

# Service-now.com Positioned in the 2010 Magic Quadrant for IT Service Desk

Submitted by: Service-Now.com

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Report includes Service-now.com based on ability to execute and completeness of vision

SAN DIEGO – Nov. 22, 2010 – Service-now.com, the creator of modern software-as-a-service (SaaS) for IT service management (<http://www.service-now.com>) (ITSM), today announced it has been positioned by Gartner, Inc. in the Challenger Quadrant of the 2010 “Magic Quadrant for the IT Service Desk”<sup>\*\*</sup> report.

According to Gartner research, “In 2010, IT organisations are selecting IT service desk tools based on ease of implementation, pricing flexibility and breadth of integrated IT service management tool offerings.”<sup>\*</sup>

Service-now.com changed the IT service desk (<http://www.service-now.com/what-we-do/>) market by delivering new, efficient and powerfully simple automation for IT transformation (<http://www.service-now.com/what-we-do/>). Service-now.com is now synonymous with new IT management and offers the SaaS IT service desk (<http://www.service-now.com/different/ondemand/>) application that can meet the Gartner criteria for inclusion on the Magic Quadrant for IT Service Desk. These criteria consider advanced IT service desk functionality, enterprise customer adoption and prevailing interest from Gartner clients.

The established acceptance and comparable advantages of SaaS for IT (<http://www.service-now.com/different/ondemand/>) tools has helped Service-now.com become the ITSM solution (<http://www.service-now.com/what-we-do/>) included most often on vendor selection shortlists.

Mark Hamilton, Service-now.com VP of marketing, said, “Service-now.com created a revival within the IT service desk market six years ago. During that time hundreds of IT organisations broke the chains of legacy software and moved to a fundamentally new approach. The recent introduction of hosted and subscription products from our big legacy software friends validates the transformative vision created by Service-now.com for IT service management in the cloud. The appeal of old perpetual business models and technologies is fading quickly and the ITSM (<http://www.service-now.com/what-we-do/>) tool market is about to get interesting.”

Service-now.com introduces modern efficiency to IT process orchestration (<http://www.service-now.com/what-we-do/IT-process-orchestration/>), service portfolio and service catalog (<http://www.service-now.com/what-we-do/service-catalog/>), project and portfolio management, incident and problem management, change and configuration management, social IT support, IT cost management (<http://www.service-now.com/what-we-do/cost-management/>), and line of business applications for facilities, HR and sales force management.

Also, this week Service-now.com was again recognised for true innovation and vision and was named winner of the prestigious 2010 UK IT Industry Award (<http://www.bcs.org/server.php?show=conWebDoc.37939>) in the category of Business IT Innovation of the Year. The UK IT Industry Awards are the benchmark for

excellence throughout the computer industry and recognise the contributions of organisations and technologies that have advanced information technology during the past 12 months.

\* Gartner, Inc., "Magic Quadrant for the IT Service Desk," by David Coyle, Kris Brittain and Bill Malik, Nov. 4, 2010.

#### About Service-now.com

The Service-now.com enterprise IT service management platform combines ITIL process support and SaaS delivery to provide a flexible, intuitive and self-managing, application in the cloud. Founded in 2004, Service-now.com uses a new business model and modern technologies to transform IT. According to the 2010 Inc. 500 list, Service-now.com is the fastest-growing IT management software company. For more information, please visit <http://www.service-now.com/> or <http://blog.service-now.com>.

#### About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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