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UTAH DESERT




SERVICENOW FINANCIAL ANALYST DAY

# Safe Harbor and other information

This presentation contains "forward-looking" statements that are based on our management's beliefs and assumptions and on information currently available to management. 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, the effects of competition on our business and customer trends.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as "anticipates," "believes," "could," "seeks," "estimates" (including, without limitation, financial estimates denoted with an "E," such as FY23E), "targets," "guidance," "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. Additionally, these forward-looking statements, particularly our guidance, involve risks, uncertainties and assumptions based on information available to us as of 5/16/23, including those related to our future financial performance, global economic conditions and demand for digital transformation. Many of these assumptions relate to matters that are beyond our control and changing rapidly, including, but not limited to, fluctuations in the value of foreign currencies relative to the U.S. Dollar; fluctuations in interest rates; the impact of the Russian invasion of Ukraine and bank failures on macroeconomic conditions; inflation; and fluctuations and volatility in our stock price. 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. Further information on these and other factors that could cause or contribute to such differences include, but are not limited to those discussed in the "Risk Factors" section in our Annual Report on Form 10-K filed for the year ended December 31, 2022 and other Securities and Exchange Commission ("SEC") filings, including our most recent Quarterly Report on Form 10-Q. We cannot guarantee that we 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.

Forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation. We undertake no obligation, and do not intend, to update these forward-looking statements, to review or confirm analysts' expectations, or to provide interim reports or updates on the progress of the current financial quarter.

This presentation includes certain non-GAAP financial measures and the corresponding growth rates as defined by SEC rules. For additional information, see the slide titled "Statement Regarding Use of Non-GAAP Financial Measures."

Terms such as Remaining Performance Obligations (RPO), Current Remaining Performance Obligations (cRPO) and Renewal Rate shall have the meanings set forth in our filings with the SEC.

The information in this presentation on new products, features, or functionality is intended to outline our general product direction and should not be relied upon in making a purchasing decision. The information on new products, features, and functionality is for informational purposes only and shall not be incorporated into any contract. The information on new products, features, and functionality 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 our sole discretion.

The comparison period amounts and the related growth rates included in this presentation, unless otherwise noted, have been adjusted from previously reported amounts to reflect the impact of the full retrospective adoption of Topic 606.

Numbers in this presentation may be rounded for presentation purposes.



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# Statement regarding use of Non-GAAP financial measures

We report non-GAAP financial measures in addition to, and not as a substitute for, or superior to, financial measures calculated in accordance with GAAP.

We adjust revenues and related growth rates, and current remaining performance obligations ("cRPO") and remaining performance obligations ("RPO") and related growth rates for constant currency to provide a framework for assessing how our business performed excluding the effect of foreign currency rate fluctuations. To present this information, current period revenues and related growth rates results for entities reporting in currencies other than U.S. Dollars are converted into U.S. Dollars at the average exchange rates in effect for the comparison period, rather than the actual exchange rates in effect for the current period. Guidance for related growth rates are derived by applying the average exchange rates in effect during the comparison period rather than the exchange rates for the guidance period. We believe the presentation of revenues and corresponding growth rates adjusted for constant currency facilitates the comparison of revenues year-over-year. Current period cRPO and RPO results and related growth rates for entities reporting in currencies other than USD are converted into USD at the exchange rates in effect at the end of the comparison period rather than the actual end of the period exchange rates in effect during the current period. Guidance for cRPO growth rates is derived by applying the end of period exchange rates in effect during the comparison period rather than the exchange rates in effect during the guidance period. We believe the presentation of cRPO and RPO and related growth rates adjusted for constant currency facilitates the comparison of cRPO and RPO year-over-year, respectively.

Our non-GAAP presentation of gross profit, income from operations, and net income measures exclude certain non-cash or non-recurring items, including stock-based compensation expense, amortization of debt discount and issuance costs related to our convertible senior notes, loss on early note conversions, amortization of purchased intangibles, legal settlements, business combination and other related costs, and the related income tax effect of these adjustments. Non-GAAP subscription gross margin exclude certain non-cash or non-recurring items, including stock-based compensation expense, amortization of purchased intangibles and business combination and other related costs. The non-GAAP weighted-average shares used to compute our non-GAAP net income per share - diluted excludes the dilutive effect of the in-the-money portion of convertible senior notes as they are covered by our note hedges, and includes the dilutive effect of time-based stock awards, the dilutive effect of warrants and the potentially dilutive effect of our stock awards with performance conditions not yet satisfied at forecasted attainment levels to the extent we believe it is probable that the performance condition will be met. We believe these adjustments provide useful supplemental information to investors and facilitates the analysis of our operating results and comparison of operating results across reporting periods.

Free cash flow, which is a non-GAAP financial measure, is defined as net cash provided by (used in) operating activities plus cash paid for legal settlements, repayments of convertible senior notes attributable to debt discount and business combination and other related costs including compensation expense, reduced by purchases of property and equipment. Free cash flow margin is calculated as free cash flow as a percentage of total revenues. We believe information regarding free cash flow and free cash flow margin provides useful information to investors because it is an indicator of the strength and performance of our business operations.

Our non-GAAP presentation of tax rate excludes the tax effects of stock-based compensation expense, amortization of purchased intangibles, legal settlements, business combination and other related costs.

Long-term 2024E targets for free cash flow margin, operating margin growth and tax rate and the illustrative example of non-GAAP sales expense, non-GAAP marketing expense and revenue as a percentage of non-GAAP sales and marketing expense on slide 130 are forward-looking non-GAAP financial information. We have not reconciled the targets for these non-GAAP financial measures to their most directly comparable GAAP measure as a result of uncertainty regarding, and the potential variability of, the components in and items excluded from these non-GAAP measures in future periods. Accordingly, reconciliation is not available without unreasonable effort. However, it is important to note that the components and excluded items could be material to our results computed in accordance with GAAP in future periods.

Our presentation of non-GAAP financial measures may not be comparable to similar measures used by other companies. We encourage investors to carefully consider our results under GAAP, as well as our supplemental non-GAAP information and the reconciliation between these presentations, to more fully understand our business. Please see the tables included at the end of this presentation for the reconciliation of GAAP and non-GAAP results.

References to (CC) throughout this deck indicates the respective metric is in constant currency.



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FAD23

# Agenda

## Opening Remarks
Darren Yip – VP of Investor Relations

## Vision and Opportunity
Bill McDermott – Chairman and Chief Executive Officer

## Platform Innovation & Go-to-market
CJ Desai – President and Chief Operating Officer

### Generative AI
Jon Sigler – SVP, Platform
Amy Lokey – SVP, Experience
Joe Davis – SVP, Platform engineering

### Finance & Supply Chain Workflows
Josh Kahn – SVP, Creator Workflows

## Break (10 min)

## Customer Panel
Paul Smith – Chief Commercial Officer

## Financial Overview & ESG Strategy
Gina Mastantuono – Chief Financial Officer

## Q&A

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Vision
and Opportunity
Bill McDermott
Chairman & CEO
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# ServiceNow at the center of a "Great Reprioritization" in the enterprise

## DIGITAL TRANSFORMATION

Powered by servicenow

**The intelligent platform for end-to-end digital transformation**

Enterprise-wide Integration:

**Systems of Record | Data | Devices**

**Cost takeout and productivity**

**62%** Companies undertaking cost reductions to offset declining labor productivity

**Business model evolution**

**40%** CEOs looking to new business models to remain viable

**Tech landscape consolidation**

**93%** Execs consolidating tech vendor spend, favoring platforms

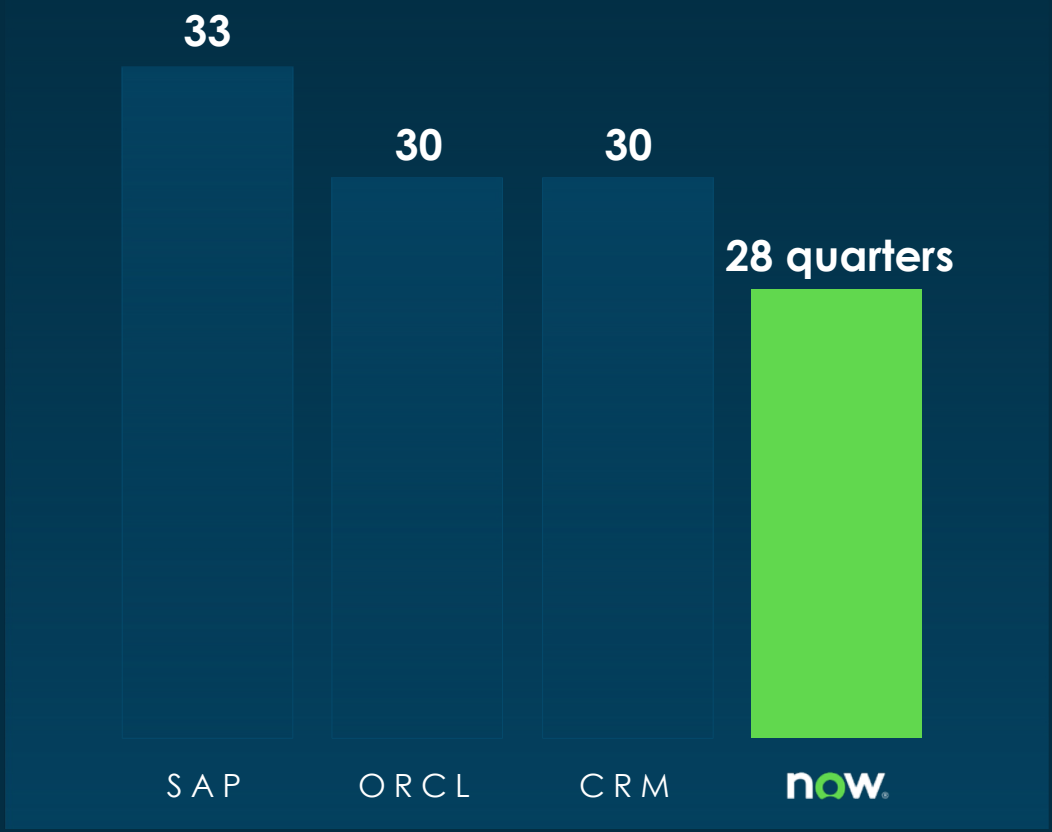
**Generational technology shift**

**56%** CIOs looking to invest in Generative AI

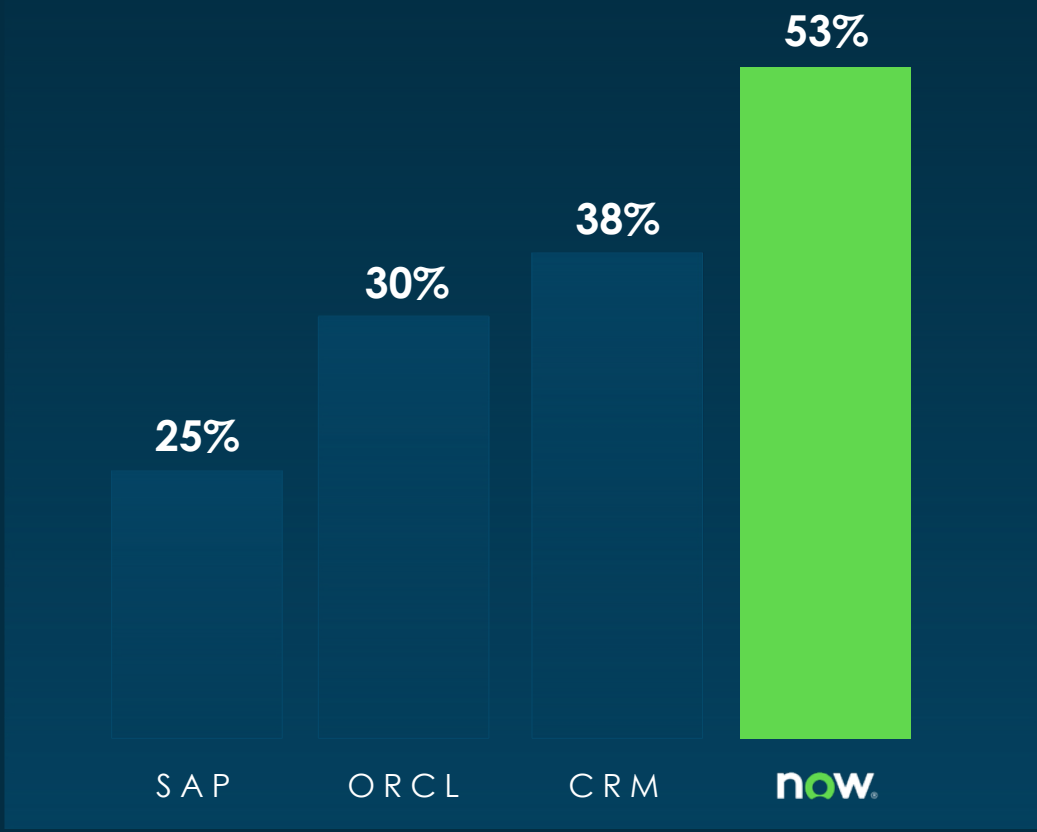

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# Our trajectory remains best-in-class among scale peers

## Fastest to $7B of Organic Revenue…




## …with industry-leading Rule of 50 performance




Notes: Revenue growth comparison shows number of quarters from first quarter over $1B trailing twelve month revenue to first quarter over $7B trailing twelve month revenue. Sources: company SEC filings and earnings releases, currency conversions from St. Louis Fed and S&P Capital IQ. Our non-GAAP presentation of Rule of 50 is defined as free cash flow margin in CY 2022 plus total revenue growth rate in CY 2022. See tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.

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# Our market leading performance
# despite a complex environment

## SUSTAINED VALUE CREATION

**$6.8B+**
Subscription revenue(1)

**26%**
Operating margin(1)

**$2.1B+**
Free cash flow generated(1)

**20.4%**
Annualized Shareholder returns in 5 years (~1.9x of S&P 500 return)(2)

## BEST-IN-CLASS EXECUTION

**14**
Product leadership recognitions(3)

**2,000+**
Innovations

**~85%**
Fortune 500 penetration

**1,641**
Customers paying >$1M ACV(4)

**98%**
Renewal rate

**2,000+**
Partners(5)

## WORLD CLASS CULTURE

**~21K**
Total global employees

**No Layoffs**

**32.3%**
Women in leadership

**14.7%**
URG

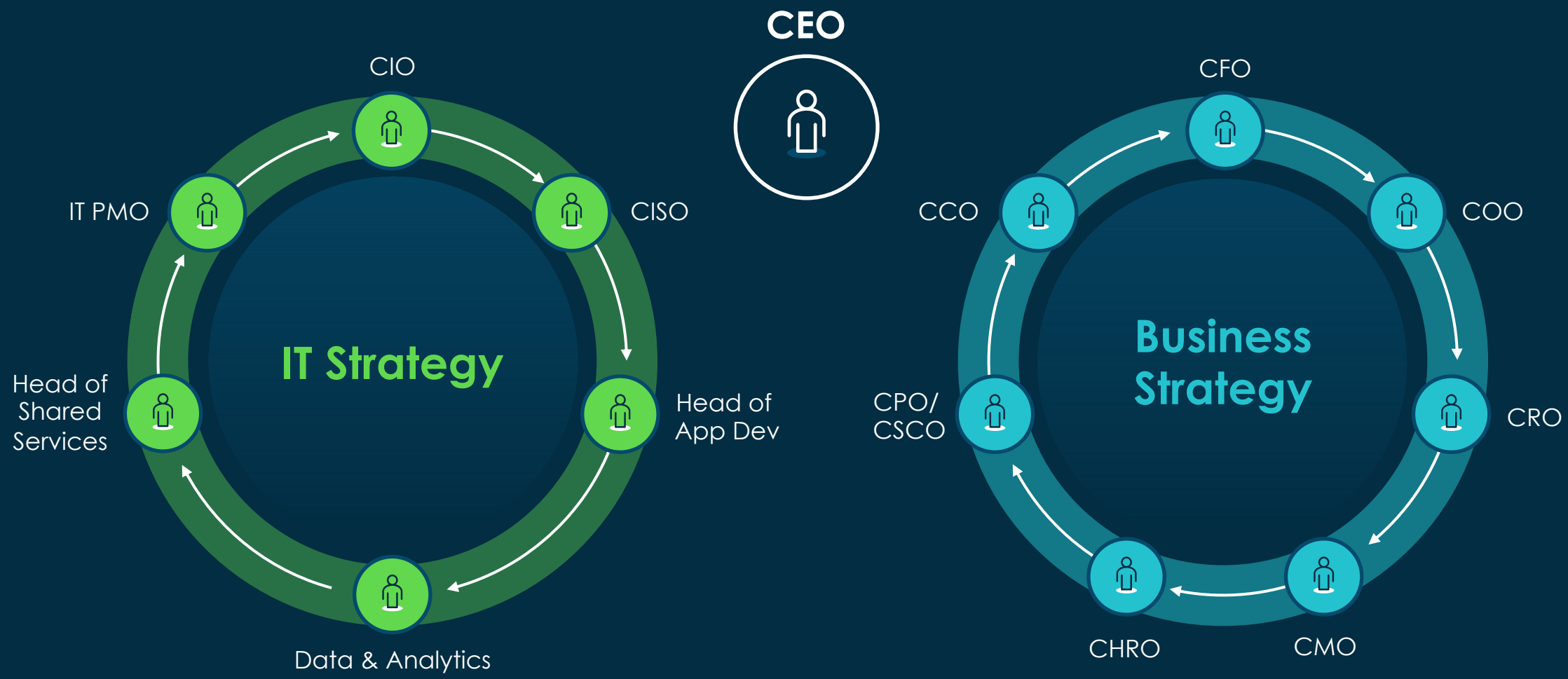
**.org**
NOW for Non-Profit

**Carbon Neutral**

(1) As of ending fiscal year 2022. Operating margin, Free Cash Flow is on a non-GAAP basis. See appendix for reconciliation of non-GAAP financial measures.
(2) As of May 11, 2023
(3) Recognition based on Chartis, Forrester, Fosway, Gartner, ISG, Omdia, and Research in Action research publications
(4) As of ending fiscal year 2022
(5) As of May 11, 2023
Note: Unless specifically stated, all figures are as of end of March 2023

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# CEOs are wary of IT and business silos…

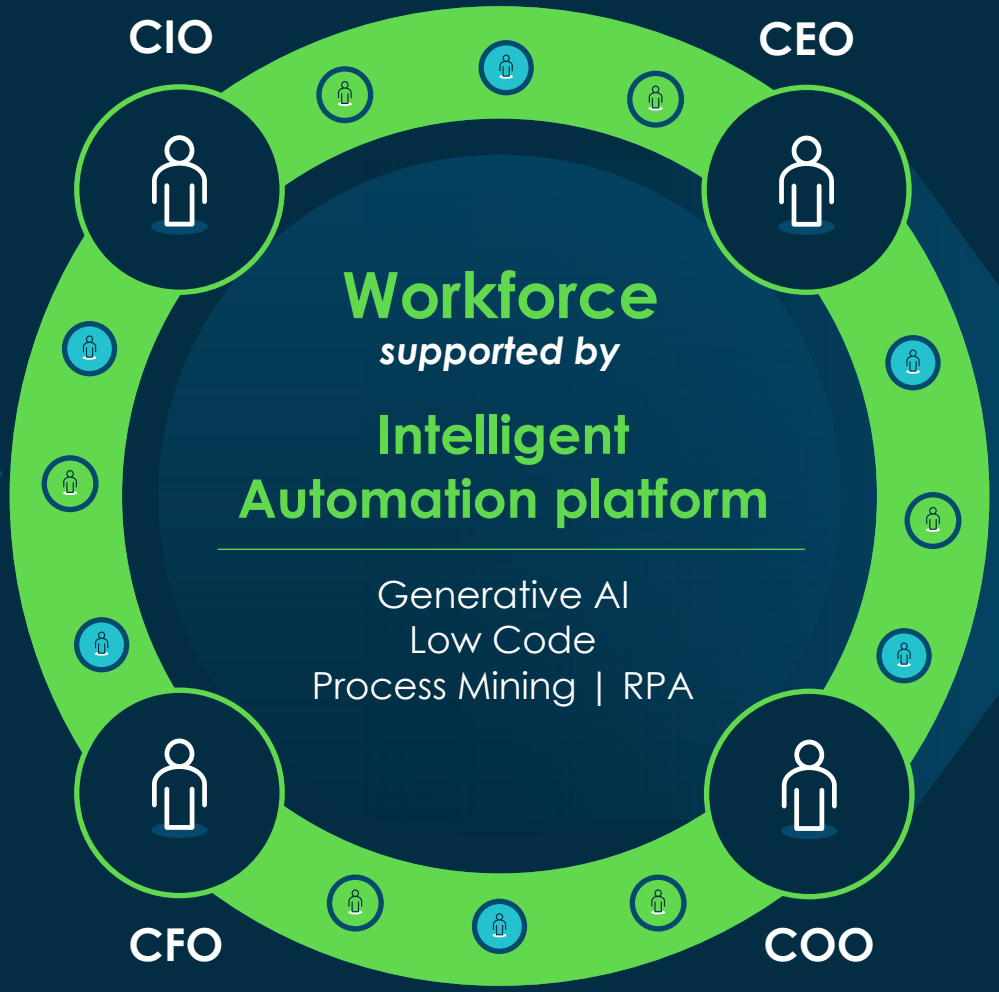




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# …With AI, the IT strategy is the business strategy

THE EXPONENTIAL ENTERPRISE




**Higher** productivity

**Better** experiences

**Business** acceleration


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# Growth engines to give us unparalleled momentum

## 3 GEOGRAPHIES

Global footprint




## 4 CUSTOMER SEGMENTS

GTM coverage

- Marquee
- Enterprise
- Commercial
- Non-profits

**Business Transformation**

## 5 PRIORITY INDUSTRIES

Industry solutions and integrated GTM

- Financial Services
- Telco, Media & Technology
- Manufacturing
- Public Sector
- HealthCare & Life Sciences

## VAST ECOSYSTEM

2k+ Partners, Million+ Skilled Professionals

Microsoft · accenture · KPMG · EY · Deloitte. · RiseUp with servicenow



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# We will be the…

## Defining Enterprise Software Company of the 21st Century

## #DESCO21C



**Build great Products**



**Tell a great Story**

*World works with ServiceNow™*



**Deliver amazing Experiences**



**Build a Movement**



SHAREHOLDER VALUE



CUSTOMER TRUST



SOCIAL IMPACT



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Note: $20B+ denotes Total Revenues

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UTAH DESERT
Platform
Innovation
CJ Desai
President & COO
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# ServiceNow is a Platform Company


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# Progress in ~7 Years

**SUBSCRIPTION REVENUE**

Q1 2023
**$2B**

**10x**

Q2 2015
**$200M**

NON-GAAP
**OPERATING MARGIN(1)**

FY22
**26%**

**+16%**

FY15
**10%**

NON-GAAP
**FREE CASH FLOW MARGIN(2)**

FY22
**30%**

**+7%**

FY15
**23%**

Note: Subscription revenue, Operating margin, Free Cash flow Margin in 2015 is not adjusted for ASC 606 adoption

(1) Non-GAAP presentation of operating margin exclude certain non-cash or non-recurring items, including stock-based compensation expense, amortization of purchased intangibles, legal settlements, business combination and other related costs. Non-GAAP operating margin is calculated as non-GAAP income from operations as a percentage of total revenues. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.

(2) Non-GAAP Free cash flow margin is calculated as non-GAAP free cash flow as a percentage of total revenues. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.

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# Why is ServiceNow a unique platform company?


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# Now Platform®

## PLATFORM CAPABILITIES

| | | | |
|---|---|---|---|
| Workflows ON | Service Portal ON | ML ON | Search ON |
| User Experience ON | Integrations ON | Virtual Agent ON | Encryption ON |
| Process Mining ON | RPA ON | Low Code Tools ON | Analytics ON |

## PLATFORM CORE

| | |
|---|---|
| Core Data Model PERSISTENT | Industry Data Models PERSISTENT |
| CMDB PERSISTENT | Security PERSISTENT |

## SERVICENOW CLOUD

| | | |
|---|---|---|
| Compute INVISIBLE | Networking INVISIBLE | Storage INVISIBLE |
| Automated Cloud Services Operations INVISIBLE | | |


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## Technology Workflows

- IT Service Management
- IT Operations Management
- IT Asset Management
- Strategic Portfolio Management
- Security Operations
- Integrated Risk Management
- Cloud Observability
- Environmental, Social & Govern.

## Employee Workflows

- HR Service Delivery
- Legal Service Delivery
- Workplace Service Delivery

## Customer & Industry Workflows

- Customer Service Management
- Field Service Management

**Industry Solutions**

Telecom, Media & Technology
Financial Services
Manufacturing
Healthcare & Life Sciences
Public Sector

## Creator Workflows and Others

- App Engine (Low Code)
- Automation Engine
- Vault (Platform Security)
- Procurement Operations
- Supplier Lifecycle Operations
- Accounts Payable Operations

## Now Platform®

- Workflows
- Integrations
- ML
- Low Code Tools
- Encryption
- User Experience
- RPA
- Virtual Agent
- Search
- Analytics


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# What are the advantages of a platform company?


