

## ServiceNow Inc. (NOW)

**\$339.51** (As of 05/01/20)

Price Target (6-12 Months): **\$369.00**

Long Term: 6-12 Months

**Zacks Recommendation:**
**Neutral**

(Since: 01/21/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**3-Hold**

Zacks Style Scores:

VGM:C

Value: F

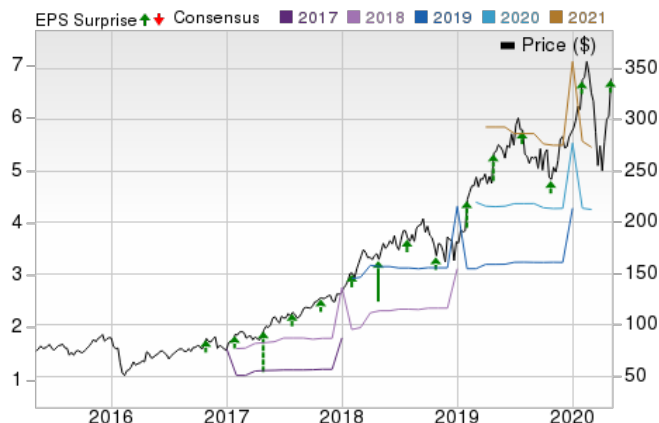
Growth: A

Momentum: C

### Summary

ServiceNow's first-quarter results benefited from growing adoption of its wide range of application-based products by across all industries. Robust pipeline and improvement in bookings hold promise. As businesses, government agencies and others continue to 'cloudify' their infrastructure, the company is well poised to gain adoption. Further, the company's expanding global presence, strong partnerships and strategic buyouts are expected to aid financial performance. Notably, shares of the company have outperformed the industry in the past year. However, increasing expenses on product development and expansion of international presence are likely to limit margin expansion in the near term. Further, the company reduced its 2020 guidance due to coronavirus induced uncertainties.

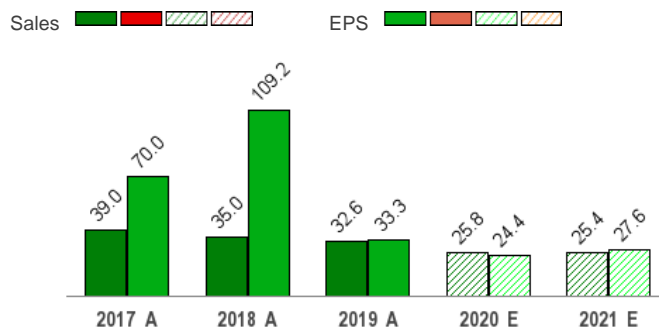
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	\$362.95 - \$213.99
20 Day Average Volume (sh)	2,295,888
Market Cap	\$64.7 B
YTD Price Change	20.3%
Beta	1.34
Dividend / Div Yld	\$0.00 / 0.0%
Industry	<a href="#">Computers - IT Services</a>
Zacks Industry Rank	Top 49% (123 out of 253)

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	9.4%
Last Sales Surprise	2.7%
EPS F1 Est- 4 week change	-9.9%
Expected Report Date	NA
Earnings ESP	8.7%
P/E TTM	91.5
P/E F1	82.2
PEG F1	2.9
P/S TTM	17.4

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	1,265 E	1,321 E	1,388 E	1,481 E	5,454 E
2020	1,046 A	1,050 E	1,089 E	1,169 E	4,351 E
2019	789 A	834 A	886 A	952 A	3,460 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$1.16 E	\$1.14 E	\$1.46 E	\$1.42 E	\$5.27 E
2020	\$1.05 A	\$0.94 E	\$1.09 E	\$1.11 E	\$4.13 E
2019	\$0.67 A	\$0.71 A	\$0.99 A	\$0.96 A	\$3.32 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 05/01/2020. The reports text is as of 05/04/2020.

## Overview

Santa Clara, CA-based ServiceNow Inc. provides cloud computing services that automate digital workflows to accelerate enterprise IT operations. The company's Now Platform enables enterprises to enhance productivity by streamlining system processes.

By utilizing ServiceNow's product portfolio, customers can design any workflow application to reduce the manual time taken by complex processes, and consequently optimize total cost of ownership or TCO.

The company's solutions address the needs of many departments within an enterprise, including IT, human resources (HR), facilities, field service, marketing, customer service, security, legal and finance.

Now platform is the foundation of the company's cloud-based services.

The company has three product suites for IT management and operations. These are IT Service Management (ITSM), IT Operations Management (ITOM) and IT Business Management (ITBM) solutions.

