

servicenow™

# Plan, Exercise, and Recover as an Enterprise

ServiceNow Business Continuity Management

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# Safe Harbor and Other Information

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. We intend for such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning our possible or assumed strategy, future operations, financing plans, operating model, financial position, future revenues, projected costs, competitive position, industry environment, potential growth opportunities, potential market opportunities, plans and objectives of management and the effects of competition.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “prospects”, “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms, although not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. We cannot guarantee that we actually will achieve the plans, intentions, or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements.

Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. We undertake no obligation, and do not intend to update these forward-looking statements, to review or confirm analysts’ expectations, or to provide interim reports or updates on the progress of the current financial quarter. Further information on these and other factors that could affect our financial results are included in our filings we make with the Securities and Exchange Commission, including those discussed in our most recent Annual Report on form 10-K.

This presentation includes certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures in the Appendix. Terms such as “Annual Contract Value” and “G2K Customer” shall have the meanings set forth in our filings with the SEC. This presentation includes estimates of the size of the target addressable market for our products and services. We obtain industry and market data from our own internal estimates, from industry and general publications, and from research, surveys and studies conducted by third parties. The data on which we rely, and our assumptions, involve approximations, judgments about how to define and group product segments and markets, estimates, and risks and uncertainties, including those discussed in our most recent annual report on Form 10-K and other risks which we do not foresee that may materially, and negatively impact or fundamentally change the markets in which we compete. Therefore, our estimates of the size of the target addressable markets for our products and services could be overstated. Further, in a number of product segments and markets our product offerings have only recently been introduced, and we do not have an operating history establishing that our products will successfully compete in these product and market segments or successfully address the breadth and size of the market opportunity stated of implied by the industry and market data in this presentation. The information in this presentation on new products, features, or functionalities is intended to outline ServiceNow’s general product direction and should not be included in making a purchasing decision. The information on new products, features, functionalities is for informational purposes only and may not be incorporated into any contract. The information on new products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at ServiceNow’s sole discretion.

# Agenda

- The current state of Business Continuity Management
- ServiceNow BCM
- What makes ServiceNow BCM unique
- Testimonials
- Q&A

# Our purpose and vision

**ServiceNow makes work, work better for people** by delivering digital workflows that create great experiences and unlock productivity.

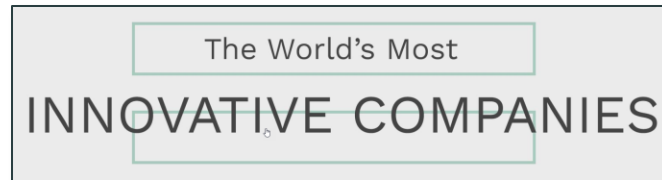
Power your business with risk-informed decisions  
embedded in daily work



