# ServiceNow, Inc.

**NOW**

NYSE; business equipment; SIC 7372, Services-Prepackaged Software; CIK 0001373715

**B**

**second fifth of 498 graded peers in business equipment**

rank 115 of 498; percentile 22.9; sampling error 2.2 points; lower is stronger

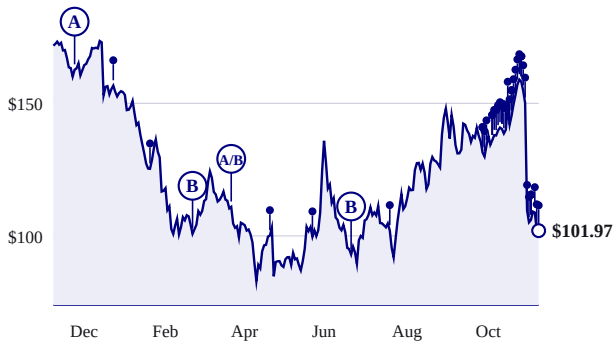
A B C D E

**B, the elk**



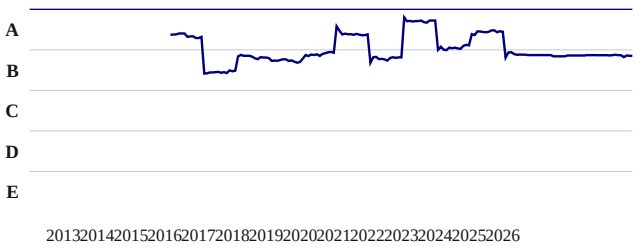
| Scoreboard | |
|---|---|
| **Profitability** | A/B<br>percentile 20.5 |
| **Solvency** | D<br>percentile 62.7 |
| **Growth and financing** | B/C<br>percentile 38.4 |
| **Reliability** | 0.94 AUC<br>filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025 |
| **Peer failure rate** | 0.52% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | over $2.67B assets<br>total assets $26.0B |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | none triggered<br>not computable: distress, fortress balance sheet |
| **Inputs computable** | 10 of 14 |
| **Graded from** | filings received through Jan 29, 2026<br>282 days before the rescan; latest periodic filing 10-Q received Oct 28, 2026 |
| **Last close** | $101.96<br>2026-11-06; market equity $105.8B; no price enters the letter |

**Share price, twelve months to the rescan**




*Split-adjusted close. Each lollipop is a rescan and carries the letter held then.*

**Letter at every rescan, 2012 to 2026**




*Sector percentile at each rescan, stronger toward the top; facts filed by each date only.*

## Business, in the company's words

*opening of Item 1 of the 10-K received Jan 29, 2026*

ServiceNow delivers solutions that help public and private organizations govern, secure and manage artificial intelligence and digitalize and streamline workflows to drive collaboration, productivity and better experiences across the enterprise. We offer an innovative suite of products, including AI-powered applications, and services designed to automate workflows, integrate systems and empower employees, regardless of existing systems, cloud environments or collaboration tools.

## The fourteen inputs

*lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight*

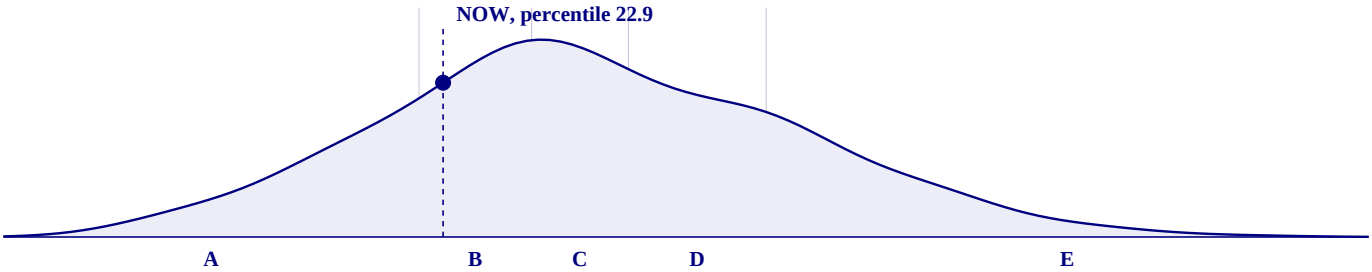
| Input | Value | Peer median | Percentile, 0 to 100 | Pct | Peers | Period end |
|---|---|---|---|---|---|---|
| **Profitability, sleeve percentile 20.5** | | | | | | |
| Gross profitability | 39.5% | 28.7% | | 28.3 | 555 | 2025-12-31 |
| Return on invested capital | not computable | 11.4% | | | | |
| *one or more required annual facts are missing* | | | | | | |
| Accruals ratio | (15.9%) | (7.3%) | | 25.3 | 618 | 2025-12-31 |

