

# 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.



IT Workflows



Employee Workflows



Customer Workflows



Creator Workflows



Now Platform®

### Drive connected digital workflows across the enterprise

Maximize the value of existing technology investments with a single, unified cloud platform

Connect siloed systems, departments, and processes

Automate and transform with best-in-class digital workflows

### Deliver modern, consumer-like experiences at scale

Drive customer satisfaction and loyalty with unified web, mobile, and conversational experiences

Increase productivity and engagement through easy and intuitive employee experiences

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

### Accelerate time-to-value and innovation

Unlock ROI from day one with out-of-the-box apps and integrations

Empower developers of any skill level to build apps fast with low-code tools

Fast-track digital initiatives by delivering new capabilities with greater speed and control

## What's in the Now Platform?

### Workflow automation

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

### Configuration Management Database (CMDB)

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

### Service catalog

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

### Service level management

Gather service requirements and monitor and manage SLAs.

### Knowledge management

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

### Portals

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

### Workspaces

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

### Conversational interfaces

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

### Mobile

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

### Now Intelligence

Amplify human creativity, productivity, and innovation with embedded AI and analytics for intelligent experiences, automation, and optimization.

### Platform security

Secure by default and supporting advanced application security and data protection, as well as identity and access management needs.

### Development tools

Enable developers of any skill level to create low code apps fast with a full suite of app development solutions

### Integrations

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

### Administration and configuration

Support and configure your ServiceNow instance with everything you need at your fingertips.

### Find out more

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

