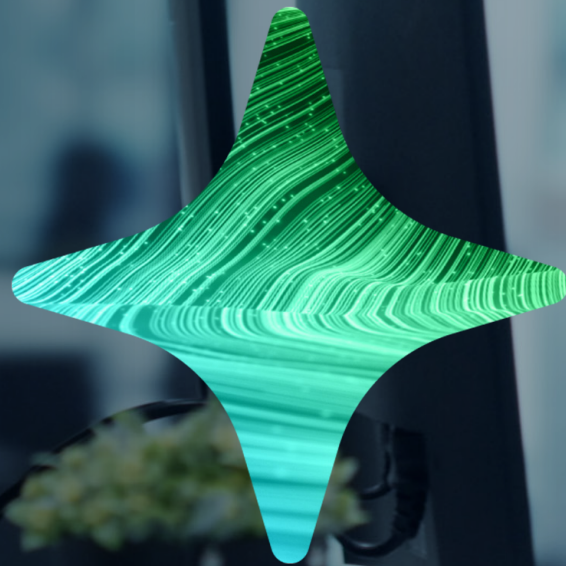# servicenow®

THE BUSINESS VALUE OF NOW ASSIST
FOR IT SOLUTIONS

See what you can gain from an investment in GenAI to efficiently deliver and maintain reliable technology services.

Contents

Managing the explosion of IT services and the complexity of IT operations

A critical responsibility of IT leaders who oversee service operations—the combination of IT service management (ITSM) and IT operations management (ITOM)—is controlling technology costs while also driving efficiency and ensuring 24/7 uptime. To achieve these directives today, they must create the AI expertise on their teams or implement technologies that are required for adopting AI and automation across the enterprise. AI is the answer to addressing the challenges in ITSM and ITOM.

In ITSM, there's an ever-increasing demand for digital services

The world of ITSM can be chaotic and overwhelming for organizations like yours that strive to deliver the best possible technology experiences. To keep pace with industry demands and employee expectations, you must deliver more and more services. However, this growth comes with a significant hurdle: a surge in incidents stemming from employee and customer usage, as well as the underlying machines or infrastructure supporting these services. Managing these incidents can overwhelm your team. It's nearly impossible to scale people and manual processes to keep up with the increased incident volume—especially when working out of several disparate systems.

In ITOM, there's an ever-growing intricacy of the IT estate

Today's ITOM can be incredibly complex. Even the most experienced IT operators struggle to make sense of high volumes of alerts coming from multiple technologies and monitoring systems. These systems typically churn out cryptic alert descriptions that are unclear and convoluted, making it difficult to assess them promptly and efficiently. This labor-intensive and mentally straining process:

- Impedes operator response and agility

- Increases MTTR

- Denigrates service quality and reliability

- Adds operational costs
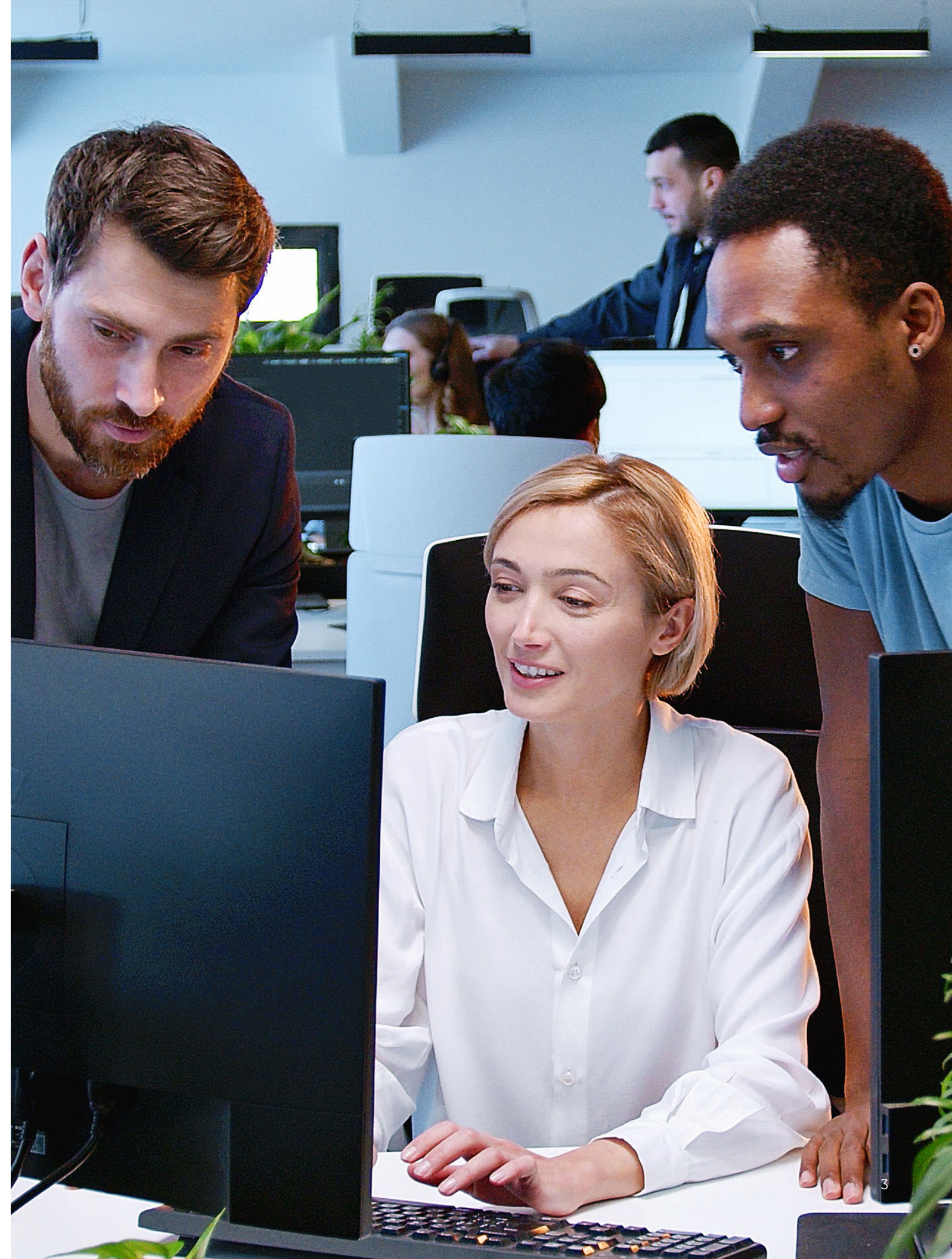
Realizing the benefits of GenAI-powered Now Assist for ITSM and Now Assist for ITOM

Now Assist for ITSM

Our GenAI-powered application for improving IT service delivery enhances the existing, industry-leading AI capabilities in ITSM to elevate the employee experience and boost IT team productivity higher than ever. It can understand user context and intent, synthesize knowledge from the data on the Now Platform, generate instant insights and automate tasks. This enables capabilities such as:

- Delivery of self-service through a conversational virtual agent for needs such as ordering IT assets, or resetting passwords.

- Summarization of: AI searches for employees from multiple knowledge articles deflecting requests before they reach agents.

- Summarization of: Chats between the employee and a virtual for handoff to another agent.

- Summarization of: Incidents for agents to quickly understand the circumstances and take actions to resolve.

- Generation of resolution notes and knowledge articles to save time for agents and expedite resolutions for similar incidents.

Now Assist for ITOM

Our GenAI capabilities for ITOM enable your IT operators to rapidly investigate machine-generated alerts and reduce complex jargon, so they can get to the analysis of the problems quickly. They also deliver a summary of the alert context, as well as offer next steps for resolution based on the historical incidents. Now Assist for ITOM:

- Replaces cryptic alert descriptions with plain-language summaries and analysis for both grouped and individual alerts, significantly reducing noise.

- Enables operators to quickly understand what caused an alert and if an incident should be created.