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1

**Higher** innovation velocity

2

**Better** R&D and operating economics

3

**Faster** time to value for customers


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# 1

**Higher innovation velocity**

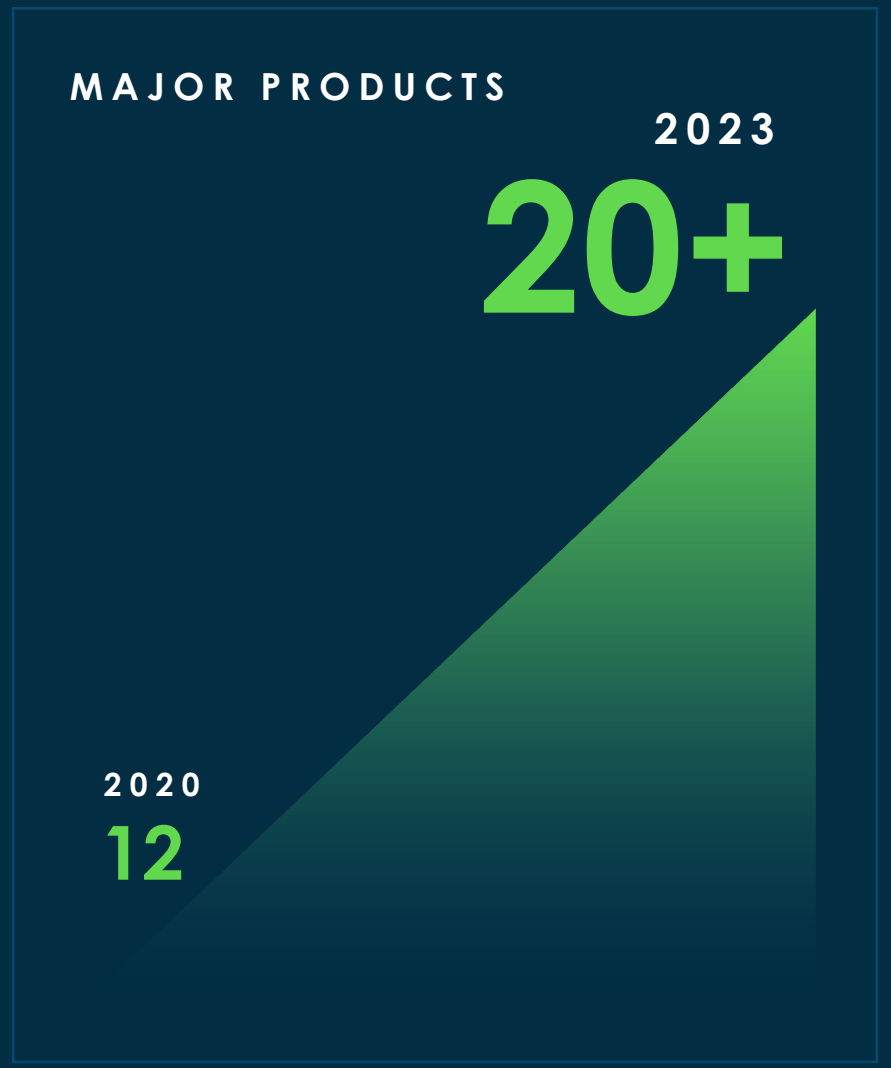
## 6 Months

GLOBAL PUBLIC SECTOR NEW PRODUCT

## 15 Months

HARDWARE ASSET MANAGEMENT NEW PRODUCT

MAJOR PRODUCTS




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1

Higher
innovation
velocity

2

Better
R&D and
operating
economics

3

Faster
time to value
for customers


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# 2

## Better R&D and operating economics

## 7 R&D Personnel

TO DEVELOP A PUBLIC SECTOR PRODUCT

## 11 R&D Personnel

TO DEVELOP 1st VERSION OF HARDWARE ASSET MANAGEMENT PRODUCT

## 84% Subscription Gross Margin(1)

STANDARDIZED GLOBAL INFRASTRUCTURE FOR A SINGLE PLATFORM

(1) Subscription Gross Margin based on the 84% non-GAAP FY23 guidance provided on 4/26/23. Subscription Gross Margin are calculated on a non-GAAP basis. Non-GAAP subscription gross margin exclude certain non-cash or non-recurring items, including stock-based compensation expense and amortization of purchased intangibles. See appendix for reconciliation of non-GAAP financial measures.

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1

**Higher** innovation velocity

2

**Better** R&D and operating economics

3

**Faster** time to value for customers

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# 3

**Faster**
time to value
for customers

## Once ITSM is live, other products are implemented faster within…

SAAS COMPANY
**8 weeks**

- HRSD
- ITOM
- LSD

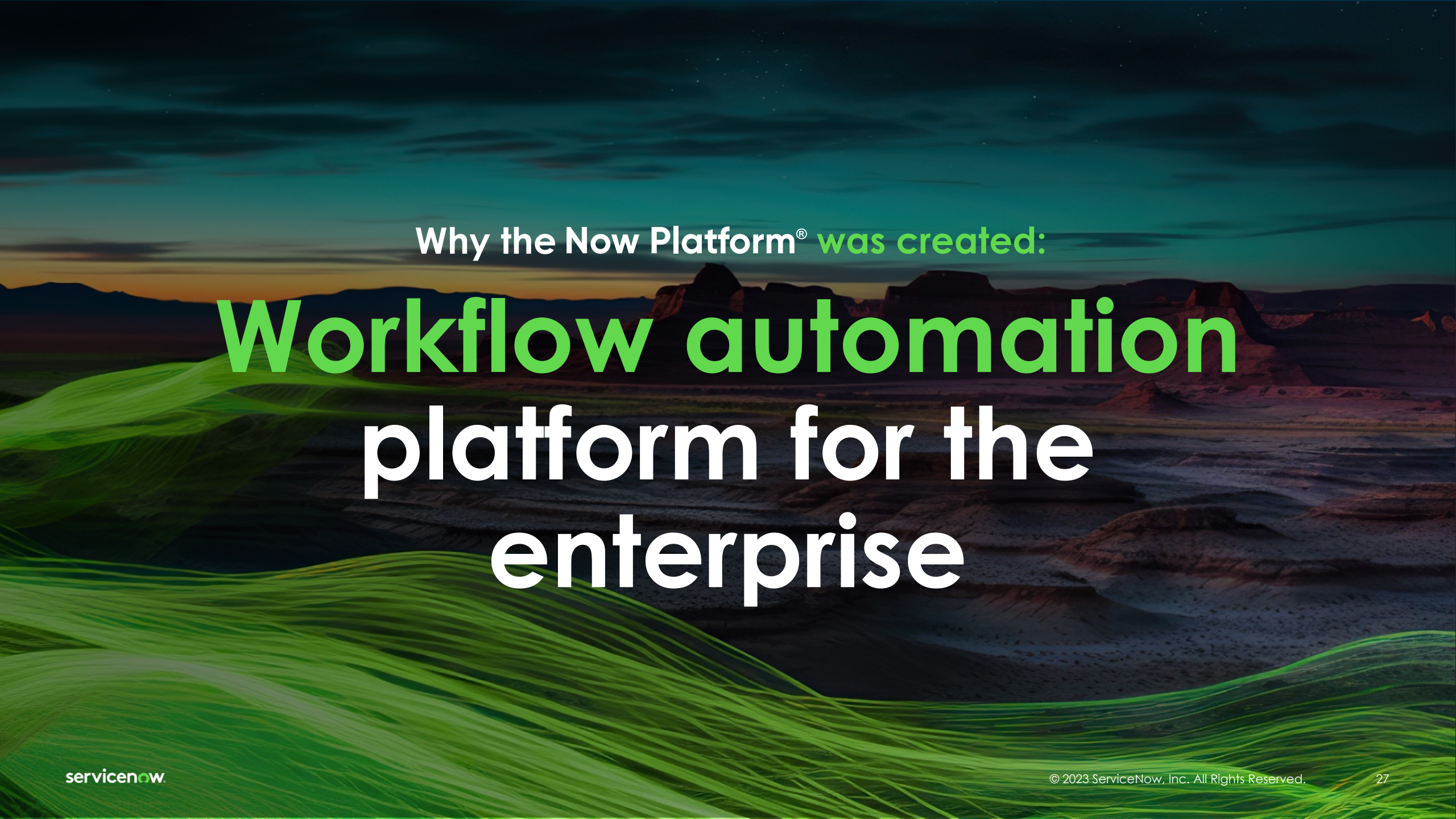
LIFE SCIENCES COMPANY
**12 weeks**

- CSM

AUTOMOBILE MANUFACTURER
**16 weeks**

- ERP / Supplier


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# A

**Expansion** of the Now Platform beyond IT

# B

**Established** relevancy in the C-suite

# C

**Evolution** from horizontal to industry-specific solutions


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# A. The Now Platform® has progressed within and beyond CIO's technology spend

2011

**First use case at scale**

IT Service Management (ITSM)

**IT managers**

2015

**Buying Centers**

First Expansion beyond IT to HR, Security, and Customer Service

**CIO / CISO / CHRO / CCO**

Present

**And NOW**

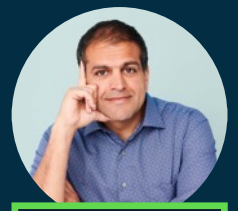
Expansion to legal, finance, procurement, and industry-specific products

**The entire C-suite**

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# B. The Now Platform®
## has evolved to serve the entire C-suite



CIO/CDO



SVP, IT

ITSM | ITOM | ITAM | SPM



CHRO

HRSD



CISO

SecOps



CCO

CSM

UNLOCKED



CTO

Observability

ITOM

ITSM

UNLOCKED



Chief Legal Officer

LSD



Chief Risk Officer

RISK

UNLOCKED



Chief Sustainability Officer

ESG

UNLOCKED



CFO



Chief Procurement & Facilities Officer

ERP

WSD

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# C. Industry Workflows, Data Models, & Integrations
















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THIS MEANS

# Higher Average Selling Price



**Public Sector**

PSDS ENTERPRISE
PSDS PROFESSIONAL
PSDS STANDARD



**Financial Services**

FSO ENTERPRISE
FSO PROFESSIOAL
FSO STANDARD



**Healthcare & Life Sciences**

HLS ENTERPRISE
HLS PROFESSIONAL
HLS STANDARD
CDM
ERM



**Manufacturing**

OTM ENTERPRISE
OTM PROFESSIONAL
OTM STANDARD



**Telco / Media / Tech**

TSM ENTERPRISE
TSM PROFESSIONAL
TSM STANDARD
TSOM ENTERPRISE
TSOM PROFESSIONAL
TSOM STANDARD
TNI ENTERPRISE
TNI PROFESSIONAL
TNI STANDARD
TPSM ENTERPRISE
TPSM PROFESSIONAL
TPSM STANDARD
ORDER MANAGEMEN
M&E ENTERPRISE
M&E PROFESSIONAL
M&E STANDARD


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# Innovation Growth Vectors



Expanding Portfolio

Platform AI

Finance & Supply Chain Workflows


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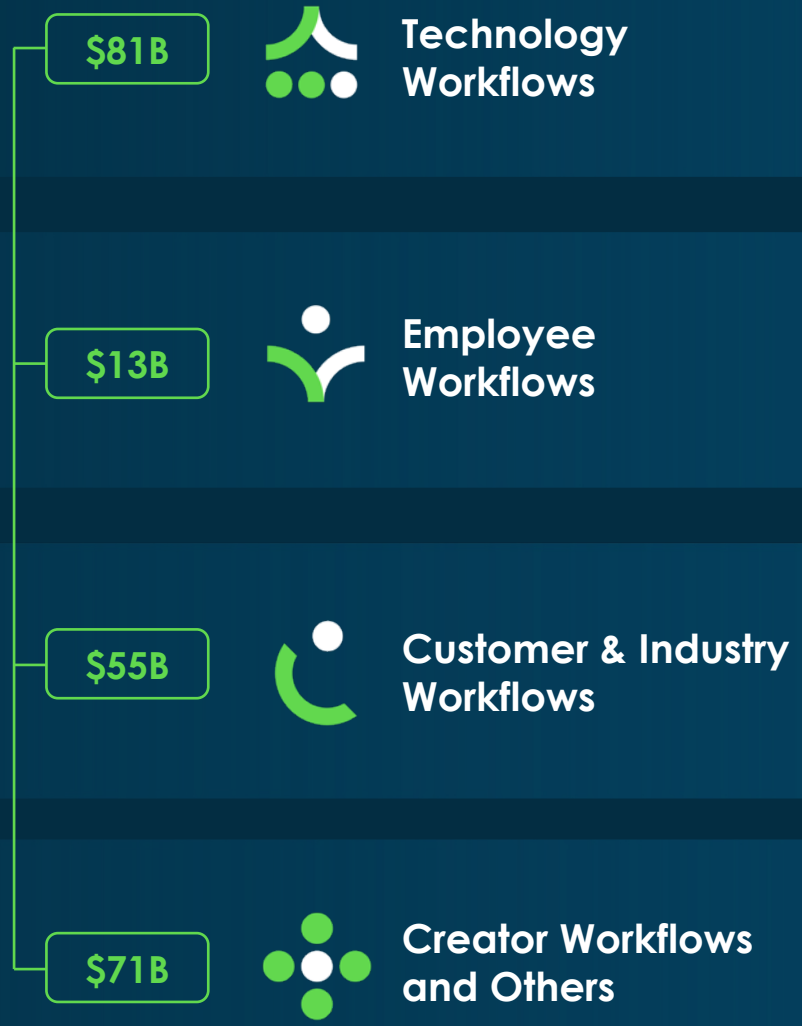

# Our Expanding Product Portfolio


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# Our TAM continues to expand

**$220B**

FY25 TAM (1)




(1) Calculations performed by ServiceNow based on Gartner research, ServiceNow analysis, and additional research reports. Sources available upon request

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- IT Asset Management
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- Security Operations
- Integrated Risk Management
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Telecom, Media & Technology
Financial Services
Manufacturing
Healthcare & Life Sciences
Public Sector

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- Automation Engine
- Vault (Platform Security)
- Procurement Operations
- Supplier Lifecycle Operations
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## Now Platform®

- Workflows
- Integrations
- ML
- Low Code Tools
- Encryption
- User Experience
- RPA
- Virtual Agent
- Search
- Analytics


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# When customers leverage our platform across the enterprise



**TELCO CUSTOMER SPOTLIGHT**



**Store** and manage enterprise assets in ServiceNow's CMDB



**Discover** assets across public cloud & private cloud



**Manage** network inventory



**Launch and onboard** new products



**Mitigate** Risk & Security vulnerabilities



**Improve** employee productivity



**Observability** for customer facing applications




**Streamline** Order Management for faster revenue



**Transform** IT and customer service desk


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# ServiceNow Platform AI

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# In the last 6 years ServiceNow has been intentional to get world-class AI talent




AI IN THE NOW PLATFORM HAS RESULTED IN:

**~40%** PRO+ OFFERINGS ADOPTION

**25%** ASP UPLIFT

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# AI leadership team













Platform | Workflows | Experience | Research | Search | Engineering


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GenAI is a Catalyst
for the ServiceNow Platform
WITH POSITIVE IMPACT ACROSS
A MULTITUDE OF DIGITAL WORKFLOWS
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# All of our workflows will leverage Gen AI

## Technology Workflows

EXAMPLES

- Higher deflection rates for all types of IT Incidents
- Faster Root Cause analysis on Incidents
- Post-incident summarization & analysis in Natural Language

## Employee Workflows

EXAMPLES

- Shared Services Automation and Cost Optimization
- Faster resolution of employee requests
- Employee skills growth

## Customer & Industry Workflows

EXAMPLES

- Higher agent productivity
- Higher customer case-deflection
- Automated knowledge creation

## Creator Workflows and Others

EXAMPLES

- Text-to-code
- Text-to-app
- Faster document processing

## Now Platform®

EXAMPLES

- Enhanced search
- Now Assist via Domain Specific LLMs
- Automated code generation


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## General purpose

CURRENT

OpenAI  Microsoft

EXPLORING

Google Cloud

# ServiceNow's Generative AI strategy

## Domain specific

SERVICENOW DEVELOPED MODELS

NVIDIA  Hugging Face

WHY IT MATTERS?

Large Language Model Accuracy

Optimized for Customer Data

Data Privacy

## MONETIZATION STRATEGY

**Directly monetized across majority of workflows and uses cases**

## GEN AI BENEFITS FOR SERVICENOW

ASP Uplift | TAM Expansion | Competitive Differentiation

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TODAY

# Utah

Live Now

## Agent Assist

**Easy access to Gen AI LLMs** powering the experience

## Task Intelligence

**Use AI** to create, populate and assign a case

## Doc Intelligence

**Use AI** to extract case information from documents



TOMORROW

# Vancouver

Sep 2023

## Virtual Agent

**Q&A interactions** in Virtual Agent experiences

## Summarized search results

Agents and end-users get **summarized and targeted search results** instantly

## Glide-specific assist

**Accelerate ServiceNow Configuration and Extension** with new Flow Assist and Code Assist



FUTURE

# Washington DC+

2024

## Complete self-service for all

**Leverage conversation** and workflow in one seamless experience

## Super-charged agent productivity

**Automated Knowledge Creation**, Case Summarization Case Insights, Recommended Resolutions, and Root Cause Analysis

## Generative AI for admins & builders

**Accelerate development** with Application Assist and deployment with Admin assist

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Generative AI + Now Platform®



# Productivity



# Value



# Experience


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# What can Generative AI do for the ServiceNow Platform?

**These capabilities are relevant and valuable** for all ServiceNow personas across our product portfolio



**Intent**
Understanding



**Knowledge**
Synthesis

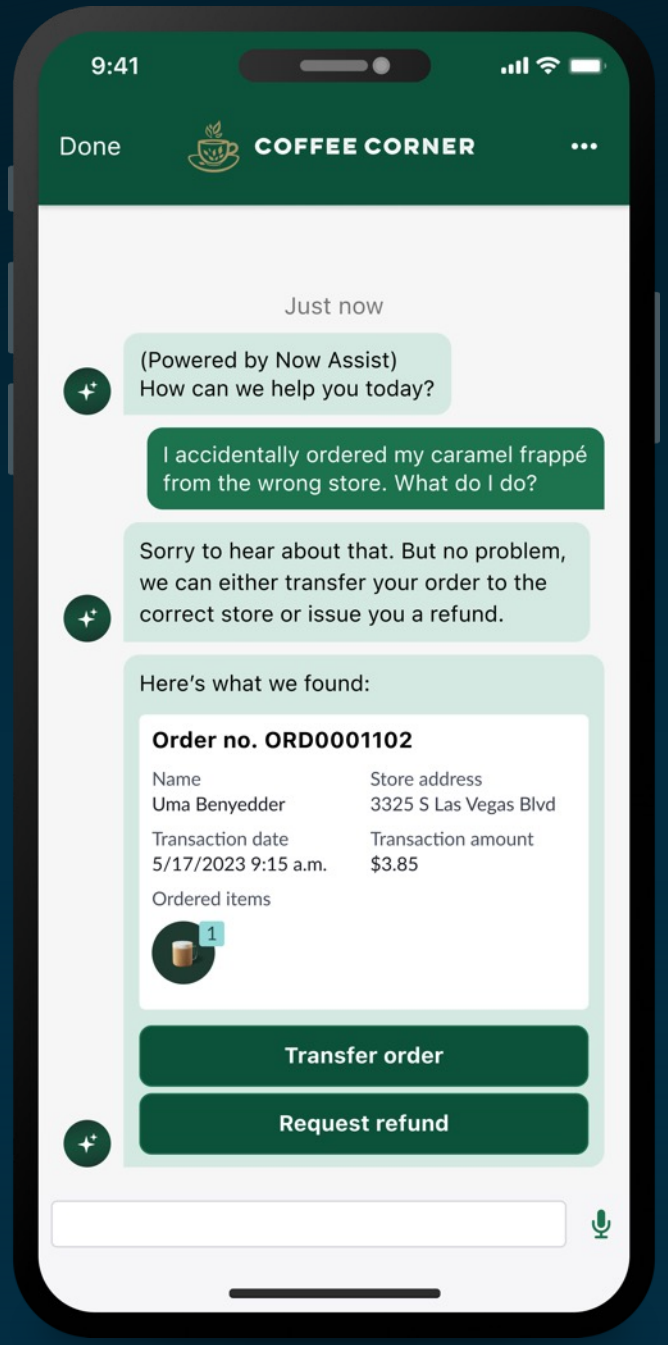


**Language**
Generation


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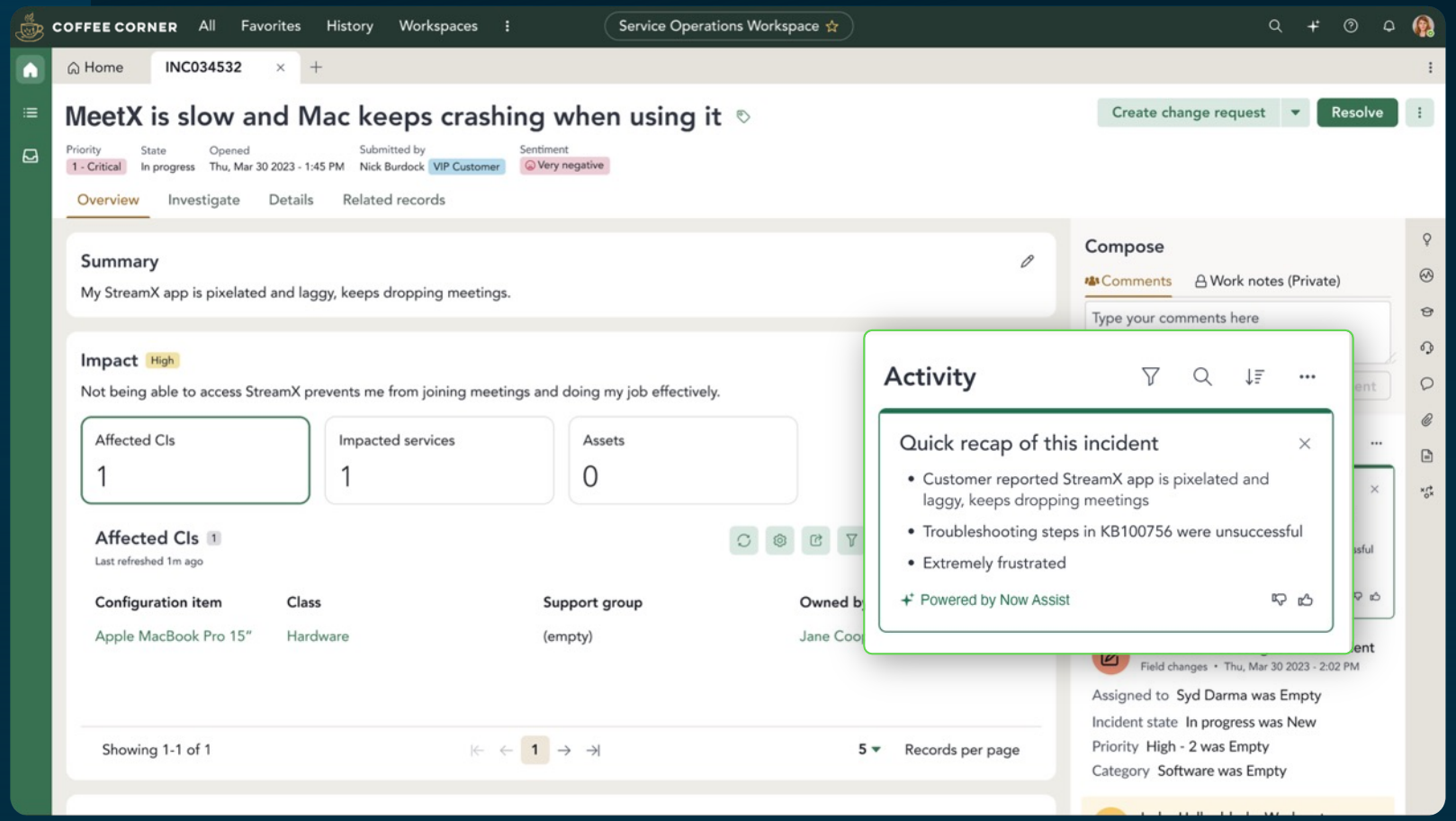
Intent
Understanding

