ServiceNow, Inc.

NOW

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

B

second fifth of 469 graded peers in business equipment

rank 110 of 469; percentile 23.3; sampling error 2.3 points; lower is stronger

A B C D E

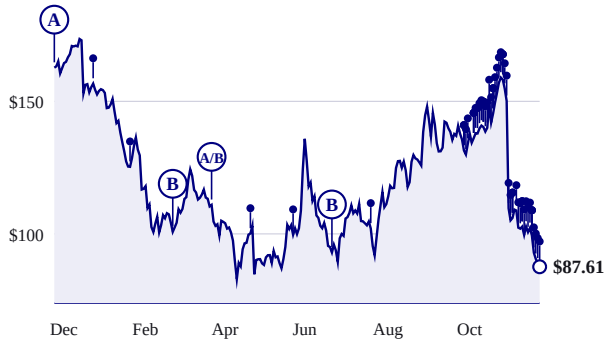
B, the elk



Scoreboard

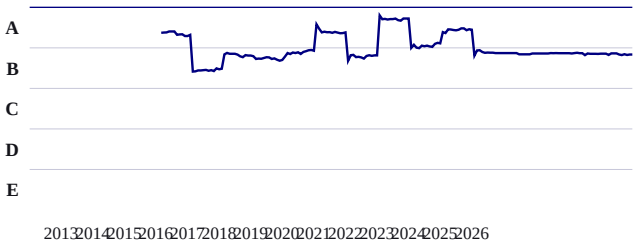
Profitability	A/B percentile 20.6
Solvency	D percentile 63.9
Growth and financing	B/C percentile 38.3
Reliability	0.94 AUC filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over $2.67B assets total assets $26.0B
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: distress, fortress balance sheet
Inputs computable	10 of 13
Graded from	filings received through Jan 29, 2026 297 days before the rescan; latest periodic filing 10-Q received Oct 28, 2026
Last close	$88.76 2026-11-20; market equity $92.1B; 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 thirteen inputs

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

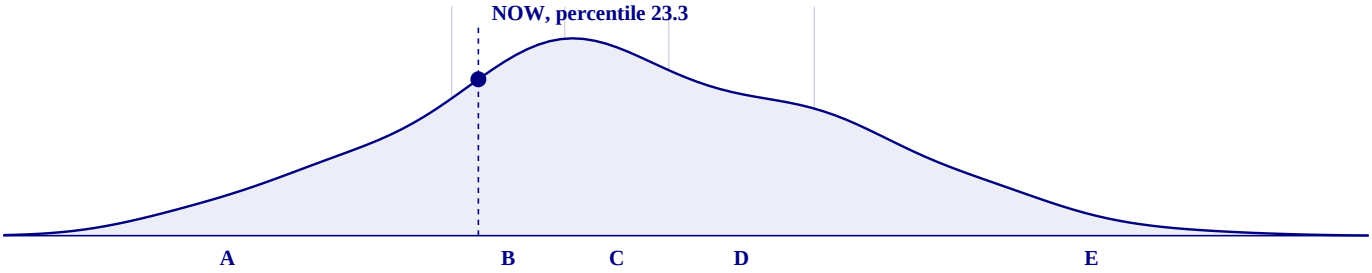
Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 20.6						
Gross profitability	39.5%	29.4%		29.7	513	2025-12-31
Return on invested capital	not computable	11.2%				
one or more required annual facts are missing						
Accruals ratio	(15.9%)	(7.4%)		24.2	566	2025-12-31

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Gross margin stability, five years	0.8 pts	2.3 pts	7.9	406	2025-12-31
Solvency, sleeve percentile 63.9						
Altman Z double-prime	2.18	2.18	44.6	517	2025-12-31
Net debt to EBITDA	not computable	1.11x			
one or more required annual facts are missing						
Interest coverage	not computable	4.90x			
latest aligned inputs end 2022-12-31; latest annual assets end 2025-12-31						
Current ratio	1.00x	1.98x	83.1	600	2025-12-31
Growth and financing, sleeve percentile 38.3						
Revenue growth, three-year compound	22.4%	6.6%	16.1	503	2025-12-31
Free cash flow growth, three-year compound	28.2%	17.4%	34.5	253	2025-12-31
Reinvestment rate	(47.6%)	14.3%	68.4	213	2025-12-31
Asset growth, three years	25.1%	5.0%	12.9	519	2025-12-31
Net share issuance, one year	1.6%	0.5%	59.6	404	2026-01-23

Among 469 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
105	Eos Energy Enterprises, Inc. (EOSE)	22.2	A/B	
106	Vicor Corp. (VICR)	22.4	B	
107	Cognex Corp. (CGNX)	22.6	B	
108	Ooma Inc. (OOMA)	22.9	B	
109	Transcat Inc. (TRNS)	23.1	B	
110	ServiceNow, Inc. (NOW)	23.3	B	
111	Allient Inc. (ALNT)	23.5	B	
112	Turtle Beach Corp. (TBCH)	23.7	B	
113	Yext, Inc. (YEXT)	23.9	B	fortress balance sheet
114	Ambarella Inc. (AMBA)	24.1	B	
115	Innovative Solutions & Support Inc. (IA)	24.4	B	

What the price implies

at the 2026-11-20 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(27.1%)	(2.2%)	29
Distance from 52-week high	(49.5%)	(41.7%)	41
EBIT to enterprise value	1.9%	2.0%	49
Free cash flow yield	5.0%	3.1%	65
Book value to price	0.14	0.31	26
Sales to price	0.15	0.35	23
Composite equity issuance, five years	5.7%	4.3%	52
Relative strength against the sector, log excess return	(0.59)	(0.29)	29
Twelve-month failure probability, CHS model	not computable	0.05%	

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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	25 (10-Q received Oct 28, 2026)
Median daily dollar volume, 63 sessions	$1.7B

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
31	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$2.3B	2025-12-31	2026-01-29	10-K	26-000007

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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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