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| | | | | | | |
|---|---|---|---|---|---|---|
| Gross margin stability, five years | 0.8 pts | 2.3 pts | | 7.8 | 426 | 2025-12-31 |
| **Solvency, sleeve percentile 62.7** | | | | | | |
| Twelve-month failure probability | not computable | 0.06% | | | | |
| *latest liabilities, cash plus short-term investments, book equity, and shares are required* | | | | | | |
| Altman Z double-prime | 2.18 | 2.18 | | 43.4 | 565 | 2025-12-31 |
| Net debt to EBITDA | not computable | 1.08x | | | | |
| *one or more required annual facts are missing* | | | | | | |
| Interest coverage | not computable | 3.77x | | | | |
| *latest aligned inputs end 2022-12-31; latest annual assets end 2025-12-31* | | | | | | |
| Current ratio | 1.00x | 2.01x | | 82.0 | 663 | 2025-12-31 |
| **Growth and financing, sleeve percentile 38.4** | | | | | | |
| Revenue growth, three-year compound | 22.4% | 6.4% | | 16.3 | 535 | 2025-12-31 |
| Free cash flow growth, three-year compound | 28.2% | 18.0% | | 35.2 | 265 | 2025-12-31 |
| Reinvestment rate | (47.6%) | 13.5% | | 67.6 | 223 | 2025-12-31 |
| Asset growth, three years | 25.1% | 5.1% | | 13.4 | 560 | 2025-12-31 |
| Net share issuance, one year | 1.6% | 0.5% | | 59.5 | 408 | 2026-01-23 |

## Among 498 peers

*business equipment; letters are fifths of this list*




*Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.*

| Rank | Company | Percentile | Letter | Warnings |
|---|---|---|---|---|
| 110 | Novanta Inc. (NOVTU) | 21.8 | A/B | fortress balance sheet |
| 111 | ReposiTrak, Inc. (TRAK) | 22.1 | A/B | |
| 112 | Vicor Corp. (VICR) | 22.3 | B | |
| 113 | Ooma Inc. (OOMA) | 22.5 | B | |
| 114 | Cognex Corp. (CGNX) | 22.7 | B | |
| 115 | ServiceNow, Inc. (NOW) | 22.9 | B | |
| 116 | Eos Energy Enterprises, Inc. (EOSE) | 23.2 | B | |
| 117 | Eos Energy Enterprises, Inc. (EOSEW) | 23.2 | B | |
| 118 | Transcat Inc. (TRNS) | 23.5 | B | |
| 119 | Tenable Holdings, Inc. (TENB) | 23.7 | B | |
| 120 | PagerDuty, Inc. (PD) | 23.9 | B | |

## What the price implies

*at the 2026-11-06 close; none of these enters the grade*

| Measure | Value | Peer median | Percentile |
|---|---|---|---|
| Twelve-month price change, skipping the latest month | (27.1%) | (2.0%) | 30 |
| Distance from 52-week high | (41.2%) | (36.5%) | 44 |
| EBIT to enterprise value | 1.7% | 1.8% | 49 |
| Free cash flow yield | 4.3% | 2.9% | 63 |
| Book value to price | 0.12 | 0.28 | 25 |
| Sales to price | 0.13 | 0.33 | 21 |
| Composite equity issuance, five years | 5.7% | 4.2% | 52 |

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| | | | |
|---|---|---|---|
| Relative strength against the sector, log excess return | (0.58) | (0.29) | 30 |

