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# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## Schedule 13G

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES  
13d-1 (b), (c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)  
(Amendment No.   )

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## SERVICENOW, INC.

(Name of Issuer)

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COMMON STOCK

(Title of Class of Securities)

81762P102

(CUSIP Number)

12/31/12

(Date of Event Which Requires Filing of this Statement)

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☐ Rule 13d-1(b)

☐ Rule 13d-1(c)

☒ Rule 13d-1(d)

(Continued on following pages)

1	NAME OF REPORTING PERSON  SEQUOIA CAPITAL U.S. GROWTH FUND IV, L.P. (“SCGF IV”)  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-0589567		
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>		
3	SEC USE ONLY		
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0	
	6	SHARED VOTING POWER  22,948,252	
	7	SOLE DISPOSITIVE POWER  0	
	8	SHARED DISPOSITIVE POWER  22,948,252	
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  22,948,252		
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  18.3%		
12	TYPE OF REPORTING PERSON  PN		

1	NAME OF REPORTING PERSON  SEQUOIA CAPITAL USGF PRINCIPALS FUND IV, L.P. (“SCGF IV PF”)  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-0619227	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  996,092
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  996,092
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  996,092	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.8%	
12	TYPE OF REPORTING PERSON  PN	

1	NAME OF REPORTING PERSON  SCGF IV MANAGEMENT, L.P. (“SCGF IV MGMT”)  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-0589559	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares are directly held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and SCGF IV PF.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares are directly held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and SCGF IV PF.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  23,944,344	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  19.1%	
12	TYPE OF REPORTING PERSON  PN	

1	NAME OF REPORTING PERSON  SCGF GENPAR, LTD. (“SCGF GP”)  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-0603717	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares are directly held by SCGF IV PF. SCGF GP is the General Partner of SCGF IV MGMT.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares are directly held by SCGF IV PF. SCGF GP is the General Partner of SCGF IV MGMT.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  23,944,344	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  19.1%	
12	TYPE OF REPORTING PERSON  OO	

1	NAME OF REPORTING PERSON  SC US GF V HOLDINGS, LTD. (“SCGF V HOLD”)  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-1019224	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  337,500
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  337,500
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  337,500	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.3%	
12	TYPE OF REPORTING PERSON  OO	

1	NAME OF REPORTING PERSON  SEQUOIA CAPITAL U.S. GROWTH FUND V, L.P. ("SCGF V")  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-1017204	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  337,500 shares, all of which are held directly by SCGF V HOLD.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  337,500 shares, all of which are held directly by SCGF V HOLD.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  337,500	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.3%	
12	TYPE OF REPORTING PERSON  PN	

1	NAME OF REPORTING PERSON  SEQUOIA CAPITAL USGF PRINCIPALS FUND V, L.P. ("SCGF V PF")  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-1017231	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  337,500 shares, all of which are held directly by SCGF V HOLD.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  337,500 shares, all of which are held directly by SCGF V HOLD.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  337,500	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.3%	
12	TYPE OF REPORTING PERSON  PN	



1	NAME OF REPORTING PERSON  SCGF V MANAGEMENT, L.P. ("SCGF V MGMT")  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-1017014	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  337,500 shares, all of which are held directly by SCGF V HOLD. SCGF V MGMT is the General Partner of SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary shares of SCGF V HOLD.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  337,500 shares, all of which are held directly by SCGF V HOLD. SCGF V MGMT is the General Partner of SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary shares of SCGF V HOLD.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  337,500	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.3%	
12	TYPE OF REPORTING PERSON  PN	

1	NAME OF REPORTING PERSON  SC GF V TT, LTD. ("SC GF V TT")  I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  98-1016997	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION  CAYMAN ISLANDS	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER  0
	6	SHARED VOTING POWER  337,500 shares, all of which are held directly by SCGF V HOLD. SC GF V TT is the General Partner of SCGF V MGMT, which is the General Partner of each of SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary shares of SCGF V HOLD.
	7	SOLE DISPOSITIVE POWER  0
	8	SHARED DISPOSITIVE POWER  337,500 shares, all of which are held directly by SCGF V HOLD. SC GF V TT is the General Partner of SCGF V MGMT, which is the General Partner of each of SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary shares of SCGF V HOLD.
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  337,500	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  0.3%	
12	TYPE OF REPORTING PERSON  OO	

## ITEM 1.

- (a) Name of Issuer: ServiceNow, Inc.
- (b) Address of Issuer's Principal Executive Offices:
- 4810 Eastgate Mall  
San Diego, CA 92121

