Service-now.com Appoints Industry Veteran Frank Slootman as CEO

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Fred Luddy, Service-now.com founder, named chief product officer

SAN DIEGO – April 26, 2011 -- Service-now.com, the creator of software-as-a-service (SaaS (http://www.service-now.com/different/ondemand/)) for IT management (http://www.service-now.com/), today announced the appointment of software industry veteran, Frank Slootman, as Service-now.com CEO. Service-now.com founder, Fred Luddy, will now be dedicated full time to the company's product strategy and evolution as newly named chief product officer.

Slootman brings 25 years of experience as an enterprise software entrepreneur and executive to Service-now.com. As the CEO of Data Domain, Frank blazed new trails creating a high-growth enterprise storage company that went public on NASDAQ in 2007. Data Domain was later acquired in 2009 by EMC in a high-profile bidding war. Slootman went on to serve another 18 months as a division executive at EMC. Prior to Data Domain, Slootman spent most of his career at Compuware and Borland Software, focused on application development and infrastructure products.

Slootman said, "The growth trajectory of Service-now.com (http://www.service-now.com/) is nothing short of amazing and a true testament to its compelling value proposition. Yet most of its global opportunity remains in front of the company. We are here to capture this opportunity and in the process make Service-now.com a household name in the world of IT."

Luddy said, "Frank understands what it is like to grow a company at warp speed. We refuse to be satisfied with the incredible success we've experienced at Service-now.com thus far and Frank will help us seize the immense opportunity ahead. His reputation precedes him and it is overwhelmingly evident he has done this before. A huge head start, combined with Frank's proven track record of driving high growth, equals more great things to come from Service-now.com."

Prior to joining Data Domain in 2003, Slootman was senior vice president of products operations at Borland Software (http://www.borland.com/) where he ran the company's engineering and product management function. Slootman also spent seven years at Compuware (http://www.compuware.com/) as general manager of UNIFACE in Amsterdam and general manager of the EcoSystems division in Campbell, Calif. He started his career at Burroughs Corporation in Detroit and holds undergraduate and graduate degrees from the Netherlands School of Economics, Erasmus University Rotterdam in his native Holland.

Currently, Slootman serves as a venture partner with Greylock Partners and in an advisory role with the Backup Recovery Systems (BRS) division of EMC. Frank will continue his long-time affiliation with both Greylock and EMC.

Service-now.com delivers an evolved approach to business and IT service automation and 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 recognisable 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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