## Diagnostics

*shown on every report; none enters the grade*

| Measure | Value |
|---|---|
| **Piotroski F-score None of 9, period end 2025-12-31** | |
| Return on assets above zero | pass |
| Operating cash flow above zero | pass |
| Return on assets improved | pass |
| Operating cash flow exceeds net income | pass |
| Long-term leverage fell | fail |
| Current ratio improved | fail |
| No new shares issued | fail |
| Gross margin improved | fail |
| Asset turnover improved | pass |
| **Cash, filings, liquidity** | |
| Cash and equivalents | $2.4B |
| Operating cash flow, four quarters | $5.3B |
| Months of runway | not finite |
| Days since last periodic filing | 10 (10-Q received Oct 28, 2026) |
| Median daily dollar volume, 63 sessions | $1.8B |

## Sources

*every fact behind the inputs; each row links to its filing index on sec.gov*

| # | Concept | XBRL tag | Value | Period end | Received | Form | Accession |
|---|---|---|---|---|---|---|---|
| 1 | gross profit | us-gaap:GrossProfit | $10.3B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 2 | assets | us-gaap:Assets | $26.0B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 3 | net income | us-gaap:NetIncomeLoss | $1.7B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 4 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $5.4B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 5 | assets | us-gaap:Assets | $20.4B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 6 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $13.3B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 7 | gross profit | us-gaap:GrossProfit | $8.7B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 8 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $11.0B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 9 | gross profit | us-gaap:GrossProfit | $7.0B | 2023-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 10 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $9.0B | 2023-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 11 | gross profit | us-gaap:GrossProfit | $5.7B | 2022-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 12 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $7.2B | 2022-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 13 | gross profit | us-gaap:GrossProfit | $4.5B | 2021-12-31 | 2024-01-25 | 10-K | 24-000030 |
| 14 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $5.9B | 2021-12-31 | 2024-01-25 | 10-K | 24-000030 |
| 15 | current assets | us-gaap:AssetsCurrent | $10.5B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 16 | current liabilities | us-gaap:LiabilitiesCurrent | $10.4B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 17 | retained earnings | us-gaap:RetainedEarningsAccumulatedDeficit | $5.2B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 18 | operating income | us-gaap:OperatingIncomeLoss | $1.8B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 19 | book equity | us-gaap:StockholdersEquity | $13.0B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 20 | liabilities | us-gaap:Liabilities | $13.1B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 21 | operating income | us-gaap:OperatingIncomeLoss | $355.0M | 2022-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 22 | interest expense | us-gaap:InterestExpense | $27.0M | 2022-12-31 | 2023-01-31 | 10-K | 23-000035 |
| 23 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $868.0M | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 24 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $4.3B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 25 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $852.0M | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 26 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $3.4B | 2023-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 27 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $694.0M | 2023-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 28 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $2.7B | 2022-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 29 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $550.0M | 2022-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 30 | depreciation amortization | us-gaap:DepreciationDepletionAndAmortization | $738.0M | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |

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| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 31 | pretax income | us-gaap:IncomeLossFromContinuingOperationsBeforeInc... | $2.3B | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 32 | income tax | us-gaap:IncomeTaxExpenseBenefit | $513.0M | 2025-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 33 | current assets | us-gaap:AssetsCurrent | $9.2B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 34 | current liabilities | us-gaap:LiabilitiesCurrent | $8.4B | 2024-12-31 | 2026-01-29 | 10-K | 26-000007 |
| 35 | assets | us-gaap:Assets | $17.4B | 2023-12-31 | 2025-01-30 | 10-K | 25-000010 |
| 36 | assets | us-gaap:Assets | $13.3B | 2022-12-31 | 2024-01-25 | 10-K | 24-000030 |
| 37 | shares outstanding | dei:EntityCommonStockSharesOutstanding | 1,046,000,000 | 2026-01-23 | 2026-01-29 | 10-K | 26-000007 |
| 38 | shares outstanding | dei:EntityCommonStockSharesOutstanding | 206,000,000 | 2025-01-23 | 2025-01-30 | 10-K | 25-000010 |

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