## SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# 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. )

# SERVICENOW, INC.

(Name of Issuer)

COMMON STOCK (Title of Class of Securities)

> 81762P102 (CUSIP Number)

12/31/12 (Date of Event Which Requires Filing of this Statement)

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

Rule 13d-1(b) 

Rule 13d-1(c)

Х Rule 13d-1(d)

(Continued on following pages)

Page 1 of 16 Pages

| CUSIPN | NO. 81762  | PIC | 13 G  | Page 2 of 16 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)                                 |     |   |                    |  |  |  |
|        | 98-058   | 895 | 67  |                    |  |  |  |
| 2      |  |     | IE APPROPRIATE BOX IF A MEMBER OF A GROUP                           | -                  |  |  |  |
|        | (a) 🗆  |     | b) 🛛  |                    |  |  |  |
| 3      | SEC US   | ΕC  | NLY   |                    |  |  |  |
| 4      | CITIZE   | NSI | HP OR PLACE OF ORGANIZATION   |                    |  |  |  |
|        | CAYM   | IAI | N ISLANDS   |                    |  |  |  |
|        |  | 5   | SOLE VOTING POWER   |                    |  |  |  |
| NUM    | BER OF   |     | 0   |                    |  |  |  |
|        | ARES<br>FICIALLY   | 6   | SHARED VOTING POWER   |                    |  |  |  |
| OWN    | NED BY   |     | 22,948,252  |                    |  |  |  |
|        | ACH<br>ORTING  | 7   | SOLE DISPOSITIVE POWER  |                    |  |  |  |
|        | RSON<br>/ITH   |     |   |                    |  |  |  |
|        |  | 8   |   |                    |  |  |  |
| 9      | ACCDE  |     | 22,948,252<br>TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |                    |  |  |  |
| 5      |  |     |   |                    |  |  |  |
| 10     | 22,948,252     10   CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES □ |     |   |                    |  |  |  |
| -      |  |     |   |                    |  |  |  |
| 11     | 11 PERCEN  |     | RCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                       |                    |  |  |  |
| 12     | 18.3%   2 TYPE OF REPORTING PERSON   |     |   |                    |  |  |  |
| 12     |  | r f | EFORING FERJUN  |                    |  |  |  |
|        | PN   |     |   |                    |  |  |  |

| S               | SEQUC  |  | REPORTING PERSON                                      |  |  |  |  |  |
|-----------------|--|--|---|--|--|--|--|--|
|                 | -  | )I/  |   |  |  |  |  |  |
|                 |  | SEQUOIA CAPITAL USGF PRINCIPALS FUND IV, L.P. ("SCGF IV PF") |   |  |  |  |  |  |
| I               | I.R.S. ID  | I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)   |   |  |  |  |  |  |
| 9               | 98-0619  | 92   | 27  |  |  |  |  |  |
|                 | CHECK  |  | E APPROPRIATE BOX IF A MEMBER OF A GROUP<br>b) ⊠      |  |  |  |  |  |
| 3 5             | SEC USE  | ΞO   | NLY   |  |  |  |  |  |
| 4 0             | CITIZEN  | ISF  | IIP OR PLACE OF ORGANIZATION                          |  |  |  |  |  |
| 0               | CAYM   | A٢   | N ISLANDS   |  |  |  |  |  |
|                 |  | 5  | SOLE VOTING POWER                                     |  |  |  |  |  |
| NUMBI           | ER OF  |  | 0   |  |  |  |  |  |
| SHAI<br>BENEFIC |  | 6  | SHARED VOTING POWER                                   |  |  |  |  |  |
| OWNE            | ED BY  |  | 996,092   |  |  |  |  |  |
| EAC<br>REPOR    |  | 7  | SOLE DISPOSITIVE POWER                                |  |  |  |  |  |
| PERS            |  |  | 0   |  |  |  |  |  |
| WIT             | IH   | 8  | SHARED DISPOSITIVE POWER                              |  |  |  |  |  |
|                 |  |  | 996,092   |  |  |  |  |  |
| 9 A             | AGGRE  | GΑ   | TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |  |  |  |  |  |
|                 | 996,092  |  |   |  |  |  |  |  |
| 10 0            | 0 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |  |   |  |  |  |  |  |
| 11 F            | PERCEN   | T (  | OF CLASS REPRESENTED BY AMOUNT IN ROW 9               |  |  |  |  |  |
| 0.8%            |  |  |   |  |  |  |  |  |
| 12 7            | TYPE OI  | FR   | EPORTING PERSON                                       |  |  |  |  |  |
| I               | PN   |  |   |  |  |  |  |  |

