

# Introducing the Now Platform®

## The urgent need for speed

The current business conditions require you to be ready for constant change in your business. To reach this level of agility, you need to deliver new digital workflow apps fast. Digital workflows connect people, systems and data with complete visibility to the end-to-end process, creating seamless and engaging experiences for employees, customers, and partners.

## The ServiceNow solution

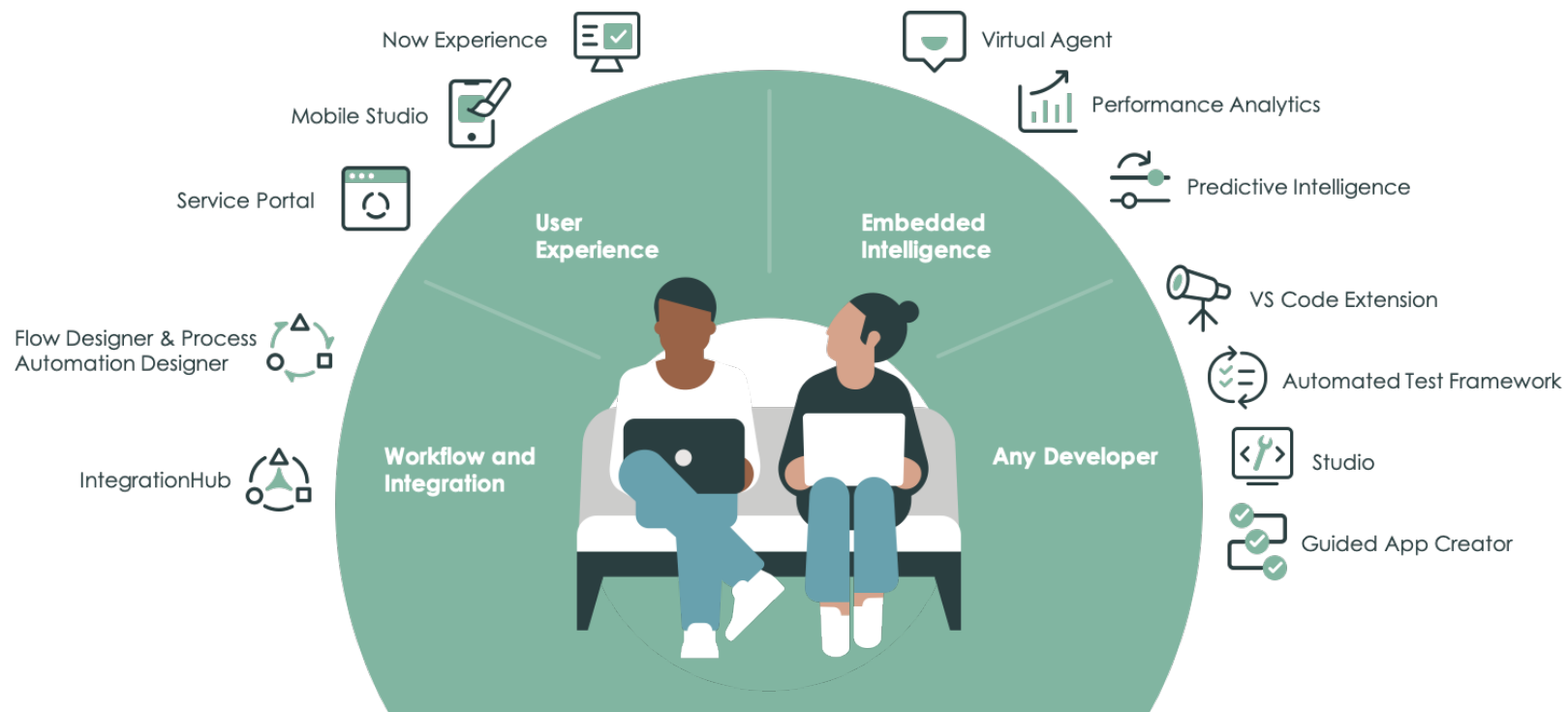
With the Now Platform, anyone can digitize and automate departmental and cross-enterprise workflows, optimize business processes for resiliency, and mitigate risk, all on one cloud-based platform. Across industries, organizations of all sizes are accelerating automation, seamlessly embedding AI and analytics in their apps with Now Intelligence, and leveraging an ecosystem of innovation from ServiceNow and our partners.

### Create new workflow apps fast, when you need them the most

Automate any process and deliver a consistent, modern experience with solutions that are built on the Now Platform:

- Using a comprehensive suite of tools and capabilities which empower no code builders and developers alike
- As part of our SaaS portfolio for IT, Security, HR, or Customer Service
- By ServiceNow ISV partners as certified apps offered on the ServiceNow store

## Create new workflow apps fast, when you need them the most



**Digitize and automate across the enterprise** to control business process risk with flexible digital workflows that connect systems, apps, and data.

Keep customers and employees engaged, even in a remote setting, with consumer-like mobile experiences

**Boost productivity with embedded Analytics and AI in every app** to empower users to make contextually actionable, efficient decisions with real-time insights into patterns and trends.

Reduce risk with machine learning that self-optimizes the process and surfaces recommendations, predications, and insights to users on the fly.

**Quickly respond to business change with new workflow apps** built by business analysts and developers who are empowered to extend ServiceNow solutions or build new apps in a no code environment with drag and drop tools.

Get the most out of your development resources by leveraging app accelerators, re-usable components for no code builders, and automated testing.

Easily extend ServiceNow solutions to fit your business needs



For everything else, build it on the Now Platform



Now Platform  
App Engine



Partner  
Applications



**Now Platform**<sup>®</sup>

The intelligent and intuitive platform for work<sup>™</sup>

## What's in the Now Platform?

**Security** – Secure by default and supporting application security and data protection, as well as your Identity plus Access Management (IAM) needs.

**Core services** – Everything you need to support your ServiceNow SaaS apps and custom application business requirements.

**No code development** – Provides development tools that make it easy for your non-developers to quickly build apps with little to no code.

## Professional development –

Supports your professional developers with standards-based web tools and web application frameworks for rapid application development.

**Development tools** – Offers a full suite of app development solutions for all types of developers to increase productivity and speed of delivery.

**Integration services** – Makes it easy to connect any systems, apps, and data with custom integrations or pre-built connectors to popular business apps

**Now Intelligence** – Helps drive automation with intelligent orchestration of processes. Predict issues, make smarter business decisions, and help people get work done easier and faster.

**User experience & notification services** – Delivers a mobile-first user experience, a self-service portal, custom UI, and simplifies how your users are notified when something important happens.

**servicenow**