- Delivers an interactive interface for operators with any level of experience to rapidly and accurately triage issues.

- Provides operators with intelligence from past incidents that were closed or resolved to streamline collaboration with service desk agents and incident managers.

Industry analyst views

The expert views of industry analysts provide a powerful lens through which to examine the transformative impact of ServiceNow® ITSM and ITOM on processes and business outcomes.

Gartner®: Magic Quadrant for Artificial Intelligence Applications in IT Service Management

ServiceNow is recognized as a Leader in this Magic Quadrant. Gartner defines artificial intelligence applications in IT service management as tools that augment and extend IT service management (ITSM) workflows using AI. These analyze ITSM data and metadata (primarily found in ITSM platforms) to provide intelligent advice and actions on ITSM practices and workflows, such as IT service desk and support activities. Leaders have executed well with broad market reach, strong customer awareness of their participation in this market, and adoption (as evidenced by Gartner client interaction data, as well as their growth and market presence). Leaders have a clear vision in roadmaps that exploit relevant opportunities and address challenges of using AI and generative AI in ITSM across multiple use cases.

EMA Research Report - ServiceOps 2024: Automation and (gen)AI-powered IT service and operations

Adding modern-day AI/ML and automation capabilities to decades of workflow operational capabilities is a powerful statement. Strong business service insights combined with event noise reduction and suggestive alerting can greatly reduce workloads and improve business outcomes. This can be seamless for existing customers with a platform already natively aware of incidents, changes, and the configuration management database. A reference customer stated, 'Anomaly detection is statistically correct but hard to operationalize.' Another stated, 'You need to really understand the partner ecosystem, or you will grind to a halt.' Reliance on the customer community for help instead of a weak help desk is also necessary. ServiceNow ITOM AIOps Enterprise is a serious choice for larger organizations that have already adopted its ESM solution.

The value you can expect from Now Assist for ITSM and Now Assist for ITOM

Now Assist for ITSM

Now Assist for ITSM helps your IT service team to get the most out of its ServiceNow ITSM solution by:

- Increasing deflection rates with GenAI-infused search, a virtual agent, and knowledge content
- Speeding wrap-up times with auto-generated resolution notes
- Reducing MTTR through summaries of incidents, work notes, and chats

Expected outcomes*		How the outcomes are achieved
14%	reduction in number of incidents	Actionable GenAI supported content is delivered to users through a conversational virtual agent, enabling effective self-service.
25%	less time spent ramping up from incident handoffs, writing summaries and composing resolution notes	Summarization of chats with a live or virtual agent and automated production of resolution notes can expedite handoffs and case closures.
75%	less effort to draft knowledge articles	Knowledge article drafts for agents to review are automatically generated based on multiple case or incident records.
80%	decrease in effort to implement and maintain virtual agent	Reduced time for implementation and ongoing maintenance of virtual agent through user-friendly guided setup.
40%	reduction in time spent per search	Answers are generated from multiple sources to provide what the user is looking for.

*Suggested improvements are based on ServiceNow telemetry data.

The business value of Now Assist for IT Solutions

Ultimately, you want employees to get the information they need so they can get back to what matters most–their work. See the table for the expected outcomes that show how Now Assist for ITSM can help accomplish that.

Now Assist for ITOM

Making sense of confusing alerts is a challenge IT operators can avoid with Now Assist for ITOM. It equips them with capabilities they need to reduce operational effort to get the most out of the ServiceNow ITOM solution. This includes dramatically expediting the analysis of each alert, increasing efficiency in resolving incidents, and allowing your IT operators to scale in response to an ever-increasing number of digital services. See the table for the expected outcomes that show how Now Assist for ITOM can help accomplish that.

Expected outcomes*		How the outcomes are achieved
15%	reduction in incidents created from alerts	IT operators are empowered to diagnose and resolve alerts—before they become incidents—using easy-to-understand summaries.
15%	reduction in average time to resolve an IT incident	Resolutions of incidents escalated from alerts are accelerated through reduced analysis time and minimizing the need for IT operators to search through knowledge articles.
50%	reduction in time to full productivity	New IT operators can get up to speed and resolve issues quickly through alerts that are easy to understand.