Non-IT products include Customer Service, HR and Security Operations.

ServiceNow's end-markets are quite varied, which includes financial services, consumer products, IT services, health care, government, education and technology.

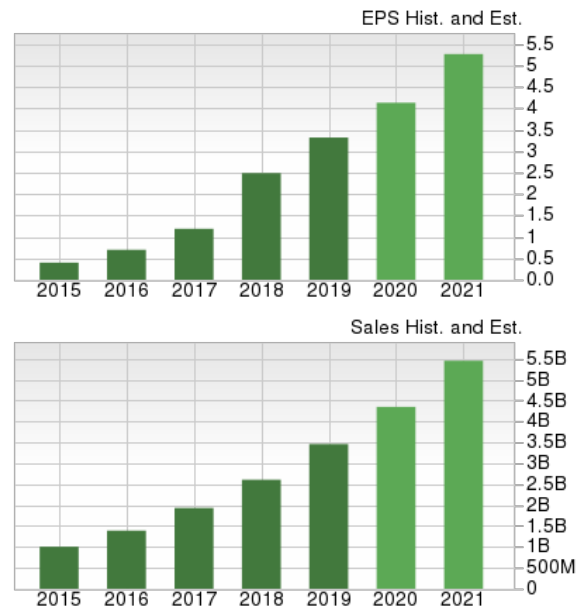
In 2019, total revenues came in at \$3.460 billion.

ServiceNow derives revenues from two sources – subscriptions (94% of 2019 revenues) and professional services and other (6% of 2019 revenues).

North America, Europe, the Middle East and Africa (EMEA), and Asia Pacific & Other contributed approximately 65%, 26% and 9% of revenues, respectively in fourth-quarter 2019.

The company operates data centers in Australia, Brazil, Canada, Hong Kong, Netherlands, Singapore, Switzerland, UK and the U.S.

ServiceNow has approximately 6,200 enterprise customers, including more than 44% of the world's 2,000 largest companies, as outlined by an annual ranking by the Forbes magazine. The figure also represents more than 80% of the Fortune 500 companies, as defined by an annual ranking by the Fortune magazine.



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## Reasons To Buy:

- ▲ ServiceNow is a dominant name in the IT service market (ITSM). The company continues to win market share by replacing legacy on-premise systems with cloud-based processes. G2K customers contribute approximately 50% of the top-line and the company expects the mix to remain steady in the long haul. The growing penetration at Fortune 500 clientele (80%) has been driving ServiceNow's top-line growth. Further, it is focusing primarily on public and big private entities, rapidly, which will further drive top-line growth in the long run.
- ▲ ServiceNow is rapidly expanding into non-ITSM markets like human resource and security solutions by launching new products and services. Shorter-sales cycle of these new products (particularly security solutions) as compared with the traditional ITSM business is driving top-line growth. The company is also focused on strengthening sales team across the different non-ITSM markets, which will expand customer base going ahead.
- ▲ ServiceNow has a diversified customer base, which is evident from the fact that none of the customers exceeded 10% of revenues in the last couple of years. Notably, the number of customers with annualized contract value (ACV) greater than \$1 million has also increased from 157 at the end of 2014 to 892 at the end of 2019. Given the company's expanding product portfolio (including emerging products), increasing multi-product customer base and strong renewal rate (almost 97%), we expect the company to achieve this target much earlier. ACV is also expected to improve from \$1 million in 2016 to \$2 million by 2020, which will help the company in achieving the top-line target of \$10 billion.
- ▲ Acquisitions have played an important part in ServiceNow's growth trajectory over the years. The acquisitions of Neebula Systems (2014), BrightPoint Security and ITapp (both in 2016) has aided the company to expand product portfolio, particularly security and ITOM solutions. Also in 2017, the company had acquired Qlue, a developer of virtual messaging agents. The buyout is expected to enhance its customer experience. The acquisitions of Telepathy and SkyGiraffe (both concluded in 2017) are expected to enhance the company's enterprise mobile experience. The acquisitions of DxContinuum (2017), Parlo (2018), FriendlyData (2018), Appsee (2019), Loom Systems (2020) and Passage AI (2020) are expected to boost its predictive modelling capabilities, consequently expanding ServiceNow's intelligent automation product portfolio going ahead.
- ▲ ServiceNow has a strong balance sheet with ample liquidity position and no debt obligations. As of Mar 31, 2020, ServiceNow had cash and cash equivalents and short-term investments of \$1.858 billion compared with \$1.691 billion as of Dec 31, 2019. Cash flow from operations during the first quarter came in at \$491.6 million compared with the prior-quarter figure of \$421.2 million. The company also generated free cash flow of \$408.6 million compared with \$342.2 million reported in the prior quarter. The increasing liquidity and cash flow trend reflect that the company is making investments in the right direction. Moreover, since it carries no long-term debt, the cash is available for pursuing strategic acquisitions, and investment in growth initiatives.

