

# Transform the Way We Work

**Named Forbes' Most Innovative Company for 2018, a US-listed cloud-based enterprise, ServiceNow, expanded its North Asia headquarters in Hong Kong to support its growth in the region.**



ServiceNow was founded in 2004 in San Diego with the mission to make work simpler and better for everyone. In 14 years, it has transformed to a US\$2 billion-dollar company with more than 6,750 employees serving over 4,000 customers worldwide.

Carrying on the founder Fred Luddy's vision, ServiceNow believes that finding new ways to work effortlessly is essential to business success and economic growth. Its cloud-based, multifunctional platform helps companies to streamline business

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**Mitch Young**  
**Vice President and**  
**General Manager for**  
**Asia Pacific and Japan**  
**ServiceNow**

processes and automate tasks across different functions, such as security, HR and customer service. Its products not only earned good revenue for the company, but also reputation. It was ranked No.1 on Forbes World's Most Innovative Company in 2018.

With its rapid global development, including strategic acquisitions made in the past two years, ServiceNow recently expanded its North Asia headquarters in Hong Kong by taking up a larger 6,000-square-foot premise in Causeway Bay to support its growth in the region.

“Our presence in Hong Kong plays an important role as we target to grow from a US\$2 billion-dollar company to \$4 billion in 2020,” said Mitch Young, VP & GM for ServiceNow, Asia Pacific and Japan, “there are many opportunities for Hong Kong businesses to transform the way works get done; our new office here represents an important step for ServiceNow to help businesses across the region drive their digital transformation.”

“Hong Kong's vibrant and talented tech community, supplemented by strong multi-language skills, is essential for our expansion in Asia,” Young added, “continuous talent development and training are vital in keeping up with the strong demand from the fast-changing tech industry in the city and around the world.”

In Hong Kong, ServiceNow has been working across a wealth of industries, including education, manufacturing, telecommunication, to name a few. With the government's innovation and technology initiatives, especially the Smart City blueprint, the company foresees enormous

potential and is eager to expand its team in the near future.

Young shares his tips for companies who would like to stay competitive in the booming tech industry in Hong Kong. “Many companies look for growth via international outsourcing, but we have taken a local approach,” he said, “we hire people from a range of different professional and cultural backgrounds. It's this diversity which continues to deliver a competitive advantage to our business. Driving a unique, innovative proposition is key to the success of the company.”

InvestHK has been providing assistance to ServiceNow by offering information on industry news and related events. “We look forward to continuing to work with InvestHK on Smart City Initiatives, as the team helps facilitate liaisons with relevant government departments and shares our vision of embracing innovation and technology,” Young concluded.

## ServiceNow

- Listed in the US in 2012 (NYSE: NOW) with a global presence, including more than 12 locations in Asia Pacific and Japan
- Set up North Asia Headquarters in Hong Kong in 2013 and expects to grow its local footprint rapidly

 [servicenow.com](https://www.servicenow.com)