

GRUNER HARRY  
Form 3  
November 21, 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 GRUNER HARRY		(Month/Day/Year)	ServiceNow, Inc. [NOW]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		11/21/2012		
100 INTERNATIONAL DRIVE, SUITE 19100			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input checked="" type="checkbox"/> 10% Owner
			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
BALTIMORE,Â MDÂ 21202				6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)		<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input 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	22,811,786	D <u>(1)</u> <u>(2)</u> <u>(5)</u> Â	
Common Stock	7,992,703	D <u>(3)</u> <u>(4)</u> <u>(5)</u> Â	

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

SEC 1473 (7-02)

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**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)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRUNER HARRY 100 INTERNATIONAL DRIVE, SUITE 19100 BALTIMORE, MD 21202	^	^ X	^	^

## Signatures

/s/ Harry S.  
Gruner

11/21/2012

\_\_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).

Represents (i) 17,250,310 shares of the Issuer's common stock ("Common Stock") contributed by JMI Equity Fund V, L.P. ("Fund V") to JMI Equity Fund V Trust ("Fund V Trust") and 4,312,577 shares of Common Stock contributed by Fund V to JMI Associates V Trust ("GP V Trust") on November 21, 2012, and (ii) 999,119 shares of Common Stock contributed by JMI Equity Fund V (AI), L.P. ("Fund V (AI)") to JMI Equity Fund V (AI) Trust ("Fund V (AI) Trust") and 249,780 shares of Common Stock contributed by Fund V (AI) to JMI Associates V (AI) Trust ("GP V (AI) Trust" and, together with Fund V Trust, GP V Trust and Fund V (AI) Trust, collectively, the "JMI V Trusts") on November 21, 2012. Each such contribution described herein was made for no consideration, and was made simultaneously with each of the other contributions described in this footnote and footnote (3)(4). (Continued in footnote 2)

(2) Harry S. Gruner is the sole trustee of the JMI V Trusts. Mr. Gruner disclaims Section 16 beneficial ownership of the shares of Common Stock held by the JMI V Trusts (collectively, the "JMI V Trusts Shares") and this report shall not be deemed an admission that such reporting person is the beneficial owner of such JMI V Trusts Shares, except to the extent of his pecuniary interest, if any, in the JMI V Trusts Shares.

(3) Represents (i) 4,572,146 shares of Common Stock contributed by JMI Equity Fund IV, L.P. ("Fund IV") to JMI Equity Fund IV Trust ("Fund IV Trust") and 1,143,036 shares of Common Stock contributed by Fund IV to JMI Associates IV Trust ("GP IV Trust") on November 21, 2012, (ii) 1,459,951 shares of Common Stock contributed by JMI Euro Equity Fund IV, L.P. ("Euro Fund") to JMI Euro Equity Fund IV Trust ("Euro Fund Trust") and 364,988 shares of Common Stock contributed by Euro Fund to JMI Associates Euro IV Trust ("Euro GP Trust") on November 21, 2012, and (iii) 362,066 shares of Common Stock contributed by JMI Equity Fund IV (AI), L.P. ("Fund IV (AI)") to JMI Equity Fund IV (AI) Trust ("Fund IV (AI) Trust") and 90,516 shares of Common Stock contributed by Fund IV (AI) to JMI Associates IV (AI) Trust ("GP IV (AI) Trust" and, together with Fund IV Trust, GP IV Trust, Euro Fund Trust, (Continued in footnote 4)

(4) Euro GP Trust and Fund IV (AI) Trust, collectively, the "JMI IV Trusts") on November 21, 2012. Each such contribution described herein was made for no consideration, and was made simultaneously with each of the other contributions described in this footnote and footnote (1)(2). Harry S. Gruner is the sole trustee of the JMI IV Trusts. Mr. Gruner disclaims Section 16 beneficial ownership of the shares of Common Stock held by the JMI IV Trusts (collectively, the "JMI IV Trusts Shares") and this report shall not be deemed an admission that such reporting person is the beneficial owner of such JMI IV Trusts Shares, except to the extent of his pecuniary interest, if any, in the JMI IV Trusts Shares.

(5) In connection with the Issuer's public offering pursuant to the registration statement on Form S-1 (No. 333-184674) (the "Follow-on Offering"), each of the JMI V Trusts, the JMI IV Trusts and their trustee have entered into the lock-up agreements with Morgan Stanley & Co. LLC restricting their ability to sell or otherwise dispose of their shares of Common Stock for a period ending 90 days after the date of the prospectus for the Follow-on Offering, as described in further detail in such prospectus.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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