



Client Brief

servicenow

Start-Up Advisory, Naming/Branding, Launch

Executive Summary

ServiceNow ([NASDAQ: NOW](#)) is the leading SaaS (software-as-a-service) solution for Enterprise Service Management. Since its formation in 2004, the company has seen explosive growth and is now a public company with a market cap approaching \$11 billion.

GoToMarket played a pivotal role during the start-up stage of the company. We worked closely with the founder to determine the initial go-to-market solution, validated the market opportunity, researched and recommended the solution/company name and assisted with securing the first customers.

Situation

The founder of ServiceNow, Fred Luddy, was the CTO at Peregrine Systems. Peregrine, acquired by HP, was a global provider of Infrastructure Management solutions. Upon leaving Peregrine, Luddy founded GlideSoft. Over a 2-year period, they developed a start-of-the-art application development platform called Glide. Their goal was to simplify and accelerate the development of enterprise-class data driven applications. Modeled after interfaces like My Yahoo, Glide provided a platform for non-programmers.

At the time it was clear the industry didn't need another application development platform, so the question was: What should they build on Glide? GlideSoft engaged GoToMarket to explore various application ideas and market opportunities, and to develop a go-to-market strategy and assist with execution.

Approach

Since the Glidesoft and GoToMarket teams were both from Peregrine, we had a deep understanding of the IT Service Management (ITSM) and Infrastructure Management market. We were familiar with the existing solutions, their limitations and the frustrations customers were having with their legacy service desks. We were also fully aware of the increasing acceptance of software-as-a-service solutions, although not yet fully market accepted for a variety of reasons. We considered a variety of other solution areas, but decided to focus on what we were familiar with, ITSM.

To validate our thinking, we reached out to a number of CIO's and other respected industry experts to explore the idea of a hosted Service Desk and to get initial feedback on pricing. What we really needed though was some customer validation. So, we proposed holding a public focus group – well it wasn't exactly that – but it was close. We attended a [Pink Elephant](#) event. Pink Elephant is the lead provider of ITIL (Information Technology Infrastructure Library) education and training. We put up a booth and demonstrated our idea – “Would you be interested in an ITIL Service Desk in the Sky (cloud)?”

Not only was there interest, but also we found our first early-adopter customers from this event. It was an unusual thing to do, but when you are a start-up, you have to take some risks and it is fair to say it paid off.

To acquire more beta customers we launched a [Customer Advisory Program](#) to encourage local companies to use the platform and provide feedback and suggestions to the development team.

Selecting a Brand Name

We researched a wide range of names and available URLs that were descriptive of the product offering and delivered a positive message. ServiceNow was selected for both the product and company name. We developed the logo-type and purchased the URL and the rest is history. The ServiceNow brand is well recognized and respected today in the enterprise IT market.



The name has worked extremely well. Aside from being descriptive, the company has taken full advantage of “now” for a wide range of successful campaigns.

In Summary

GoToMarket played a pivotal role during the start-up stage of ServiceNow. Working with the CEO we determined that IT Service Management (ITSM) would be the lead application. We verified our ideas with friendly CIO's and by participating in a well-known and well-attended industry event. We researched and recommended the name ServiceNow, we purchased the URL and designed the first logo-type. We lead the initial launch of the company, the acquisition efforts for the first 10 customers and maintained a customer feedback mechanism for the product team to improve the offering.

The company has been wildly successful by many measures. GoToMarket's involvement in the 2004/2005 timeframe provided the seeds that led to their explosive growth and one of the largest software-as-a-service companies in the world.

About GoToMarket

GoToMarket LLC provides interim marketing leadership and operational marketing services to early-and-mid stage technology companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions and successful public companies.

For more information visit GoToMarket.com.