

# ServiceNow - Company Profile

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## ServiceNow Company Profile ### 1. Basic Information - \*\*Founded Year:\*\* 2004 - \*\*Founders:\*\* Fred Luddy - \*\*Current CEO:\*\* Bill McDermott - \*\*Headquarters Location:\*\* Santa Clara, California, USA - \*\*Number of Employees:\*\* Approximately 22,000 (as of late 2024) - \*\*Website:\*\* servicenow.com - \*\*Contact:\*\* support@servicenow.com | +1-877-859-4367 ### 2. Company Overview ServiceNow is a leading cloud-based software company that provides a platform to help organizations manage and automate digital workflows across IT, employee, and customer service. Its platform leverages artificial intelligence and intelligent automation to digitize and optimize business operations, enhancing efficiency and productivity for large enterprises worldwide. The company's mission is "To make the world of work, work better for people." Founded in 2004, ServiceNow initially focused on IT Service Management (ITSM) before expanding significantly beyond IT to become a comprehensive enterprise workflow platform, going public in 2012. ### 3. Key Products and Services ServiceNow's core offering is the Now Platform, which underpins its extensive suite of cloud-based applications, including: - \*\*IT Service Management (ITSM):\*\* Streamlines IT operations. - \*\*IT Operations Management (ITOM):\*\* Manages IT infrastructure and services. - \*\*HR Service Delivery (HRSD):\*\* Optimizes HR workflows and employee experiences. - \*\*Customer Service Management (CSM):\*\* Enhances customer engagement and service resolution. - \*\*App Engine:\*\* Low-code/no-code development for custom applications. - \*\*Strategic Portfolio Management (SPM):\*\* Aligns business strategy with execution. - \*\*Security Operations (SecOps):\*\* Unifies security and IT for faster response. ### 4. Leadership Team - \*\*CEO:\*\* Bill McDermott - \*\*CFO:\*\* Gina Mastantuono - \*\*President & Chief Operating Officer (COO):\*\* Chirantan "CJ" Desai - \*\*Chief Technology Officer (CTO) & Senior Vice President, AI:\*\* Pat Casey - \*\*Board Chair:\*\* John Donahoe ### 5. Market Position ServiceNow holds a strong market position, with a market capitalization of approximately \$160 billion (as of late 2024). It is recognized as a dominant leader in the IT Service Management (ITSM) market and is a growing force in broader enterprise workflow automation, low-code development, and HR/customer service solutions. Key competitors include Salesforce, Workday, SAP, Oracle, Atlassian, and BMC Software. ServiceNow operates globally, serving customers across North America, Europe, Middle East & Africa (EMEA), and Asia Pacific (APAC). ### 6. Recent Achievements (2023-2025) ServiceNow has heavily invested in artificial intelligence, launching its "Now Assist" generative AI capabilities across its platform in 2023-2024 to enhance productivity across IT, HR, and customer workflows. The company expanded strategic partnerships with industry leaders like NVIDIA for AI development and Accenture for generative AI deployments. Recent acquisitions include Era Software (2023) for observability and AIOps, and 4Industry (2024) for connected worker solutions, bolstering its operational technology capabilities. ServiceNow continues to be recognized as a leader in multiple Gartner Magic Quadrants.