*Suggested improvements are based on ServiceNow telemetry data.

Quickly implement GenAI projects and increase ROI with ServiceNow Strategic Portfolio Management

By helping you prioritize what truly matters, ServiceNow Strategic Portfolio Management (SPM) accelerates and increases GenAI value delivery. SPM can empower your entire enterprise to focus everyone on initiatives that align with your strategy as well as fulfill stakeholder and customer demands. SPM itself uses GenAI to help ensure that business requirements and feedback are communicated effectively. Business stakeholders—the requestors—can input requirements easily using an intuitive, conversational interface. Product managers can quickly assess and prioritize product feedback because GenAI can automatically condense lengthy, cryptic enhancement requests into short summaries that are simple to understand and evaluate. As a result, your organization can identify and deliver AI value faster.

The additional value you can expect from SPM

Expected outcomes*		How the outcomes are achieved
21%	less effort for data collection and reporting per work item	Streamlined work item tracking via a centralized workspace and automated status updates.
13%	reduction in work items that are over budget	Work created, reviewed, and evaluated from a single place by multiple stakeholders
13%	reduction in work items that are over budget	Reduced project duration with better program, portfolio and resource management
13%	increase in work items aligned to goals	Work items organized and goals created to align business and strategic objectives
13%	decrease in work items that miss target completion date	On-time delivery achieved through strategic alignment, transparent visibility, and flexible execution support
10%	decrease in overutilized employees	Overallocation of resources reduced by improved visibility into utilization and the ability to create and compare scenarios for better prioritization of work items
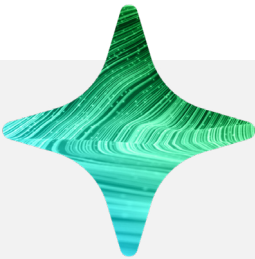
Dig deeper on value your business can gain from ServiceNow

At ServiceNow, we know that you're more interested in business outcomes than products. That's why we offer a business value assessment (BVA) that clearly articulates what outcomes we will deliver that are specific to the unique circumstances of your business. You will discover why these outcomes matter strategically, how we will deliver them, and how much value they will be worth in terms of cost-savings and efficiency gains. Don't miss this chance to compare how you are doing things today against what's possible with ServiceNow.

*Suggested improvements are based on ServiceNow telemetry data.
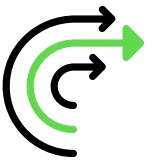
Customer value spotlight

MEARS

Mears Group deploys the power of GenAI for IT service management

One of the largest housing solution providers in the UK, the Mears Group adopted Now Assist for IT Service Management. It has proved pivotal in showcasing both the power of the ServiceNow platform and the transformational potential of generative AI. Now Assist generates new knowledge articles for the AI search function to interrogate, providing the most relevant and accurate search results. It also reads and distills employee service case information and create summary notes in seconds, enabling faster resolution and saving time for everyone involved.

> "
> Now Assist is a game changer, in the user experience and in saving time and money for the business."
>
> **Mark Blyth**
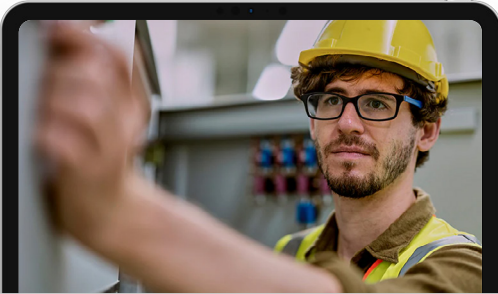> Head of Business Solutions, Mears Group

83%
of calls deflected

≤10
minutes saved per request

>8%
increase in self-service in the first few months

→ **Read full story and watch the video**

servicenow.

