

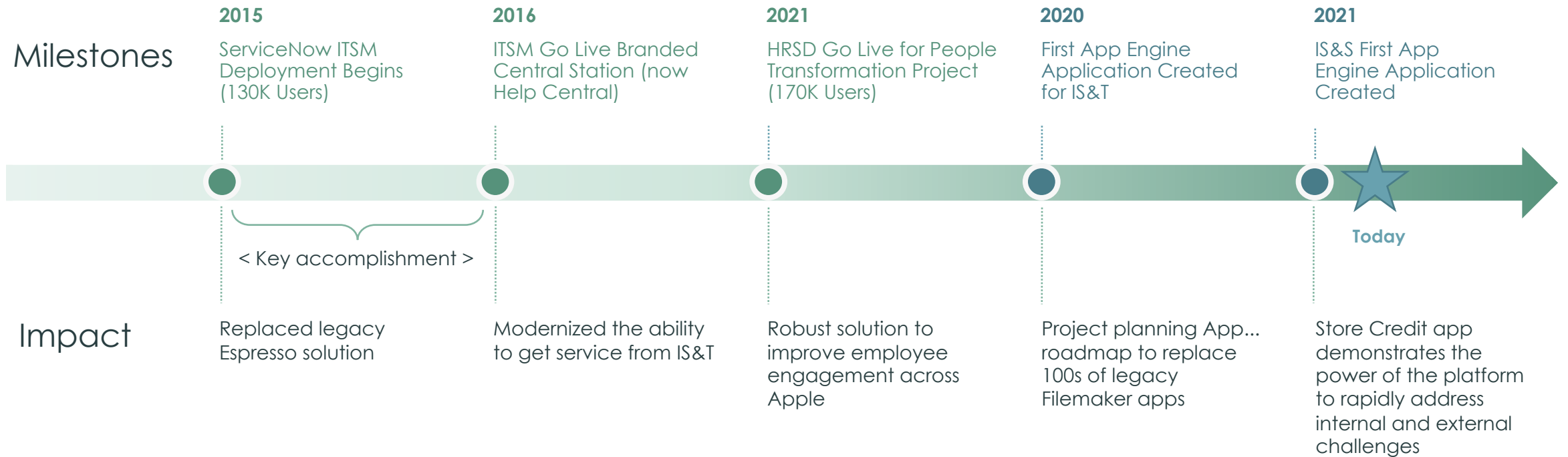
The ServiceNow logo, featuring the word "servicenow" in a lowercase, sans-serif font. The "o" is a light green color, while the rest of the letters are white. A small trademark symbol (TM) is located at the end of the word.

Apple and ServiceNow

Executive Proposal

10/29/2021

Our partnership to date



Supporting Apple across the entire business

Priorities

1. Focus on Decisive Investments
2. Inorganic Growth through Mergers & Acquisitions
3. Disruptive Technology to Strengthen Product Development
4. Geographic Expansion

Retail



People



General Counsel



IS&T



IS&S



Finance



Engineering



ESG



Digital Workflows

Now Platform



Connecting the business



User experiences



Automation and AI



Rapid innovation



What if \$147.5M could unlock \$2B in value?



Eddy Cue

Eliminate the “super annoying” things

\$120M
invested

\$1B
return

“Genius Bar wherever you are”

“Lights, Camera, Workflow”



Kate Adams

Legal & Security control tower

\$800K
invested

\$8M
return

“Legal eagles fly on ‘Air Workflow’”



Luca Maestri

Finance Control Tower

\$1.5M
invested

\$15M
return

“Leasing Lifecycle Control Tower”

“Vendor Lifecycle Control Tower”



Mary Demby

Drive operational efficiencies

\$4.75M
invested

\$47.M
return

“Workflow the Storm”

“I am just an idea”



Jeff Williams

Studio Control Tower

\$4M
invested

\$12M
return

“Fitness+”



Deirdre O'Brien

HR

\$3M
invested

\$53M
return

“Enabling People do their best work”

Five-year benefits of the ServiceNow platform

Phased approach:
strengthens ServiceNow
ecosystem and unlocks
unrealized value

Standardized:
processes and workflows
globally

Expanded capabilities:
enablement of future
investment and value

834%

Hard Dollar ROI

\$12M

Incremental Licenses Investment

\$9.5M

Services Investment

\$171.9K/mo.