Outstanding contributions  
of BC professionals



#3 for 2019



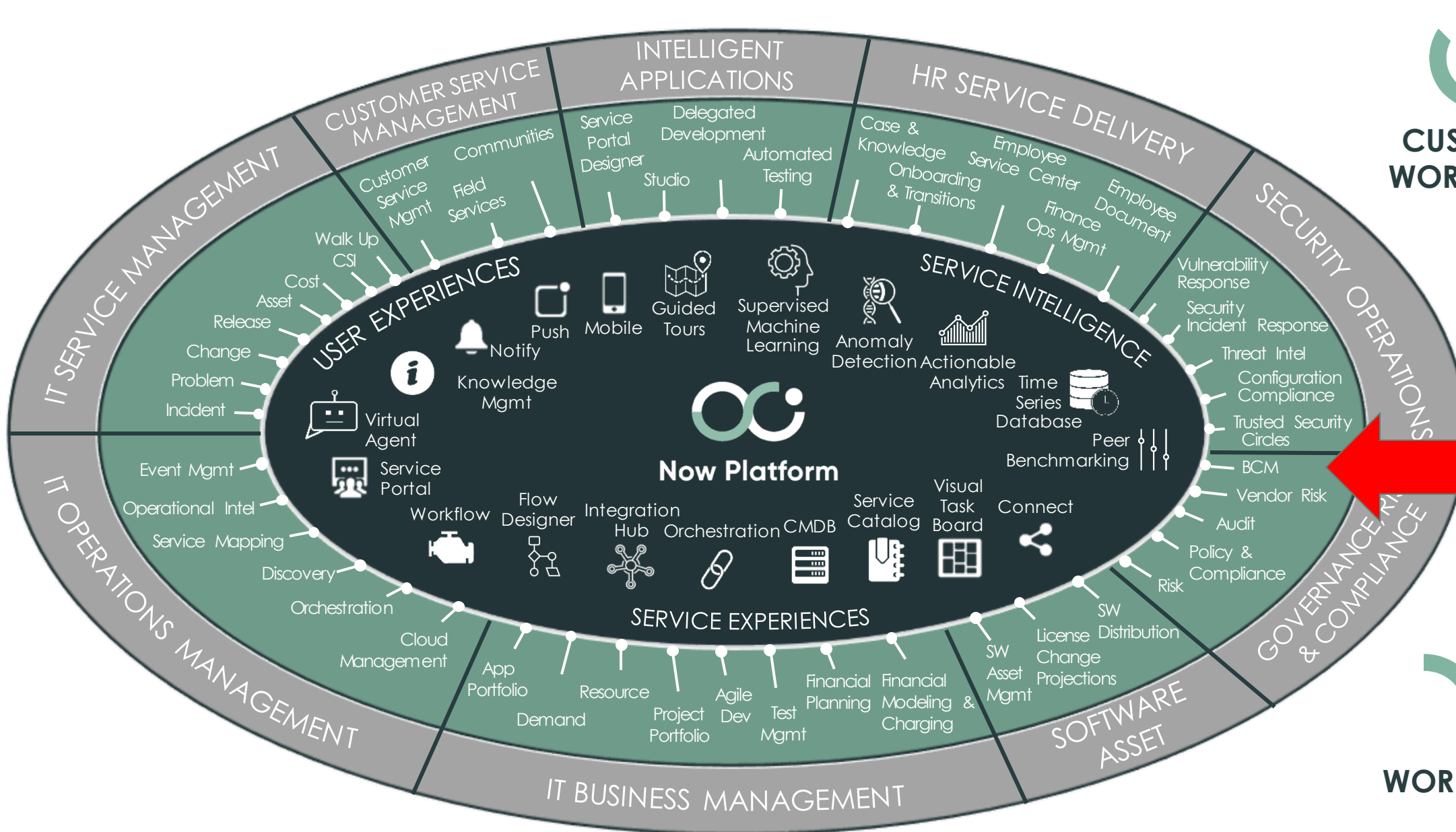
#1 for 2020 on Forbes  
annual list



#46 "where the U.S.  
wants to work now"



