

# THE BUSINESS VALUE OF AI FOR IT SOLUTIONS

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



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## 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

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

As IT services and operational technology continues to scale, evolve and increase in complexity, businesses need a way to free up precious resources, predict leading indicators of issues, triage and resolve issues faster, and increase productivity. And that's where AI comes in.



## Putting AI agents to work for your IT teams

Imagine a future in which your teams could spend less time fighting fires and more time focusing on higher value, innovative work that drives real business outcomes. That's the future agentic AI is building.

With evolving threats, emerging technologies, and increasingly complex systems and processes, tech teams need more than advanced chatbots to maintain seamless operations and drive innovation. They need a way to achieve more with less—and now they can, with ServiceNow AI Agents.

By dynamically interpreting needs and executing the optimal course of action, ServiceNow AI Agents can learn, adapt, and collaborate with people to handle complex and ambiguous tasks. Managed, guided, and controlled by you, they reduce repetitive tasks, streamline IT incidents, triage issues, and help you connect people, processes, and systems for seamless, efficient operations.

From provisioning software for new employees to handling more complex processes, like diagnosing and resolving high-priority IT outages, ServiceNow AI Agents for ITSM and ITOM enable your teams to:

- Predict potential IT issues and outages with real-time data
- Collaborate with 3rd party AI agents in real-time to assess the severity and impact
- Prioritize, assign, and execute issue resolutions across connected systems
- Reduce number and duration of IT outages with predictive analytics
- Seamlessly orchestrate end-to-end IT processes
- Build and manage custom AI agents for specific tasks and functions



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

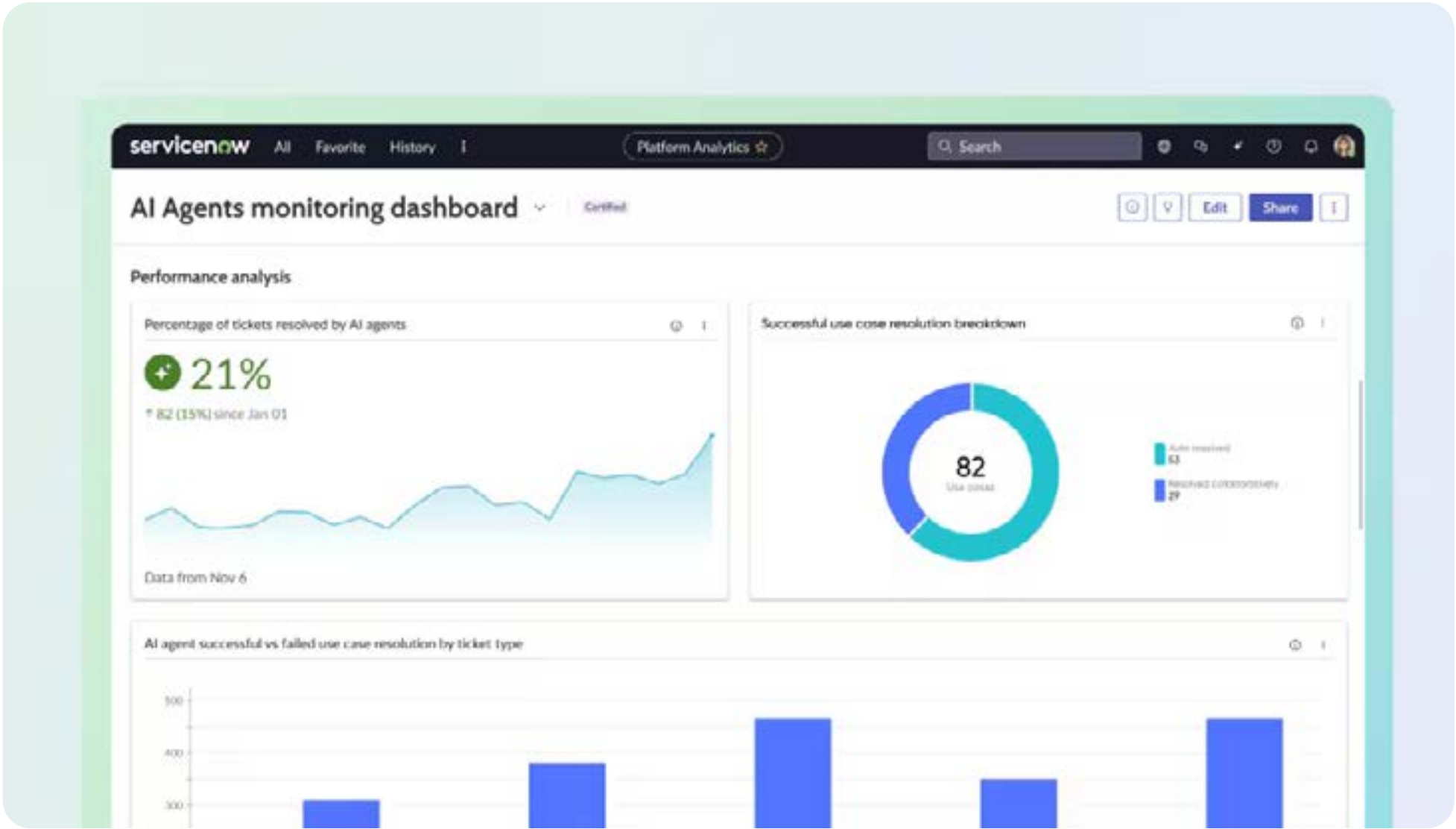
With ServiceNow, you can deploy teams of AI agents that learn, reason, collaborate, and solve problems autonomously, across your entire enterprise. They work together 24/7, with guardrails and governance, on behalf of your people—elevating their productivity and potential. ServiceNow AI Agents are embedded 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.





