

# S&P Capital IQ - Company Profile

ServiceNow, Inc. (NYSE: NOW)

## COMPANY INFORMATION

Field	Value
Company Name	ServiceNow, Inc.
Ticker	NOW
Exchange	NYSE
Sector	Technology
Industry	Software - Application
Sub-Industry	Enterprise Software
Headquarters	Santa Clara, CA, United States
Address	2225 Lawson Lane, Santa Clara, CA 95054
Website	<a href="http://www.servicenow.com">www.servicenow.com</a>
Phone	+1 408-501-8550
Employees	30,257
Founded	2004
Incorporated	Delaware
Fiscal Year End	December

## BUSINESS DESCRIPTION

ServiceNow, Inc. provides enterprise cloud computing solutions that automate and digitize workflows for global enterprises. The company's Now Platform enables the creation of unified systems of record, providing a single interface for IT and business processes. ServiceNow offers comprehensive solutions across IT Service Management, IT Operations Management, Customer Service Management, HR Service Delivery, Security Operations, and more. The platform leverages artificial intelligence and machine learning to help organizations automate routine tasks, improve service delivery, and create better employee and customer experiences.

MARKET DATA (as of May 30, 2025)

Metric	Value
Last Price	\$1,016.59
Change	+\$1.36 (+0.13%)
Previous Close	\$1,015.23
Open	\$1,020.00
Day High	\$1,020.00
Day Low	\$1,002.59
52-Week High	\$1,198.09 (01/28/2025)
52-Week Low	\$637.99 (05/31/2024)
Volume	566,033
Avg Volume (10d)	1,220,000
Market Cap	\$210.42B
Shares Outstanding	206.98M
Free Float	205.63M
Beta	0.96
YTD Change	-4.25%

VALUATION METRICS

Metric	Value
P/E (TTM)	138.11
P/E (Forward)	58.89
P/S (TTM)	18.36
P/B (MRQ)	23.15
EV/Revenue (TTM)	18.31
EV/EBITDA (TTM)	100.16

PROFITABILITY METRICS

Metric	Value
Gross Margin (TTM)	78.92%
Operating Margin (TTM)	13.22%
Net Margin (TTM)	13.41%

Metric	Value
Return on Equity (TTM)	16.86%
Return on Assets (TTM)	8.95%
Return on Invested Capital (TTM)	12.43%

## FINANCIAL STRENGTH

Metric	Value
Debt-to-Equity (MRQ)	14.70%
Current Ratio (MRQ)	1.85
Quick Ratio (MRQ)	1.85
Interest Coverage (TTM)	65.87

## FINANCIAL SUMMARY (TTM)

Metric	Value
Revenue	\$11.47B
Revenue Growth (YoY)	21.01%
Gross Profit	\$9.05B
Operating Income	\$1.52B
Net Income	\$1.54B
EPS (Basic)	\$7.46
EPS (Diluted)	\$7.37
Free Cash Flow	\$3.68B
EBITDA	\$2.11B

## INCOME STATEMENT (TTM, in millions)

Line Item	Value
Revenue	\$11,469
Cost of Revenue	\$2,418
<b>Gross Profit</b>	<b>\$9,051</b>
Selling, General & Admin	\$4,895
Research & Development	\$2,640
Operating Expenses	\$7,535

Line Item	Value
<b>Operating Income</b>	<b>\$1,516</b>
Interest Expense	\$(23)
Interest & Investment Income	\$433
Other Income (Expenses)	\$(25)
<b>Pretax Income</b>	<b>\$1,868</b>
Income Tax Expense	\$330
<b>Net Income</b>	<b>\$1,538</b>

**BALANCE SHEET (MRQ, in millions)**

Line Item	Value
Cash and Equivalents	\$5,200
Total Current Assets	\$6,800
<b>Total Assets</b>	<b>\$19,500</b>
Total Current Liabilities	\$3,670
Total Debt	\$1,100
<b>Total Equity</b>	<b>\$13,200</b>

**CASH FLOW STATEMENT (TTM, in millions)**

Line Item	Value
Operating Cash Flow	\$1,677
Capital Expenditures	\$(204)
<b>Free Cash Flow</b>	<b>\$3,681</b>

