



servicenow®

Welcome to the Now Platform®

The platform for
digital business



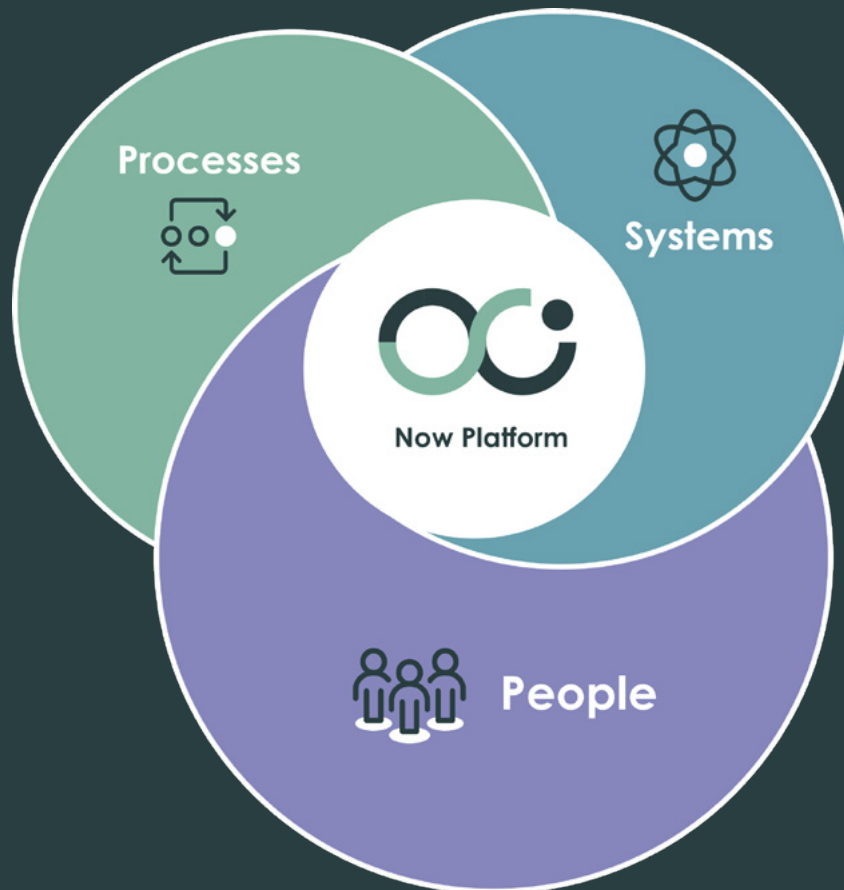
Digital transformation has taken on a new urgency. Recent events have shown just how fragile our value chains are, susceptible to far-reaching disruption when faced with unanticipated events. While the pandemic has illuminated the problem, it isn't the cause—these failings in our value chains predated global health challenges and will continue to be an enormous risk far into the future, particularly as we experience increased environmental disasters as a result of climate change.

At the same time, the pandemic has created a seismic shift in the way we work. Remote working and hybrid work models have become the norm. And we've let the genie out of the bottle. Even if we wanted to, there's no going back. Not only has remote working vastly changed employee expectations, it's also contributed to major demographic shifts, including an exodus to the suburbs and beyond.

The world has changed, but technology hasn't kept up.

While this new reality cries out for digital transformation, we're still stuck with yesterday's technical and organizational architectures. We need a world of work where everything and everyone is connected—and where change is the new constant—but we're faced with siloed systems and manual, disconnected processes. What's the result? Fractured employee and customer experiences, cumbersome processes that sap productivity, and an inability to drive innovation—the lifeblood of digital transformation.

Digital transformation demands
a single, unified platform for digital business.
That's what the Now Platform delivers.



Unlocking digital transformation through:

- ▶ Consistency & scalability
- ▶ Engaging experiences
- ▶ Workforce productivity
- ▶ Enterprise automation
- ▶ Embedded intelligence
- ▶ Trust & security

Transform your business with the Now Platform

With the Now Platform, you break down silos, seamlessly connecting your people, systems, and processes with enterprise-wide digital workflows. You empower your customers, employees, and partners with modern, consumer-grade experiences. And you create a platform that accelerates time-to-value, unleashes agility, and unlocks innovation.

And because the Now Platform runs on our world-class global cloud infrastructure, you get the reliability, security, and scalability you need to confidently chart your digital future.

The outcome? You build a business that's more resilient, productive, innovative—and human. Instead of struggling with the new reality, you embrace it and use it as a springboard to digital success.