## AI agents in action

With ServiceNow AI Agents, IT teams are freed up to focus on the bigger stuff. From proactive cyberthreat detection that automatically notifies the right people before the issue escalates, to advanced self-service capabilities that empower employees to resolve incidents and process requests without involving IT service teams—ServiceNow AI Agents make IT service delivery and operations management easier.



## Realizing the benefits of GenAI-powered Now Assist for ITSM and ITOM

It's not just agentic AI that's changing the game for ITSM and ITOM. GenAI holds the potential to completely transform how IT service delivery and operations function within any organization—boosting productivity and elevating the employee experience across every corner of the business.

With Now Assist for ITSM and ITOM, your teams can leverage our GenAI capabilities to understand user context and intent, synthesize knowledge, automate tasks, investigate machine-generated alerts, triage and analyze impact, and assess next steps for issue resolution based on historical incidents.

### For ITSM, this means:

- 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.
- Creating detailed plans for implementing and testing changes based on the request details, potential impacts, and similar past changes.

### For ITOM, Now Assist enables operators to:

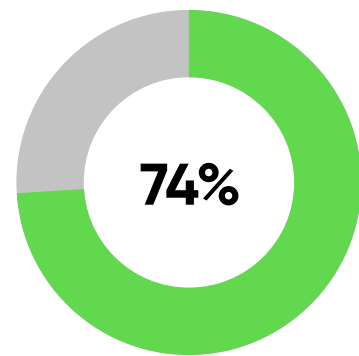
- Collaborate in real-time with other AI agents from monitoring and observability systems to assess the impact of the issue.
- Reduce noise by correlating vast amounts of insights and historical incident knowledge to prioritize alerts
- Replace cryptic alert descriptions with plain-language summaries and analysis for both grouped and individual alerts, significantly reducing noise.
- Rapidly and accurately triage issues on an interactive interface that's easy to use, no matter their level of experience.
- Access intelligence from past incidents that were closed or resolved to streamline collaboration with service desk agents and incident managers.
- Accelerate incident resolution with GenAI-driven automations created using large language models and machine-learning based clustering.