For 2019 and 2020



  
**CUSTOMER WORKFLOWS**

  
**IT WORKFLOWS**

  
**HR WORKFLOWS**

# This is what companies are facing

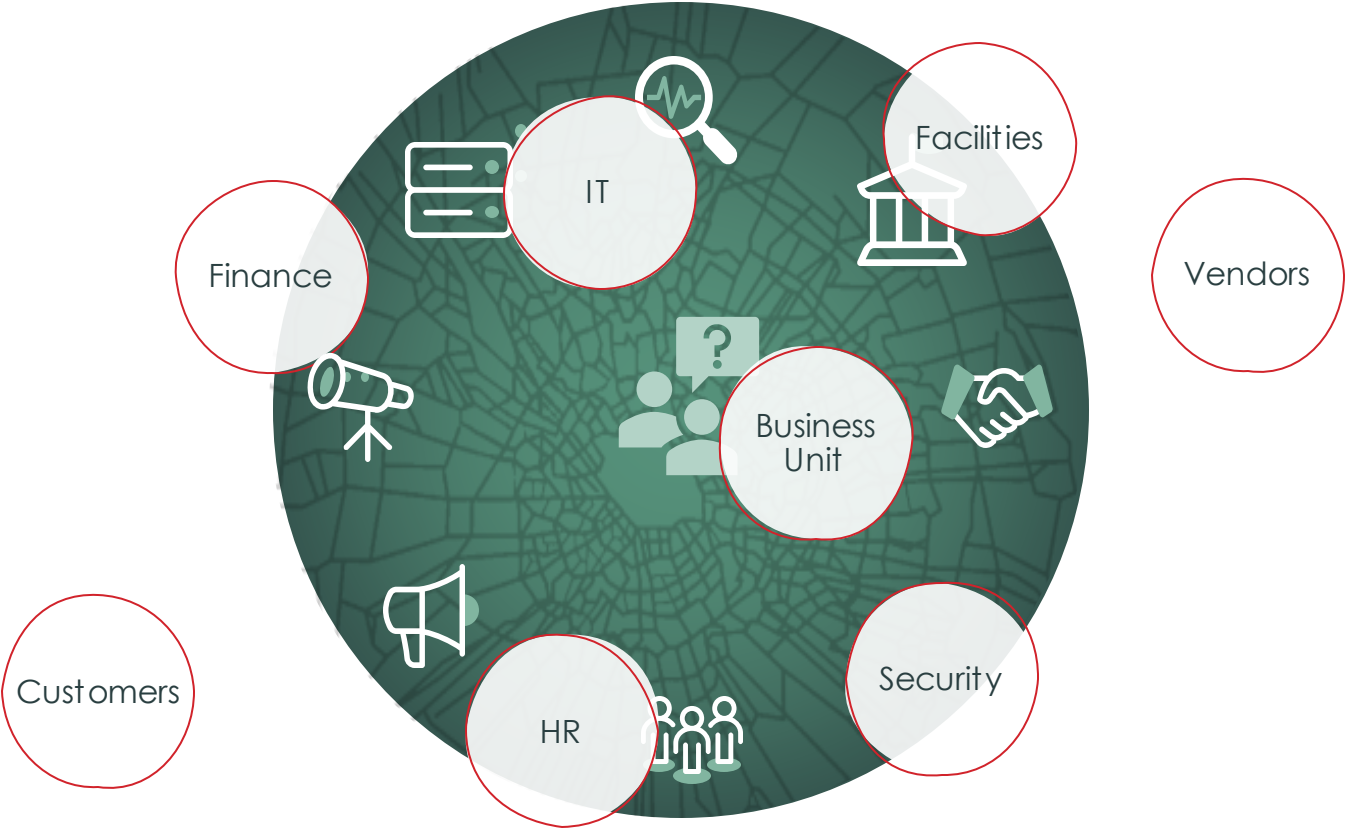


This impacts how people work and respond during a disaster.

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It impacts how resilient organizations are prepared

# Existing BCM lack integration with enterprise



-  Poor Decisions
-  Inefficiencies
-  Manual Processes
-  Regulatory Exposure
-  No Transparency

# Business Continuity Management

# #1

Business interruptions are ranked first as the most important global risk for the sixth year in a row according to the Allianz Risk Barometer 2019.

# \$5,500

Gartner states that each minute of downtime costs an enterprise an estimated \$5,500 USD