# Understanding of human language leads to intent understanding



## Knowledge Synthesis

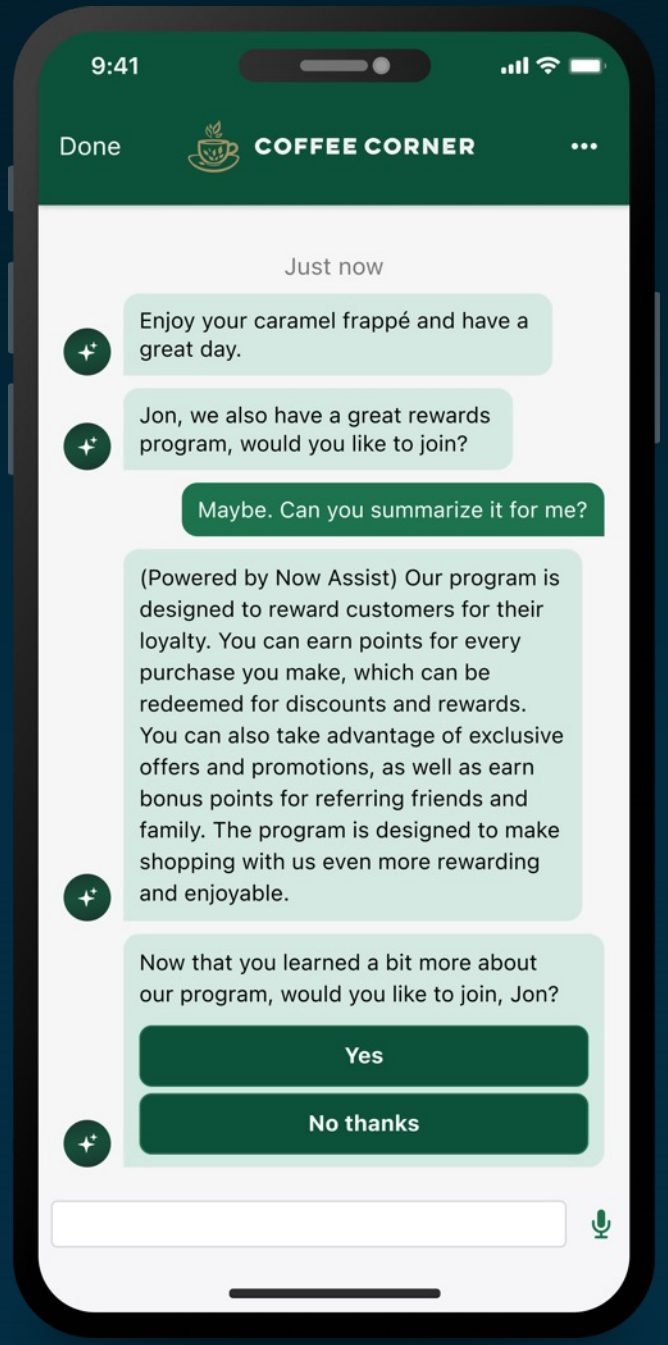
# The ability to synthesize delivers faster support




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Language Generation

# Creating content with empathetic tone



# Live demo




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# A trustworthy and human-centered approach



Central governance



Secure Platform & data



UX Guidelines & reviews



Controlled, phased releases


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# The Future of ServiceNow and Generative AI


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# Now Assist helps all of our users



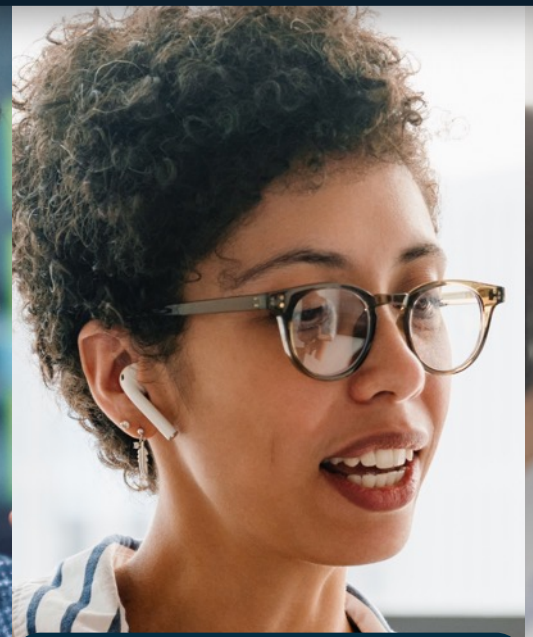
## Erick Valdes
Developer

Exponentially faster time to configure and customize apps with little code expertise



## Nick Burdock
Admin

Easier & faster to deploy & optimize apps– delivering faster time to value for customers



## Bonny Keller
Customer

Efficient, cohesive and simpler customer experiences



## Indra Hall
Agent

Productivity catalysts that resolve issues faster and provide better support



## Hillary Osman
Employee

Build new apps with no code, increasing value from the platform

servicenow

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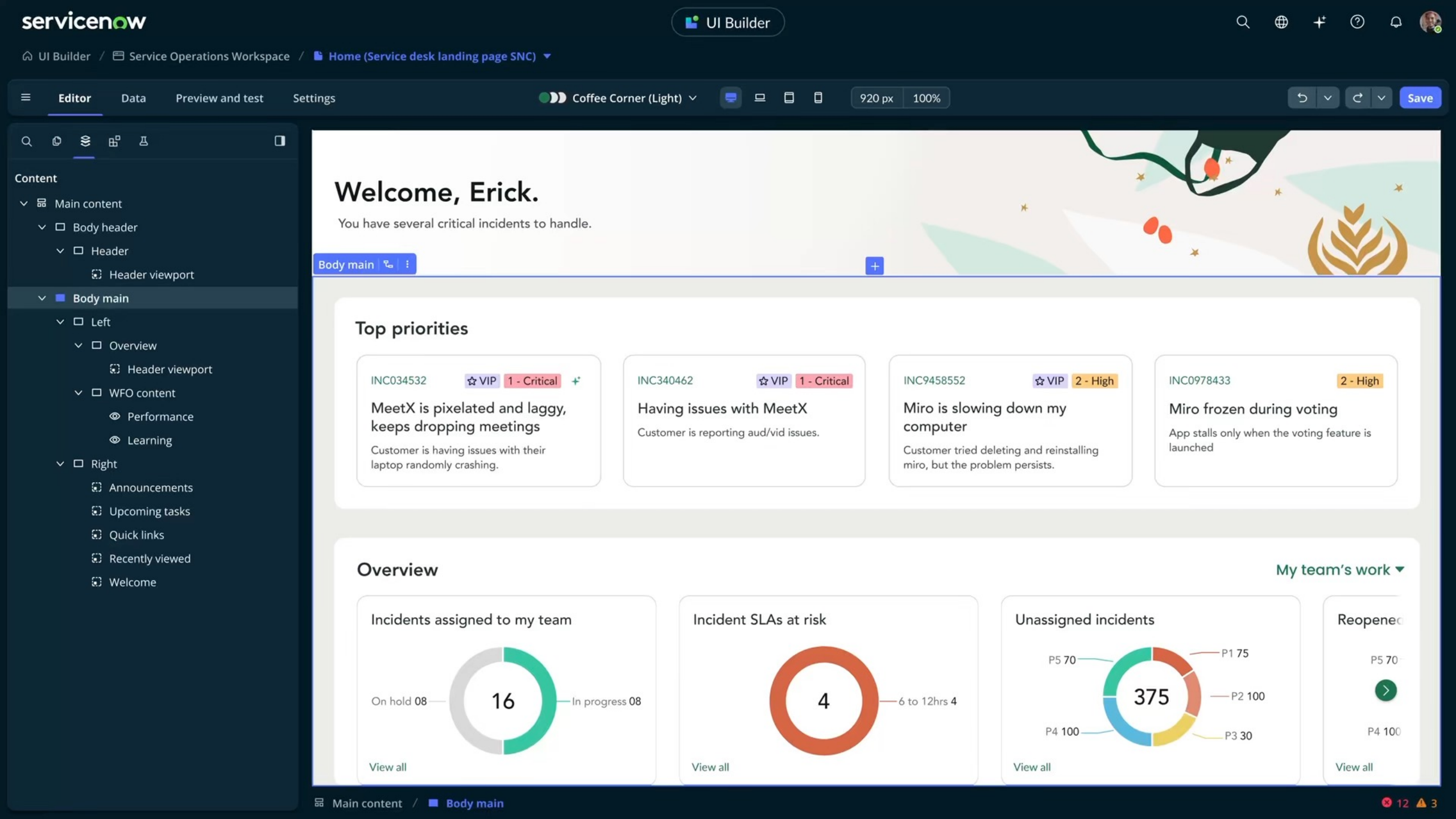
# Now Assist for Developers

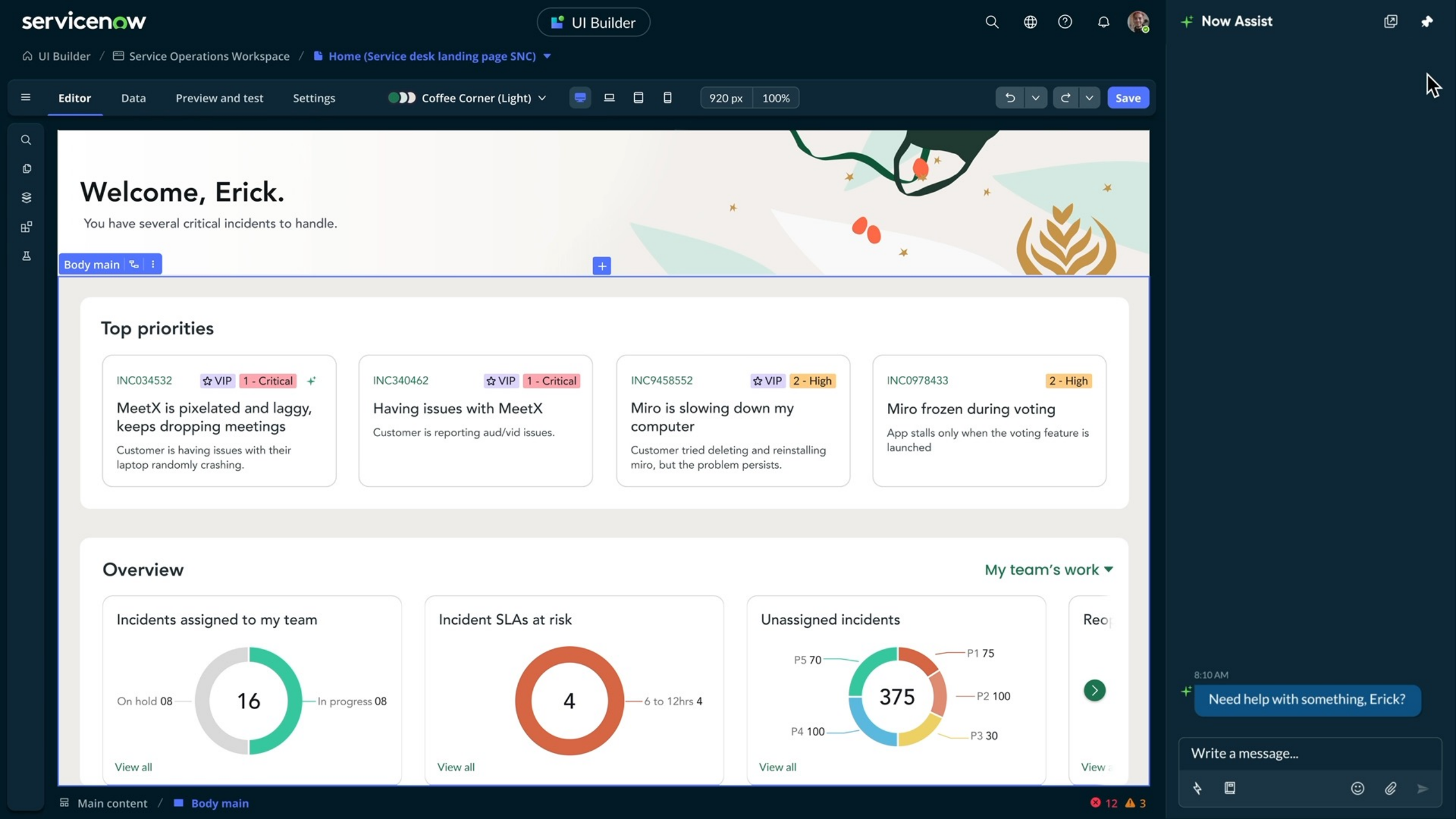
Makes building and configuring faster and easier for devs

**Erick Valdes**
Developer




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servicenow
UI Builder
UI Builder / Service Operations Workspace / Home (Service desk landing page SNC)
Editor
Data
Preview and test
Settings
Coffee Corner (Light)
920 px
100%
Save
Content
Main content
Body header
Header
Header viewport
Body main
Left
Overview
Header viewport
WFO content
Performance
Learning
Right
Announcements
Upcoming tasks
Quick links
Recently viewed
Welcome
Welcome, Erick.
You have several critical incidents to handle.
Body main
Top priorities
INC034532
VIP
1 - Critical
MeetX is pixelated and laggy, keeps dropping meetings
Customer is having issues with their laptop randomly crashing.
INC340462
VIP
1 - Critical
Having issues with MeetX
Customer is reporting aud/vid issues.
INC9458552
VIP
2 - High
Miro is slowing down my computer
Customer tried deleting and reinstalling miro, but the problem persists.
INC0978433
2 - High
Miro frozen during voting
App stalls only when the voting feature is launched
Overview
My team's work
Incidents assigned to my team
On hold 08
16
In progress 08
View all
Incident SLAs at risk
4
6 to 12hrs 4
View all
Unassigned incidents
P5 70
P1 75
375
P2 100
P4 100
P3 30
View all
Reopene
P5 70
P4 100
View all
Main content / Body main
12
3


servicenow
UI Builder
Now Assist
UI Builder / Service Operations Workspace / Home (Service desk landing page SNC)
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Preview and test
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6 to 12hrs 4
View all
Unassigned incidents
P5 70
P1 75
375
P2 100
P4 100
P3 30
View all
8:10 AM
Need help with something, Erick?
Write a message...
Main content / Body main
12
3

servicenow

UI Builder

UI Builder / Service Operations Workspace / Home (Service desk landing page SNC)

Editor | Data | Preview and test | Settings | Coffee Corner (Light) | 920 px | 100% | Save

# Welcome, Erick.

You have several critical incidents to handle.

Body main

## Top priorities

INC034532 ☆ VIP 1 - Critical
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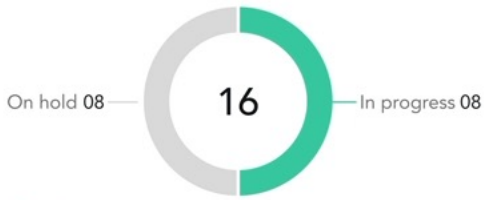
INC9458552 ☆ VIP 2 - High
**Miro is slowing down my computer**
Customer tried deleting and reinstalling miro, but the problem persists.

INC0978433 2 - High
**Miro frozen during voting**
App stalls only when the voting feature is launched

## Overview

My team's work

### Incidents assigned to my team




View all

### Incident SLAs at risk




View all

### Unassigned incidents




View all

Reo

View

Main content / Body main

12 3

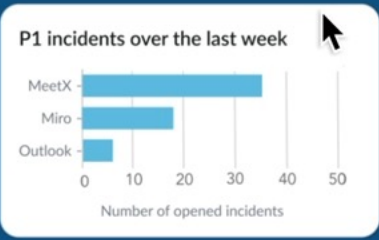
Now Assist

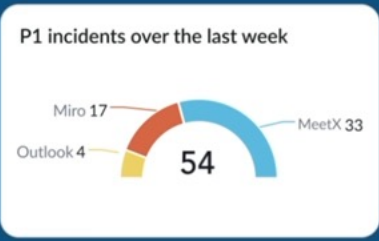
8:10 AM

I need a chart that shows p1 service incidents resulting from a service change over the last 6 mos

8:11 AM

Here are 3 charts showing open P1 Incidents resulting from a change over the last week







Show more options

Write a message...

servicenow

UI Builder

UI Builder / Service Operations Workspace / Home (Service desk landing page SNC)

Editor | Data | Preview and test | Settings | Coffee Corner (Light) | 920 px | 100% | Save

# Welcome, Erick.

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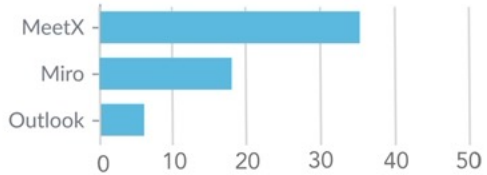
My team's work

### Incidents assigned to my team




View all

### P1 incidents over the last week




### Incident SLAs at risk



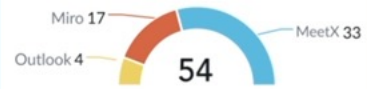

View all

Main content / Body main

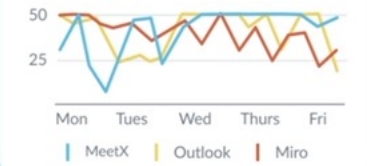
12 3

Now Assist

P1 incidents over the last week




P1 incidents over the last week




Show more options

8:11 AM

Also need agents to get an email alert any time a change causes a P1 incident.

8:11 AM

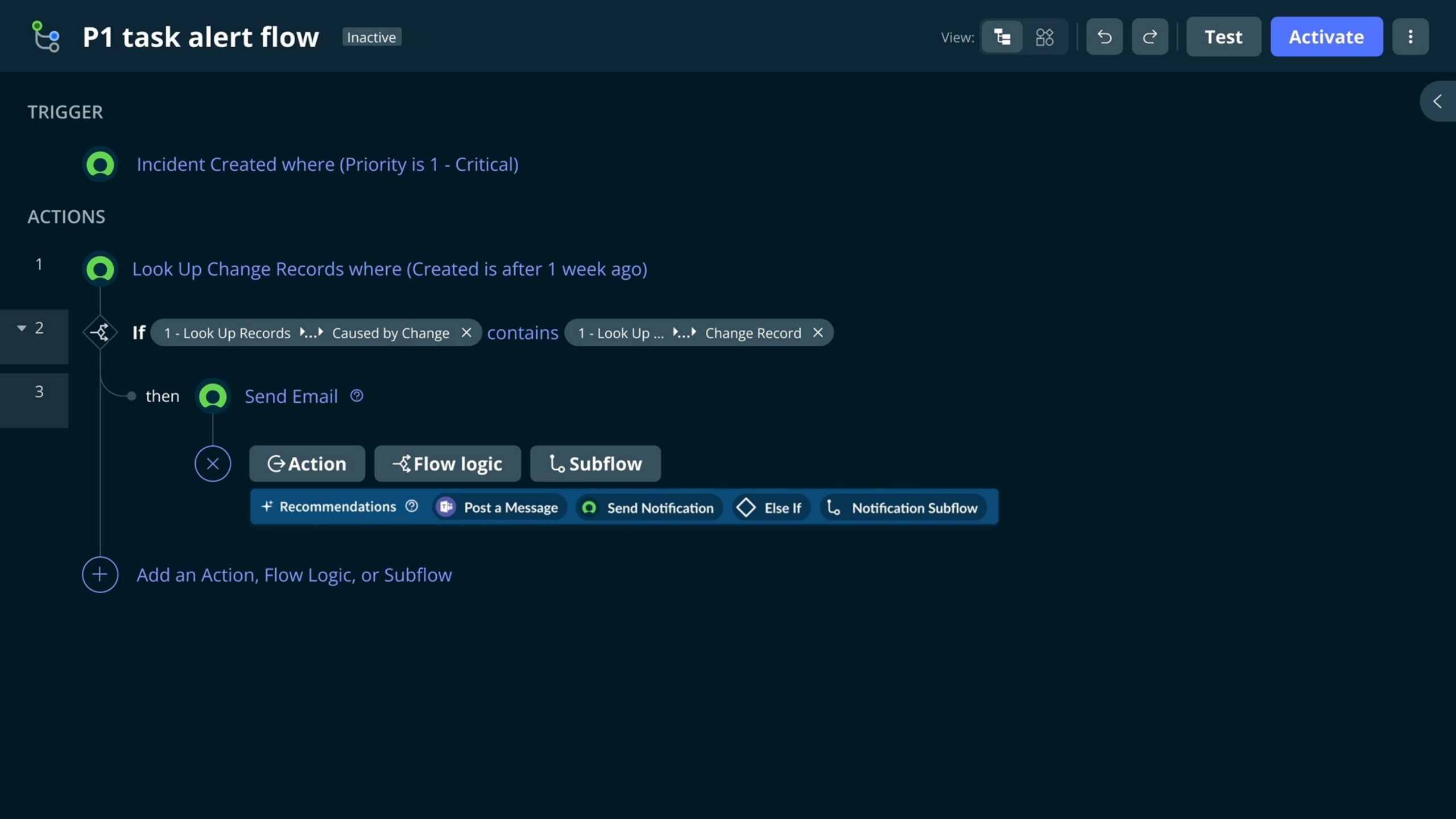
Got it. Here's a new flow that sends an email when a P1 incident is caused by a change

Flow Designer



View flow

Write a message...


P1 task alert flow
Inactive
View:
Test
Activate
TRIGGER
Incident Created where (Priority is 1 - Critical)
ACTIONS
1
Look Up Change Records where (Created is after 1 week ago)
2
If
1 - Look Up Records ... Caused by Change
contains
1 - Look Up ... ... Change Record
3
then
Send Email
Action
Flow logic
Subflow
Recommendations
Post a Message
Send Notification
Else If
Notification Subflow
Add an Action, Flow Logic, or Subflow

servicenow

UI Builder

UI Builder / Service Operations Workspace / Home (Service desk landing page SNC)

Editor | Data | Preview and test | Settings | Coffee Corner (Light) | 920 px | 100% | Save

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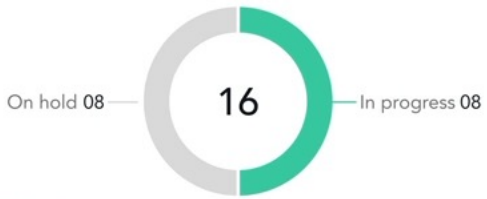
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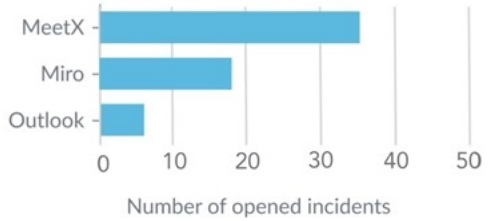
My team's work

### Incidents assigned to my team




View all

### P1 incidents over the last week




### Incident SLAs at risk



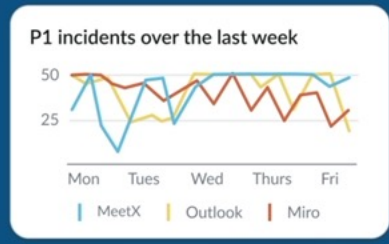

View all

Main content / Body main

12 3

## Now Assist




Show more options

8:11 AM

Also need agents to get an email alert any time a change causes a P1 incident.

8:11 AM

Got it. Here's a new flow that sends an email when a P1 incident is caused by a change

Flow Designer



View flow

Write a message...

# Now Assist for Admins

Summarized help and workflows deliver rapid value



**Nick Burdock**
Admin

servicenow

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COFFEE CORNER All Favorites History Admin Admin Center

# 1 app moved to staging since you last checked in, Nick.

View details

## What's happening on your instance

### Instance upgrade

Current
Washington

Latest
Xanadu

Upgradability violations

11 ↑ +2 since May 11

Review results

Visit Upgrade Center

### Apps




9 Dev → 5 Staging → Production

Service Operations Workspace Just added Ready to test

Metric Intelligence Ready to test

More

Visit App Manager

### Security compliance score

94%

+6 (12%) since May 09



Visit Security Center

### Subscriptions

Overall subscription issues

2

Unconfirmed user groups
2

Unmapped global custom tables
0

Visit Subscription Management

### Adoption blueprint spotlight

Expand technology services while reducing costs




View details

ce

## Apps




9 Dev → 5 Staging → Production

| | | |
|---|---|---|
| Service Operations Workspace | Just added | Ready to test |
| Metric Intelligence | | Ready to test |

More

Visit App Manager

## Subscriptions

Overall subscription issues

2

| Unconfirmed user groups | Unmapped global custom tables |
|---|---|
| 2 | 0 |

Visit Subscription Management

## Adoption blueprint spotlight

Expand technology services while reducing costs




View details

8:56 AM

Need help with something, Nick?

8:56 AM

What steps do I need to take to make Service Operations Workspace available to our agents?

8:56 AM

**Service Operations Workspace Deployment best practices:**

Deploying your Service Operations Workspace is easy with the right approach. Just follow these steps...

View more

Guide me through it | Open Product Doc

Write a message...

ce

## Apps




9 Dev → 5 Staging → Production

| | | |
|---|---|---|
| Service Operations Workspace | Just added | Ready to test |
| Metric Intelligence | | Ready to test |

More

Visit App Manager

## Subscriptions

Overall subscription issues

2

| Unconfirmed user groups | Unmapped global custom tables |
|---|---|
| 2 | 0 |

Visit Subscription Management

## Adoption blueprint spotlight

Expand technology services while reducing costs




View details

8:56 AM

What steps do I need to take to make Service Operations Workspace available to our agents?