## A controlled approach to managing enterprise AI

So as AI experimentation and implementation ramps up, how can businesses ensure every AI initiative is aligned to strategy and streamlined for maximum success? In the pursuit of digital transformation, it's all too easy for AI initiatives to become fragmented across the enterprise, locked in silos that are disconnected from core business objectives. This fragmentation doesn't only stifle innovation—it heightens risk and hinders your ability to confidently focus and scale your AI efforts. Especially when it comes to high-risk functions like ITSM and ITOM which the entire organization is reliant upon.



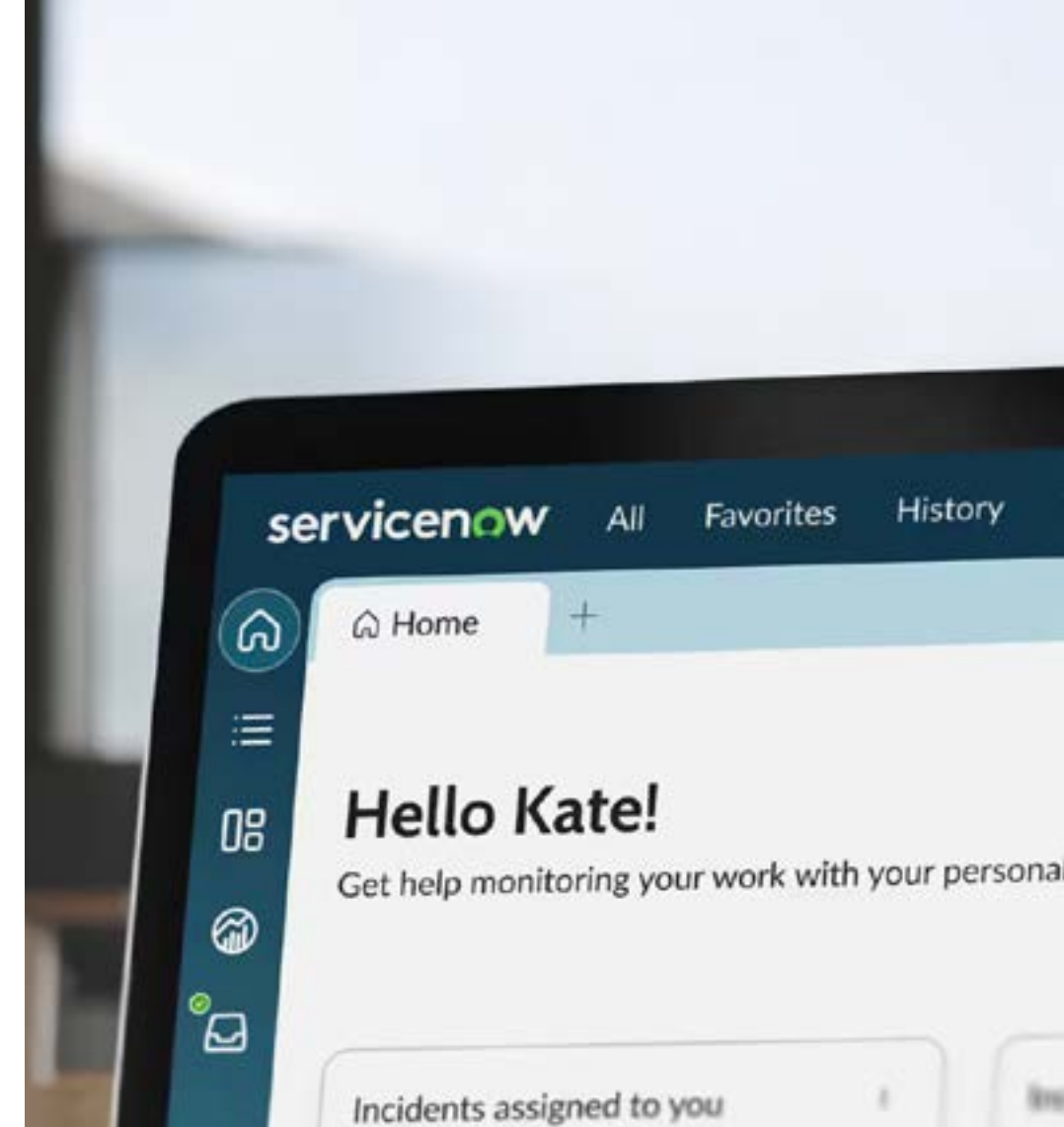
of organizations are struggling to achieve and scale value with AI.