Dominant position in the ITSM, ITOM markets, growing fortune 500 customer base, rapid growth in non-ITSM markets like HR, Security and product enhancements via strategic acquisitions are key catalysts.

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## Reasons To Sell:

- ▼ Stiff competition in non-ITSM product segments, modest growth in professional business, continuing losses, muted free cash flow growth and stretched valuation are key negatives.
  - ▼ ServiceNow faces stiff competition in the non-ITSM markets from the likes of Oracle and salesforce.com, which are well-established players. Although the company has an edge in the security response market, the customer service and HR solutions faces significant competition from these players. As non-ITSM markets become a larger contributor to the company's total revenue, increasing competition can weigh on growth. Moreover, cut-throat competition can hurt pricing power as well as lengthen the sales cycle, which will negatively impact top-line.
  - ▼ ServiceNow has been incurring losses over the last five years and has an accumulated deficit of \$304 million as of Mar 31, 2020. The company anticipates reporting loss in the near term due to increased costs such as non-cash charges associated with equity awards, business combinations and other expenses. Despite the improving top line, mounting losses doesn't bode well for investor confidence.
  - ▼ ServiceNow generates a significant portion (35% in first-quarter 2020) of revenues from the International market. Adverse foreign currency exchange rates are likely to impede revenue growth in the near term owing to the strengthening of the U.S. dollar compared with the Euro and other foreign currencies, which is a significant concern.
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Stiff competition in non-ITSM product segments, modest growth in professional business, continuing losses, muted free cash flow growth and stretched valuation are key negatives.

## Last Earnings Report

### ServiceNow Beats Q1 Earnings Estimates, Trims View

ServiceNow reported first-quarter 2020 adjusted earnings of \$1.05 per share, which increased 9.4% year over year.

Revenues of \$1.046 billion beat the consensus mark by 2.7% and increased 33% year over year. Geographically, North America, Europe, Middle East and Africa (EMEA), and APAC & Other contributed 67%, 24%, and 9% to revenues, respectively.

Moreover, non-GAAP revenues (excluding impact of foreign exchange) of \$1.059 million surged 34% from the year-ago quarter's figures.

Quarter Ending 03/2020

Report Date	Apr 29, 2020
Sales Surprise	2.72%
EPS Surprise	9.37%
Quarterly EPS	1.05
Annual EPS (TTM)	3.71

### Quarter Details

Non-GAAP Subscription revenues (adjusted for constant currency) rallied 36% from the year-ago quarter's figure to \$1.006 billion.

Non-GAAP Professional services and other revenues increased 7% (adjusted for constant currency) from the year-ago quarter's level to \$53 million.

Total billings rose 30% on a year-over-year basis (adjusted for constant currency and constant billings duration) to \$1.114 billion.

Non-GAAP adjusted subscription billings of \$1.065 billion surged 32% year over year. Professional services and other billings increased 2% to \$49 million.

ServiceNow maintained consistent renewal rate of 97% during the reported quarter. Fortune 500 companies' clientele expansion continues to grow and came in at almost 80% at the end of the first quarter.

Additionally, the company completed 37 transactions that generated net new annualized contract value (ACV) exceeding \$1 million. Further, the company's total number of customers contributing more than \$1 million to business reached 933 in the first quarter. The figure surged 30% on a year-over-year basis.

The ongoing digital transformation of organizations and different levels of government agencies drove the company's growth during the quarter. ServiceNow's expanding global footprint was also a positive.

Moreover, the outbreak of COVID-19 has accelerated the need for the digital transformation of the industry, which bodes well for the NOW platform. Notably, the platform was used by customers like Lowe's Corporation and the U.S. Department of Health and Human Services to develop applications to fight against the pandemic.

### New Customer Wins

Out of top 20 new customer additions to the company's customer base in the first quarter, 18 included adoption of three or more products. This includes companies like Merck, Humana and Siemens.

Moreover, the company witnessed strong momentum in IT products, with 16 of the top 20 deals including multiple IT products. This was driven by solid performance of business continuity and integrated risk management products.

The company's HR products witnessed solid adoption as well, with 10 of the 20 top deals being HR Wins. Notably, the company's HR products were deployed by Chevron and the U.S. Department of Health and Human Services during the quarter.

