

**SPR Update - Update on NOW; Additional Positive Field Views****NOW**

- ServiceNow will announce earnings on 7/24. We shared initial positive views in our note of 7/8/24. This update is to report that we have picked up additional positive views of ServiceNow's sales momentum in Q2 and for their sales pipeline.

- We believe that ServiceNow will report a strong quarter.

- The SIs that we talk to also say that the sales pipeline for the current Qtr is looking very good.

- ServiceNow is investing a lot of money and resources into marquee account ProPlus AI success stories; also focusing on ProPlus use cases. We have also heard of instances where ServiceNow heavily discounts ProPlus to seed the market. This strategy has been working well, however some end users, after buying ProPlus have been slow to implement it.

- ServiceNow is using Customer Success teams that are very focused on supporting these situations and are driving solid outcomes. These teams operate like a TAM - Tech Acct Mgr that is often dedicated to only one or a few customers and providing the "white glove" treatment.

**From our note of 7/8/24:****NOW**

- Early feedback is that ServiceNow had a strong finish. Partners saw a lot of deals coming in the last weeks of the quarter. Partners have also been more positive about their sales pipelines.

- Channel / SI input on NOW's quarter is surprisingly positive. A month ago it did NOT look good.

- Channels reported large deals at Air Force, Amazon, Google, Dell.

- US Fed Qtr was strong and bounce back from a soft Q1; And Q3 US Fed forecast is very strong

As always, we are happy to discuss in more detail,

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