

## Now Platform®

### Transform your enterprise with the platform for digital business

#### The business challenge

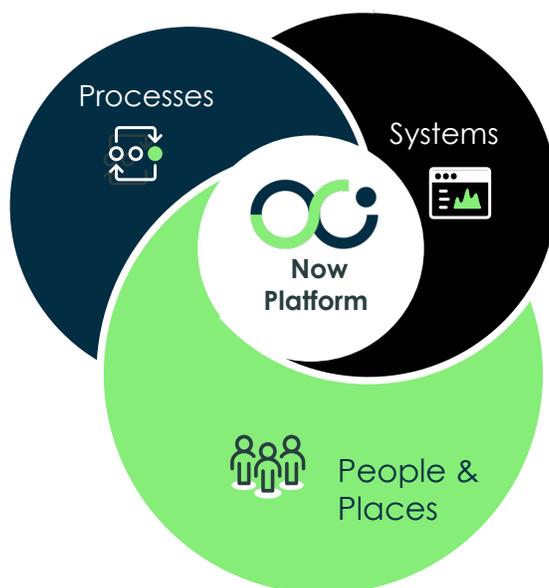
20th-century IT architectures are not suitable for today's everchanging environments and leave companies unprotected from sudden disruptions. COVID-19 has simply highlighted the existing weaknesses in global value chains. While it's important for leaders to keep their hands on short-term challenges, they also need to keep their eyes on the future. Global pandemics, climate swings, and trade wars are all part of the new normal – and they will continue to test the resiliency of our organizations.

Current business conditions require you to adapt to change, drive productivity and innovation, and deliver modern, consumer-like experiences at scale. To reach this level of agility, you need to connect digital workflows across the enterprise to optimize business processes and keep work flowing seamlessly across people, data, and systems and data.

#### The enterprise workflow revolution

Born in the cloud and built from the ground up with a single data model and a single, scalable architecture, the Now Platform enables data to flow seamlessly across applications and existing systems. The Now Platform delivers workflow automation at an enterprise scale, allowing you to optimize business processes for productivity, agility, and resiliency.

With out-of-the-box digital workflows that automate everyday service requests, delivery teams can increase service delivery speed, and free up teams for higher value work that drives enterprise-wide innovation. And with native development and integration tools, you can easily extend ServiceNow's digital workflows or create new digital workflows on the same platform. This flexibility lets you create the right experiences you need for a better way to work, or in disruptive situations, a better way to respond.



#### Optimize processes to empower people to do their best work

Automate and optimize work across the enterprise

Work smarter and faster with native, purpose-built AI and analytics

Scale quickly and drive productivity across every corner of your business

#### Connect siloes to create seamless experiences for employees and customers

Meet people where they want to engage with modern, unified experiences

Create and maintain a single source of truth for your enterprise

Simplify user experiences with cross-enterprise workflows

#### Create new value by enabling innovation at scale and speed

Empower developers of any skill level to build and automation with low code tools

Unlock ROI quickly with pre-built apps and integrations that extend digital workflows

Fast-track digital initiatives to delivering new services with speed, security, and control

## What can you do on the Now Platform?

### Consistency & scalability

#### Configuration Management Database (CMDB)

A centralized source that provides full visibility into your IT environment.

#### Common Services Data Model (CSDM)

A CMDB-based framework that enables standard and consistent service modeling.

#### Knowledge management

Enable easy access and sharing of information such as self-help, troubleshooting, and task resolution.

#### Service catalog

Standardize request fulfillment to ensure accuracy and availability of service offerings.

### Engagement

#### Conversational interfaces

Connect seamlessly to virtual or live agents through any popular messaging app.

#### Service Portal

Build, customize, and deploy mobile-friendly self-service experiences.

#### Mobile

Deploy mobile apps and configuration tools to drive consistent experiences and support all of your user needs.

#### Workspaces

Deliver targeted personalized experiences with all of the resources teams need to get their work done.

#### Playbook experience

Visualize business process workflows in a simple, task-oriented view.

### Productivity

#### Service level management

Gather service requirements and monitor and manage SLAs.

#### Skills management

Associate skills with individual users or groups and assign them to tasks or projects.

#### Reports & dashboards

Easily create and configure customized reports and eye-catching dashboards.

#### Workforce optimization

Optimize schedules and work assignments and deliver skills development.

### Automation

#### Flow Designer

Build, connect, and automate cross-enterprise workflows in a single, no code design environment.

#### Process Automation Designer

Build and manage multiple complex workflows with no-code playbooks.

#### Advanced Work Assignment

Automatically assign work items to agents based on availability, capacity, and skills.

#### Embedded integrations & spokes

Connect any systems, apps, and data with custom integrations or pre-built connectors to popular business apps.

### Intelligence

#### Machine learning

Automate routine tasks and resolve issues faster with purpose-built AI capabilities.

#### NLP / NLU/ NLQ

Enable and configure applications to learn and respond to human-expressed intent.

#### Performance Analytics

Optimize business services, improve processes, and align with organizational goals.

#### Process Optimization

User visual process maps and cluster analyses to identify bottleneck and streamline work.

### Security

#### Data encryption

Choose from multiple flexible encryption options to meet individual organizational or compliance needs.

#### Regulatory compliance

Comply with global and regional standards and regulatory requirements.

#### Privacy & access controls

Maintain full control over your data with adherence to digital privacy and safety mandates.

#### Data certification

Manage scheduled and on-demand validations of platform data.

#### Find out more

Visit: [servicenow.com/now-platform.html](https://servicenow.com/now-platform.html)