No Decision Cost

\$201M

Total Benefits

Subscription Services

"Genius Bar wherever you are."

Production Proof Points

Store
Credit

12x
ROI

Partner/Merchant
Issue Tracking

10x
ROI

Future Use Cases

Service Anywhere

12x
ROI

Upsell
Everywhere

10x
ROI

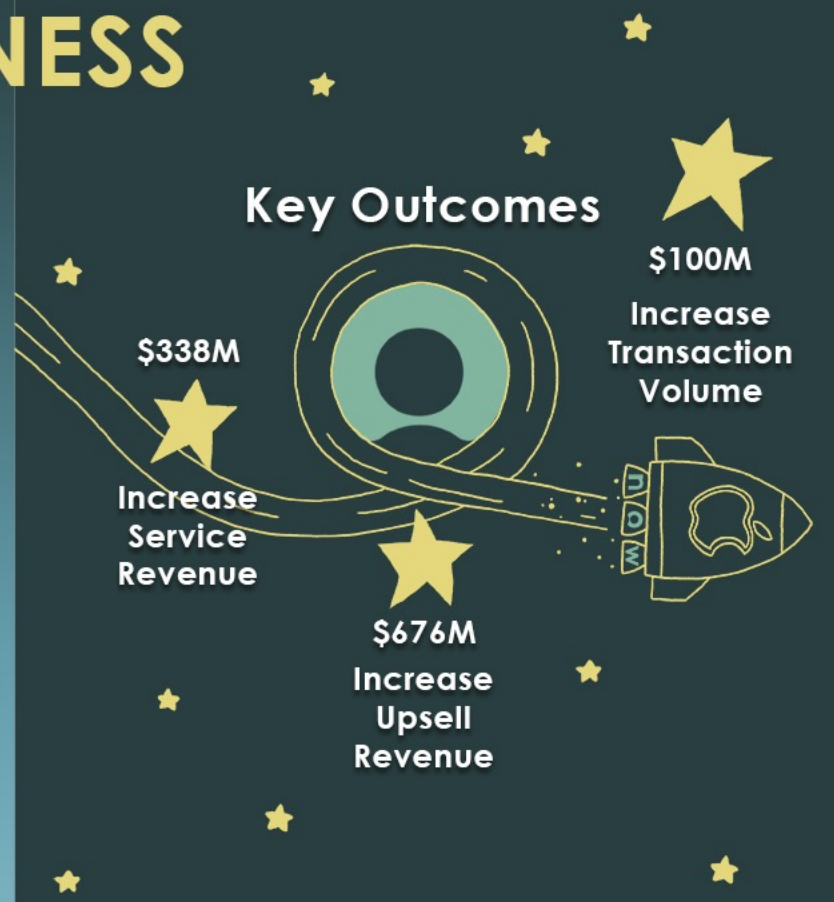
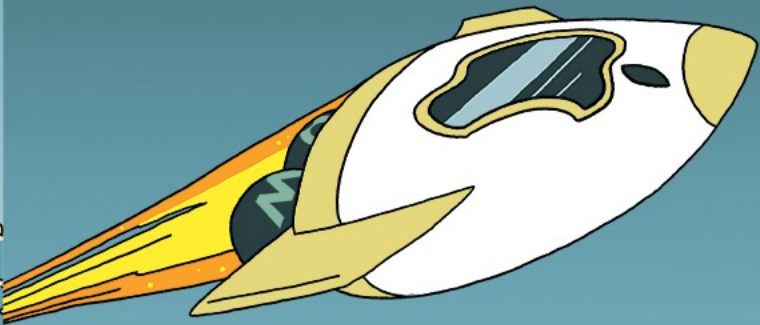
Increase Transaction
Volume for Apple Pay