8:56 AM

**Service Operations Workspace Deployment best practices:**

Deploying your Service Operations Workspace is easy with the right approach. Just follow these steps...

View more

8:56 AM

Guide me through it

8:56 AM

Looks like you haven't run any tests yet. You should run the Automated Test Framework first to make sure your instance works correctly with Service Operations Workspace.

Run Automated Test Framework

Schedule for later

Write a message...

ce

## Apps




9 Dev → 5 Staging → Production

Service Operations Workspace — Testing — 58%

More

Visit App Manager

## Subscriptions

Overall subscription issues

2

Unconfirmed user groups: 2

Unmapped global custom tables: 0

Visit Subscription Management

## Adoption blueprint spotlight

Expand technology services while reducing costs




View details

While tests run, you can sort out access. Who should have access to Service Operations Workspace?

8:57 AM

Who has access now?

8:57 AM

Right now, all agents. That's the default setting.

8:57 AM

Let's make it Tier 2 agents only.

8:57 AM

Got it. Only Tier 2 agents will have access to Service Operations Workspace.

Also, here's a draft message you can send to those agents once Service Operations Workspace is live and ready for them to use.

Preview message

Send when deployed | Send later

Write a message...

ce

## Apps




9 Dev → 5 Staging → Production

Service Operations Workspace Testing

More

Visit App Manager

## Subscriptions

Overall subscription issues

2

Unconfirmed user groups

2

Unmapped global custom tables

0

Visit Subscription Management

## Adoption

Expand tec
reducing costs




View details

While tests run, you can sort out access. Who should have access to Service Operations Workspace?

8:57 AM

Who has access now?

8:57 AM

Right now, all agents. That's the default setting.

8:57 AM

it Tier 2 agents only.

Hello, all Coffee Corner agents.

Service Operations Workspace is now live, and ready for your use. If you have additional questions or feedback, please reach out to: Amiri.Smith@coffeecorner.com.

Recommendations | Length | Tone | Rephrase

ents will have
erations

essage you can
once Service
Operations Workspace is
live and ready for them to use.

Preview message

Send when deployed | Send later

Write a message...

ce

## Apps




9 Dev → 5 Staging → Production

| | |
|---|---|
| Service Operations Workspace | Ready to deploy |
| Metric Intelligence | Ready to test |

More

Visit App Manager

## Subscriptions

Overall subscription issues

2

| Unconfirmed user groups | Unmapped global custom tables |
|---|---|
| 2 | 0 |

Visit Subscription Management

## Adoption blueprint spotlight

Expand technology services while reducing costs




View details

Let's make it Tier 2 agents only.

8:57 AM

Got it. Only Tier 2 agents will have access to Service Operations Workspace.

Also, here's a draft message you can send to those agents once Service Operations Workspace is live and ready for them to use.

Preview message

8:57 AM

Send when deployed

8:57 AM

You got it. Those agents will get the message when you go live with Service Operations Workspace.

8:58 AM

Your automated tests on sub-prod are done. No issues. Service Operations Workspace is ready for your agents.

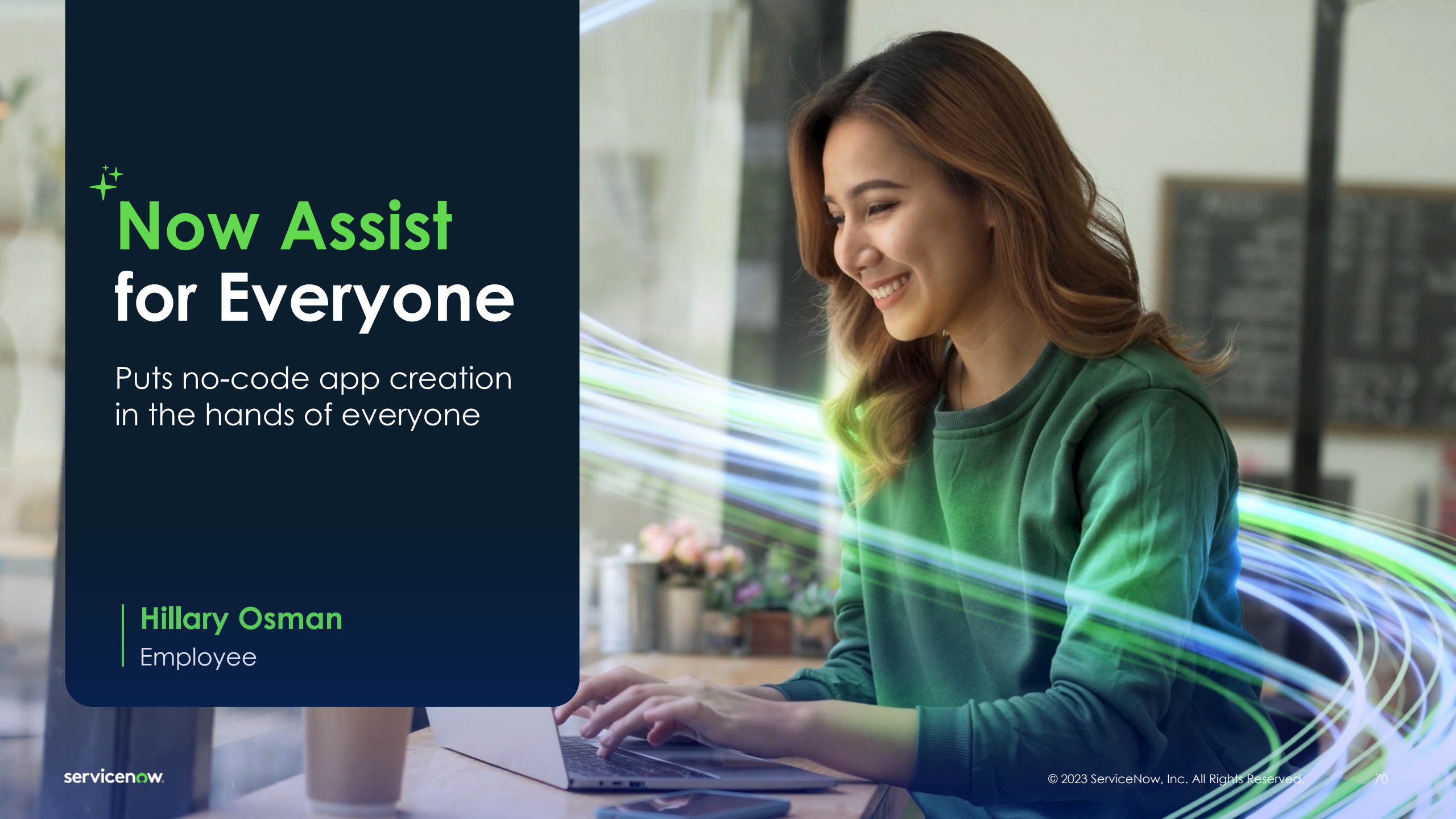
Go live with Service Operations Workspace

Write a message...

# Now Assist for Everyone

Puts no-code app creation in the hands of everyone

**Hillary Osman**
Employee



servicenow

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COFFEE CORNER

Tasks 2 | Requests | More

Me | Work | Grow | Connect | Our Company | Org Chart

Ask Now Assist...

What is our global travel policy?

What's the next company holiday?




## Served up just for you



Training

### Creator Studio

Congratulations on finishing!



Event

### Coffee Social

Let's get together and talk.



Hardware

### Apple iPhone 14 Pro 128GB

Meet the new iPhone 14.



## Tackle tasks

View all >

**Choose equipment for your new hire**

Frank starts June 3rd

**Complete yearly compliance training**

5/21/23

**Review updated global travel policy**

5/18/23

**Watch last weeks all-hands**

5/14/23

## Check your items

View all >

Now Assist

3:45 PM

How do I make a form for sales employees to request a headshot

3:45 PM

You have access to creating ServiceNow applications.
We can easily build your app together in Creator Studio.

Creator Studio



Go to Creator Studio

Reply...

KNOWLEDGE ARTICLES

- Security best practices for photoshoots
- How to create avatars for Zoom
- FAQs for new managers
- How to get vendor access badges

SUGGESTIONS

Annual health screening program

New on-campus dry cleaning services

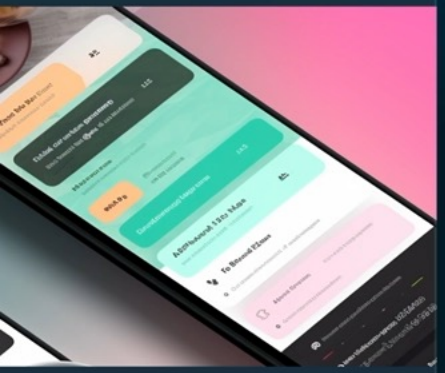
View all

Review updated global travel policy

5/18/23

you

alizations



Edited 1 hr ago +4

Now Assist

Scheduling apps like these need a date picker, would you like to add that?

3:46 PM

Yes! I also need them to give us permission to use their photo in marketing materials for promotional purposes.

3:46 PM

Okay, here you go:

**Headshot request**

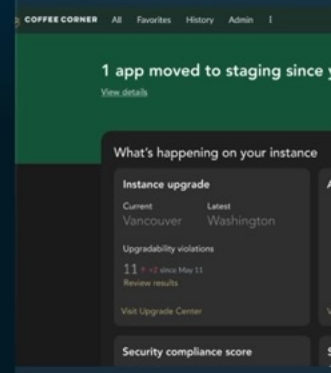
Request form

Create request form

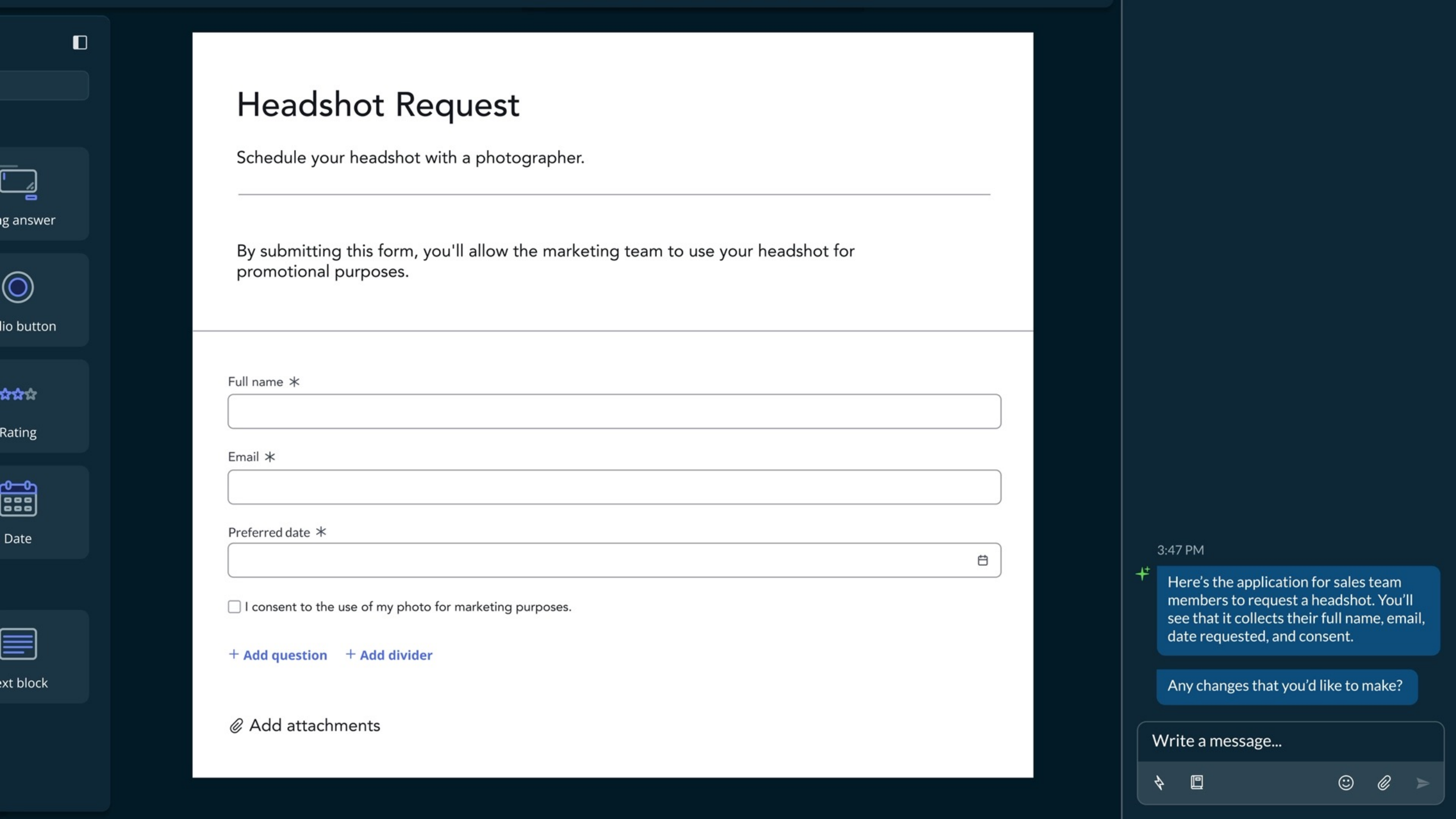
Reply...

Employee enga

2 3




Published


g answer
lio button
Rating
Date
ext block
Headshot Request
Schedule your headshot with a photographer.
By submitting this form, you'll allow the marketing team to use your headshot for promotional purposes.
Full name *
Email *
Preferred date *
I consent to the use of my photo for marketing purposes.
+ Add question
+ Add divider
Add attachments
3:47 PM
Here's the application for sales team members to request a headshot. You'll see that it collects their full name, email, date requested, and consent.
Any changes that you'd like to make?
Write a message...

g answer

lio button

Rating

Date

ext block

# Headshot Request

Schedule your headshot with a photographer.

By submitting this form, you'll allow the marketing team to use your headshot for promotional purposes.

Full name *

Email *

Title *

Preferred date *

I consent to the use of my photo for marketing purposes.

+ Add question + Add divider

Add attachments

3:48 PM

Could I get an email whenever someone requests a headshot?

3:48 PM

Sure, added a workflow that will email you whenever someone submits a headshot request.

View workflow

3:48 PM

Can we also add an image that matches the company brand at the top of the form?

3:48 PM

Ok, here are a few options:



Add image

Show more options

Write a message...

Portal Workspace Coffee Corner (Light) Back to editor Submit for review

COFFEE CORNER

Tasks 2 Requests More

Me Work Grow Connect Our Company Org Chart

**Explore Catalogs**

New
Trending
My favorites
Create a service

Benefits
Business Application Lifecycle M...
Can we help you?
Computer
Departmental Services
Employee Data Management
Employee Relations
General
Marketing
Hardware
HR Systems
Infrastructure

# Headshot Request

Schedule your headshot with a photographer.



By submitting this form, you'll allow the marketing team to use your headshot for promotional purposes.

Full name *

Email *

Title *

Preferred date *

I consent to the use of my photo for marketing purposes.

Now Assist

3:48 PM

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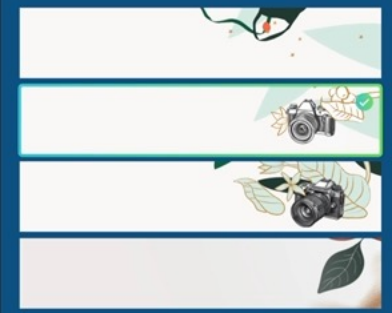
View workflow

3:48 PM

Can we also add an image that matches the company brand at the top of the form?

3:48 PM

Ok, here are a few options:



Add image

Show more options

3:48 PM

Added that banner image to the form.

Write a message...

Portal Workspace Coffee Corner (Light) Back to editor Submit for review

COFFEE CORNER Tasks 2

Explore Catalogs

# Headshot Request

Schedule your headshot with a photographer.

By submitting this form, you'll allow the marketing team to use your headshot for promotional purposes.

Full name *

Email *

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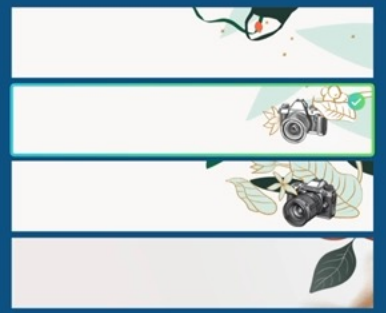
Preferred date *

I consent to the use of my photo for marketing purposes.

Now Assist

3:48 PM

Ok, here are a few options:



Add image

Show more options

3:48 PM

Added that banner image to the form.

3:48 PM

Once the form gets approved by your administrator, you'll use this dedicated workspace to manage all requests that are submitted.

Headshot Workspace



Preview workspace

Write a message...

Portal Workspace Coffee Corner (Light) Back to editor Submit for review

COFFEE CORNER Headshot Request Workspace

Home

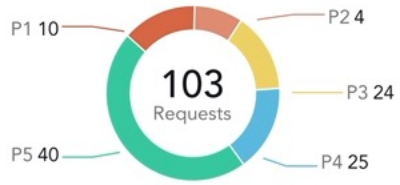
## Welcome, Hillary!

Monitor all of your headshots requests in one place.



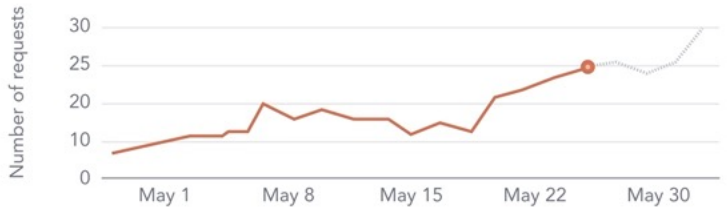
## Overview

### Open requests




View all

### Requests over the last month




May 2023

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 30 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |

## What's assigned to you 17

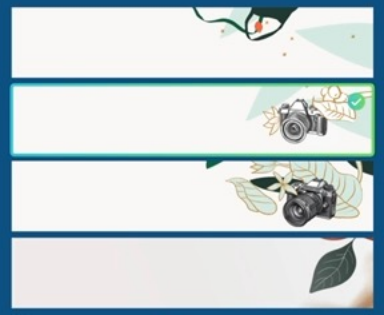
Last refreshed 1m ago

| Number | Short description | Request by | Priority | State | Updated |
|---|---|---|---|---|---|
| REQ0010543 | Need new headshots before SKO ne... | Floyd Miles | 1 - Critical | Awaiting info | 2023-05-16 10:01:56 |
| REQ0010545 | New hire that needs a badge photo | Jerome Bell | 2 - High | New | 2023-05-15 04:55:03 |

## Now Assist

3:48 PM

Ok, here are a few options:



Add image

Show more options

3:48 PM

Added that banner image to the form.

3:48 PM

Once the form gets approved by your administrator, you'll use this dedicated workspace to manage all requests that are submitted.

Headshot Workspace



Preview workspace

Write a message...

Portal Workspace Coffee Corner (Light) Back to editor

COFFEE CORNER

Tasks 2 Requests More

Me Work Grow Connect Our Company Org Chart

Explore Catalogs

New

Trending

My favorites

Create a service

Benefits

Business Application Lifecycle M...

Can we help you?

Computer

Departmental Services

Employee Data Management

Employee Relations

General

Marketing

Hardware

HR Systems

Infrastructure

Head

Schedule

By submit
promotio

Full name *

Email *

Title *

Preferred date *

I consent to the use of my photo for marketing purposes.

# Congrats on creating your first app!

It's been submitted to your admin for review.
We'll let you know when it's approved.

Application created
Request app | 1 form • 1 workflow • 1 workspace

Submitted for review
Status In review

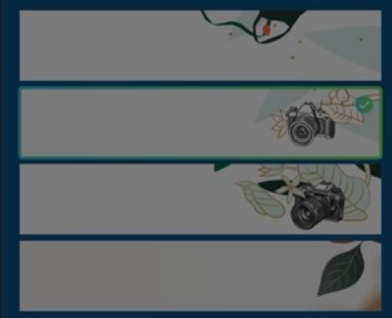
Request form published
Access | On Employee Portal

Close

Now Assist

3:48 PM

Ok, here are a few options:



Add image

Show more options

3:48 PM

Added that banner image to the form.

3:48 PM

Once the form gets approved by your administrator, you'll use this dedicated workspace to manage all requests that are submitted.

Headshot Workspace



Preview workspace

Write a message...

Tasks 2 Requests More

r Company Org Chart

Your Headshot Request form is now live.

Go to form Share on Teams




t for you









## Tackle tasks

View all >

**Choose equipment for your new hire**

Frank starts June 3rd

**Complete yearly compliance training**

Due: 5/21/23

**Review updated global travel policy**


Now Assist
OUR NEW HORIZON


FAD23
UTAH DESERT
Finance and Supply Chain Workflows
Josh Kahn
SVP, Creator Workflows
servicenow

# Finance and Supply Chain processes are very manual because of the technology landscape




billtrust
scout
Icertis
bill.com
coupa
BlueYonder
ivalua
SAP
ORACLE
workday
Microsoft Dynamics 365
Tradeshift
emburse
e2open
BLACKLINE
highradius
Anaplan
avidxchange


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# Transformation is typically stalled waiting for ERP migration,

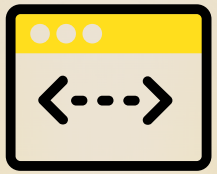
but neither is successful today

## BUSINESS PRIORITY

DIGITAL TRANSFORMATION

**GOAL:**
**Streamline ERP Processes**

**REALITY:**
**Stalled for ~5-10 years**



**INCREASING TECH DEBT**

## TECHNOLOGY PRIORITY

ERP MIGRATION & CONSOLIDATION

**GOAL:**
**Clean Core ERP**

**REALITY:**
**Lift-and-shift**

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# Creator Workflows

## Delivers transformation in weeks, while reducing ERP migration risk

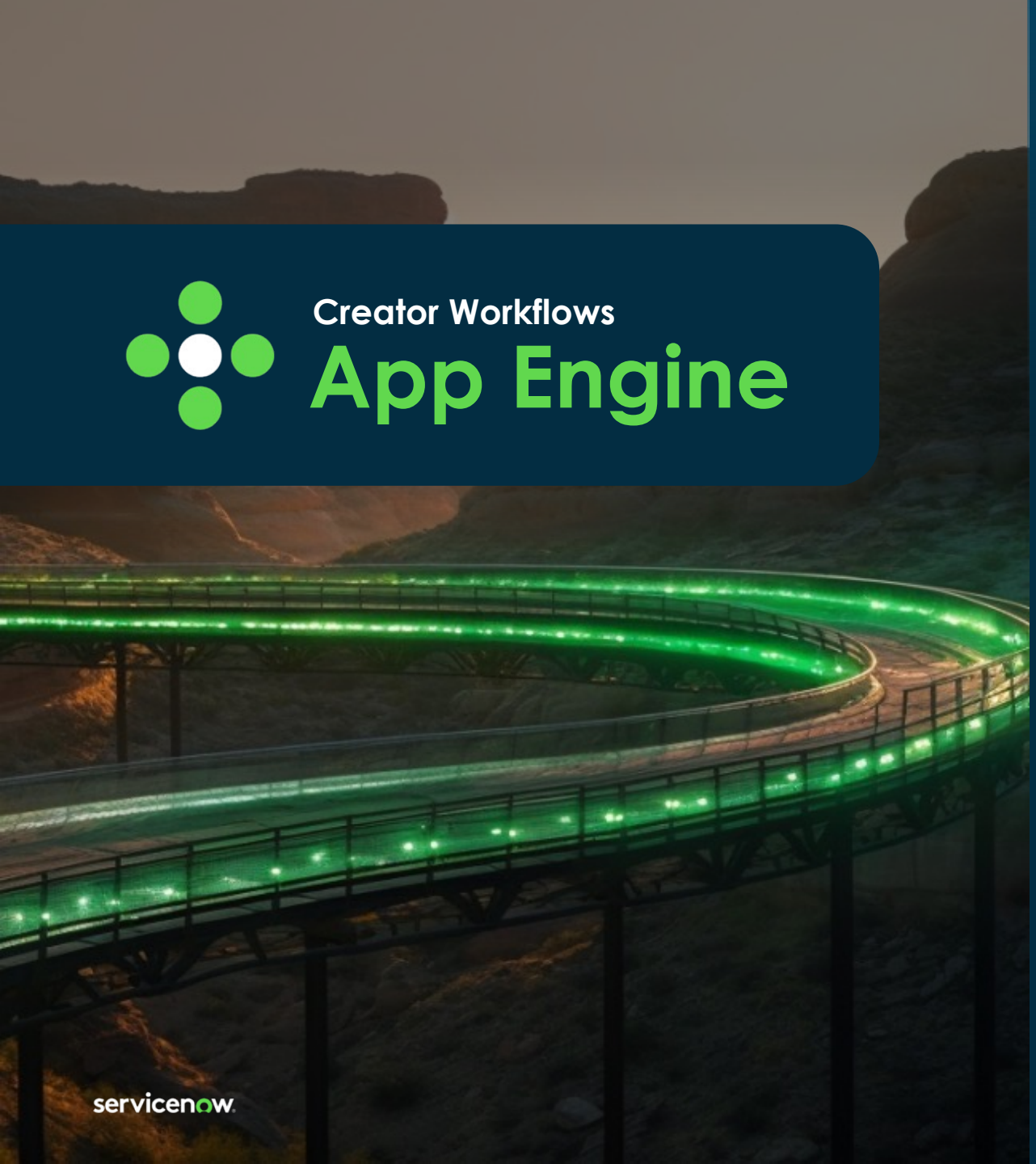
**1.** Automation Engine

**2.** App Engine

**3.** Finance and Supply Chain Workflows

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Creator Workflows

# App Engine

## Build custom apps to transform fast, while supporting a clean core ERP

- Customization Mining
- Data Access Layer
- Low-code Tools

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# Finance and Supply Chain Workflows

