

Service-now.com Recognised At Prestigious Financial Sector Technology Awards

Submitted by: Service-Now.com

Wednesday, 6 April 2011

Service-now.com named Cloud Computing Innovation of the year and Technology Provider of the year Finalist

London – April 6, 2011 -- Service-now.com, the creator of modern software-as-a-service (SaaS (<http://www.service-now.com/different/ondemand/>)) for IT management (<http://www.service-now.com/>), today announced it is named a finalist in two categories at the prestigious Financial Sector Technology (FST) Awards. Service-now.com was recognised for technology leadership in the financial industry in the UK and EMEA in the categories of “Cloud Computing Innovation of the Year” and “Technology Provider of the Year.”

“Financial services organizations are trend setters and have always been quick to adopt cloud services (<http://www.service-now.com/different/ondemand/>) from Service-now.com,” said Kevin Kimber, Service-now.com regional director. “These same innovative customers have helped Service-now.com become the most adopted SaaS offering for IT in the world. With the advent of IT 3.0 (<http://www.service-now.com/what-we-do/IT-3/>), Service-now.com continues to support evolved process, cloud services, social IT (<http://www.service-now.com/what-we-do/social-it/>), and most importantly a people-centric approach to business and IT service automation.”

The FST Awards emphasise the importance of IT as a key driver in business and acknowledge and reward IT specialists working within the sector. This year’s awards saw a record number of entries in new categories such as cloud computing.

Service-now.com was recognised by a panel of expert judges for its ability to deliver definable, significant business benefits to customers, innovation, and original projects with several large multi-national financial sector clients during the past 12 months.

The Service-now.com modern approach to ITSM (<http://www.service-now.com/what-we-do/>) is drastically different from legacy alternatives. To learn more, join Service-now.com customers, employees and partners in San Diego this May at the Service-now.com user conference, Knowledge11 (<http://www.service-now.com/knowledge11>). Alternatively, a live, no-registration-required instance of Service-now.com is always available at <http://demo.service-now.com>.

About Service-now.com

Service-now.com was created to break all the old rules of enterprise IT management software. Born in the cloud, Service-now.com makes IT immediate, social and intuitive. From the beginning, the company set out to give IT people powerfully simple cloud services that just work. Today, the world’s most recognizable and innovative companies rely on SaaS from Service-now.com to transform IT to achieve IT 3.0. Founded in 2004, Service-now.com was recently named by Inc. 500 as one of the fastest-growing companies in the world and is the undisputed market share leader in SaaS for IT. For more information, please visit <http://www.service-now.com> or <http://blog.service-now.com>.

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