**1.What is ServiceNow**

ServiceNow is a comprehensive cloud-based platform designed to enhance and streamline various business processes through a suite of integrated applications and services. It operates as a robust infrastructure and development environment, aimed at improving IT service management (ITSM), automating business workflows, and enabling custom application development.

Infrastructure:

Compute Resources: The platform provides the necessary computing power for applications.

Security: It ensures that data and operations are protected.

SLA and Redundancy: It includes measures to ensure high availability and reliability.

Backups: Regular backups are performed to protect data, with four daily backups and six days of differential backups.

Platform:

Unified Database: All applications use a single database, which simplifies data management.

Custom Development: Users can build and customize their own applications and workflows.

Applications and Workflows:

IT Workflows:

Tools for managing IT services and operations.

Employee Workflows: Solutions for internal employee processes and tasks.

Customer Workflows: Systems to handle customer interactions and service requests.

Creator Workflows: Tools for users to create and manage their own processes and applications.

In essence, ServiceNow is a software company that provides a user-friendly, cloud-based environment to address the challenges large enterprises face with traditional IT systems, enabling users to solve problems efficiently on their own.