|     |  |     |  | Tage 4 of 10 Tages |  |  |  |
|-----|--|-----|--|--------------------|--|--|--|
| 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   |  |     | IE APPROPRIATE BOX IF A MEMBER OF A GROUP  |                    |  |  |  |
| -   | (a) □  |     | b) 🛛   |                    |  |  |  |
| 3   | SEC US   | E C | NLY  |                    |  |  |  |
| 4   | CITIZE   | NSF | HIP OR PLACE OF ORGANIZATION   |                    |  |  |  |
|     | CAYN   | IAI | N ISLANDS  |                    |  |  |  |
|     |  | 5   | SOLE VOTING POWER  |                    |  |  |  |
|     |  |     | 0  |                    |  |  |  |
| NUM | BER OF   | 6   | SHARED VOTING POWER  |                    |  |  |  |
| -   | ARES   |     | 22.044.244 shawa a fa hish 22.040.252 shawa awaliwada haldha GCCE Wasad 000.002  | -h                 |  |  |  |
|     | FICIALLY<br>NED BY   | Č   | 23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and Security Security 20,000 states and security 20,000 states are directly held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and 996,092 held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly held by SCGF IV and Security 20,000 states are directly 20,000 states are directly 20,000 states are directly held by SCGF IV and Security 20,000 states are directly 20,000 states are directly held by SCGF IV and Security 20,000 states are directly 20,000 states are |                    |  |  |  |
|     | ACH<br>DRTING  | 7   | SOLE DISPOSITIVE POWER   |                    |  |  |  |
|     | RSON   |     | 0  |                    |  |  |  |
| W   | /ITH   | 8   | SHARED DISPOSITIVE POWER   |                    |  |  |  |
|     |  |     | 23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 held by SCGF IV PF. SCGF IV MGMT is the General Partner of each of SCGF IV and S   |                    |  |  |  |
| 9   | AGGRE  | GA  | TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  |                    |  |  |  |
|     | 23,944   | ,34 | 4  |                    |  |  |  |
| 10  |  |     | )X IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES $\ \square$  |                    |  |  |  |
| 11  | PERCE  | NT  | OF CLASS REPRESENTED BY AMOUNT IN ROW 9  |                    |  |  |  |
|     | 19.1%  |     |  |                    |  |  |  |
| 12  |  |     | REPORTING PERSON   |                    |  |  |  |
|     | PN   |     |  |                    |  |  |  |
|     |  |     |  |                    |  |  |  |

