry Workflows at ServiceNow.

“Customers want consumer-grade experiences that are simple, scalable, fast, and accurate so they can focus on what matters most: closing deals, enabling customer success, and driving expansion opportunities. Logik.ai’s next generation technology will enable us to rapidly deliver that unique value. When combined with our powerful AI platform for business transformation, we will redefine what a leading CRM solution can do,” continued Ball.

“We invested early in innovations like AI and consumer-grade experiences that are re-writing how products of any complexity are sold. ServiceNow CRM is built for the era of AI, making it the perfect partner to continue that momentum,” said Christopher Shutts, CEO and cofounder of Logik.ai. “Businesses are frustrated by solutions that force them into slow and cumbersome experiences that weigh down sales productivity. Logik.ai’s transformative solution combined with ServiceNow’s innovative, AI-fueled platform ensures speed and efficiency through the full sales lifecycle from lead and opportunity through to fulfillment, renewal, and upsell. We look forward to becoming part of ServiceNow to help customers achieve greater simplicity and scale across the entire CRM process.”

#### Make sales cycles seamless with smarter CPQ

Logik.ai offers seamless experiences for stakeholders across a multitude of sales workflows, including direct sales, partner, direct-to-business, consumer self-service, and more. Logik.ai’s flexible, composable solution is designed for speed and handling large volumes of users and quote lines at scale, and the company is driving success for brands such as Keysight, Oldcastle Infrastructure, Lamons, CORT, and more.

Logik.ai, which already integrates with nearly 50 technology partners, including ServiceNow, will seamlessly connect with ServiceNow’s Customer Service Management and Sales and Order Management solutions to streamline complex selling processes and unlock more efficient self-service capabilities for customers and partners. This advancement will be a natural step forward in ServiceNow’s CRM strategy, building on core strengths of connecting functional teams and powering simple, efficient workflows.

**ServiceNow's CRM offering addresses the full customer lifecycle**, from sales and service in the front office, to order management and fulfillment to renewals and upsells. The company's recently announced **Yokohama platform release** further strengthens its CRM & Industry Workflows business with capabilities like self service

commerce portals, turnkey CCaaS integrations, and AI agents designed specifically for CRM use cases. These include CSM triage agents for customer service cases, as well as network test and repair AI agents, all designed to reduce friction and unify the customer experience on a single platform.

An innovator in the customer service and support market since 2016, ServiceNow transforms customer experiences through the power of the ServiceNow Platform, which connects people, data, and systems organization-wide to provide frictionless customer service and sales, from first contact to resolution.

#### Transaction Details

The transaction is subject to customary regulatory approvals and closing conditions.

#### Additional Information

#### Use of forward-looking statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, intentions, and strategies relating to ServiceNow's proposed acquisition of Logik.ai. Such forward-looking statements include, among others, statements regarding future product capabilities and offerings and expected benefits to ServiceNow and its customers arising from and in relation to the proposed acquisition and the timing of closing of the proposed acquisition. 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, our results could differ materially from the results expressed or implied by the forward-looking statements we make. We undertake no obligation, and do 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, without limitation, challenges with completion of the proposed acquisition as anticipated, including obtaining regulatory approvals and other conditions to the completion of the proposed acquisition; the effect of the announcement or pendency of the proposed acquisition on Logik.ai's business, operating results, and relationships with customers, suppliers, competitors and others; risks that the proposed acquisition may disrupt Logik.ai's current plans and business operations; the occurrence of any event, change or other circumstances that could give rise to the termination of the definitive agreement; the outcome of any legal proceedings related to the proposed acquisition; restrictions during the pendency of the proposed acquisition that may impact Logik.ai's ability to pursue certain business opportunities or strategic transactions; challenges or delays in assimilating or integrating Logik.ai's technology into our platform; challenges retaining employees of Logik.ai after the proposed acquisition closes; unanticipated obligations or liabilities related to Logik.ai's legacy business; potential adverse tax consequences and the potential effects on the accounting of the proposed acquisition; and

disruption to our business and diversion of our management's attention and other resources. Further information on factors that could affect our financial and other results is included in the filings we make with the U.S. Securities and Exchange Commission from time to time.

#### 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](http://www.servicenow.com).

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#### About Logik.ai

Logik.ai is an end-to-end omnichannel CPQ platform designed to drive sales performance and enable optimized customer experiences for any business selling complex products or services. Embedded with first-to-market AI innovation, Logik.ai is an API-first, fully composable solution that combines dynamic product discovery, a proprietary configuration and solving engine, centralized transaction management, customized pricing logic, and flexible customer agreements. Founded in 2021 by CPQ industry veterans and backed by Emergence Capital, Salesforce Ventures, ServiceNow Ventures, High Alpha, and Permanent Capital Logik.ai is redefining how businesses can maximize revenue through CPQ and digital commerce. For more information, please visit [www.logik.ai](http://www.logik.ai).

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