Additionally, the company witnessed robust traction for its Customer service management (CSM) products. It now has more than 50 CSM customers with an ACV of more than \$1 million. Notably, ServiceNow also saw one of its largest deals wins ever with Japan based Murata Manufacturing.

### Operating Details

In the first quarter, non-GAAP gross margin was 83%, up 300 basis points (bps) on a year-over-year basis.

Total operating expenses came in at \$773.6 million during the quarter, up 25.1% from the year-ago quarter's reported figure.

The company's non-GAAP operating margin was 24%, up 500 bps on a year-over-year basis.

### Balance Sheet & Cash Flow

As of Mar 31, 2020, ServiceNow had cash and cash equivalents and short-term investments of \$1.858 billion compared with \$1.691 billion as of Dec 31, 2019.

During the reported quarter, cash from operations came in at \$491.6 million compared with the prior-quarter figure of \$421.2 million

The company also generated free cash flow of \$408.6 million compared with \$342.2 million reported in the prior quarter. Further, non-GAAP free cash flow margin was 39%, up 100 bps on a year-over-year basis.

### Second-Quarter Guidance

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For second-quarter 2020, non-GAAP adjusted subscription revenues are anticipated between \$1.008 billion and \$1.013 billion, which indicates growth of 29-30% from the year-ago quarter's figure.

Non-GAAP adjusted subscription billings are projected in the range of \$976-\$996 million, which suggests an increase of 20-22% from the year-ago reported figure.

Further, non-GAAP operating margin is anticipated to be 23%.

#### **2020 Guidance**

Due to uncertainties related to the coronavirus pandemic, the company has slashed its guidance for full year 2020.

For 2020, non-GAAP adjusted subscription revenues are now anticipated between \$4.167 billion and \$4.197 billion, which indicates growth of 23%-35% from the year-ago quarter's reported figure. The prior non-GAAP adjusted subscription revenue guidance was between \$4.21 billion and \$4.23 billion.

Moreover, the current guidance midpoint for GAAP subscription revenues is \$4.135 billion compared with the previous guidance midpoint of \$4.230 billion.

Non-GAAP adjusted subscription billings are projected in the range of \$4.664-\$4.724 billion, which suggests a rise of 23-25% from the year-ago quarter's reported figure. The previous guidance was in the range of \$4.807-\$4.827 billion.

The guidance midpoint for non-GAAP subscription billings is currently \$4.630 billion compared with the prior guidance midpoint of \$4.815 billion.

Further, non-GAAP operating margin is anticipated to be 23%.

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## Recent News

On Apr 15, ServiceNow announced its decision to protect the jobs of 11,000-plus global workforce through 2020 despite coronavirus related uncertainties. Moreover, it will continue to protect the jobs of several hundred support staff and contractors who are not working while offices remain closed.

On Mar 26, Service Announced that the apps released on Mar 16 are gaining robust adoption across organizations and government agencies to combat the COVID-19 pandemic.

On Mar 16, ServiceNow announced the launch of four COVID-19 emergency response apps to help customers combat the global coronavirus outbreak.

On Mar 11, ServiceNow announced the launch of Now Intelligence update for its platform that added AI and analytics capabilities to the platform.

On Feb 25, ServiceNow announced that it had received the Microsoft Security 20/20 Award in the Security Trailblazer category for demonstrating excellence in innovation, integration and customer implementation with Microsoft technology.

## Valuation

ServiceNow shares are up 24.6% in the year to date period and 33.8% over the trailing 12-month period. Stocks in the Zacks sub-industry and Zacks Computer & Technology sector are down 7.6% and 2.4%, in the year to date period, respectively. Over the past year, the Zacks sub-industry is down 9.6% while the sector is up 6.9%.

The S&P 500 index is down 9.7% in the year to date period and 0.4% in the past year.

The stock is currently trading at 14.14X forward 12-month sales, which compares to 4.66X for the Zacks sub-industry, 3.51X for the Zacks sector and 3.28X for the S&P 500 index.

Over the past five years, the stock has traded as high as 15.81X and as low as 5.38X, with a 5-year median of 9.86X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$369 price target reflects 14.84X forward 12-month sales.