# How ServiceNow can help

BCDR embedded into daily work

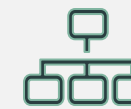
and integrated across the enterprise



**Improve business decisions** with intelligent reporting at your fingertips



**Reduce inefficiencies and increase response times** with automated workflows across your enterprise



**Break down corporate & compliance silos** with cross-org workflows



**Improve executive and management dashboard capability** with real-time monitoring & reporting

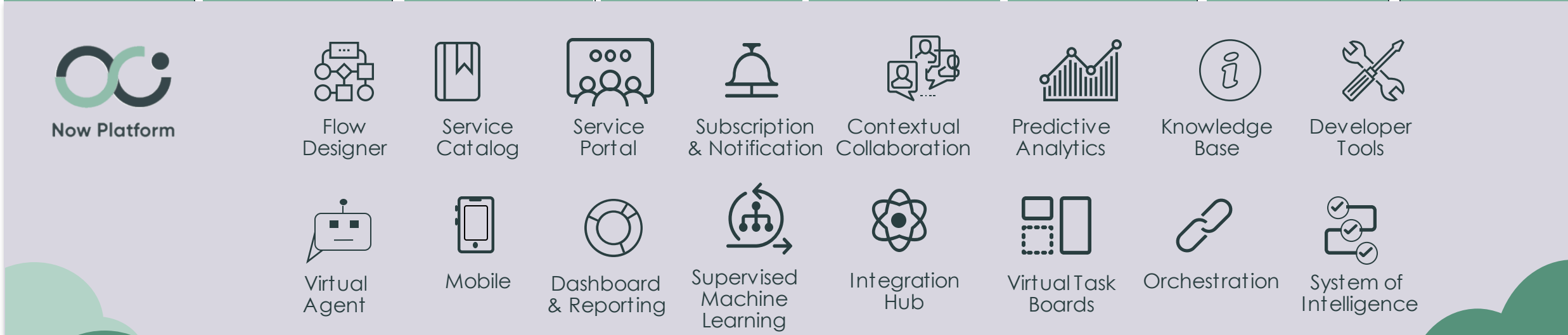