9x
ROI

now™



PROJECTING GREATNESS



Store Credit
Use Case

Merchant / Partner
Issue Tracking
Pilot

Pilot Use Cases

STAGE 1: Now - Dec 2021

Next 5
Use Cases

Merchant / Partner
Issue Tracking
Go Live

Group Expansion & Adoption

STAGE 2: Jan 2022 - March 2022

Cross Dept
Subscription
Workflow Pilot

Issue Tracking
Integration into
Cross Dept Work

Cross Department Workflow

STAGE 3: April 2022 & Beyond

Focus areas for the present and future

Apple Leadership



Jennifer Bailey
Apple Pay Head



Oliver Schusser
VP, Apple Music

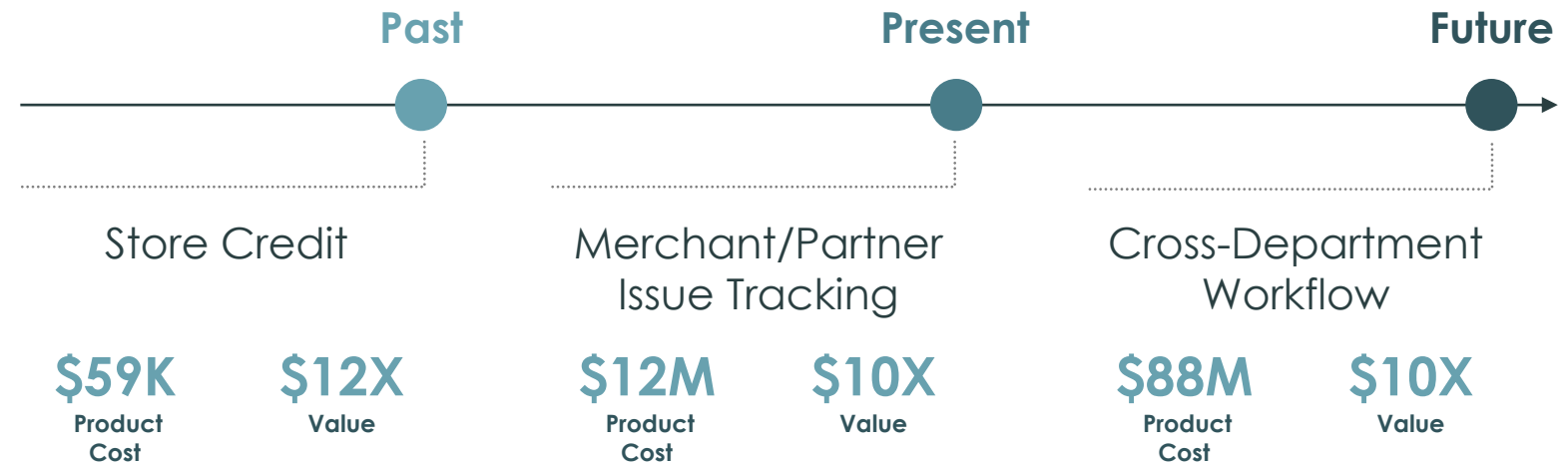


Val Miller
Business Operations



Sam Bottoms
Director, Operations

Create a workflow platform to enable the existing Apple world-class experience



IT & Enterprise Shared Services

Drive operational efficiencies; eliminate manual efforts

Production Proof Points

Discovery PoV

12x
ROI

Event PoV

10x
ROI

Future Use Cases

Event Management

10x
ROI

Discovery

12x
ROI

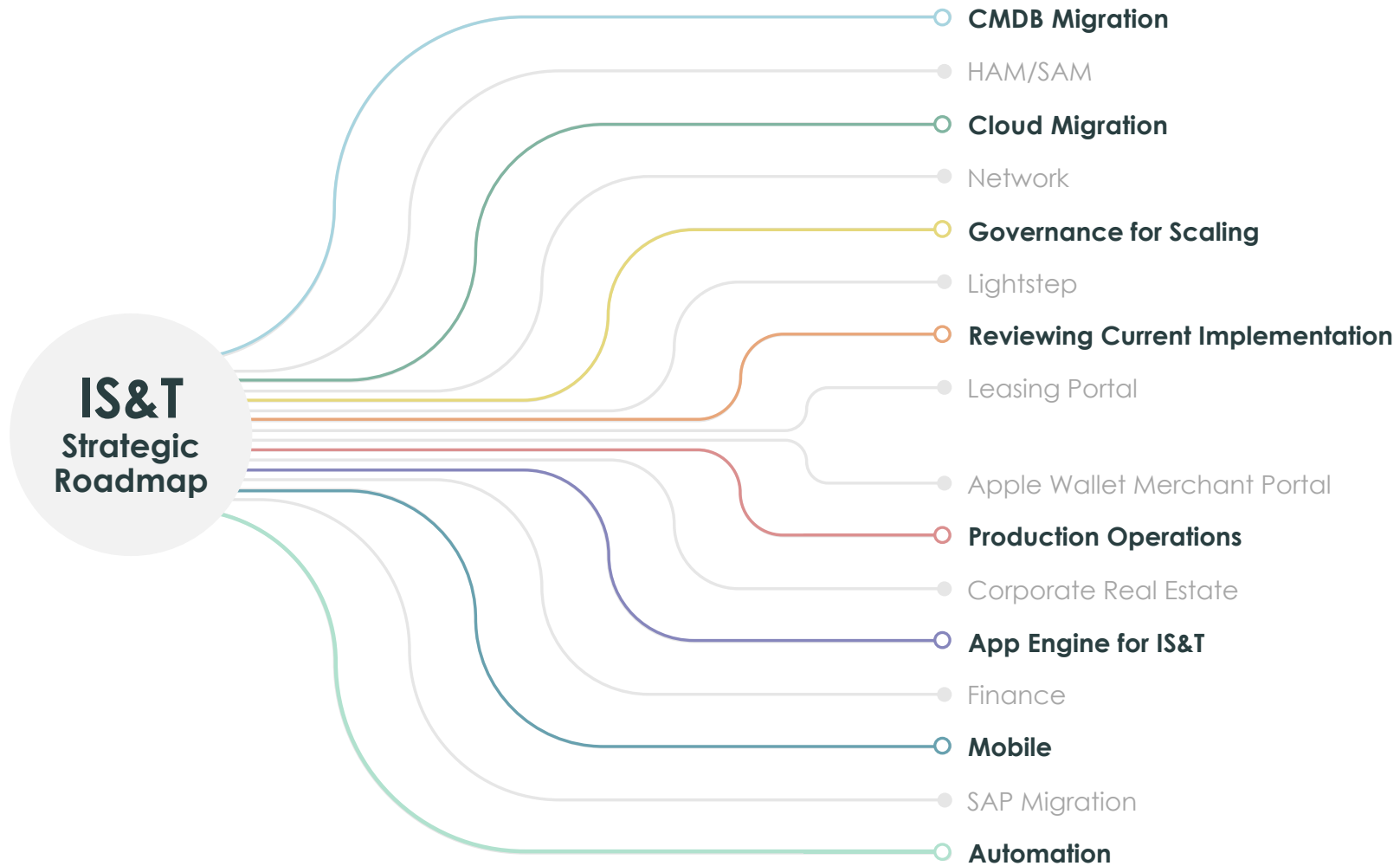
Machine Learning

10x
ROI









now™



IS&T Strategic Roadmap



Roadmap Summary

ServiceNow Alignment	Phase 1	Phase 2	Phase 3
 CMDB Migration	Description of phase activities	Description of phase activities	Description of phase activities
 Cloud Migration	Description of phase activities	Description of phase activities	Description of phase activities
 Governance for Scaling	Description of phase activities	Description of phase activities	Description of phase activities
 Reviewing Current Implementation	Description of phase activities	Description of phase activities	Description of phase activities
 Production Operations	Description of phase activities	Description of phase activities	Description of phase activities
 App Engine for IS&T	Description of phase activities	Description of phase activities	Description of phase activities
 Mobile	Description of phase activities	Description of phase activities	Description of phase activities
 Automation	Description of phase activities	Description of phase activities	Description of phase activities