|    |   |   | 0           |  |  |  |  |
|----|---|---|-------------|--|--|--|--|
| 1  | NAME OF   | F REPORTING PERSON  |             |  |  |  |  |
|    | SCGF GENPAR, LTD. ("SCGF GP")                   |   |             |  |  |  |  |
|    | I.R.S. IDE                                      | I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  |             |  |  |  |  |
|    | 98-06032  | 717   |             |  |  |  |  |
|    |   |   |             |  |  |  |  |
| 2  |   | THE APPROPRIATE BOX IF A MEMBER OF A GROUP  |             |  |  |  |  |
|    | (a) 🗆   | (b) 🗵   |             |  |  |  |  |
| 3  | SEC USE   | ONLY  |             |  |  |  |  |
| 4  | CITIZENS  | SHIP OR PLACE OF ORGANIZATION   |             |  |  |  |  |
|    | CAYMA   | AN ISLANDS  |             |  |  |  |  |
|    | 5   | 5 SOLE VOTING POWER   |             |  |  |  |  |
|    |   |   |             |  |  |  |  |
|    |   | 0   |             |  |  |  |  |
|    | DLICOI  | 6 SHARED VOTING POWER   |             |  |  |  |  |
|    | ARES  | 22.044.244 shares of a birth 22.040.252 shares are directly hold by SCCE IV and 000.002 shares or                     |             |  |  |  |  |
|    | FICIALLY  | 23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares are held by SCGF IV MCMT | e directly  |  |  |  |  |
|    | IED BY  | held by SCGF IV PF. SCGF GP is the General Partner of SCGF IV MGMT.   |             |  |  |  |  |
|    | ACH 7<br>DRTING                                 | 7 SOLE DISPOSITIVE POWER  |             |  |  |  |  |
|    | RSON  | 0   |             |  |  |  |  |
|    |   | 8 SHARED DISPOSITIVE POWER  |             |  |  |  |  |
|    | Ĺ   | 5 SHARED DISPOSITIVE FOWER  |             |  |  |  |  |
|    |   | 23,944,344 shares of which 22,948,252 shares are directly held by SCGF IV and 996,092 shares ar                       | re directly |  |  |  |  |
|    |   | held by SCGF IV PF. SCGF GP is the General Partner of SCGF IV MGMT.   | e all ceary |  |  |  |  |
| 9  | AGGREG  | ATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  |             |  |  |  |  |
|    | 23,944,3  | 344   |             |  |  |  |  |
| 10 |   |   |             |  |  |  |  |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 |   |             |  |  |  |  |
|    | 10 10/  |   |             |  |  |  |  |
| 10 | 19.1%   | REPORTING REPORT  |             |  |  |  |  |
| 12 | TYPE OF   | REPORTING PERSON  |             |  |  |  |  |
|    | 00  |   |             |  |  |  |  |
|    |   |   |             |  |  |  |  |

| COSIL | NU. 01/02  | .1 10  | 15 G  | Page 6 01 16 Pages |  |  |  |  |  |
|-------|--|--|---|--------------------|--|--|--|--|--|
| 1     | NAME   | OF   | REPORTING PERSON                                      |                    |  |  |  |  |  |
|       | SC US GF V HOLDINGS, LTD. ("SCGF V HOLD")                              |  |   |                    |  |  |  |  |  |
|       | I.R.S. II  | I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) |   |                    |  |  |  |  |  |
|       | 98-101   | 92   | 24  |                    |  |  |  |  |  |
| 2     | CHECK<br>(a) □   |  | E APPROPRIATE BOX IF A MEMBER OF A GROUP<br>b) ⊠      |                    |  |  |  |  |  |
| 3     | SEC US   | E C  | NLY   |                    |  |  |  |  |  |
| 4     | CITIZE   | NSF  | HP OR PLACE OF ORGANIZATION                           |                    |  |  |  |  |  |
|       | CAYM   | IAI  | N ISLANDS   |                    |  |  |  |  |  |
|       |  | 5  | SOLE VOTING POWER                                     |                    |  |  |  |  |  |
|       | BER OF   |  | 0   |                    |  |  |  |  |  |
| _     | ARES<br>FICIALLY   | 6  |   |                    |  |  |  |  |  |
|       | NED BY   |  | 337,500   |                    |  |  |  |  |  |
|       | ACH<br>ORTING  | 7  | SOLE DISPOSITIVE POWER                                |                    |  |  |  |  |  |
|       | RSON   |  | 0   |                    |  |  |  |  |  |
| W     | /ITH   | 8  | SHARED DISPOSITIVE POWER                              |                    |  |  |  |  |  |
|       |  |  | 337,500   |                    |  |  |  |  |  |
| 9     | AGGRE  | GA   | TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |                    |  |  |  |  |  |
|       | 337,500  |  |   |                    |  |  |  |  |  |
| 10    | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES □ |  |   |                    |  |  |  |  |  |
| 11    | 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                     |  |   |                    |  |  |  |  |  |
|       | 0.3%   |  |   |                    |  |  |  |  |  |
| 12    | TYPE C   | OF R   | EPORTING PERSON                                       |                    |  |  |  |  |  |
|       | 00   |  |   |                    |  |  |  |  |  |
|       |  |  |   |                    |  |  |  |  |  |

