

ServiceNow, Inc.  
Form 3  
June 28, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |                                      |  |  |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                               |  |
| Â El Camino Advisors, LLC                 |         | (Month/Day/Year)                     | ServiceNow, Inc. [NOW]   |  |
| (Last)                                    | (First) | (Middle)                             | 06/28/2012   |  |
| 111 CONGRESS AVENUE,<br>SUITE 2600        |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                                 | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street)                                  |         |                                      | (Check all applicable)   |  |
| AUSTIN,Â TXÂ 78701                        |         |                                      | <input checked="" type="checkbox"/> Director                                     | <input checked="" type="checkbox"/> 10% Owner        |
| (City)                                    | (State) | (Zip)                                | <input type="checkbox"/> Officer   | <input type="checkbox"/> Other                       |
|   |         |                                      | (give title below)   | (specify below)                                      |
|   |         |                                      | 6. Individual or Joint/Group Filing(Check Applicable Line)                       |  |
|   |         |                                      | <input type="checkbox"/> Form filed by One Reporting Person                      |  |
|   |         |                                      | <input checked="" type="checkbox"/> Form filed by More than One Reporting Person |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 7,846   | I  | See footnotes (4) (6)                                 |
| Common Stock                    | 3,819   | I  | See footnotes (5) (6)                                 |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**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 control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

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|                                      | Date Exercisable | Expiration Date | Title        | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) |                       |
|--------------------------------------|------------------|-----------------|--------------|----------------------------|---------------------|---|-----------------------|
| Series A Convertible Preferred Stock | Â (1)            | Â (1)           | Common Stock | 3,260,000                  | \$ (1)              | I   | See footnotes (4) (6) |
| Series A Convertible Preferred Stock | Â (1)            | Â (1)           | Common Stock | 1,586,920                  | \$ (1)              | I   | See footnotes (5) (6) |
| Series B Convertible Preferred Stock | Â (2)            | Â (2)           | Common Stock | 5,201,184                  | \$ (2)              | I   | See footnotes (4) (6) |
| Series B Convertible Preferred Stock | Â (2)            | Â (2)           | Common Stock | 2,531,856                  | \$ (2)              | I   | See footnotes (5) (6) |
| Series C Convertible Preferred Stock | Â (3)            | Â (3)           | Common Stock | 1,282,624                  | \$ (3)              | I   | See footnotes (4) (6) |
| Series C Convertible Preferred Stock | Â (3)            | Â (3)           | Common Stock | 149,664                    | \$ (3)              | I   | See footnotes (5) (6) |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| El Camino Advisors, LLC<br>111 CONGRESS AVENUE, SUITE 2600<br>AUSTIN, TX 78701    | Â X           | Â X       | Â       | Â     |
| JMI Participating Partners<br>111 CONGRESS AVENUE, SUITE 2600<br>AUSTIN, TX 78701 | Â X           | Â X       | Â       | Â     |
| JMI Services, LLC<br>111 CONGRESS AVENUE, SUITE 2600<br>AUSTIN, TX 78701          | Â X           | Â X       | Â       | Â     |
| JMTX Manager, Inc.<br>111 CONGRESS AVENUE, SUITE 2600<br>AUSTIN, TX 78701         | Â X           | Â X       | Â       | Â     |

## Signatures

/s/ Bryant W. Burke,  
Attorney-in-Fact

06/28/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) These securities are shares of Series A Convertible Preferred Stock (the "Series A Shares") of the Issuer, and are convertible at any time into shares of the Issuer's Common Stock at the holder's election. The Series A Shares do not have an expiration date. Upon a Qualified