## Transform Source-to-Pay Operations, delivering hard cost savings and productivity gains

**Sourcing and Procurement Operations**

**Supplier Lifecycle Operations**

**Accounts Payable Operations**

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**300%**

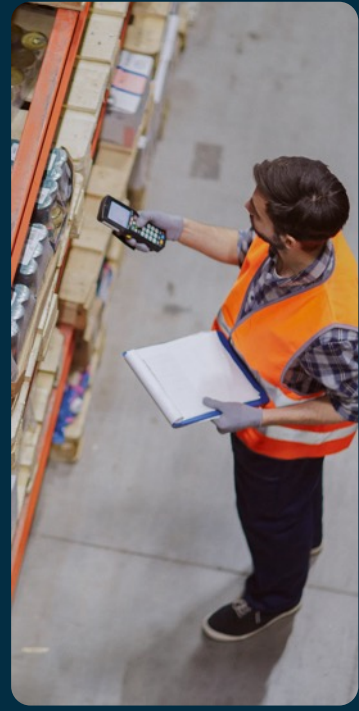
**Estimated ROI with a global supplier workflow platform**

AEROSPACE COMPANY









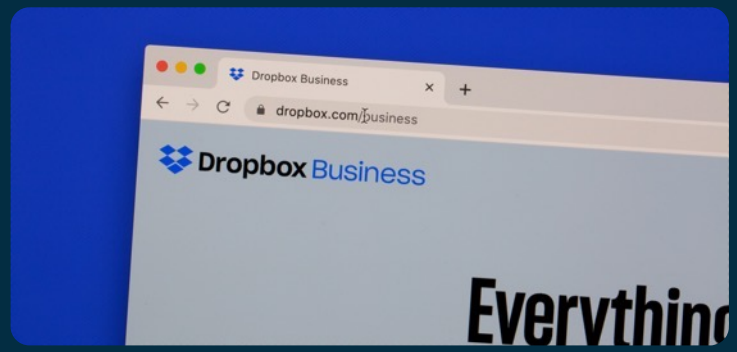
**$1B**

**Estimated savings on procurement spend cost by FY 2025**

APPAREL COMPANY

# We have landed 70+ customers in 1 year

Including 8 in the Global 100, without adding a new go to market motion







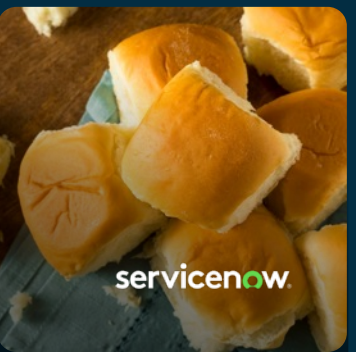



**One Engagement Experience**

**From dozen of legacy systems**

FOOD & BEVERAGE COMPANY







**2x**

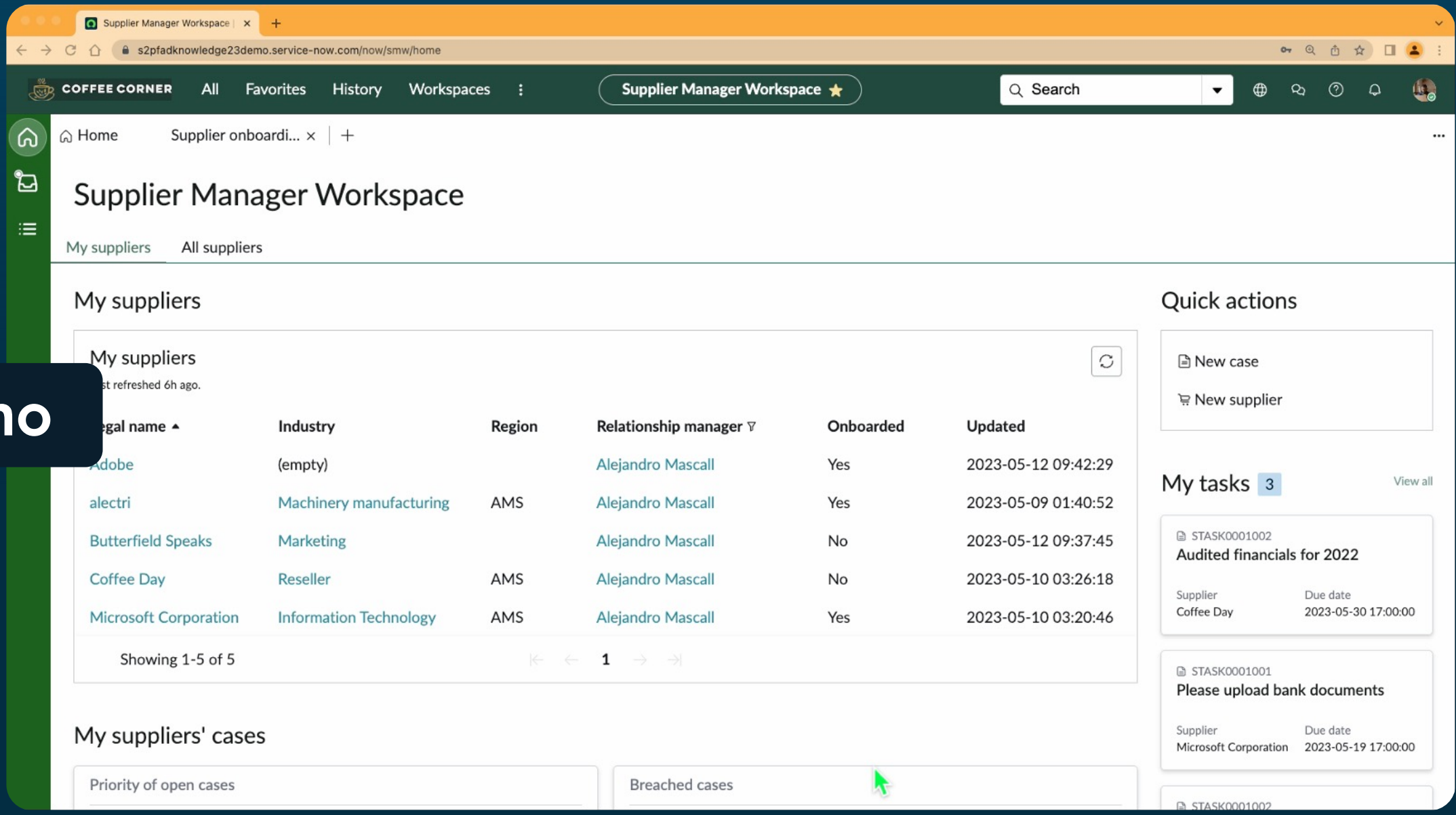
**Estimated procurement team capacity with Source-to-pay operation**

SaaS Company

everest™ We underwrite opportunity.

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Live demo


Supplier Manager Workspace
s2pfadknowledge23demo.service-now.com/now/smw/home
COFFEE CORNER
All
Favorites
History
Workspaces
Supplier Manager Workspace
Search
Home
Supplier onboardi...
Supplier Manager Workspace
My suppliers
All suppliers
My suppliers
My suppliers
st refreshed 6h ago.
Legal name
Industry
Region
Relationship manager
Onboarded
Updated
Adobe (empty) Alejandro Mascall Yes 2023-05-12 09:42:29
alectri Machinery manufacturing AMS Alejandro Mascall Yes 2023-05-09 01:40:52
Butterfield Speaks Marketing Alejandro Mascall No 2023-05-12 09:37:45
Coffee Day Reseller AMS Alejandro Mascall No 2023-05-10 03:26:18
Microsoft Corporation Information Technology AMS Alejandro Mascall Yes 2023-05-10 03:20:46
Showing 1-5 of 5
1
My suppliers' cases
Priority of open cases
Breached cases
Quick actions
New case
New supplier
My tasks 3
View all
STASK0001002
Audited financials for 2022
Supplier
Coffee Day
Due date
2023-05-30 17:00:00
STASK0001001
Please upload bank documents
Supplier
Microsoft Corporation
Due date
2023-05-19 17:00:00

# Rapid pace of innovation

## in Finance and Supply Chain Workflows

| Sourcing & Procurement Operations | Supplier Lifecycle Operations | Accounts Payable Operations |
|---|---|---|
| 20 MONTHS TO GA | 17 MONTHS TO GA | 13 MONTHS TO GA |

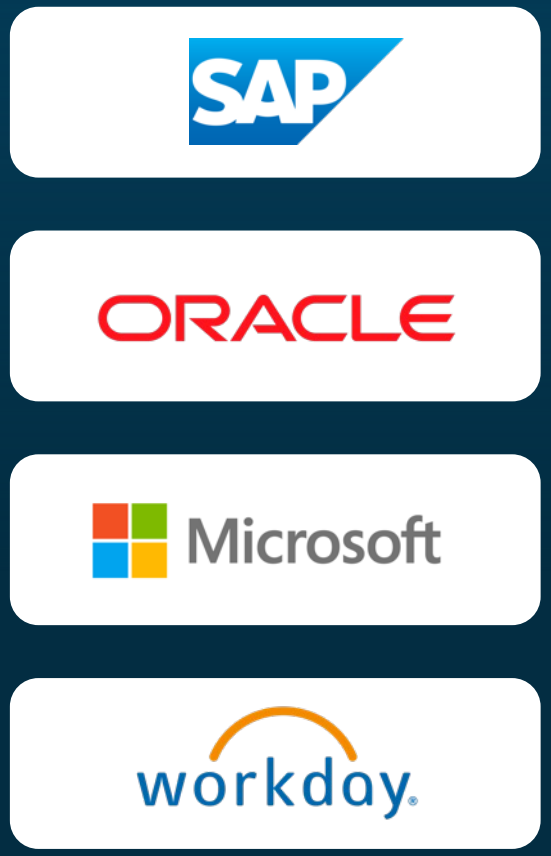
Q1 2022 Q3 2022 Q3 2023



Now Platform®



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+ servicenow. = Hard cost savings, more time on strategic tasks, and less risk on migration


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# GTM Strategy

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# Still untapped opportunity across many regions




**USA**
Remains largest untapped TAM

**Canada**

**LATAM**
(e.g., Brazil)

65% OF FY22 REVENUE




**UK**

**Germany**

**France**

25% OF FY22 REVENUE




**Australia**

**Japan**

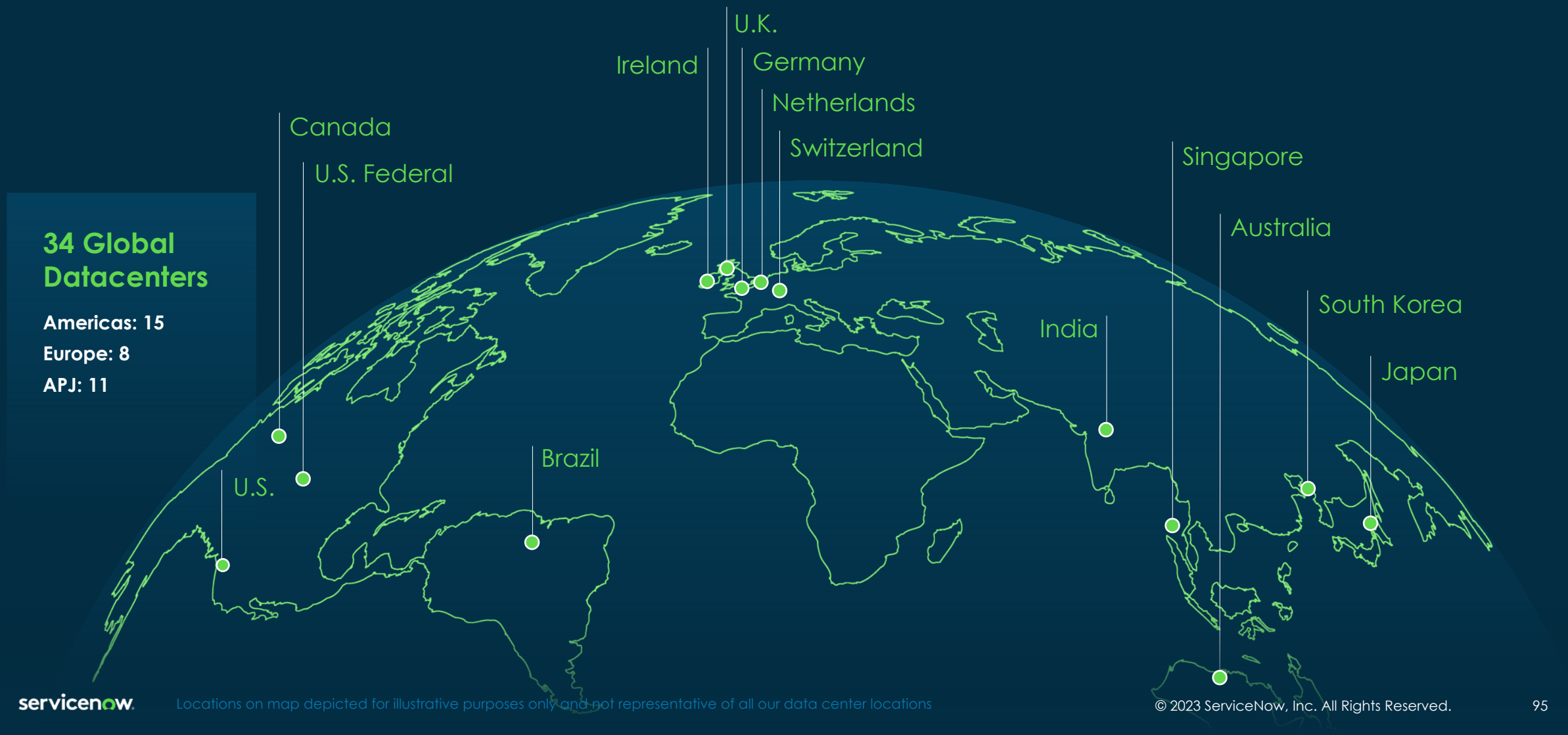
**India**

10% OF FY22 REVENUE


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# World-wide cloud presence

## Continued data center expansion to keep pace with GTM expansion




**34 Global Datacenters**

**Americas: 15**

**Europe: 8**

**APJ: 11**

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Locations on map depicted for illustrative purposes only and not representative of all our data center locations

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# Unmatched opportunity across industries

<5%

TAM PENETRATION
IN TOP 5 INDUSTRIES

- Financial Services
- Manufacturing
- Public Sector
- HealthCare Life Sciences
- Telco, Media, Tech

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Note: <5% denotes aggregate penetration of the top 5 industries listed on this slide.

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# We are focused on delivering GTM operating leverage

1. Accelerate growth of our large and strategic customers




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# We are focused on delivering GTM operating leverage

**2.** **Simplified coverage model to drive scale and efficiency**




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# We are focused on delivering GTM operating leverage

**3.** Scale ecosystem for sales capacity and implementation




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# Our expansion ecosystem

## PARTNERSHIPS

### Technology Partners

NVIDIA, Hugging Face, zoom, Microsoft, Google Cloud, aws

### Strategic SI Partners

Deloitte., KPMG, Infosys, wipro, tcs, accenture, CGI, EY, Cognizant, DXC TECHNOLOGY

### Standards & controls

- US Federal DOD: IL4 / IL5, FedRamp
- Australia IRAP
- ServiceNow Protected Platform for EU
- Singapore MTCS Level 3

### Integrations

Microsoft Teams, Azure, aws, SAP, cisco, ORACLE, workday., Adobe, Google Cloud

### ServiceNow Store

**~1,200**
Partner Developed Apps

**~95%**
of customers use the ServiceNow Store

### Practitioners

**~1M+**
Skilled individuals on the NOW platform by FY24


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UTAH DESERT
FAD23
Break
10 min
servicenow


FAD23
UTAH DESERT
Customer
Panel
Paul Smith
Chief Commercial Officer
servicenow

# CxOs
## are facing difficult choices

| BUSINESS PRIORITY | TECHNOLOGY PRIORITY |
| --- | --- |
| **Lower** cost to serve | **Elevate** customer experiences |
| **Minimize** your labor costs | **Enhance** employee experiences |
| **Reduce** risk | **Build** for resilience |
| **Protect** your customer base | **Digitize** your business |





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# CUSTOMER PANEL



Host:

**Paul Smith**

Chief Commercial Officer

## WELCOME, SERVICENOW CUSTOMERS:



**Dr Stefan Henkel**

Chief Information Officer



**Kayoor Gajarawala**

VP Information & Digital Engineering

SIEMENS Healthineers

Shell



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# Solving a global problem: Energy transition



CUSTOMER SPOTLIGHT

## Global business

**80+ countries and 32M daily customers at retail sites**

## Highly resilient & responsive

**Digital backbone for IT operations**

## Streamlined & standardized

**Project and resource management**

## Connected

**IRM & IT risk workflows**

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# Delivering a world-class, 360° customer experience




CUSTOMER SPOTLIGHT

## Global business

Operating in 70 countries

## Driving digital innovation

Beyond IT

## Single platform

For customer service & field service management

## Unlimited enterprise-wide use cases on the NOW Platform

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# CUSTOMER PANEL



Host:

**Paul Smith**

Chief Commercial Officer

## WELCOME, SERVICENOW CUSTOMERS:



**Dr Stefan Henkel**

Chief Information Officer



**Kayoor Gajarawala**

VP Information & Digital Engineering

SIEMENS Healthineers

Shell



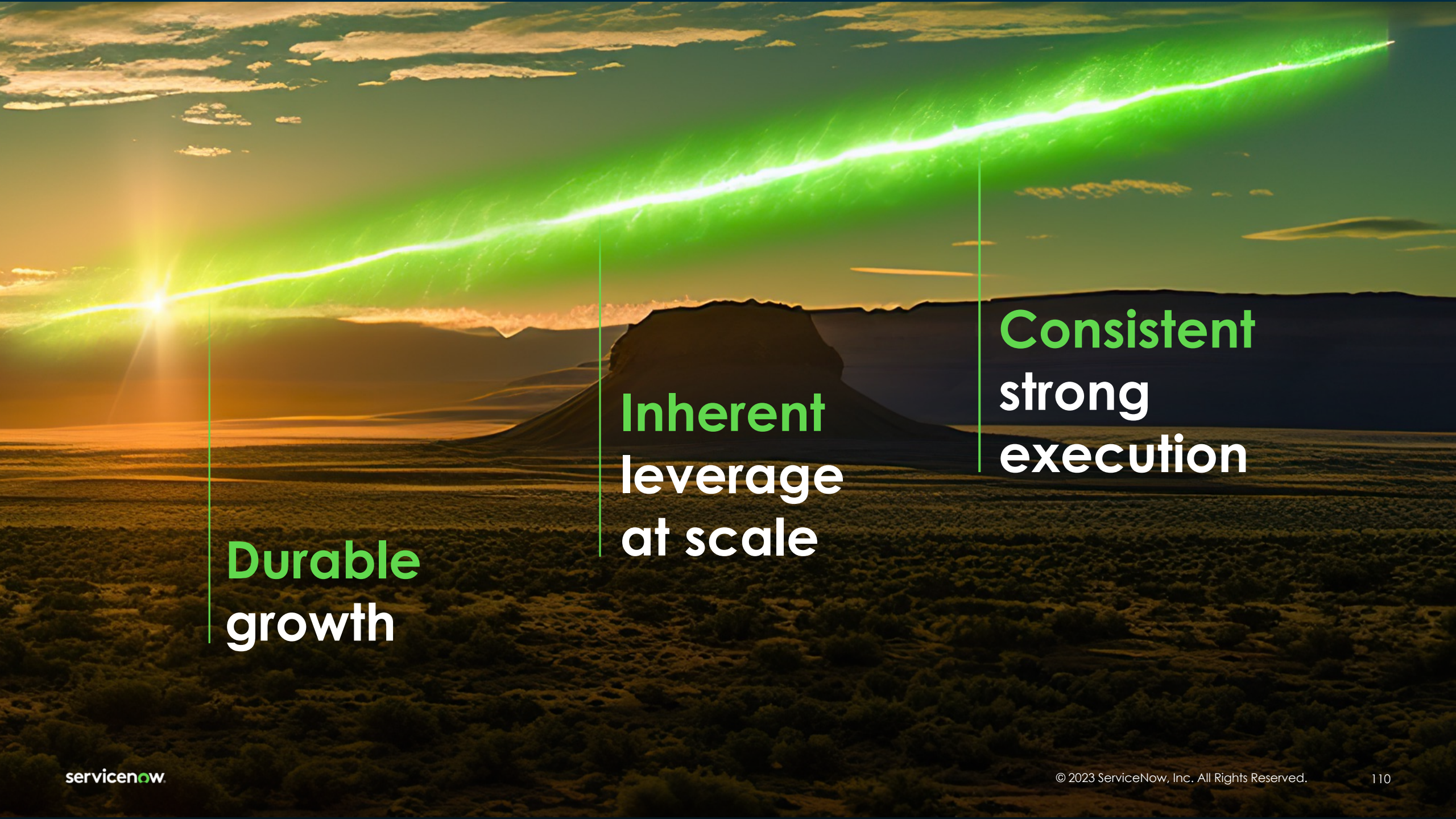
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# Financial Overview and ESG Strategy

**Gina Mastantuono**
Chief Financial Officer

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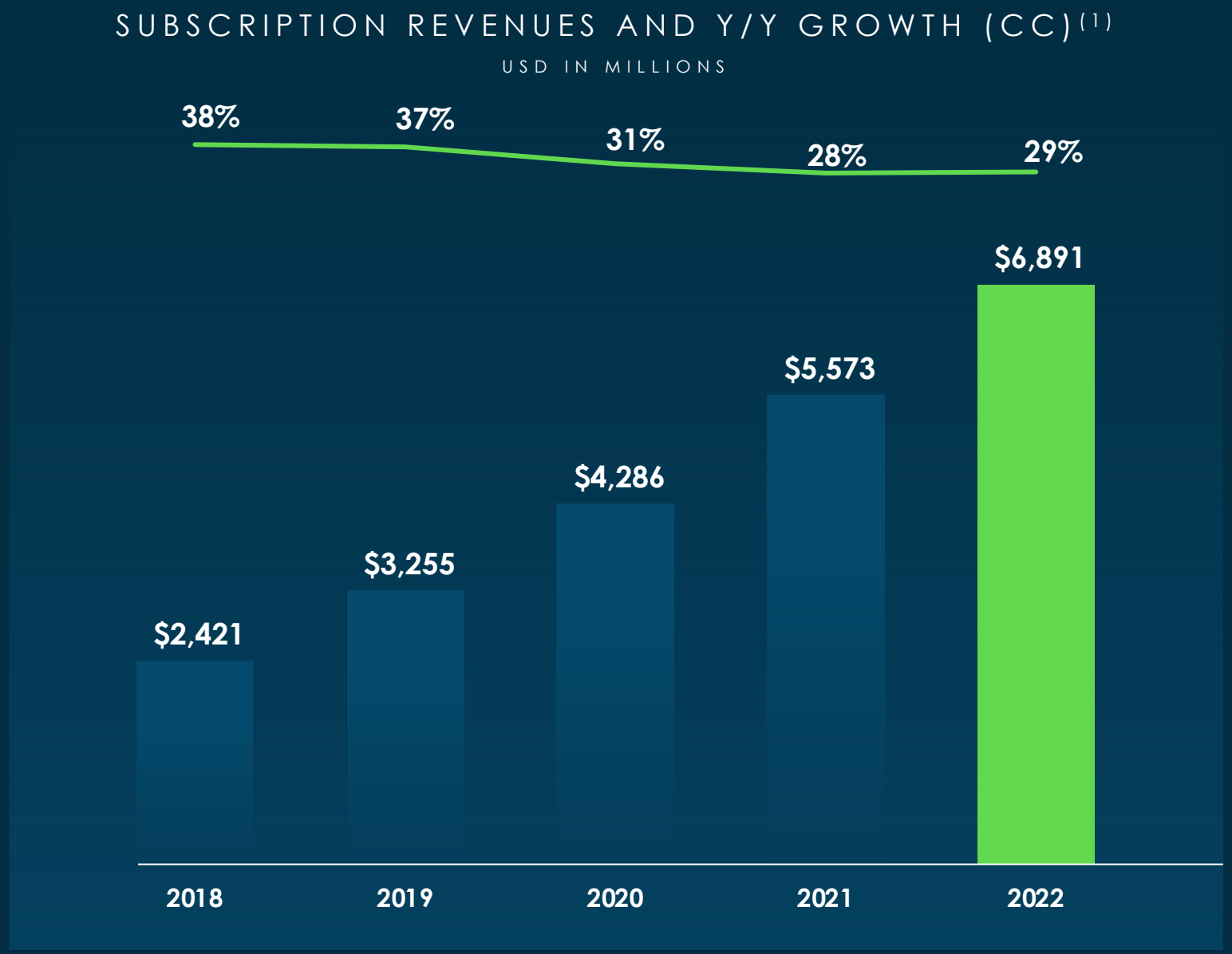

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# Relentless execution continues to deliver strong growth

**31%**

2018 – 2022 CAGR (CC)[1]
Subscription Revenue

(1) Y/Y Growth (CC) represents year on year constant currency Subscription Revenues growth. 2018-2022 constant currency Subscription Revenues CAGR is derived by applying the average foreign exchange rates in effect during the first year of the measurement period. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.