| COSIT | NU. 01/02   | 1 10   | 15 G   | Page / 01 16 Pages |  |  |  |  |
|-------|---|--|--|--------------------|--|--|--|--|
| 1     | NAME  | OF   | REPORTING PERSON   |                    |  |  |  |  |
|       | SEQU  | SEQUOIA CAPITAL U.S. GROWTH FUND V, L.P. ("SCGF V")        |  |                    |  |  |  |  |
|       | I.R.S. II   | I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) |  |                    |  |  |  |  |
|       | 98-101  | .72  | 04   |                    |  |  |  |  |
| 2     | CHECK<br>(a) □  |  | E APPROPRIATE BOX IF A MEMBER OF A GROUP<br>b) ⊠               |                    |  |  |  |  |
| 3     | SEC US  | ЕC   | NLY  |                    |  |  |  |  |
| 4     | CITIZE  | NSI  | HP OR PLACE OF ORGANIZATION                                    |                    |  |  |  |  |
|       | CAYM  | [A]  | N ISLANDS  |                    |  |  |  |  |
|       |   | 5  | SOLE VOTING POWER  |                    |  |  |  |  |
| NUM   | IBER OF   |  | 0  |                    |  |  |  |  |
| -     | ARES<br>FICIALLY  | 6  | SHARED VOTING POWER  |                    |  |  |  |  |
| OWN   | NED BY  |  | 337,500 shares, all of which are held directly by SCGF V HOLD. |                    |  |  |  |  |
|       | ACH<br>ORTING   | 7  | SOLE DISPOSITIVE POWER   |                    |  |  |  |  |
| PE    | RSON  |  | 0  |                    |  |  |  |  |
| W     | VITH  | 8  | SHARED DISPOSITIVE POWER                                       |                    |  |  |  |  |
|       |   |  | 337,500 shares, all of which are held directly by SCGF V HOLD. |                    |  |  |  |  |
| 9     | AGGRE   | GA   | TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON          |                    |  |  |  |  |
|       | 337,50  | 0  |  |                    |  |  |  |  |
| 10    | 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |  |  |                    |  |  |  |  |
| 11    | 11 PERCEN   |  | ERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                 |                    |  |  |  |  |
|       | 0.3%  |  |  |                    |  |  |  |  |
| 12    | TYPE C  | F F  | EPORTING PERSON  |                    |  |  |  |  |
|       | PN  |  |  |                    |  |  |  |  |
|       |   |  |  |                    |  |  |  |  |