![telescope icon]

Customer
value spotlight

MINDSPRINT

Mindsprint optimizes service operations delivery with a unified platform

Mindsprint—a leading digital services and solutions provider—needed a platform that would provide unified and scalable capabilities. The company also sought to harness AI and automation to deliver further operational excellence. With ITSM Pro, Mindsprint reduced the time to close requests, and achieved near-perfect accuracy in ticket assignments. With ServiceNow ITOM, Mindsprint has clear visibility into its technology infrastructure, helping teams proactively manage digital services and potential issues. The company is exploring the platform's GenAI capabilities to further elevate the experience of customers and employees.

> **"** We now have a well-connected system where workflows are enabled. Zero-touch automation... auto-routes tickets based on their category. Fulfilling these requests used to take days; now they are completed within hours."
>
> **Mitul Shah**
> Director, Tools and Automation, Mindsprint

22%
reduction in average
time to close requests

90%
decrease in triage efforts

99%
accuracy in assignment and
categorization of tickets

→ Read full story and watch the video

Revolutionary productivity gains deliver unmatched business value

Now Assist for ITSM

With Now Assist for ITSM, employees can self-serve to address a majority of issues on their own. For more complicated issues, IT agents see auto-generated summaries and next steps to help them respond faster to users and quickly resolve cases.

Put AI to work for your IT team

Case summarized by Now Assist   ⓘ   🔒 Private

- Storm Employee encountered an error while installing the Data Analysis add-in for Excel.
- Now Assist provided a link to a relevant KB article for Excel Functionality.
- Storm Employee requested to chant with a live agent for further assistance.
- Now Assist connected Storm Employee to Laxmi Analyst.

01 Give employees 24/7 access to contextual services to solve most issues instantly

02 Help agents and IT team get work done to focus on other impactful projects

03 Deliver adaptable, yet resilient services and innovations predictability

Now Assist for ITOM

With Now Assist for ITOM, IT operators can easily access alert summaries and analysis directly in the Express List, putting intelligent insights at their fingertips.

✦ Alert summarized by Now Assist

Summary:
• GoogleUpdater Service Stopped on Windows Server CRUPRGWHTHPET04
• Two GoogleUpdater services, GoogleUpdater Service126.0.6462.0 and GoogleUdaterInternationalService126.0.6462.0, have both stopped running on the Windows Server identified as CRUPRGWHTHPET04. The alerts were triggered within a span of two seconds, indicating a potential correlation between the two services.

Analysis:
It is possible that a recent update or configuration change on the Windows Server CRUPRGWHTHPET04 may have inadvertently caused both GoogleUpdater service to stop. Alternatively, a shared resources or dependency between the two services may have caused them to fail simultaneously. It is also conceivable that the services are designed to stop and start together, although this would typically be documented in the service's design or deployment notes.

View less ▲

Updated 2024-05

Be sure to check AI-generated summaries for accuracy.

Decipher cryptic alerts with human-readable explanations

Instantly understand the underlying issue for each alert, summarized automatically using Generative AI.

View first hints at resolution actions from the alerts description without leaving the main view.

Unlock 24/7 productivity with AI agents that work autonomously for your people

With ServiceNow, you can also deploy teams of AI agents that learn, reason, collaborate, and solve problems autonomously, across your entire enterprise. They work together 24/7, with guardrails and governance, on behalf of your people–elevating their productivity and potential. ServiceNow AI Agents are embedded in the world's most powerful end-to-end workflow automation platform, meaning they can take action and proactively solve challenges in every corner of your business.

Accelerate time to value with ServiceNow Impact

Powered by AI and human expertise, Impact helps your teams maximize the power of the ServiceNow AI platform for business transformation. It provides the support and guidance needed to get to value fast. With Impact, your teams can:
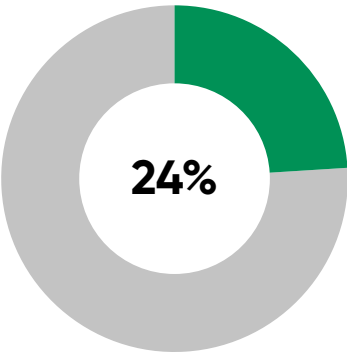
- **Accelerate adoption and value:** Adopt innovations faster, maximize your ServiceNow investment—and prove its value to stakeholders.