The table below shows summary valuation data for NOW

Valuation Multiples - NOW					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	14.14	4.66	3.51	3.28
	5-Year High	15.81	10.11	3.59	3.44
	5-Year Low	5.38	3.89	2.32	2.54
	5-Year Median	9.86	7.26	3.10	3.01
P/B TTM	Current	31.36	13.76	4.62	3.86
	5-Year High	44.95	31.78	5.38	4.55
	5-Year Low	13.22	7.05	3.16	2.84
	5-Year Median	35.99	10.58	4.29	3.64
EV/Sales TTM	Current	17.57	4.49	3.91	2.89
	5-Year High	19.01	8.12	4.44	3.45
	5-Year Low	6.66	3.61	2.58	2.16
	5-Year Median	12.61	5.83	3.57	2.82

As of 04/30/2020

## Industry Analysis Zacks Industry Rank: Top 49% (123 out of 253)



## Top Peers

Company (Ticker)	Rec	Rank
Inovalon Holdings, Inc. (INOV)	Outperform	2
Amdocs Limited (DOX)	Neutral	3
DXC Technology Company. (DXC)	Neutral	3
EPAM Systems, Inc. (EPAM)	Neutral	3
Fair Isaac Corporation (FICO)	Neutral	3
Infosys Limited (INFY)	Neutral	3
ASGN Incorporated (ASGN)	Underperform	5
CDW Corporation (CDW)	Underperform	4

Industry Comparison Industry: Computers - It Services				Industry Peers		
	NOW	X Industry	S&P 500	CDW	DOX	EPAM
Zacks Recommendation (Long Term)	Neutral	-	-	Underperform	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	4	3	3
VGM Score	C	-	-	A	B	B
Market Cap	64.74 B	2.46 B	20.61 B	15.20 B	8.51 B	12.03 B
# of Analysts	12	4.5	14	7	5	9
Dividend Yield	0.00%	0.00%	2.11%	1.42%	2.08%	0.00%
Value Score	F	-	-	B	B	D
Cash/Price	0.03	0.06	0.06	0.01	0.06	0.08
EV/EBITDA	119.93	10.41	11.87	13.82	10.86	33.49
PEG Ratio	2.94	2.25	2.47	1.44	1.67	2.59
Price/Book (P/B)	29.92	4.22	2.67	15.98	2.37	7.45
Price/Cash Flow (P/CF)	114.33	11.35	10.66	13.76	11.31	36.94
P/E (F1)	82.21	23.99	19.01	18.82	14.22	37.59
Price/Sales (P/S)	17.41	0.88	2.10	0.84	2.07	5.24
Earnings Yield	1.22%	3.11%	5.05%	5.32%	7.03%	2.66%
Debt/Equity	0.51	0.23	0.72	3.56	0.06	0.13
Cash Flow (\$/share)	3.07	1.13	7.01	8.05	5.70	5.98
Growth Score	A	-	-	A	B	A
Hist. EPS Growth (3-5 yrs)	NA%	17.85%	10.88%	22.23%	6.47%	28.24%
Proj. EPS Growth (F1/F0)	24.47%	0.00%	-7.32%	-6.96%	3.02%	6.17%
Curr. Cash Flow Growth	49.82%	15.51%	5.92%	10.39%	2.45%	27.45%
Hist. Cash Flow Growth (3-5 yrs)	106.38%	16.83%	8.55%	13.51%	3.85%	26.53%
Current Ratio	1.03	1.35	1.23	1.24	1.35	3.81
Debt/Capital	33.63%	33.63%	43.84%	78.05%	5.88%	11.43%
Net Margin	18.19%	3.54%	11.08%	4.09%	11.99%	11.38%
Return on Equity	10.44%	11.09%	16.44%	94.72%	16.13%	18.63%
Sales/Assets	0.73	0.80	0.54	2.30	0.77	1.14
Proj. Sales Growth (F1/F0)	25.74%	4.16%	-1.42%	-2.21%	2.54%	14.39%
Momentum Score	C	-	-	C	B	C
Daily Price Chg	9.18%	-1.08%	-2.39%	-0.44%	-0.71%	-1.14%
1 Week Price Chg	1.12%	-0.23%	-1.74%	-3.72%	-1.97%	-3.29%
4 Week Price Chg	35.73%	20.40%	17.07%	25.95%	17.89%	28.41%
12 Week Price Chg	2.88%	-15.09%	-18.53%	-17.71%	-13.74%	-5.92%
52 Week Price Chg	33.83%	-24.06%	-9.82%	2.86%	17.66%	26.17%
20 Day Average Volume	2,295,888	383,559	2,641,413	984,386	929,611	349,679
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-9.87%	-1.95%	-6.62%	-5.88%	-0.16%	-8.03%
(F1) EPS Est 12 week change	-20.17%	-12.68%	-13.28%	-12.86%	-2.27%	-12.43%
(Q1) EPS Est Mthly Chg	0.00%	0.00%	-11.97%	-12.25%	0.00%	-14.61%



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## Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

### Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

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### Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	A
Momentum Score	C
VGM Score	C

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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