| CUSIPN                      | IO. 81762   | PIC | 13 G   | Page 8 of 16 Pages |  |  |  |
|-----------------------------|---|-----|--|--------------------|--|--|--|
| 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)              |     |  |                    |  |  |  |
|                             | 98-101  | .72 | 31   |                    |  |  |  |
| 2                           | CHECK<br>(a) □  |     | IE APPROPRIATE BOX IF A MEMBER OF A GROUP<br>b) ⊠              |                    |  |  |  |
| 3                           | SEC US  |     |  |                    |  |  |  |
|                             | 017177  |     |  |                    |  |  |  |
| 4                           | CITIZEI   | NSI | HP OR PLACE OF ORGANIZATION                                    |                    |  |  |  |
|                             | CAYM  | IAI | N ISLANDS  |                    |  |  |  |
|                             |   | 5   | SOLE VOTING POWER  |                    |  |  |  |
|                             |   |     |  |                    |  |  |  |
| -                           | BER OF  | 6   | 0<br>SHARED VOTING POWER                                       |                    |  |  |  |
| -                           | ARES<br>FICIALLY  | -   | SHARED VOTING POWER  |                    |  |  |  |
|                             | NED BY  |     | 337,500 shares, all of which are held directly by SCGF V HOLD. |                    |  |  |  |
|                             | ACH   | 7   | SOLE DISPOSITIVE POWER   |                    |  |  |  |
|                             | ORTING  |     |  |                    |  |  |  |
|                             | RSON<br>/ITH  | _   | 0  |                    |  |  |  |
| **                          | 1111  | 8   | SHARED DISPOSITIVE POWER                                       |                    |  |  |  |
|                             |   |     | 337,500 shares, all of which are held directly by SCGF V HOLD. |                    |  |  |  |
| 9                           | AGGRE   | GA  | TE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON          |                    |  |  |  |
|                             |   | 0   |  |                    |  |  |  |
| 337,500                     |   |     |  |                    |  |  |  |
| 10                          | 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |     |  |                    |  |  |  |
| 11                          | 11 PERCEN   |     | ERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                 |                    |  |  |  |
| 0.3%                        |   |     |  |                    |  |  |  |
| 12 TYPE OF REPORTING PERSON |   |     |  |                    |  |  |  |
|                             | DN  |     |  |                    |  |  |  |
|                             | PN  |     |  |                    |  |  |  |

|      |  |      |   | 5 01 10 1 uges |  |  |
|------|--|------|---|----------------|--|--|
| 1    | NAME (   | OF I | F REPORTING PERSON  |                |  |  |
|      | SCGF   | VI   | MANAGEMENT, L.P. ("SCGF V MGMT")  |                |  |  |
|      | I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)             |      |   |                |  |  |
|      | 98-101   | 70   | 014   |                |  |  |
| 2    | CHECK  |      | HE APPROPRIATE BOX IF A MEMBER OF A GROUP   |                |  |  |
|      | (a) 🗆  | Ì    | (b) $\boxtimes$   |                |  |  |
| 3    | SEC US   | ΕO   | ONLY  |                |  |  |
| 4    | CITIZEI  | NSF  | SHIP OR PLACE OF ORGANIZATION   |                |  |  |
|      | CAYM   | [A]  | IN ISLANDS  |                |  |  |
|      |  | 5    | 5 SOLE VOTING POWER   |                |  |  |
|      |  |      | 0   |                |  |  |
|      |  | 6    | 5 SHARED VOTING POWER   |                |  |  |
|      | BER OF<br>ARES   |      | 337,500 shares, all of which are held directly by SCGF V HOLD. SCGF V MGMT is the General Par | tner of        |  |  |
| BENE | FICIALLY   |      | SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary s    | hares of       |  |  |
|      | IED BY<br>ACH  | 7    | SCGF V HOLD.<br>7 SOLE DISPOSITIVE POWER  |                |  |  |
|      | ORTING   | /    | Sole Distostitve rowek  |                |  |  |
|      | RSON   |      | 0   |                |  |  |
| W    | ΊΤΗ  | 8    | 3 SHARED DISPOSITIVE POWER  |                |  |  |
|      |  |      | 337,500 shares, all of which are held directly by SCGF V HOLD. SCGF V MGMT is the General Par | tner of        |  |  |
|      |  |      | SCGF V and SCGF V PF. SCGF V and SCGF V PF together own 100% of the outstanding ordinary s    | hares of       |  |  |
| 0    | ACCER  |      | SCGF V HOLD.  |                |  |  |
| 9    | AGGRE  | GA   | ATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  |                |  |  |
|      | 337,500  |      |   |                |  |  |
| 10   | 0 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |      |   |                |  |  |
| 11   | PERCEN   | VT ( | T OF CLASS REPRESENTED BY AMOUNT IN ROW 9   |                |  |  |
|      | 0.3%   |      |   |                |  |  |
| 12   | TYPE O   | FR   | 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)           |  |         |  |  |  |
|      | 98-10169   | 5997   |         |  |  |  |
| 2    |  | THE APPROPRIATE BOX IF A MEMBER OF A GROUP   |         |  |  |  |
|      | ~ /  | (b) 🛛  |         |  |  |  |
| 3    | SEC USE (  | ONLY   |         |  |  |  |
| 4    | CITIZENS   | SHIP OR PLACE OF ORGANIZATION  |         |  |  |  |
|      | CAYMA  | AN ISLANDS   |         |  |  |  |
|      | 5  | 5 SOLE VOTING POWER  |         |  |  |  |
|      |  | 0  |         |  |  |  |
|      | 6  | 6 SHARED VOTING POWER  |         |  |  |  |
| -    | BER OF<br>ARES   | 337,500 shares, all of which are held directly by SCGF V HOLD. SC GF V TT is the General Partner   | of SCGF |  |  |  |
| BENE | FICIALLY   | V MGMT, which is the General Partner of each of SCGF V and SCGF V PF. SCGF V and SCGF V I together own 100% of the outstanding ordinary shares of SCGF V HOLD. | PF      |  |  |  |
|      | NED BY<br>ACH 7  | 7 SOLE DISPOSITIVE POWER   |         |  |  |  |
|      | ORTING<br>RSON   | 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 SCCE |  |  |  |
|      |  | 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    | AGGREGA  | GATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  |         |  |  |  |
|      | 337,500  |  |         |  |  |  |
| 10   | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES |  |         |  |  |  |
| 11   | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9                      |  |         |  |  |  |
|      | 0.3%   |  |         |  |  |  |
| 12   | TYPE OF I  | REPORTING PERSON   |         |  |  |  |
|      | 00   |  |         |  |  |  |
|      |  |  |         |  |  |  |

