FORM 3

SCGF IV MANAGEMENT LP

3000 SAND HILL ROAD

(First)

CA

(Last)

4-250

(Street)

MENLO PARK

(Middle)

94025

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number: 3235-0104

Estimated average burden

					0200111120			hours per	response: 0.5
					on 16(a) of the Securities Exchar				
1. Name and Address of Reporting Person* SCGF GENPAR LTD			2. Date of Event Requiring Statement (Month/Day/Year) 06/28/2012		3. Issuer Name and Ticker or Trading Symbol ServiceNow, Inc. [NOW]				
(Last) (First) (Middle) 3000 SAND HILL ROAD 4-250		Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner			5. If Amendment, Date of Original Filed (Month/Day/Year)				
(Street) MENLO PARK	CA	94025			Officer (give title Other (specify below) below)			6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X Form filed by More than One Reporting Person	
(City)	(State)	(Zip)							
			Table I - N	lon-Deri	ative Securities Benefic	cially Owned			
1. Title of Sec	urity (Instr. 4)				2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownershi Form: Direct or Indirect (I (Instr. 5)	t (D) (Instr.		Beneficial Ownership
Common Stock				18,452	I		By Sequoia Capital U.S. Growth Fur IV, LP ⁽¹⁾		
Common Stock				812	I		By Sequoia Capital USGF Principals Fund IV, LP ⁽¹⁾		
Common Sto	ock				337,500	I	By SO	By SC US GF V Holdings, Ltd. ⁽²⁾	
					tive Securities Beneficia		:)		
1. Title of Derivative Security (Instr. 4)			2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underl Derivative Security (Instr. 4)		4. Conversion or Exercise	e Form:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
			Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Price of Derivative Security	Direct (D) or Indirect (I) (Instr. 5)	
Series D Cor	nvertible Preferr	ed Stock	(3)	(3)	Common Stock	22,929,800(4)	(3)	I	By Sequoia Capital U.S. Growth Fund IV, LP ⁽¹⁾
Series D Convertible Preferred Stock		(3)	(3)	Common Stock	995,280 ⁽⁴⁾	(3)	I	By Sequoia Capital USGF Principals Fund IV, LP ⁽¹⁾	
	ddress of Reportin	g Person [*]							
(Last) 3000 SAND 4-250	0 SAND HILL ROAD								
(Street) MENLO PARK CA 9402		25							
(City)	(State)	(Zip)							
1. Name and A	ddress of Reportin	g Person*							

(City)	(State)	(Zip)
Name and Address SEQUOIA CA LP		on* GROWTH FUND IV
(Last) 3000 SAND HILL 4-250	(First)	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address SEQUOIA CA FUND IV LP		on* F PRINCIPALS
(Last) 3000 SAND HILL 4-250	(First)	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address SC US GF V F		
(Last) 3000 SAND HILL 4-250	(First)	(Middle)
(Street) MENLO PARK	CA	
(City)	(State)	(Zip)
1. Name and Address <u>SCGF V Mana</u>		
(Last) 3000 SAND HILL 4-250	(First)	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address <u>SC GF V TT, I</u>		on [*]
(Last) 3000 SAND HILL 4-250	(First)	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address SEOUOIA CA		on* GROWTH FUND V,
<u>L.P.</u>		

4-250						
(Street) MENLO PARK	CA	94025				
(City)	(State)	(Zip)				
1. Name and Address of Reporting Person* <u>SEQUOIA CAPITAL USGF PRINCIPALS</u> <u>FUND V, L.P.</u>						
(Last) (First) (Middle) 3000 SAND HILL ROAD 4-250						
(Street) MENLO PARK	CA	94025				
(City)	(State)	(Zip)				

Explanation of Responses:

1. SCGF GenPar, Ltd. ("SCGF GenPar") is the sole general partner of SCGF IV Management, L.P. ("SCGF IV Management"), which is the sole general partner of Sequoia Capital US Growth Fund IV, L.P. and Sequoia Capital USGF Principals Fund IV, L.P. As a result, SCGF GenPar and SCGF IV Management may be deemed to share voting and dispositive power with respect to the shares held by Sequoia Capital US Growth Fund IV, L.P. and Sequoia Capital USGF Principals Fund IV, L.P. Each of the filing persons disclaims beneficial ownership of these securities except to the extent of its pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.

- 2. SC GF V TT, Ltd. ("SCGF V") is the sole general partner of SCGF V Management, L.P. ("SCGF V Management"), which is the sole general partner of each of Sequoia Capital US Growth Fund V, L.P. and Sequoia Capital USGF Principals Fund V, L.P. together own 100% of the outstanding ordinary shares of SC US GF V Holdings, Ltd. As a result, Sequoia Capital US Growth Fund V, L.P., Sequoia Capital USGF Principals Fund V, L.P., SCGF V and SCGF V Management may be deemed to share voting and dispositive power with respect to the shares held by SC US GF V Holdings, Ltd. Each of the filing persons disclaims beneficial ownership of these securities except to the extent of its pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.
- 3. Each share Series D Convertible Preferred Stock is convertible into eight shares of common stock upon the completion of the Issuer's initial public offering and has no expiration date.
- 4. Represents the number of shares of common stock issuable upon conversion of the Series D Convertible Preferred Stock on the terms specified in footnote (3).

/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd	06/28/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P.	06/28/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P., the General Partner of Sequoia Capital U.S. Growth Fund IV, L.P.	06/28/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P., the General Partner of Sequoia Capital USGF Principals Fund IV, L.P.	06/28/2012
/s/ Douglas Leone, Director of SC US GF V Holdings, Ltd.	06/28/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P	06/28/2012
/s/ <u>Douglas Leone, a Managing</u> <u>Director of SC GF V TT, Ltd</u>	06/28/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P., the General Partner of Sequoia Capital US Growth Fund V, L.P	06/28/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P., the General Partner of Sequoia Capital USGF Principals Fund V, L.P.	<u>06/28/2012</u>
** Signature of Reporting Person	Date

 $^{^{\}star}$ If the form is filed by more than one reporting person, see Instruction 5 (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.