- ▶ **Connect digital workflows across your enterprise**
- ▶ **Deliver modern, customer-grade experiences at scale**
- ▶ **Empower your innovators to drive business outcomes**



Connect digital workflows across your enterprise

The Now Platform lets you reimagine any process as a digital workflow. It seamlessly connects your people, applications, and systems, breaking down silos, accelerating service delivery, and strengthening business continuity. With a consistent, reusable data model, a vast number of out-of-the-box workflows, and the flexibility to easily create your own workflows, the Now Platform let you to scale quickly, driving productivity and innovation in every corner of your business.

✓ Get started fast with out-of-the-box workflows

With ServiceNow IT Workflows, Employee Workflows, and Customer Workflows, you accelerate your digital transformation with proven, standardized workflows that capture our experience across thousands of ServiceNow customers. You can leverage these workflows out of the box or easily tailor them to your specific organizational needs.

✓ Seamlessly integrate with your existing systems

The Now Platform provides more than 150 out-of-the-box integrations with third-party systems, creating a "platform of platforms" that coalesces your existing IT investments into a coherent, automated service delivery engine that spans your entire business. You can also easily create your own integrations with intuitive Now Platform tools.

✓ Effortlessly digitalize your own unique processes

Automate any workflow across departments, systems, and processes. The Now Platform comes with easy-to-use graphical tools that anyone can use to create new workflows, scaling the benefits of digital workflows across your entire organization. Quickly create reusable workflow components and leverage out-of-the box workflow components to build complete cross-enterprise workflows.

Deliver modern, customer-grade experiences at scale

With the Now Platform, you deliver intuitive, consumer-grade experiences that enhance customer satisfaction and loyalty, increase employee engagement and productivity, and help your business to work faster and smarter.

✔ Delightful service anytime and anywhere

Deliver unified web, mobile, and conversational experiences that give your customers, employees, and partners instant access to information and services on any device. Easily create world-class service portals, quickly deploy powerful native iOS and Android mobile apps, and configure intelligent chatbots that works seamlessly with Microsoft Teams, WhatsApp, Facebook Messenger, Slack, and other leading collaboration platforms.

✔ Get work done faster and more accurately

Give your employees everything they need to unleash their creativity and productivity. Bring information together with intuitive out-of-the-box workspaces—or build your own—empowering employees with rich contextual data that lets them make better decisions with less effort. Streamline processes and optimize workforce allocation. And identify new process automation opportunities with potent built-in platform capabilities.

✔ Augment human intelligence with native AI and analytics

Leverage the Now Platform to work smarter. Automatically get work to the right place without human intervention. Use machine learning to scour your historical data and knowledge articles to uncover high-value, relevant insights in real time. Use purpose-built natural language processing to power intuitive, accurate conversational interactions and simplify data analysis. And measure business performance and focus on what matters with analytics that run natively on the Now Platform.





Empower innovators to drive business outcomes

The Now Platform unlocks the potential of digital transformation, letting you drive innovation and deliver extraordinary business outcomes faster and with less risk. Unlock ROI quickly with prebuilt solutions, empower developers of any skill level with low-code tools, and leverage ServiceNow innovation to fast-track business outcomes.

✓ Build apps fast with low-code development tools

Low-code development on the Now Platform removes the complexity of app development, providing graphical tools and out-of-the-box components that let developers of all skill levels quickly create exceptional mobile and web experiences and automate workflows. And with built-in collaboration tools and delegated development, you can empower citizen developers while ensuring IT visibility and oversight, turning your entire business into an engine for digital innovation.

✓ Leverage the ServiceNow innovation power curve

Constant innovation lies at the heart of the Now Platform. We continually deliver new capabilities that allow you to create value with even greater speed and control. And with extensive upgrade resources, proven upgrade methodologies, and automated testing frameworks, we've made it easy to stay up to date with the latest release and get innovations into the hands of your business sooner.

✓ Build momentum with the ServiceNow ecosystem

When you adopt the Now Platform, you buy into a vibrant community of partners and like-minded ServiceNow customers that are driving digital innovation every day. Leverage partner solutions to quickly extend the value of your digital workflows. Download prebuilt apps and integrations from the ServiceNow Store. And learn from other ServiceNow customers how they have used the Now Platform to accelerate their digital transformation.



Let's recap

We're at an inflection point. The world of work has fundamentally changed, driven by exposed fault lines and radical new employee expectations. Digital transformation is no longer simply a long-term objective—it's a burning necessity. However, in a world where we need everyone and everything to be seamlessly connected, we're still struggling with siloed systems, disconnected organizations, and manual processes. With the Now Platform, you harness the power of digital innovation with a unified platform for digital business—a platform that leverages your existing IT investments.

The result? You build a business that's resilient, productive, and innovative, laying the foundation for digital success in a rapidly changing world.

[LEARN MORE](#)

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit www.servicenow.com.