## ITEM 2.

- (a) Name of Persons Filing:
- Sequoia Capital U.S. Growth Fund IV, L.P.  
Sequoia Capital USGF Principals Fund IV, L.P.  
SCGF IV Management, L.P.  
SCGF GenPar, Ltd.  
SC US GF V Holdings, Ltd.  
Sequoia Capital U.S. Growth Fund V, L.P.  
Sequoia Capital USGF Principals Fund V, L.P.  
SCGF V Management, L.P.  
SC GF V TT, Ltd.
- SCGF IV MGMT is the General Partner of each of SCGF IV and SCGF IV PF. SCGF GP is the General Partner of SCGF IV MGMT. SC GF V TT is the General Partner of SCGF V MGMT. SCGF V MGMT is the General Partner of each of SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary shares of SCGF V HOLD.
- (b) Address of Principal Business Office or, if none, Residence:
- 3000 Sand Hill Road, 4-250  
Menlo Park, CA 94025
- Citizenship:
- SCGF IV MGMT, SCGF IV, SCGF IV PF, SCGF GP, SC GF V TT, SCGF V MGMT, SCGF V HOLD, SCGF V, SCGF V PF: Cayman Islands
- (c) Title of Class of Securities: Common Stock
- (d) CUSIP Number: 81762P102

ITEM 3. If this statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:  
NOT APPLICABLE

ITEM 4. Ownership  
SEE ROWS 5 THROUGH 11 OF COVER PAGES

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS  
If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following. ☐

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON  
NOT APPLICABLE

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY OR CONTROL PERSON  
NOT APPLICABLE

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP  
NOT APPLICABLE

ITEM 9. NOTICE OF DISSOLUTION OF GROUP  
NOT APPLICABLE

ITEM 10. CERTIFICATION  
NOT APPLICABLE

## SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 13, 2013

Sequoia Capital U.S. Growth Fund IV, L.P.

Sequoia Capital USGF Principals Fund IV, L.P.

By: SCGF IV Management, L.P.

A Cayman Islands exempted limited partnership

General Partner of Each

By: SCGF GenPar, Ltd

A Cayman Islands limited liability company

Its General Partner

By: /s/ Douglas Leone

Douglas Leone, Managing Director

SCGF IV Management, L.P.

A Cayman Islands exempted limited partnership

By: SCGF GenPar, Ltd

A Cayman Islands limited liability company

Its General Partner

By: /s/ Douglas Leone

Douglas Leone, Managing Director

SCGF GenPar, Ltd

A Cayman Islands limited liability company

By: /s/ Douglas Leone

Douglas Leone, Managing Director

SC US GF V Holdings, Ltd.  
a Cayman Islands exempted company

By: Sequoia Capital U.S. Growth Fund V, L.P.  
Sequoia Capital USGF Principals Fund V, L.P. both  
Cayman Islands exempted limited partnerships, its  
Members

By: SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership,  
General Partner of each

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

Sequoia Capital U.S. Growth Fund V, L.P.  
Sequoia Capital USGF Principals Fund V, L.P.  
both Cayman Islands exempted limited partnerships

By: SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership,  
General Partner of each

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SC GF V TT, Ltd.,  
a Cayman Islands exempted company

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

EXHIBIT 1

## AGREEMENT AS TO JOINT FILING OF SCHEDULE 13G

The undersigned hereby agree that the Schedule 13G relating to the common stock of ServiceNow, Inc., and any further amendments thereto, to which this Agreement as to Joint Filing of Schedule 13G is attached as an exhibit is filed on behalf of each of them pursuant to and in accordance with the provisions of Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended.

Date: February 13, 2013

Sequoia Capital U.S. Growth Fund IV, L.P.  
Sequoia Capital USGF Principals Fund IV, L.P.

By: SCGF IV Management, L.P.  
A Cayman Islands exempted limited partnership  
General Partner of Each

By: SCGF GenPar, Ltd  
A Cayman Islands limited liability company  
Its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SCGF IV Management, L.P.  
A Cayman Islands exempted limited partnership

By: SCGF GenPar, Ltd  
A Cayman Islands limited liability company  
Its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SCGF GenPar, Ltd  
A Cayman Islands limited liability company

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SC US GF V Holdings, Ltd.  
a Cayman Islands exempted company

By: Sequoia Capital U.S. Growth Fund V, L.P.  
Sequoia Capital USGF Principals Fund V, L.P. both  
Cayman Islands exempted limited partnerships, its  
Members

By: SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership,  
General Partner of each

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General  
Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

Sequoia Capital U.S. Growth Fund V, L.P.  
Sequoia Capital USGF Principals Fund V, L.P.  
both Cayman Islands exempted limited partnerships

By: SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership,  
General Partner of each

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SCGF V Management, L.P.,  
a Cayman Islands exempted limited partnership

By: SC GF V TT, Ltd.,  
a Cayman Islands exempted company, its General  
Partner

By: /s/ Douglas Leone  
Douglas Leone, Managing Director

SC GF V TT, Ltd.,  
a Cayman Islands exempted company

By: /s/ Douglas Leone  
Douglas Leone, Managing Director