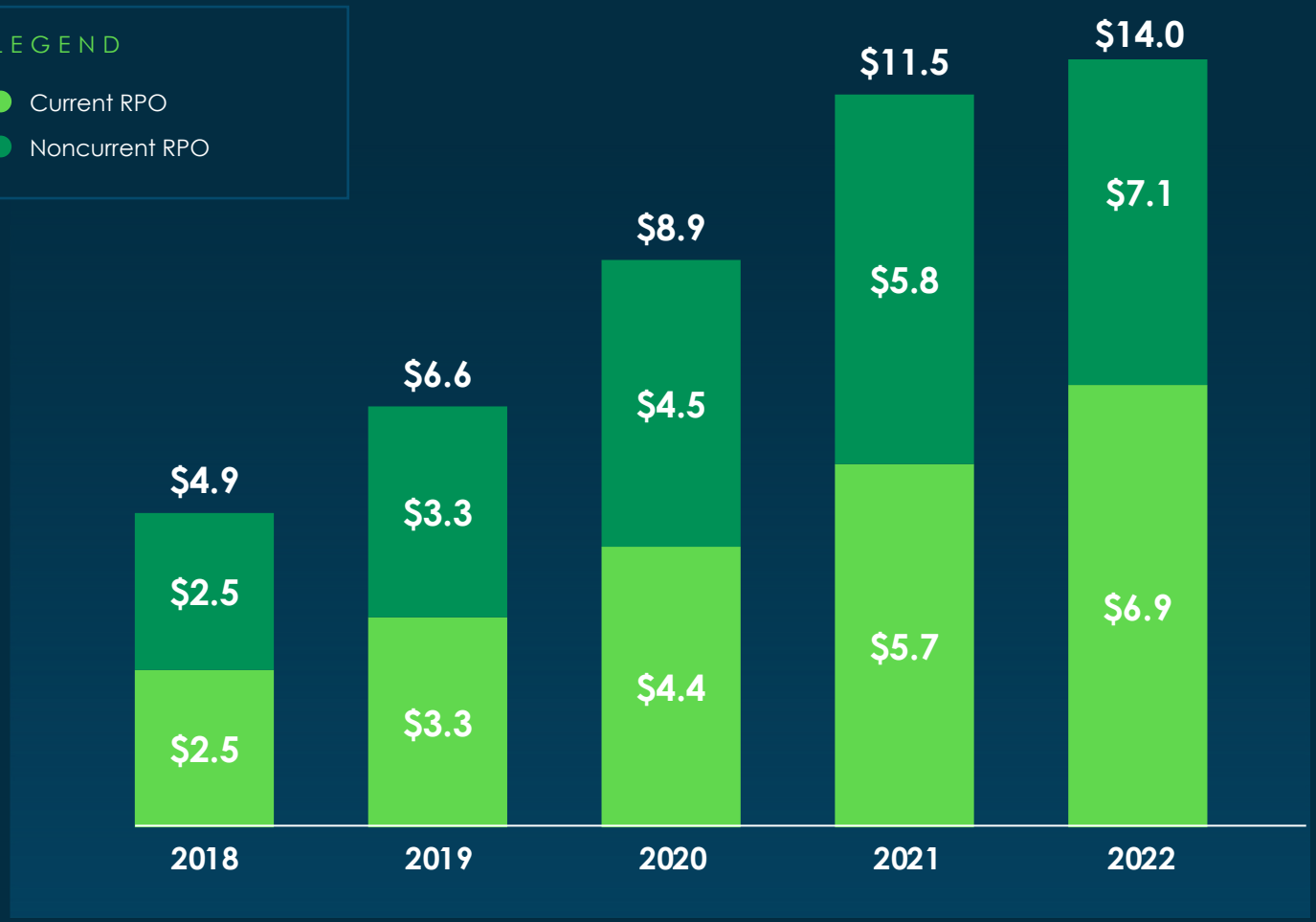
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# Healthy backlog provides sturdy base for future revenue growth

**31%**
2018 – 2022 CAGR (CC)[1]
Total RPO

**30%**
2018 – 2022 CAGR (CC)[1]
Current RPO

REMAINING PERFORMANCE OBLIGATIONS
USD IN BILLIONS




(1) 2018-2022 constant currency RPO and cRPO CAGR is derived by applying the foreign exchange spot rates in effect as of the end of first year of the measurement period. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.Note: Numbers rounded for presentation purposes


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# Winning quality new logos with bigger deal sizes

**~40%**

2018 – 2022 GROWTH

New logos landing with $250K+ in ACV

**60%+**

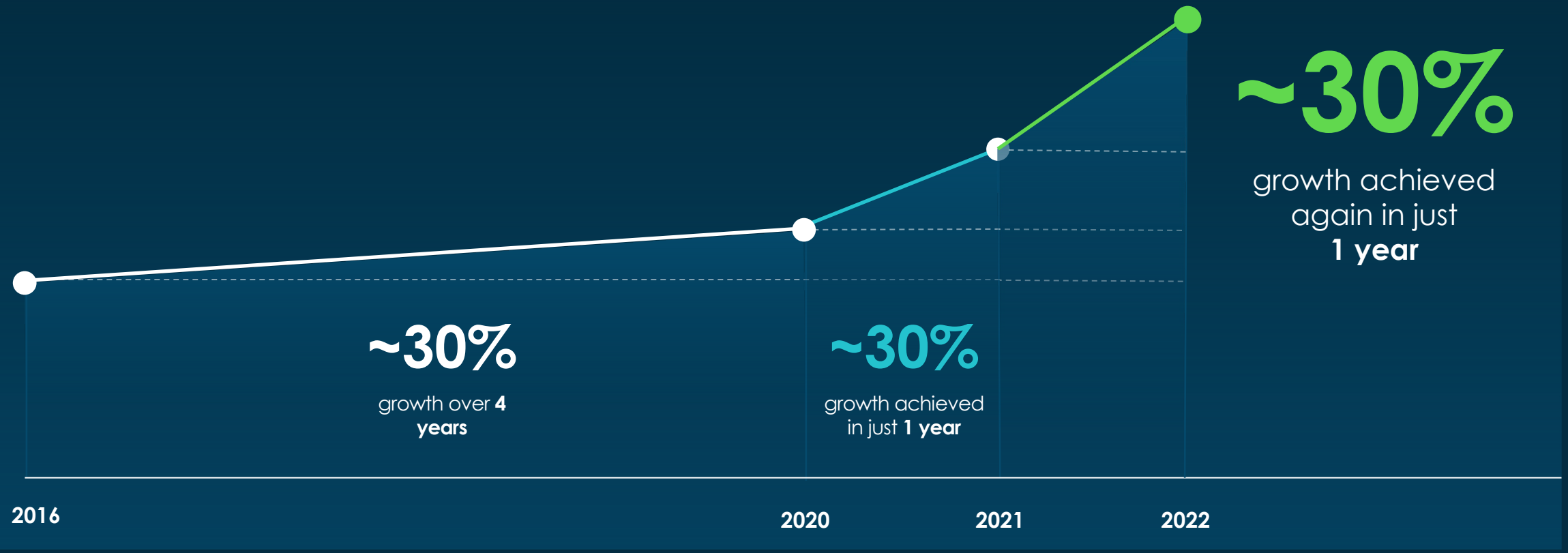
2018 – 2022 GROWTH

New logo average ACV in first year

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# ...driven by even more products landed within new logos

Average number of products customers purchased in first year





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# Once on board, customers expand with us for years

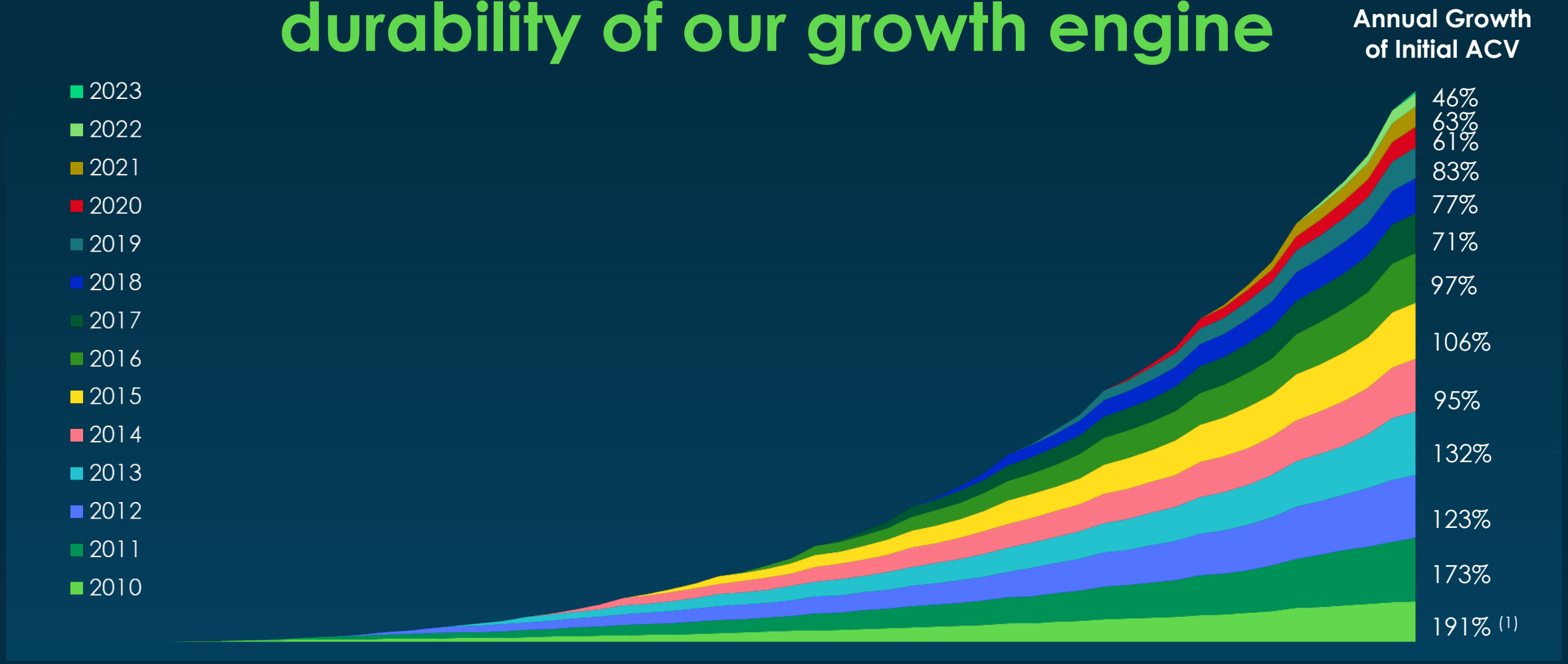
| | |
|---|---|
| ~125% | Net Expansion Rate[1] in 2022 |
| 66% | Of our existing customer base spent incremental dollars with NOW in 2022 |
| 85%+ | Of NNACV came from existing customers in 2022 |

(1) Net Expansion Rate is calculated by dividing ACV for the current period by the total ACV for the prior period using consistency in customers from the start of the period and excluding ACV from new customers.

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# Customer cohorts demonstrate the durability of our growth engine




(1) As an illustrative example, 2010 customer cohort started with a contract of initial ACV (annual contract value) of $100K and grew to ACV of $2.583M as of Q1-23, and represents annual growth of initial ACV of 191%
Note: Chart reflects growth in total annual contract value over time, inclusive of losses, for the group of customers that joined ServiceNow in each respective year. Annual Growth represents increases in total annual contract value after the initial contract of each customer.

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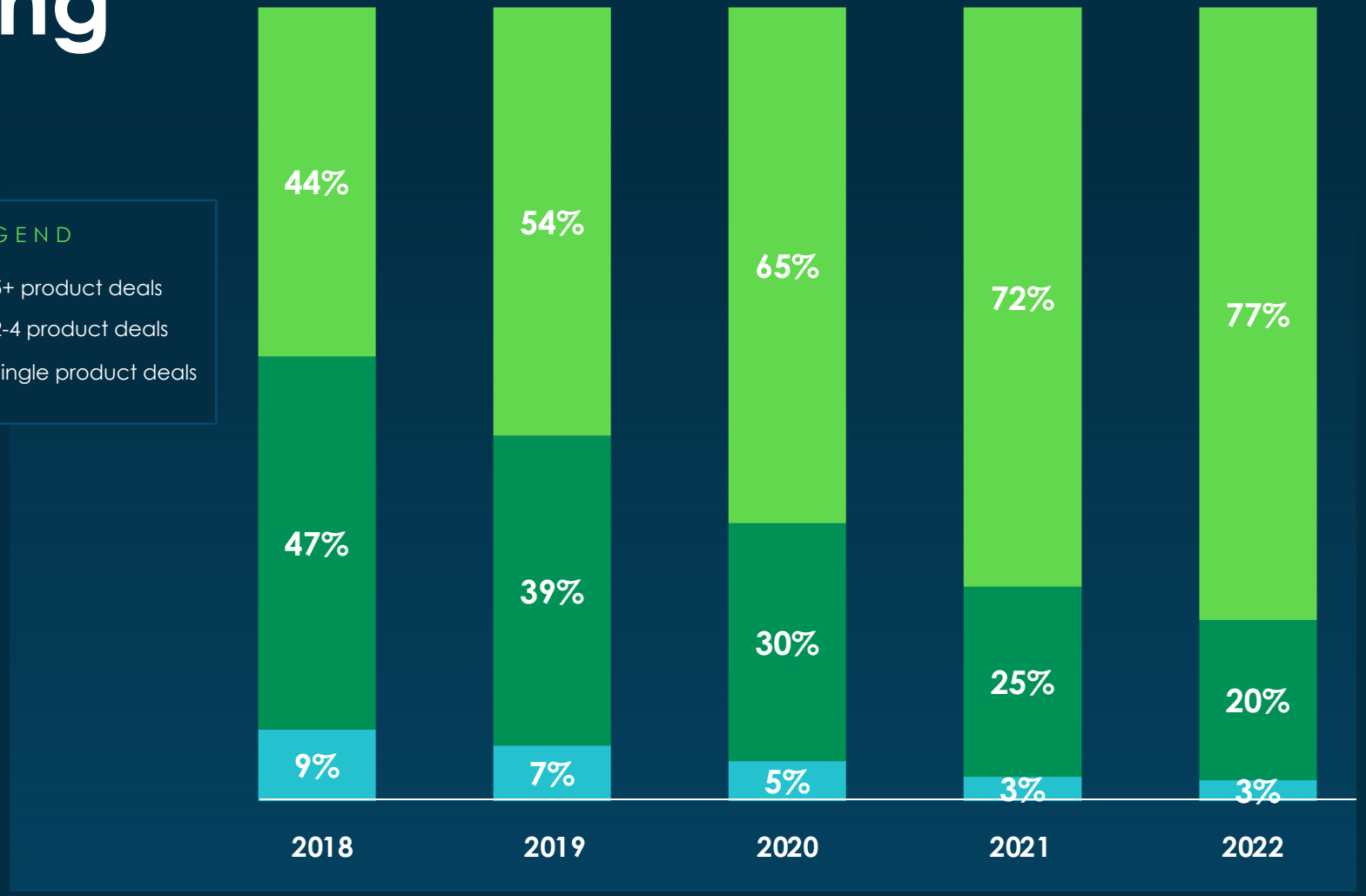
# Our Better Together story is resonating

**97%**

NNACV from multi-product deals in 2022

**77%**

NNACV from deals with 5+ products in 2022




Note: Numbers rounded for presentation purposes.

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# Expansion is driving robust growth in large customer spend

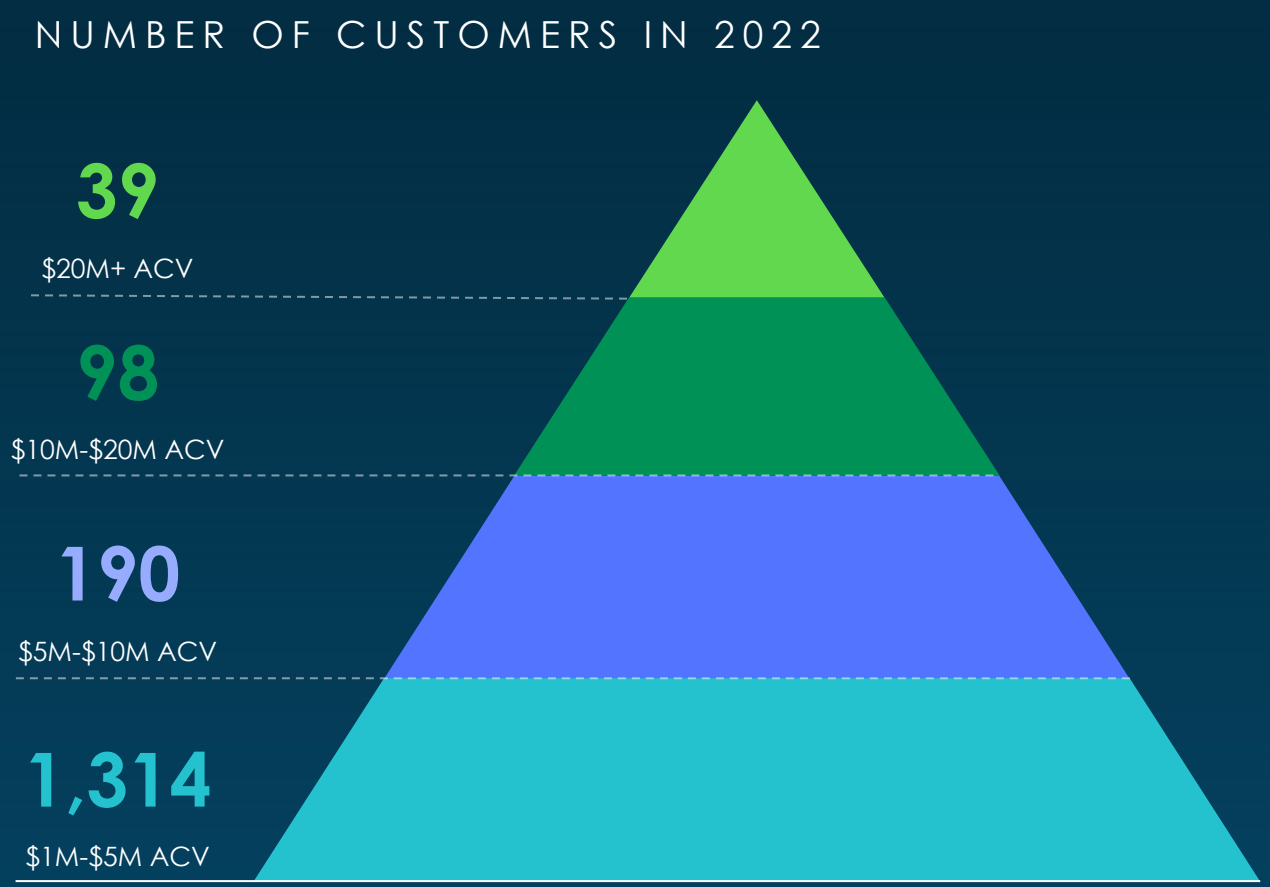
**1,641**

Customers with $1M+ ACV

**~20%**

$1M+ ACV Customers as a Percentage of Total Customer Base

Note: Previously disclosed number of customers with ACV greater than $1 million is restated to allow for comparability. ACV is calculated based on the foreign exchange rate in effect at the time the contract was entered into. Foreign exchange rate fluctuations could cause some variability in the number of customers with ACV greater than $1 million.





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# The platform's extensibility is yielding more $5M+ customers with growing spend

**~4x** Increase in number of $5M+ customers between 2018-2022

**40%+** 2018 – 2022 Growth ACV for $5M+ Customers

Note: $5M+ customers refer to total customers with annual contract value over $5M as of respective year end. Previously disclosed number of customers with ACV greater than $5 million is restated to allow for comparability. ACV is calculated based on the foreign exchange rate in effect at the time the contract was entered into. Foreign exchange rate fluctuations could cause some variability in the number of customers with ACV greater than $5 million.


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# Marquee customers offer significant growth potential

~7x

Total ACV Potential
(200+ Marquee Customers with Existing Products)




Note: Calculations performed by ServiceNow and based on certain employee, product user base, and product pricing information of existing customers and their specific industries. Marquee customers are ServiceNow customers with high total addressable market and where ServiceNow can help drive exponential value


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# Dominant Platform for IT and well positioned for further growth

**50%+**

2018 – 2022 CAGR
ACV of emerging technology products[1]

(1) Emerging technology products includes ITAM, Risk, Security & SPM (Strategic Portfolio Management, formally known as ITBM).