(BCG 2024)

Whether it's GenAI or agentic AI—without a unified platform, organizations are often made up of fragmented efforts that only further complicate overly complex tech stacks and business processes. To achieve true enterprise-wide AI excellence, IT teams need more than just point solutions. They need an AI platform that connects and unifies AI efforts with wider business processes and goals.

With a single, trusted platform that integrates technology excellence with advanced governance, businesses can orchestrate an end-to-end AI lifecycle for enterprise-wide impact. The ServiceNow AI Platform is designed specifically for AI Centers of Excellence and Chief AI Officers, enabling ITSM and ITOM teams to:

- Govern, manage, and optimize any AI initiative across the organization.
- Get the visibility and control needed to scale AI confidently and responsibly.
- Move beyond silos with a single pane of glass view that aligns AI with business goals, streamlines project implementation, demonstrates AI's business value, and ensures compliance.



With a dedicated AI platform, businesses can connect, integrate, and streamline all their AI efforts and projects, aligning them with wider technology and business goals for tangible, measurable impact.

## Amplify AI value with ServiceNow

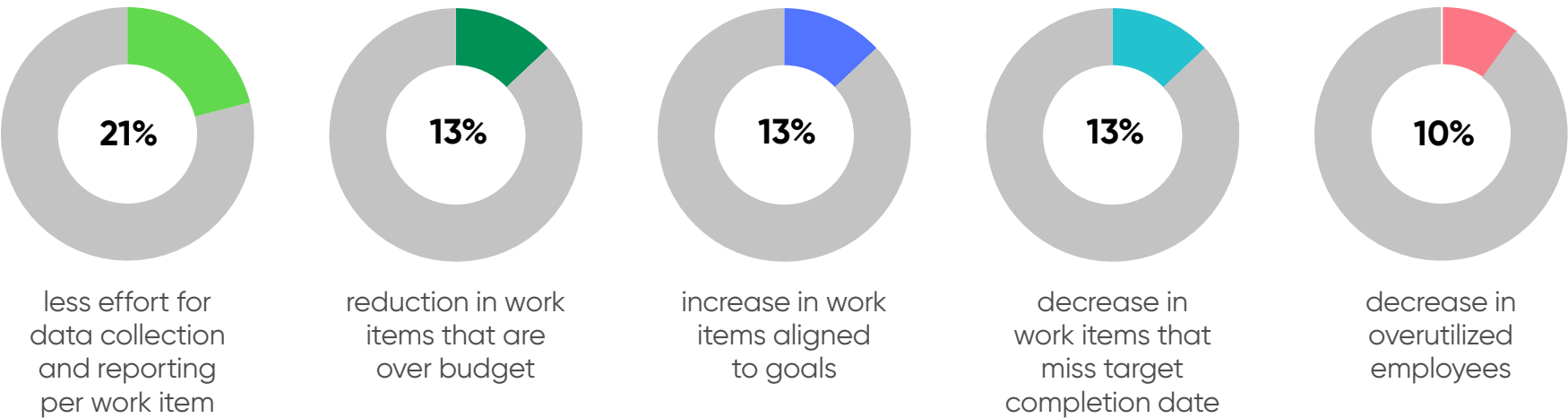
Effective AI starts with strategy. From proactive insights to prescriptive guidance, project alignment and real-time reporting, ServiceNow helps businesses unify their AI efforts, maximize value, and realize impact faster.

