

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
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|---|---|---|
| 1. Name and Address of Reporting Person * <u>Scarpelli Michael</u> (Last) (First) (Middle) <u>C/O SERVICENOW, INC.</u> <u>4810 EASTGATE MALL</u> (Street) <u>SAN DIEGO</u> <u>CA</u> <u>92121</u> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>ServiceNow, Inc. [NOW]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>02/13/2013</u> 4. If Amendment, Date of Original Filed (Month/Day/Year) | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>CHIEF FINANCIAL OFFICER</u> 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person |
|---|---|---|

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|--------------------------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock | 02/13/2013 | | M ⁽¹⁾ | | 10,000 | A | \$3 | 287,308 ⁽²⁾ | D | |
| Common Stock | 02/13/2013 | | s ⁽¹⁾ | | 10,000 ⁽³⁾ | D | \$29.5173 ⁽⁴⁾ | 277,308 | D | |
| Common Stock | 02/14/2013 | | M ⁽¹⁾ | | 10,000 | A | \$3 | 287,308 | D | |
| Common Stock | 02/14/2013 | | s ⁽¹⁾ | | 900 ⁽³⁾ | D | \$31.0072 ⁽⁵⁾ | 286,408 | D | |
| Common Stock | 02/14/2013 | | s ⁽¹⁾ | | 4,200 ⁽³⁾ | D | \$32.2285 ⁽⁶⁾ | 282,208 | D | |
| Common Stock | 02/14/2013 | | s ⁽¹⁾ | | 4,900 ⁽³⁾ | D | \$32.8032 ⁽⁷⁾ | 277,308 | D | |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|--------|--|-----------------|---|----------------------------|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Employee Stock Option (Right to Buy) | \$3 | 02/13/2013 | | M ⁽¹⁾ | | | 10,000 | (8)(9) | 08/14/2021 | Common Stock | 10,000 | \$0 | 1,369,044 | D | |
| Employee Stock Option (Right to Buy) | \$3 | 02/14/2013 | | M ⁽¹⁾ | | | 10,000 | (8)(9) | 08/14/2021 | Common Stock | 10,000 | \$0 | 1,359,044 | D | |

Explanation of Responses:

1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
2. Includes 1,500 shares acquired under the Issuer's Employee Stock Purchase Plan on January 31, 2013.
3. Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).
4. Represents the weighted average sales price per share. The shares sold at prices ranging from \$29.05 to \$29.82 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
5. Represents the weighted average sales price per share. The shares sold at prices ranging from \$30.47 to \$31.38 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
6. Represents the weighted average sales price per share. The shares sold at prices ranging from \$31.60 to \$32.59 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
7. Represents the weighted average sales price per share. The shares sold at prices ranging from \$32.60 to \$33.00 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
8. Immediately exercisable.
9. The stock option grant shall vest as to 1/4th of the total number of shares on August 15, 2012 and thereafter shall vest as to 1/48th of the total number of shares in equal monthly installments.

Remarks:

/s/ Michael P. Scarpelli by
Ethan Christensen, Attorney-in-Fact

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.