- **Promote business continuity**: Maximize productivity and uptime with 24/7 technical support that helps your business run effectively around the clock.

- **Optimize platform performance:** Get your platform ready for innovation with tools to proactively monitor heath, diagnose issues, and deliver actionable insights.

- **Access expertise anytime:** Get access to personalized recommendations, as well as both technical and strategic experts; plus, develop your internal skillsets with on-demand training.
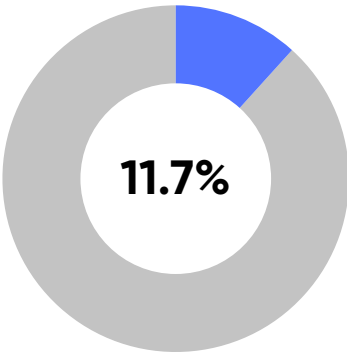
Results quantified from Forrester

The business benefits of ServiceNow Impact are clear. It makes the teams more productive—both the users of ServiceNow solutions and those who manage and maintain the ServiceNow platform. But don't just take our word for it. We asked Forrester Consulting to interview a representative cross-section of ServiceNow Impact customers and quantify their findings*. The results, published in The Total Economic Impact™ Of ServiceNow Impact, found that with Impact, organizations achieved the results below:
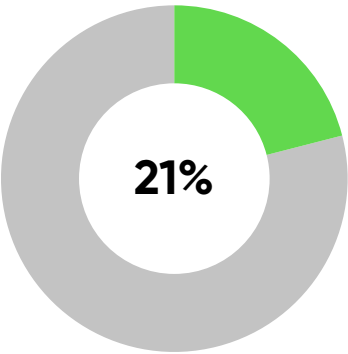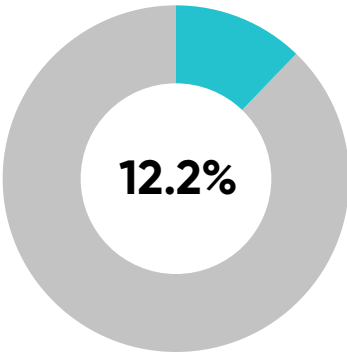
21%	**24%**	**11.7%**	**12.2%**
faster time to value for new applications	increase in value from existing platform	improved end-user productivity	improved operations staff productivity

*Findings are from The Total Economic Impact™ Of ServiceNow Impact, a commissioned study conducted by Forrester Consulting on behalf of ServiceNow, October 2023. Percentages are by year three for a composite organization representative of detailed interviews with seven ServiceNow customers from across the U.S., Asia, and Europe that were also using Impact. The customers ranged in size from about 4,000 employees to more 500,000 employees. Their annual revenues ranged from $2 billion to $60 billion. Industries of customers interviewed included healthcare, government, banking, technology, and professional services.

"

What Impact customers are saying

We've seen about a 25% to 30% acceleration in the time to deploy.

Platform owner from ServiceNow U.S. Regional Bank

We are absolutely seeing 20% or more value from the overall platform due to Impact.

ServiceNow Platform Leader, Healthcare Service Company

We're consuming almost 20% more capability than we were.

Senior Director, Enterprise & IT, Computer Technology Company

We've spent 25% less effort on upgrades.

