

ServiceNow, Inc.
Form 8-K
November 07, 2013
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant To Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (date of earliest event reported): November 6, 2013

SERVICENOW, INC.
(Exact name of registrant as specified in its charter)

| | | |
|---|--------------------------|--------------------------------------|
| Delaware | 001-35580 | 20-2056195 |
| (State or other jurisdiction of incorporation or organization) | (Commission File Number) | (IRS Employer Identification No.) |
| 3260 Jay Street | | |
| Santa Clara, California | 95054 | |
| (Address of Principal Executive Offices) | (Zip Code) | |

Registrant's telephone number, including area code: **(408) 501-8550**

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Item 8.01 Other Events

On November 6, 2013, ServiceNow, Inc. (“ServiceNow”) announced the pricing of \$500 million aggregate principal amount of 0% Convertible Senior Notes due 2018 (the “Notes”). ServiceNow also granted the initial purchasers of the Notes an option to purchase up to an additional \$75 million aggregate principal amount of Notes solely to cover over-allotments. The Notes will be sold to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended.

A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit

Number Description of Exhibit

| | |
|------|---|
| 99.1 | Press release dated November 6, 2013 announcing ServiceNow’s pricing of \$500 million aggregate principal amount of 0% Convertible Senior Notes due 2018. |
|------|---|

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SERVICENOW, INC.

Date: November 7, 2013 By: /s/ Michael P. Scarpelli
Michael P. Scarpelli
Chief Financial Officer

INDEX TO EXHIBITS

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