**SEGMENT REVENUE BREAKDOWN**

Segment	FY 2024 Revenue	% of Total	FY 2023 Revenue	Growth YoY
Digital Workflow Products	\$9,422M	88.5%	\$7,679M	+22.7%
ITOM Products	\$1,224M	11.5%	\$1,001M	+22.3%
<b>Total</b>	<b>\$10,646M</b>	<b>100.0%</b>	<b>\$8,680M</b>	<b>+22.6%</b>

## MANAGEMENT TEAM

Name	Title	Age	Since	Total Compensation (2024)
William R. McDermott	Chairman & CEO	62	2019	\$37,560,000
Gina Mastantuono	President & CFO	N/A	N/A	\$16,250,000
Amit Zavery	President, Platform & AI	N/A	N/A	\$32,260,000
Frederic B. Luddy	Founder & Director	N/A	Founder	N/A

### CEO Information:

- **Bill McDermott** has been CEO since November 2019 (5.5 years tenure)
- Directly owns 0.007% of company shares
- Average management team tenure: 4.8 years
- Average board tenure: 7.4 years

## PRODUCTS & SERVICES

1. **IT Service Management (ITSM)** - Defines, structures, consolidates, manages and automates IT services
2. **IT Operations Management (ITOM)** - Connects physical and cloud-based IT infrastructure with applications
3. **Customer Service Management** - Automates customer service requests and engagement
4. **HR Service Delivery** - Streamlines the employee service experience
5. **Security Operations** - Automates security incident response and orchestration
6. **Field Service Management** - Connects agents to mobile tools for field operations
7. **App Engine** - Low-code application development platform
8. **Automation Engine** - Workflow automation capabilities
9. **ServiceNow AI Agents** - Autonomous AI agents for productivity
10. **RaptorDB** - Real-time database for speed and scale
11. **Workflow Data Fabric** - Real-time data integration platform

## RECENT DEVELOPMENTS

Date	Type	Description
2025-04-23	Earnings Release	Reported Q1 2025 results with subscription revenues of \$3.005B (19% YoY growth), beating guidance
2025-04-21	Management Change	Paul Smith resigned as President, Global Customer and Field Operations; succeeded by Paul Fipps

Date	Type	Description
2025-Q1	Business Update	72 transactions over \$1M in net new ACV; 508 customers with >\$5M in ACV

## FY 2025 GUIDANCE

Metric	Guidance
Subscription Revenue	\$12.64B - \$12.68B
Subscription Revenue Growth	18.5% - 19.0%
Subscription Gross Margin	83.5%
Operating Margin	30.5%
Free Cash Flow Margin	32.0%

## Q2 2025 GUIDANCE

Metric	Guidance
Subscription Revenue	\$3.030B - \$3.035B
Subscription Revenue Growth	19% - 19.5%
cRPO Growth	19.5%
Operating Margin	27%

## KEY PERFORMANCE INDICATORS

Metric	Current Value
Current Remaining Performance Obligations (cRPO)	\$10.31B
cRPO Growth (YoY)	22%
Remaining Performance Obligations (RPO)	\$22.1B
RPO Growth (YoY)	25%
Customers >\$5M ACV	508 (+20% YoY)
Transactions >\$1M net new ACV (Q1)	72

## COMPETITIVE POSITIONING

ServiceNow operates in the enterprise software market, competing with companies such as:

- Microsoft (Azure, Office 365)
- Salesforce (Service Cloud)

- BMC Software
- Remedy (BMC)
- Atlassian (Jira Service Management)

**Key Differentiators:**

- Single platform approach with unified data model
- Strong AI/ML capabilities integrated across products
- Comprehensive workflow automation beyond IT
- High customer retention and expansion rates

**ESG & SUSTAINABILITY**

- Committed to carbon neutrality
- Focus on digital transformation reducing physical footprint for customers
- Diverse and inclusive workplace initiatives
- Strong governance practices with independent board oversight

**Disclaimer:** This is mock data created for demonstration purposes. While based on actual ServiceNow financial information available as of May 2025, this format mimics S&P Capital IQ's structure and presentation style. For actual investment decisions, please refer to official financial statements and authorized data providers.

**Data Sources:** ServiceNow SEC filings, press releases, and public financial statements as of May 30, 2025.