Enterprise Services Director, Professional Services Company

→ **Learn more about ServiceNow Impact**

For a deeper exploration of Now Assist for IT Solutions at ServiceNow, consider these resources:

Ignite productivity across IT

Learn how to significantly boost the efficiency of your IT teams and create experiences employees will love.
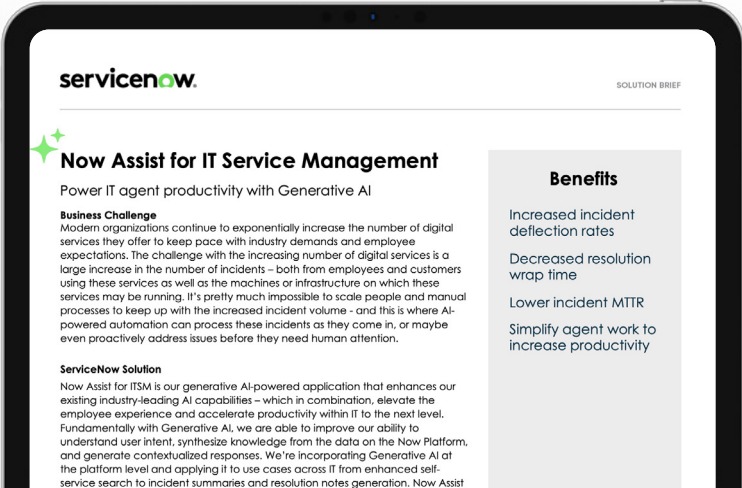
Get Guide

Power IT agent productivity

See how to increase incident deflection rates, reduce MTTR, simplify IT agent work, and cut resolution wrap-up time with GenAI.
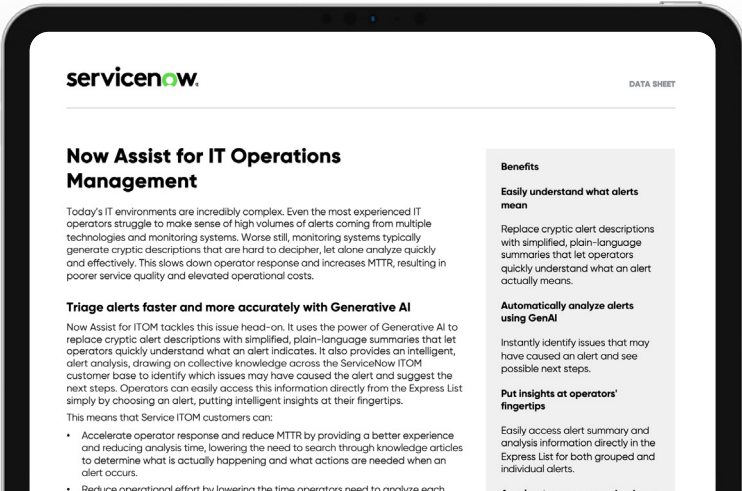
Read Data Sheet

Triage IT alerts faster and more accurately

Learn how to get simplified IT alert summaries, intelligent alert analysis, easier issue identification, and recommended next steps.
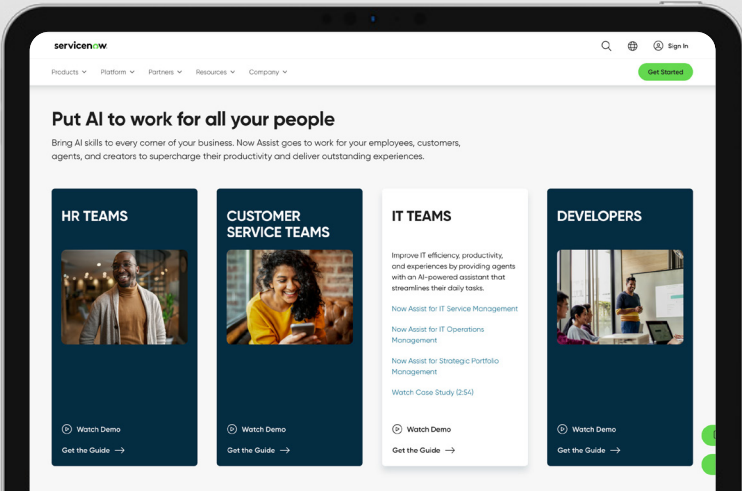
Read Data Sheet

Put AI to work for IT agents and operations teams

Improve IT efficiency, productivity, and experiences by providing AI-powered assistance to streamlines daily tasks of your teams.

Watch Demo

servicenow.

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit **www.servicenow.com**.