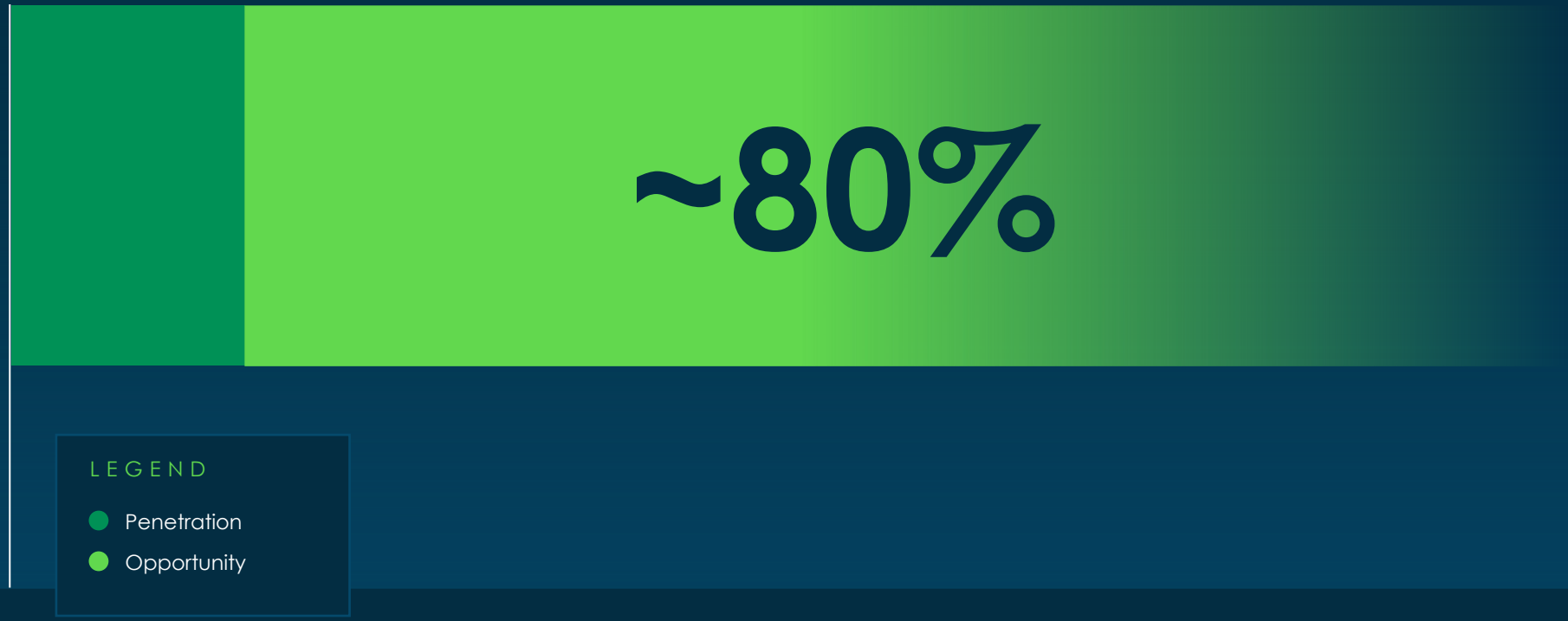

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# We have plenty of extensibility beyond IT

Average penetration opportunity within existing customers for non-IT products

**Non-IT product penetration opportunity**





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# With a massive opportunity to cross-sell our newer workflows



**Customer & Industry Workflows**

**$800M+**

ACV



**Employee Workflows**

**$650M+**

ACV



**Creator Workflows**

**$850M+**

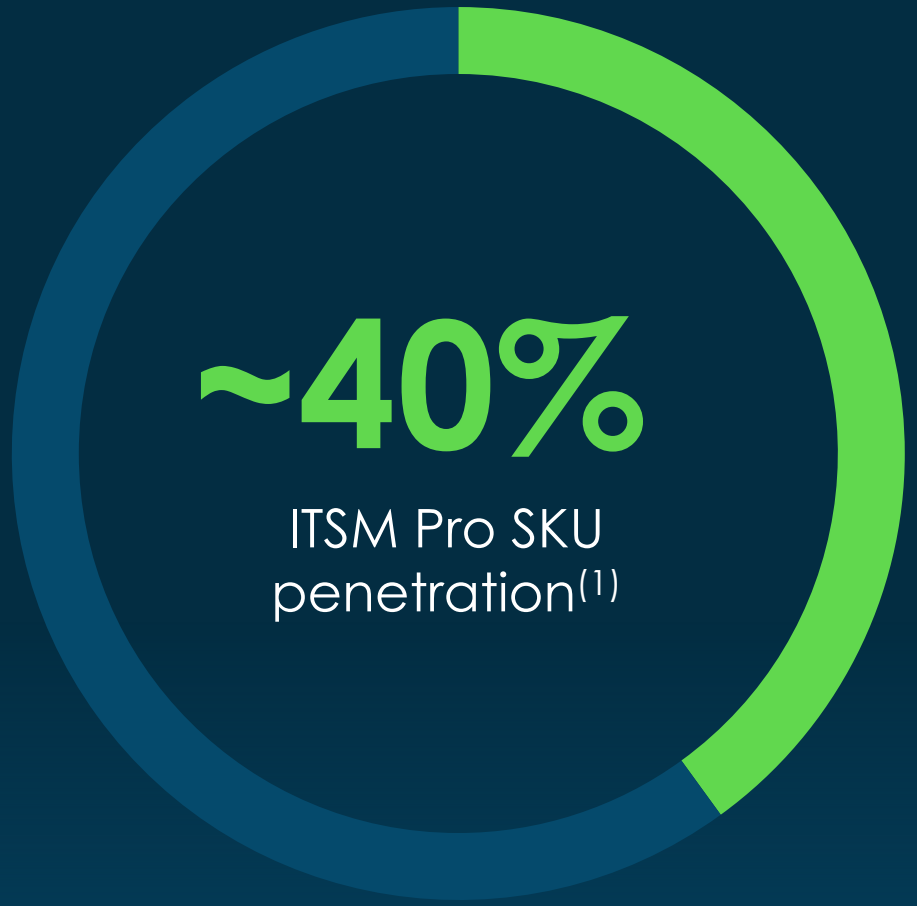
ACV

Note: ACV values as of the end of 2022



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# Success with premium SKUs demonstrate our ability to monetize AI powered experiences




**~25%**

Realized price uplift from ITSM Pro vs. ITSM Standard SKU

**~60%**

2022 ITSM new customer ACV from Premium SKUs

(1) Penetration defined as the percentage of customer accounts on the ITSM Pro and Enterprise SKU

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# Telco solution is helping accelerate penetration




**Top 20 G2K**
Telco Companies(1)




**ServiceNow**
Telco Customers

**~30%**

**Realized price uplift from existing customers** expanding with Telco solution in 2022

(1) Top 20 G2K is based on Fortune 2000 ranking, which may be different from ServiceNow internal customer industry segmentation. Penetration rate excludes China


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# Financial Services solution is seeing great traction




**Top 20 G2K**
Banking Companies(1)




**ServiceNow**
Banking Customers

**~40%**

**Realized price uplift from existing customers** expanding with Financial Services solutions in 2022

(1) Top 20 G2K is based on Fortune 2000 ranking, which may be different from ServiceNow internal customer industry segmentation. Penetration rate excludes China

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# ServiceNow is becoming the strategic partner to drive digital transformation in the Public Sector

**$1B+**

ACV from Public Sector

PUBLIC SECTOR ACV GROWTH



**30%**

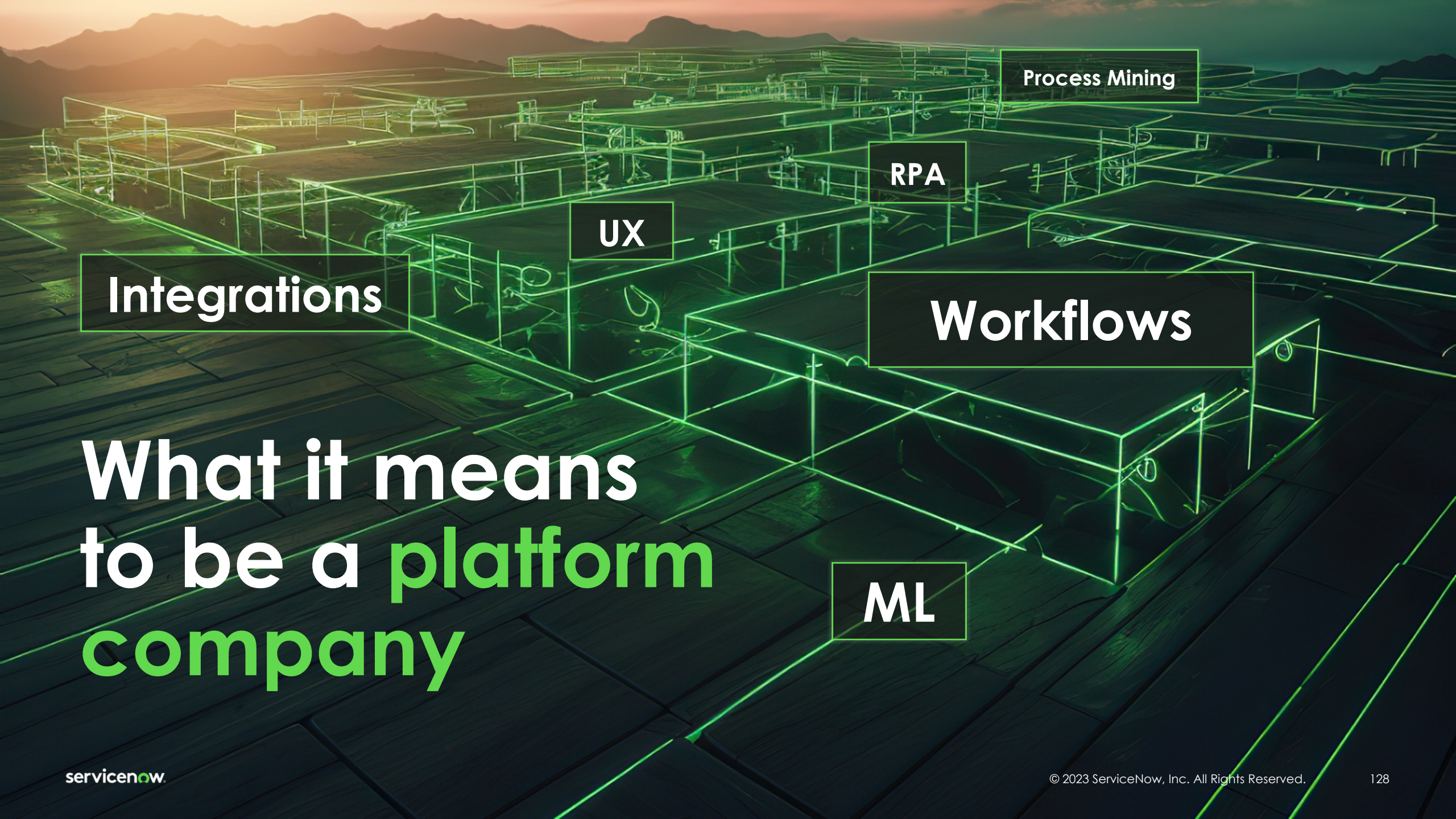
Y/Y Growth in 2022

**35%+**

2018 - 2022 CAGR



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# What it means to be a platform company

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# Increasing R&D Efficiency(1) enables us to innovate at scale rapidly

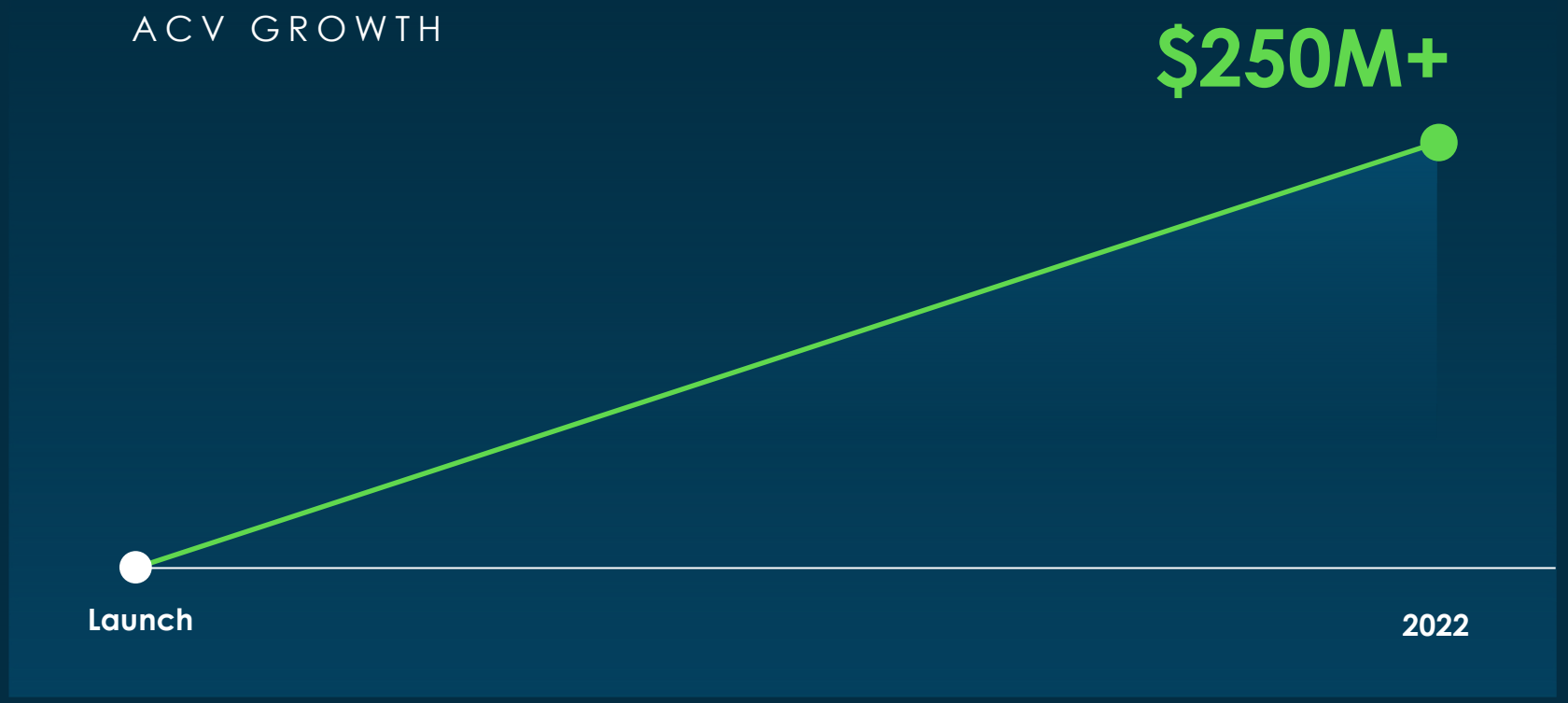
Risk product suite example

**50%+**

Increase in R&D Efficiency from 2019–2022

**12**

R&D Personnel at product launch



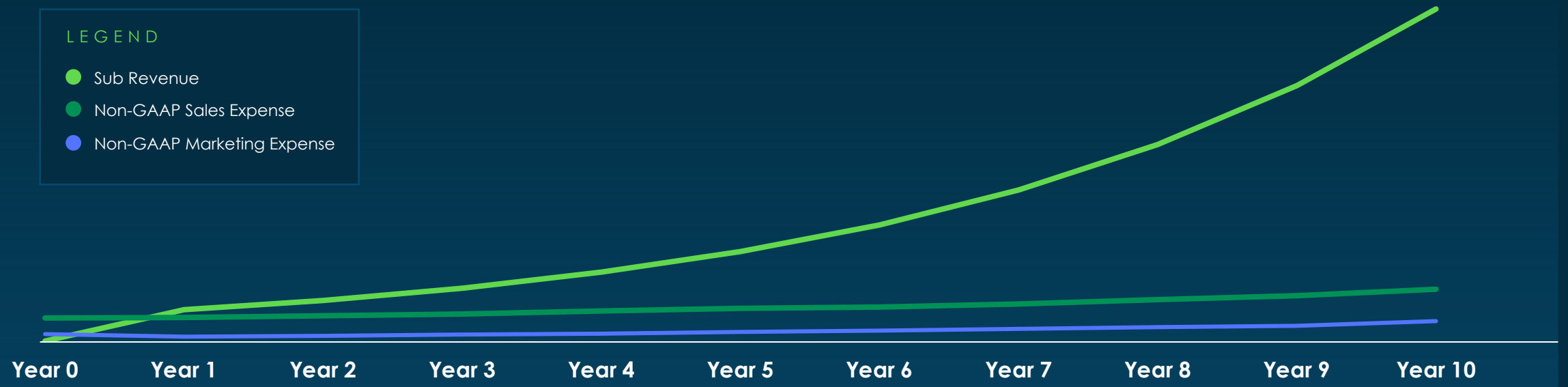

(1) R&D Efficiency is calculated as product ACV divided by fully burdened R&D personnel expense for core engineering headcount for the Risk product suite. Fully burdened R&D personnel expense includes salary, bonus, benefits, insurance, payroll taxes, etc.


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# Inherent leverage in S&M as we expand with existing customers

Illustrative example of a typical enterprise customer

**4.5x+**
Revenue/S&M




Key Assumptions
(1) Initial contract is 3 years, renewal contract is 2 years, upsell contracts are co-termed
(2) Revenue increases at 30% CAGR based on customer cohort data
(3) Direct sales expenses include commissions and compensation for sales reps, sales managers, solution consultants, and other sales; T&E; and program spend
(4) Marketing expenses include our Knowledge conference and lead generation

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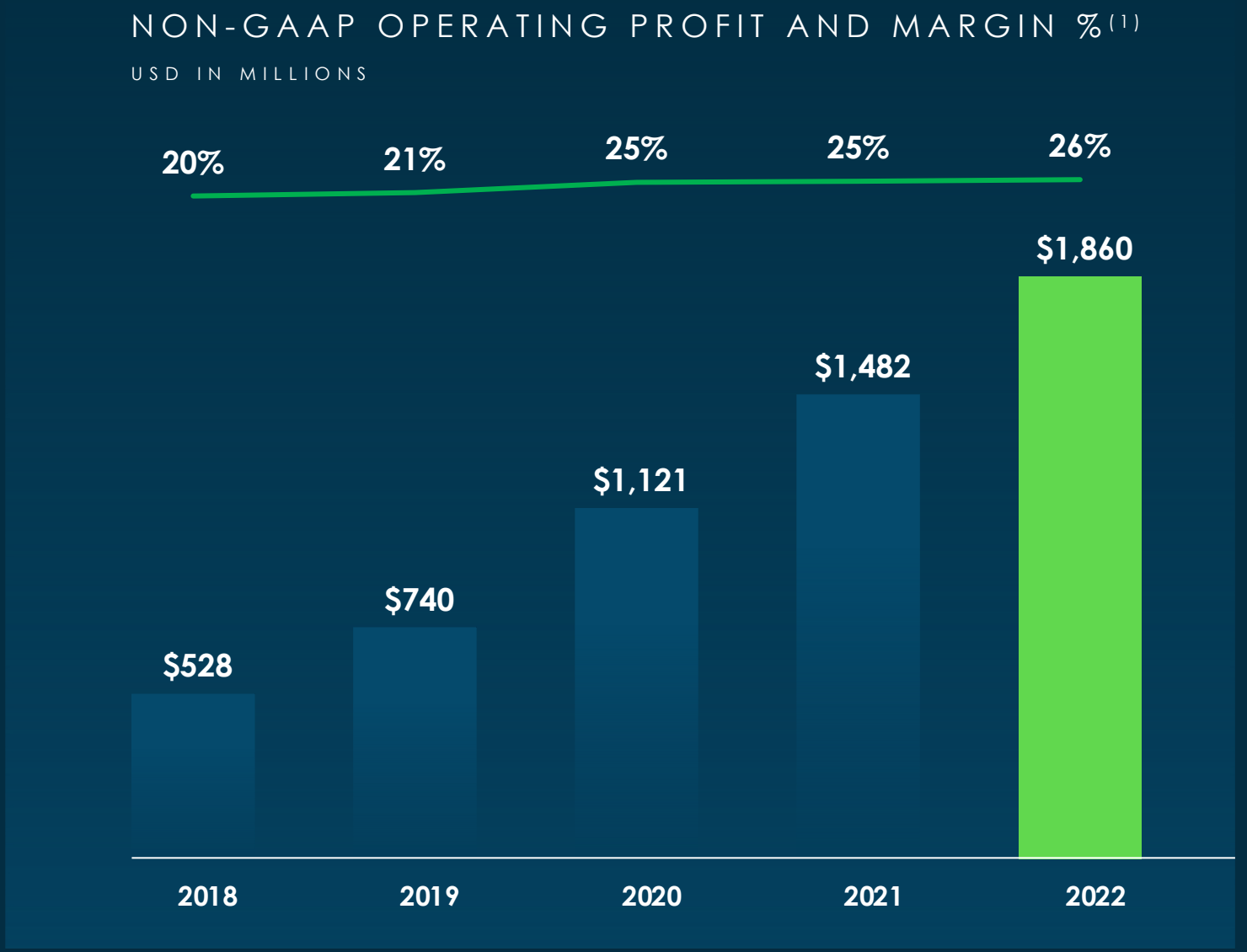
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# We continue to benefit from the efficiencies of the NOW platform ourselves

**37%**

2018 – 2022 CAGR
Non-GAAP Operating Profit

(1) Non-GAAP presentation of operating profit and operating margin exclude certain non-cash or non-recurring items, including stock-based compensation expense, amortization of purchased intangibles, legal settlements, business combination and other related costs. Non-GAAP operating margin is calculated as non-GAAP income from operations as a percentage of total revenues. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.
Note: Numbers rounded for presentation purposes.



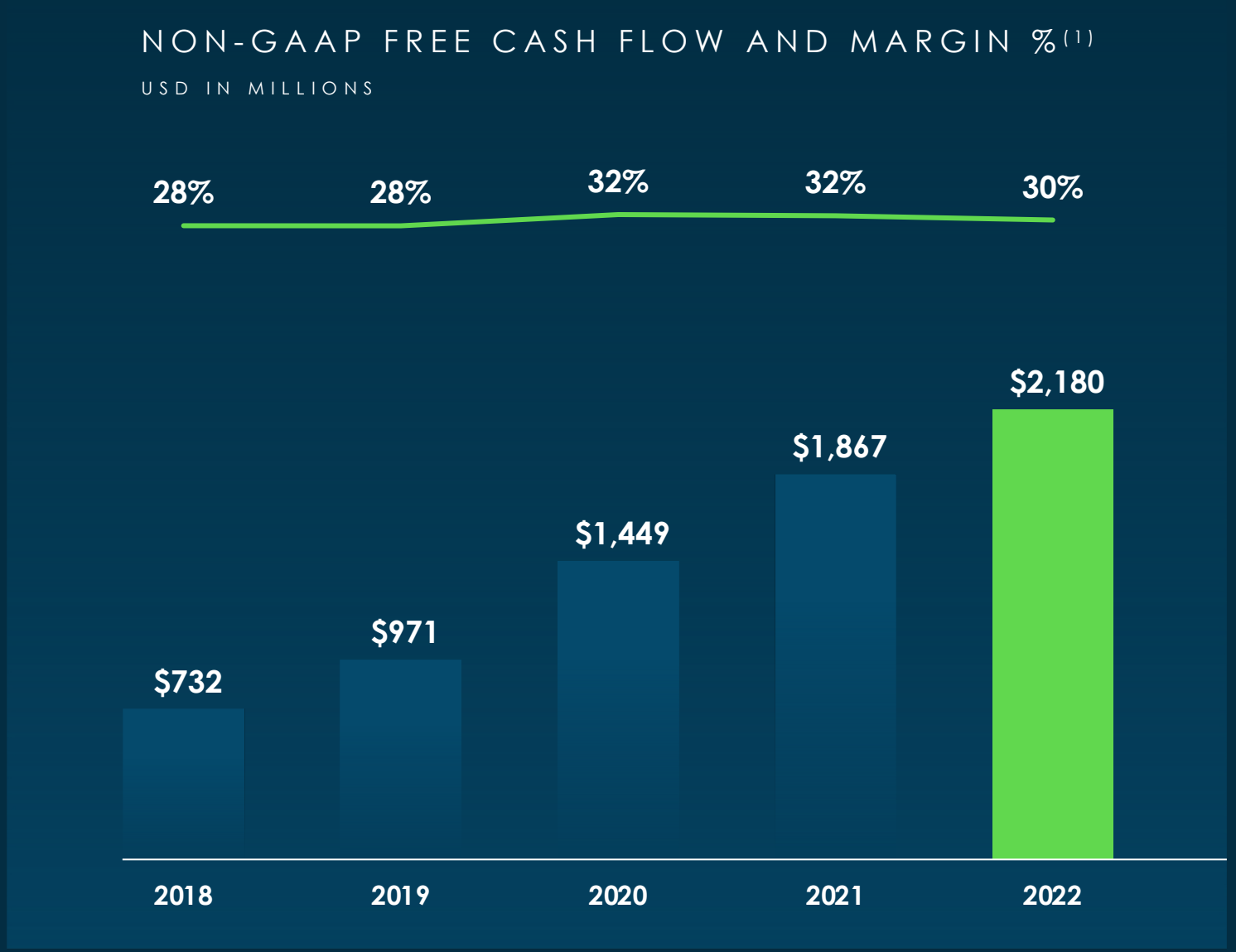

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# And continue generating strong free cash flow

**31%**

2018 – 2022 CAGR
Non-GAAP Free Cash Flow

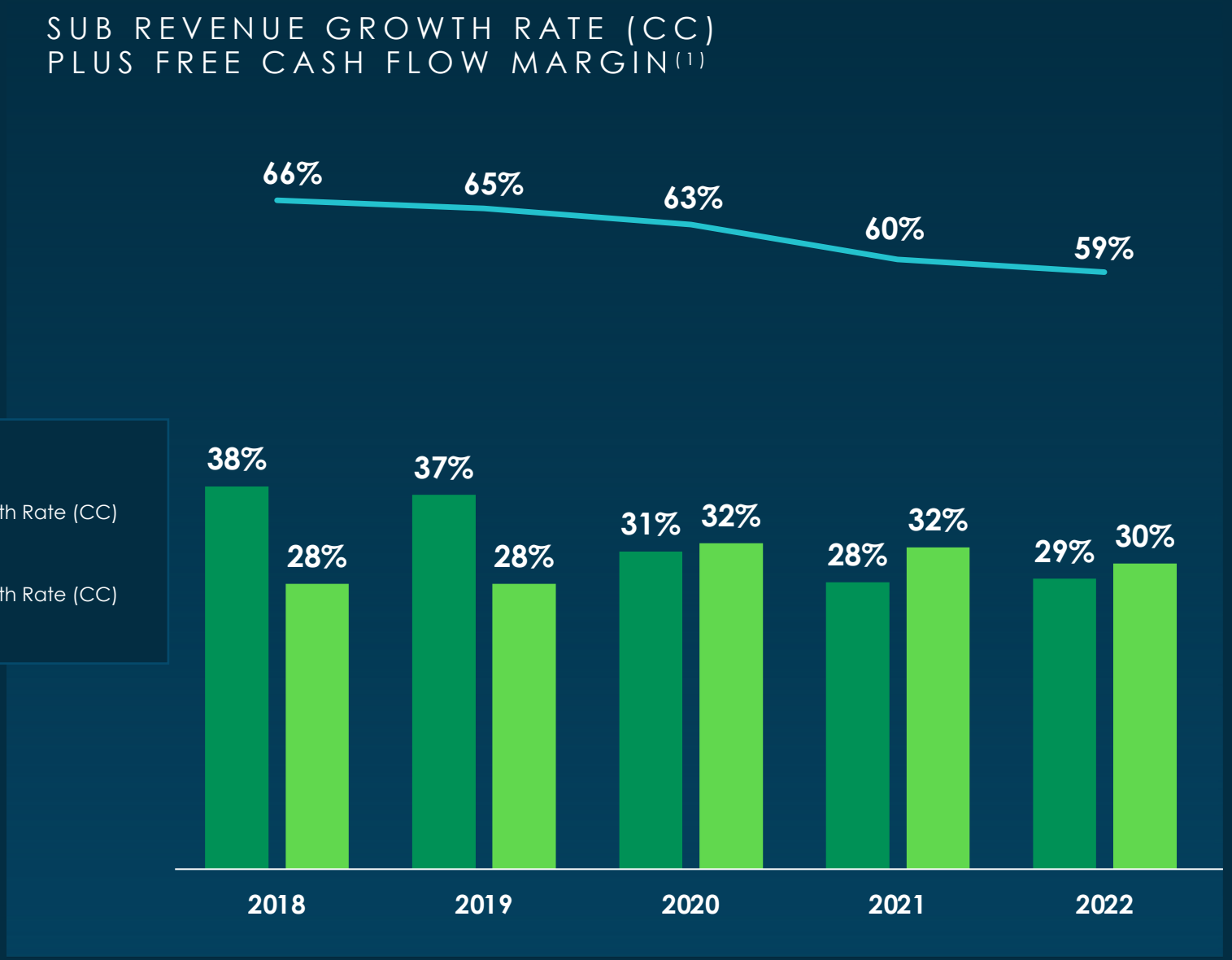



(1) Non-GAAP Free cash flow is defined as net cash provided by (used in) operating activities plus cash paid for legal settlements, repayments of convertible senior notes attributable to debt discount and business combination and other related costs including compensation expense, reduced by purchases of property and equipment. Free cash flow margin is calculated as free cash flow as a percentage of total revenues. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.
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# ServiceNow remains focused on delivering a balance of growth and profitability at scale