**Build a service-aware and resilient organization** with BCDR embedded in daily work activities

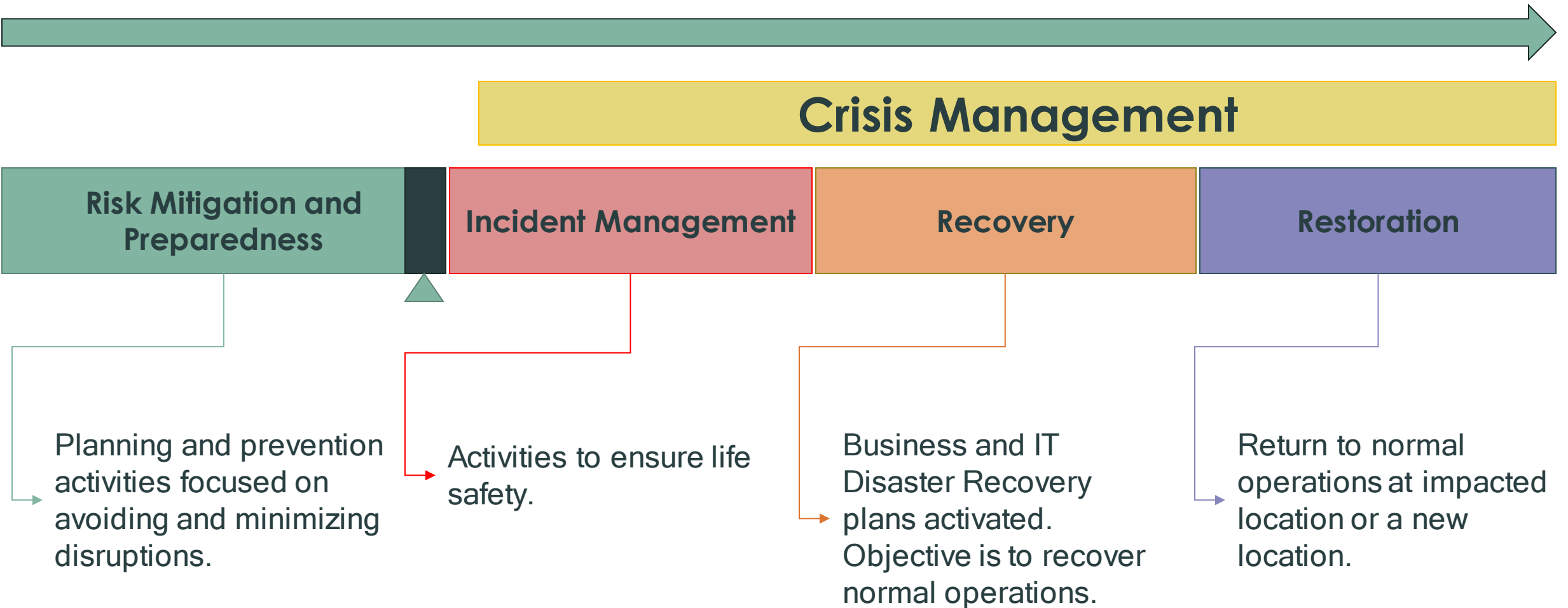
# ServiceNow BCM

# ServiceNow's Integrated Risk Solutions

Powered by and built on the ServiceNow Cloud Platform

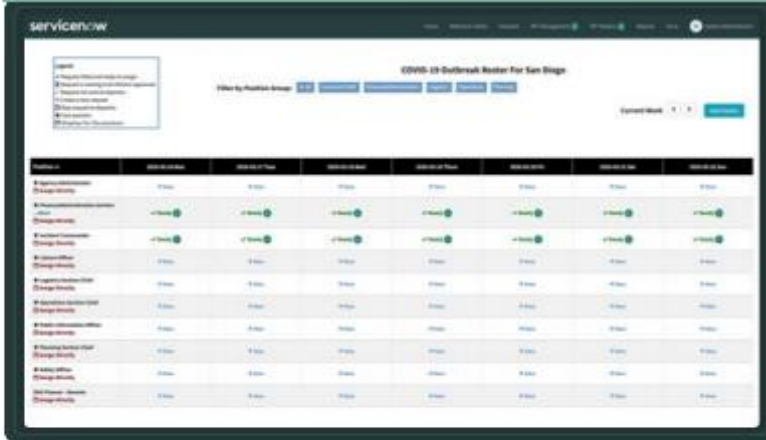


# Incident Timeline – Embrace the role of Trusted Advisor



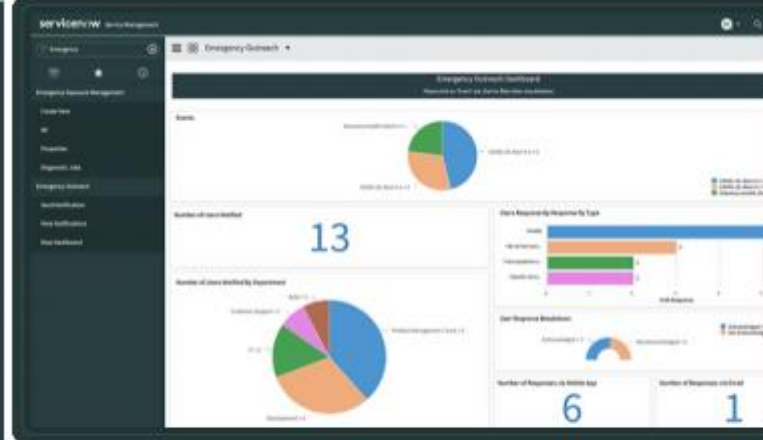
# The Applications

## Emergency Response Operations



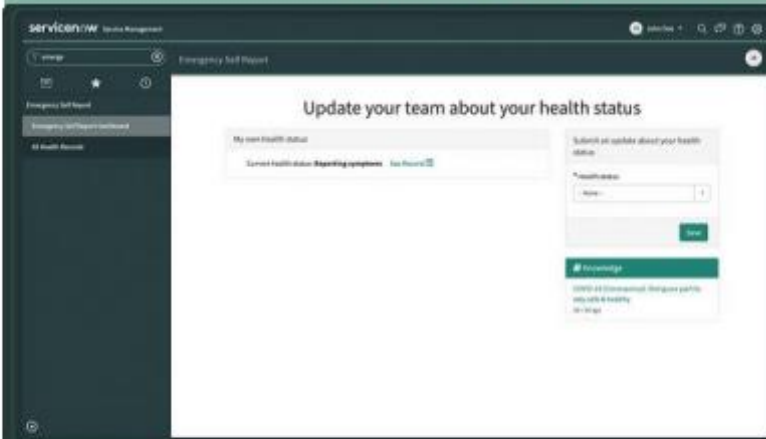
Optimize staff and resources to support emergency response for public agencies and other organizations.