CMDB Migration

Ron & Joe

P1

Automated Change Management w/ DevSecOps Insights

P2

Full Lifecycle Asset Management

P3

Application Portfolio Management

Key Outcomes

10% reduction in asset spend
10% increase in software license reuse
60% improvement in rationalization effort

Apple Alignment

CMDB Migration
Cloud Migration
Governance for Scaling
Reviewing Current Implementation
App Engine for IS&T
Mobile

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- Need a dashboard to track DevSecOps DORA metrics
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Full Partial None





CMDB Migration



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DevSecOps

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- DevSecOps Integrations/integrate CI/CD toolchain increasing developer productivity

IT Business Management

- APM/Identify redundancies and decrease costs
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- TPM software model view/manage hardware by software models

Cloud Migration

Joe & Linda

Key Outcomes

P1 Cloud Assessment

P2 Cloud Migration Plan

P3 Cloud Implementation and Transition

10% reduction in asset spend
10% increase in software license reuse
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Apple Alignment

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Cloud Migration
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Cloud Migration



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Governance for Scaling

Joe

Key Outcomes

P1

Automated Change Management w/ DevSecOps Insights

P2

Full Lifecycle Asset Management

P3

Application Portfolio Management

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DevSecOps Insights

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Reviewing Current Implementation

Linda & Lyndon

Key Outcomes

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Production Operations

Josh



Key Outcomes

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Apple Alignment	Key Findings	Recommended Actions	Benefits
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Full Partial None





Production Operations

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Low Code Development

Mark

Key Outcomes



Apple Alignment

- CMDB Migration
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Low Code Development



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Mobile

Lyndon



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Automation

Lyndon



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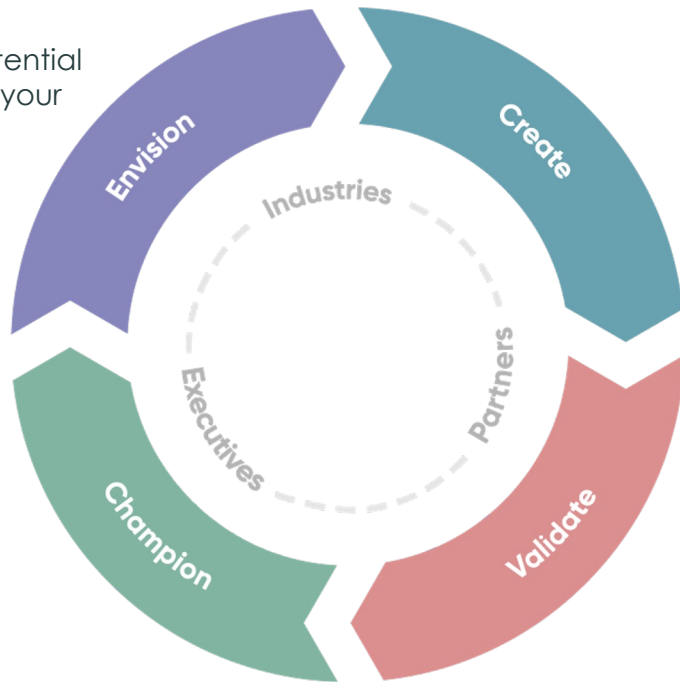


Next Steps

Now Value Methodology

Envision Value

Define your digital potential and confidently build your plan to create value



Create Value

Turn your road map into exceptional outcomes and master organization change

Validate Value

Use data-driven insights to continuously measure and optimize your journey

Champion Success

Build on your digital success to lead even greater change

The Mutual Plan

Finalize documents for Apple review, including roadmap, business case, and pricing

Week of October 25th



Meeting with Oliver Schusser and Josh Kahn

October 29



Meeting Jennifer Bailey and Vanessa Smith

November 19



Meeting with Eddy Cue, Mary, Kate, Luca and Bill McDermott

December 3



Execute Enterprise Agreement

December 17

A leadership team dedicated to our partnership, ready to support your success at every step of the way