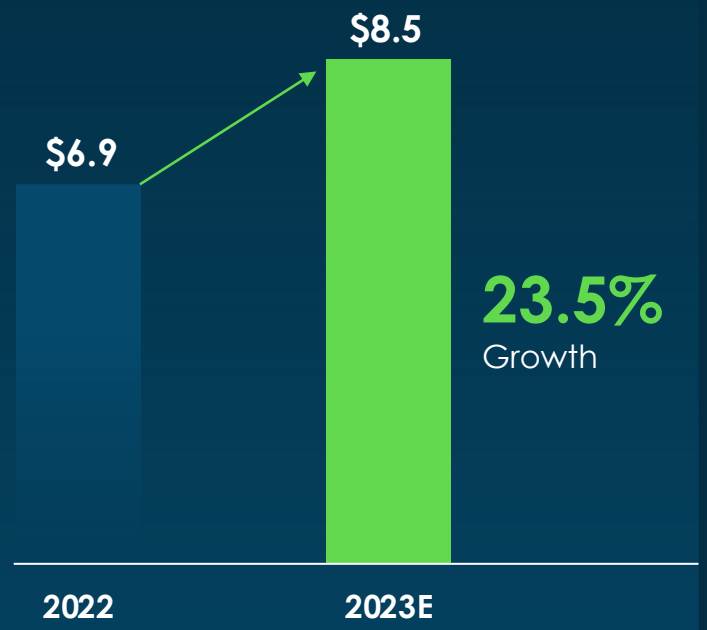

(1) Non-GAAP Free cash flow is defined as net cash provided by operating activities plus cash paid for legal settlements, repayments of convertible senior notes attributable to debt discount and business combination and other related costs including compensation expense, reduced by purchases of property and equipment. Free cash flow margin is calculated as free cash flow as a percentage of total revenues. Sub Revenue Growth Rate (CC) represents constant currency Subscription Revenue's growth. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.
Note: Numbers rounded for presentation purposes


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# 2023 Guidance

## SUBSCRIPTION REVENUE

USD IN BILLIONS



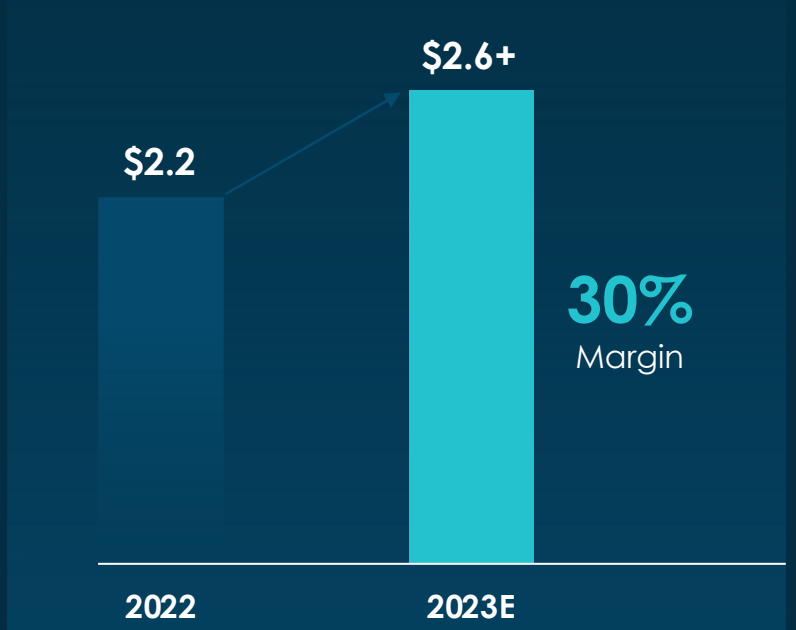

## CURRENT RPO

USD IN BILLIONS




## FREE CASH FLOW(1)

USD IN BILLIONS




(1) Free cash flow and free cash flow margin are based off the 2023 guidance of 30% free cash flow margin provided on 4/26/23, with the assumption that professional services and other revenues grows inline with the mid-point of our subscription revenue guidance. Non-GAAP Free cash flow is defined as net cash provided by (used in) operating activities plus cash paid for legal settlements, repayments of convertible senior notes attributable to debt discount and business combination and other related costs including compensation expense, reduced by purchases of property and equipment. Free cash flow margin is calculated as free cash flow as a percentage of total revenues. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures.. Note: Subscription revenue growth rate is using the high-end of guidance.


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Long-term
Trajectory
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# The world has changed since our last Analyst Day



**FX** headwinds



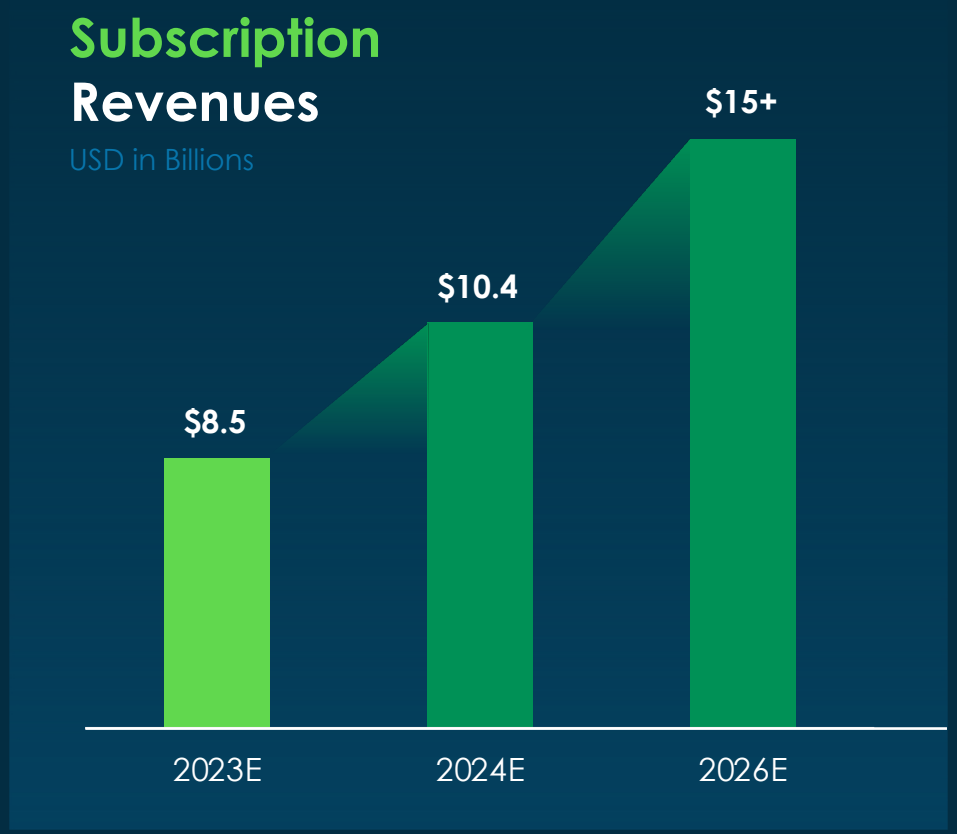
**Macro environment** and Deal elongation



**Generative AI** opportunity


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# Subscription Revenue milestones




**$15B+**

**OF SUBSCRIPTION REVENUE**

by 2026

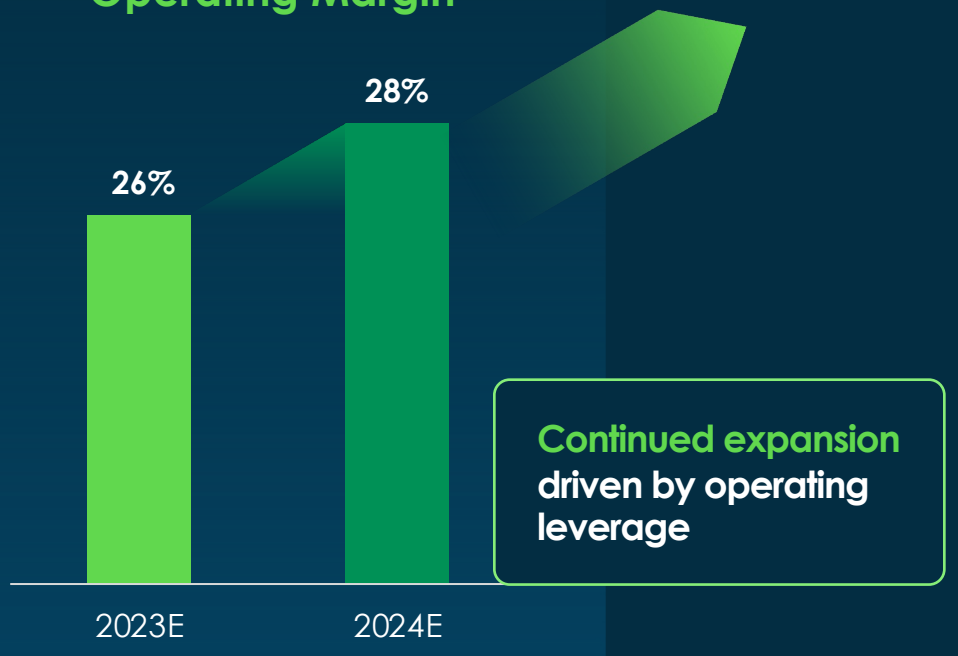
Note: Milestones exclude material M&A.

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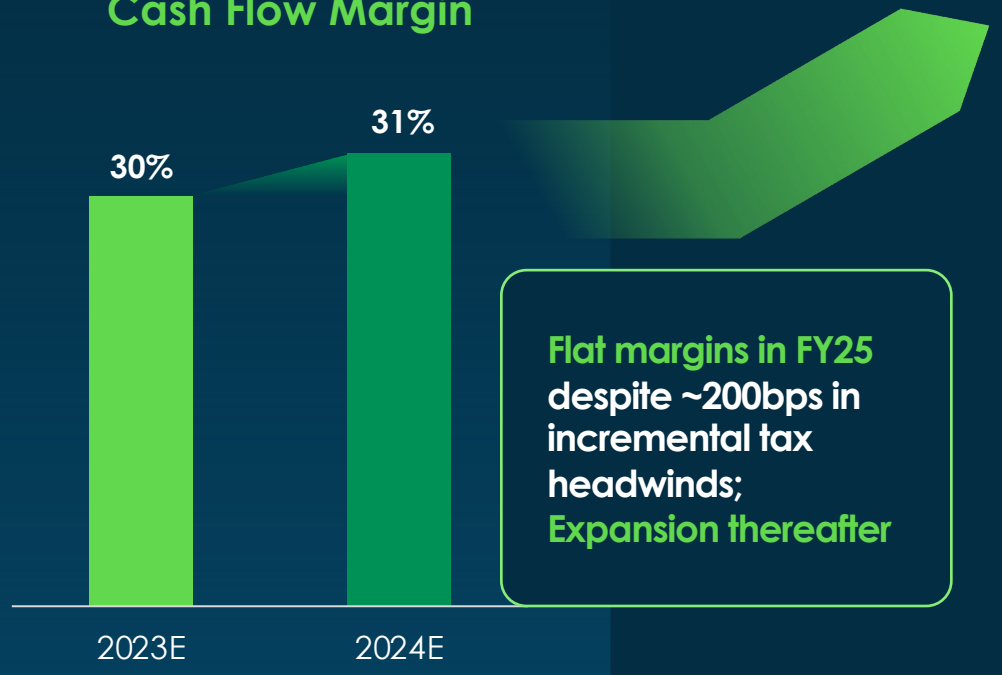
# Long-term profitability trajectory

## Non-GAAP Operating Margin




**Continued expansion** driven by operating leverage

## Non-GAAP Free Cash Flow Margin




**Flat margins in FY25** despite ~200bps in incremental tax headwinds; **Expansion thereafter**

| Incremental Y/Y Tax Headwind | ~100bps | ~100bps |
|---|---|---|

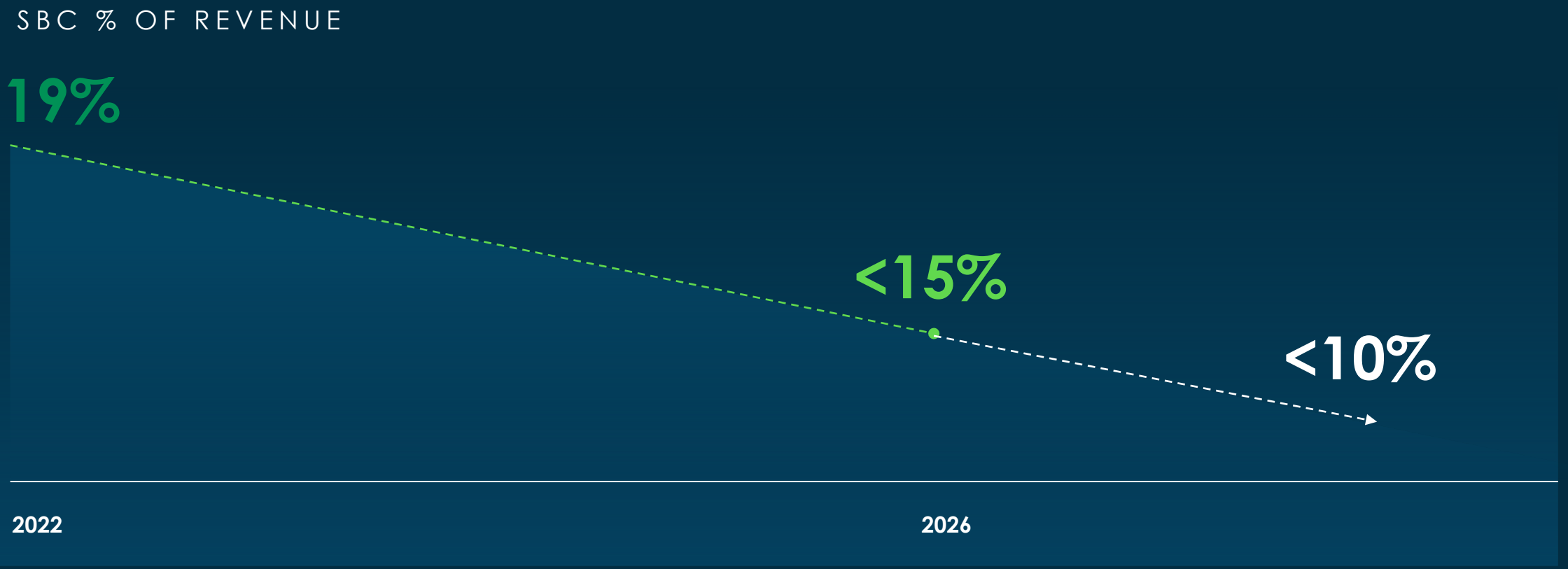
Note: Operating Margin expansion based on the 26% non-GAAP FY23 operating margin guidance provided on 4/26/23. Free cash flow growth based off the FY23 guidance of 30% free cash flow margin provided on 4/26/23, with the assumption that professional services grows in line with the mid-point of our subscription revenue guidance. See the tables included at the end of this presentation for a reconciliation of non-GAAP financial measures to the most comparable GAAP measures. Targets exclude material M&A.

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# SBC Expense Target

SBC % of revenue expected to decline to **<15%** by 2026 on its way to **<10%**





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# ESG Strategy

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# ESG strategic pillars, material issues & 2022 highlights

We make the world work better for everyone

## Environmental:

Sustaining our planet

- Climate and energy
- Responsible procurement
- Waste
- Water

- On-track progress against SBTi targets
- 100% renewable electricity
- Expanded carbon-neutrality boundary to achieve carbon-neutral cloud for customers
- Initiated water risk assessment

## Social:

Creating equitable opportunity

- Our people
- Diversity, equity, and inclusion
- Community engagement
- Workplace health and safety

- Further investing in learning, leadership training and development planning for our people.
- Increased representation of Black, Latinx, URG, women, and women in leadership
- Implemented OH&S management system to cover all workers with alignment to ISO standards
- 83% y/y increase in volunteer hours logged

## Governance:

Acting with integrity

- Security and data privacy
- Corporate governance and business ethics
- Emerging technology and ethics
- Business continuity

- Exceeded peer benchmark in independent cyber audit against the NIST Cyber Security Framework
- Launched Corporate Political Contributions and Industry Associations policy and Human Rights training
- Increased ESG ratings (CDP, EcoVadis, and S&P Global)
- Established Responsible AI Working Group

## ServiceNow Platform and Solutions

**Technology solutions for people and our planet**

Delivered Tokyo Release with expanded capabilities for ESG Management
Released new ESG-related integrations
Scaled ESG partner ecosystem

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# GAAP to Non-GAAP Reconciliation

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# GAAP to Non-GAAP Reconciliation – Subscription Revenues

| In millions (except %'s and per share data) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|---|
| **GAAP Subscription Revenues** | $1,740 | $2,421 | $3,255 | $4,286 | $5,573 | $6,891 |
| **(+) Effects of Foreign Currency Rate Fluctuations** | $(6) | $(27) | $58 | $(14) | $(77) | $274 |
| **Non-GAAP Subscription Revenues[1]** | $1,734 | $2,394 | $3,313 | $4,272 | $5,496 | $7,165 |
| **YoY Non-GAAP Subscription Revenues Growth Rates[1]** | 42% | 38% | 37% | 31% | 28% | 28.5% |

(1) Non-GAAP revenues and the corresponding growth rates are derived by applying the average exchange rates in effect during the comparison period rather than the actual average exchange rates in effect during the current period or the exchange rates for the guidance period.
Note: Numbers rounded for presentation purposes

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# GAAP to Non-GAAP Reconciliation – cRPO and RPO

| In billions (except %'s) | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| GAAP Current Remaining Performance Obligations at Period End | $2.5 | $3.3 | $4.4 | $5.7 | $6.9 |
| Y/Y Current Remaining Performance Obligations Growth Rates[1] | N/A | N/A | N/A | N/A | N/A |
| (+) Effects of Foreign Currency Rate Fluctuations | N/A | $0.0 | $(0.1) | $0.1 | $0.2 |
| Non-GAAP Current Remaining Performance Obligations at Period End[1] | N/A | $3.3 | $4.3 | $5.8 | $7.1 |
| Y/Y Non-GAAP Current Remaining Performance Obligations Growth Rates[1] | N/A | 34% | 30% | 32% | 25.5% |
| GAAP Remaining Performance Obligations at Period End | $4.9 | $6.6 | $8.9 | $11.5 | $14.0 |
| (+) Effects of Foreign Currency Rate Fluctuations | N/A | $0.0 | $(0.2) | $0.3 | $0.4 |
| Non-GAAP Remaining Performance Obligations at Period End[1] | N/A | $6.7 | $8.7 | $11.8 | $14.4 |
| Y/Y Non-GAAP Remaining Performance Obligations Growth Rates[1] | N/A | 35% | 31% | 32% | 25% |

(1) Non-GAAP current remaining performance obligations, remaining performance obligations and the corresponding growth rates and are derived by applying the exchange rates in effect at the end of the comparison period rather than the actual exchange rates in effect at the end of the current period


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# GAAP to Non-GAAP Reconciliation – Operating Income and Operating Margin

| In millions (except %'s and per share data) | 2015* | Margin* | 2016 | Margin | 2017 | Margin | 2018 | Margin | 2019 | Margin | 2020 | Margin | 2021 | Margin | 2022 | Margin |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GAAP Income (Loss) from Operations** | $(166) | *(17%)* | $(423) | *(30%)* | $(64) | *(3%)* | $(42) | *(2%)* | $42 | *1%* | $199 | *5%* | $257 | *4%* | $355 | *5%* |
| **(-) SBC** | $258 | *26%* | $318 | *23%* | $394 | *21%* | $544 | *21%* | $662 | *19%* | $870 | *19%* | $1,131 | *19%* | $1,401 | *19%* |
| **(+) Amount of Purchased Intangibles** | $12 | *1%* | $15 | *1%* | $20 | *0%* | $25 | *1%* | $35 | *1%* | $45 | *1%* | $76 | *2%* | $80 | *1%* |
| **(+) Business Combination and Other Related Costs** | - | *0%* | $1 | *0%* | $2 | *0%* | $1 | *0%* | $1 | *0%* | $6 | *0%* | $18 | *0%* | $24 | *0%* |
| **(+) Legal Settlements** | - | *0%* | $270 | *19%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* |
| **Non-GAAP Income from Operations** | $103 | *10%* | $181 | *13%* | $352 | *18%* | $528 | *20%* | $740 | *21%* | $1,121 | *25%* | $1,482 | *25%* | $1,860 | *26%* |

*Prior to 2016, numbers reported under ASC 605
Note: Numbers rounded for presentation purposes


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# GAAP to Non-GAAP Reconciliation – Free Cash Flow and Free Cash Flow Margin

| In millions (except %'s and per share data) | 2015* | Margin* | 2016 | Margin | 2017 | Margin | 2018 | Margin | 2019 | Margin | 2020 | Margin | 2021 | Margin | 2022 | Margin | Q1-23 | Margin | 2023E | Margin |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GAAP Net Cash Provided by Operating Activities** | $318 | *32%* | $160 | *12%* | $643 | *33%* | $811 | *31%* | $1,236 | *36%* | $1,787 | *39%* | $2,191 | *37%* | $2,723 | *38%* | $902 | *43%* | N/A | *37%* |
| **(-) Purchases of Property and Equipment** | $(88) | *(9%)* | $(106) | *(8%)* | $(151) | *(8%)* | $(224) | *(9%)* | $(265) | *(8%)* | $(419) | *(9%)* | $(392) | *(7%)* | $(550) | *(8%)* | $(165) | *(8%)* | N/A | *(7%)* |
| **(+) Cash Paid for Legal Settlements** | - | *0%* | $268 | *19%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | N/A | *0%* |
| **(+) Repayments of Convertible Senior Notes attributable to Debt Discount** | - | *0%* | - | *0%* | - | *0%* | $145 | *6%* | - | *0%* | $82 | *2%* | $15 | *0%* | - | *0%* | - | *0%* | N/A | *0%* |
| **(+) Business combination and other related costs** | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | - | *0%* | $53 | *1%* | $7 | *0%* | - | *0%* | N/A | *0%* |
| **Non-GAAP Free Cash Flow** | $230 | *23%* | $322 | *23%* | $492 | *25%* | $732 | *28%* | $971 | *28%* | $1,449 | *32%* | $1,867 | *32%* | $2,180 | *30%* | $737 | *35%* | N/A | *30%* |

*Prior to 2016, numbers reported under ASC 605
Note: Numbers rounded for presentation purposes


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# GAAP to Non-GAAP Reconciliation – Subscription Gross Margin

| In millions (except %'s and per share data) | 2023E Margin |
|---|---|
| GAAP Subscription Gross Profit | 81% |
| (+) Subscription SBC | 2% |
| (+) Subscription Amort of Purchased Intangibles | 1% |
| Non-GAAP Subscription Gross Profit | 84% |

Note: Numbers rounded for presentation purposes


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