## Emergency Outreach



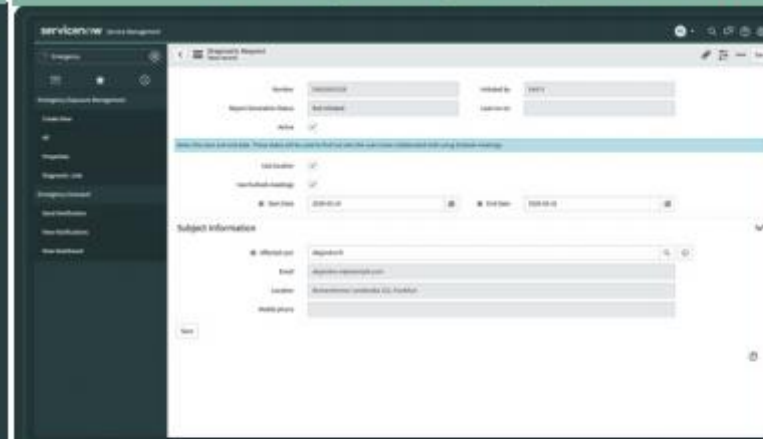
Distribute information and confirm employee safety and location through email or a mobile app

## Emergency Self Report



Enable employees to report illnesses and readiness to return, and initiate workflows to help managers respond

## Emergency Exposure Management



Identify and manage exposure risk when an employee is diagnosed with an illness

# User Dashboard

## My BIA Approvals ?

Name	New	In progress	Submitted	Approved	Date Due
Bond Trading BIA - 2020					2020-04-15

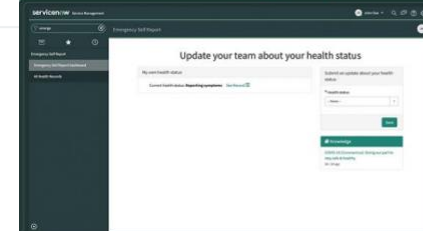
## My Plan Approvals ?

Name	New	In progress	Submitted	Approved	Date Due
		---			

## My BIAs ?

Name	New	In progress	Submitted	Approved	Date Due
Invoice Management BIA					2020-04-30
Cognos Application Impact Analysis					2020-02-24
SAP BIA					2020-02-14
Client Services BIA					2020-04-10
Cloud Contact Center BIA					2020-03-27

## Emergency Self Report



Enable employees to report illnesses and readiness to return, and initiate workflows to help managers respond

## Emergency Outreach



Distribute information and confirm employee safety and location through email or a mobile app

## Emergency Exposure Management



Identify and manage exposure risk when an employee is diagnosed with an illness

### Employees with symptoms or in quarantine

Employee	Health status
Scott Seixas	Reporting symptoms
Fred Luddy	Reporting symptoms
David Loo	Reporting symptoms
Rick Pierce	Reporting symptoms

\* Health status

-- None --

Save

### Knowledge

COVID-19 (Coronavirus): Doing our part to stay safe & healthy

2 • 24d ago

COVID-19 Restricted Travel Policy

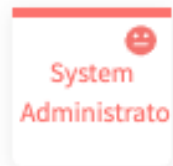
0 • 24d ago

Working from home

0 • 24d ago

## Manager or Admin view into Employee Self Report App

### Team overview



### My direct reports' open tasks

<input type="checkbox"/>	Short Description	Assigned to	Actions
<input type="checkbox"/>	Unable to access SURF.	Jacinto Gawron	Reassign