#### 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

| CUSIP NO. 81762P102 |   | 13 G  | Page 12 of 16 Pages |
|---------------------|---|---|---------------------|
| 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 AP  | PLICABLE  |                     |
| ITEM 4.             | Ownership   |   |                     |
|                     | SEE ROWS 5 THROUG   | H 11 OF COVER PAGES   |                     |
| ITEM 5.             | OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS  |   |                     |
| 1                   | If this statement is being filed to report the fact that as of the han five percent of the class of securities, check the following. $\Box$ | late hereof the reporting person has ceased to be the benefic | ial owner of more   |
| ITEM 6.             | OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHAI  | F OF ANOTHER PERSON   |                     |
|                     | NOT AP  | PLICABLE  |                     |
| ITEM 7.             | IDENTIFICATION AND CLASSIFICATION OF THE SUBSI<br>THE PARENT HOLDING COMPANY OR CONTROL PERSO   |   | PORTED ON BY        |
|                     | NOT AP  | PLICABLE  |                     |
| ITEM 8.             | IDENTIFICATION AND CLASSIFICATION OF MEMBERS  | OF THE GROUP  |                     |
|                     | NOT AP  | PLICABLE  |                     |
| ITEM 9.             | NOTICE OF DISSOLUTION OF GROUP  |   |                     |
|                     | NOT AP  | PLICABLE  |                     |
| ITEM 10.            | CERTIFICATION   |   |                     |

NOT APPLICABLE

### 13 G SIGNATURE

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: <u>/s/ Douglas Leone</u> Douglas Leone, Managing Director

SCGF GenPar, Ltd A Cayman Islands limited liability company

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

- 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: <u>/s/ Douglas Leone</u> 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

#### 13 G

#### 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: <u>/s/ Douglas Leone</u> 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

- 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: <u>/s/ Douglas Leone</u> 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: <u>/s/ Douglas Leone</u> Douglas Leone, Managing Director

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

By: <u>/s/ Douglas Leone</u> Douglas Leone, Managing Director