# Business Continuity Management

## Use Cases



Business Impact  
Analysis



BC/DR  
Planning



Plan Exercising  
Recovery  
Management



Crisis  
Management



APM /  
Service Mapping



Service Mapping



Facilities Mgmt



Vendor Mgmt



Workflow



Security Operations



ITSM/ITOM



Mobile



Mass  
Notification



Integration /  
Orchestration



# What make ServiceNow BCM unique

# ServiceNow is the only modern integrated platform

With a singular focus on the employee experience



Exceptional consumerized experiences



Simplified data sharing and reporting



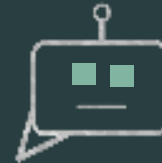
Familiar interfaces used by front line employees in every department



Mobility Solutions



Mobile studio app designer



Chatbots



Common data model



Large partner ecosystem



Rapid time to value



Global, scalable, and trusted

# Cloud platform built for reliability and scale

What happens in an hour on the ServiceNow Cloud



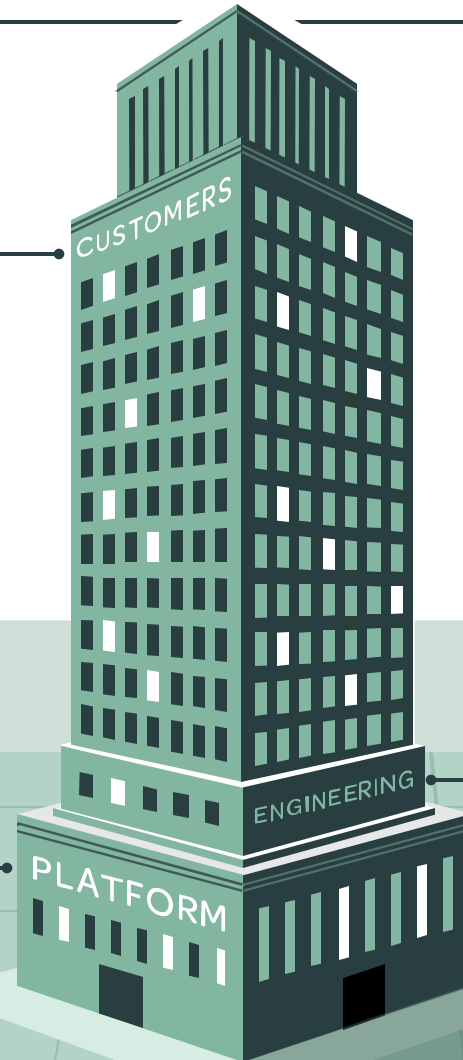
## In one hour our customers:

- **3.8 million** perf. analytics scores computed
- **1.1 million** configuration items added
- **280,000** notifications sent
- **92,000** assets added
- **221,000** live feed messages
- **36,300** change requests
- **15,600** workflow activities



## In one hour on our infrastructure:

- **62.7 billion** database queries
- **261 million** HTTP requests
- **2.5 million** emails
- **44 million** API calls
- **1 petabyte** of backups



## Every hour of the day our Engineering teams:

- Develop code across the globe in **10 global development locations**
- Use **500+ copies** of ServiceNow for quality engineering testing
- Run **144,000** automated quality engineering tests
- **85+ scrum teams**

# How ServiceNow can help you



## IMPROVE DECISIONS AND PERFORMANCE

... with BC and DR workflows and reporting integrated across the enterprise



## GAIN REAL-TIME VISIBILITY INTO BCM ACROSS YOUR BUSINESS

... with executive and management dashboard reporting – at scale



## REDUCE INEFFICIENCIES AND RESPONSE TIMES

... with automated cross-functional workflows across your enterprise



## BUILD A SERVICE-AWARE AND RESILIENT ORGANIZATION

... with BCDR workflow embedded in daily work activities

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Questions?

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# Thank you

<https://www.servicenow.com/grc>