### Quickly implement AI projects and increase ROI with ServiceNow Strategic Portfolio Management

By helping you prioritize what truly matters, ServiceNow Strategic Portfolio Management (SPM) accelerates and increases AI value delivery. It empowers your entire enterprise to focus on initiatives that align with your strategy as well as fulfil stakeholder and customer demands. With SPM, businesses are able to:

- Automate email project summaries for enhanced communication and efficiency.
- Transform raw data into actionable insights with Agile Story Generation.
- Empower stakeholders to enter demand requirements using an intuitive interface.
- Condense lengthy, cryptic enhancement requests into easily understandable product feedback summaries.
- Track and report tasks in real time with Project Task Monitoring driven by AI agents.

As a result, your organization can identify and deliver AI value faster.



## 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.

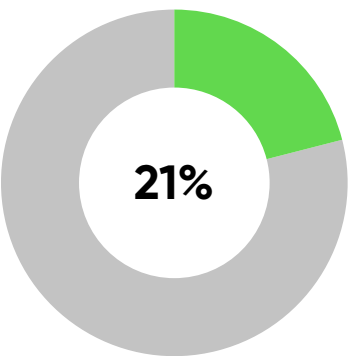




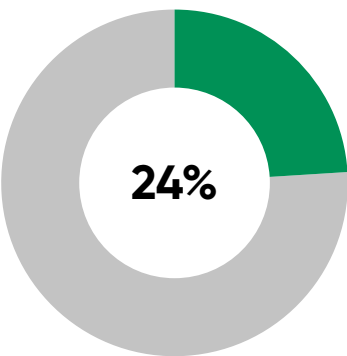
Accelerate time to value with ServiceNow Impact

Impact is a comprehensive value acceleration solution that helps you maximize the power of the ServiceNow AI Platform for business transformation. Powered by AI and human expertise, it provides the support and guidance needed to get to value fast, helping you:

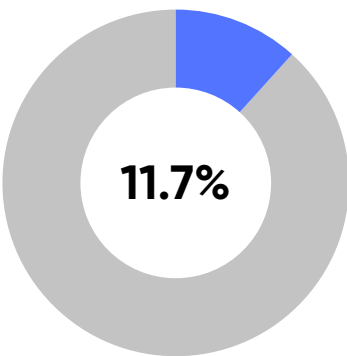
- **Accelerate adoption and value:** Adopt innovations faster, maximize your ServiceNow investment—and prove its value to stakeholders.
- **Promote business continuity:** Maximize productivity and uptime with 24/7 technical support that helps your business run effectively around the clock.
- **Optimize platform performance:** Get your platform ready for innovation with tools to proactively monitor health, 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.



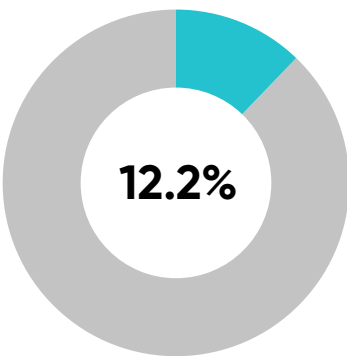
faster time to value for new applications



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.

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## What our 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 AI 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](#)





CUSTOMER  
VALUE SPOTLIGHT



BT partners with ServiceNow to turn bold AI thinking into business transformation

Few businesses have the reach, range, and responsibility of BT Group. Comprising 1,000 multinationals in over 180 countries, the company needed to develop a strategy that would help to build trust at scale for millions of people, while also keeping pace in the age of AI. Leveraging the ServiceNow AI Platform, BT can intelligently analyze and route incoming requests to the right people, predict and prevent outages before they happen, and cut resolution times from 4.7 hours to less than a minute. By integrating a vast array of service management platforms, monitoring systems, IT service management tools, and processes into one unified platform, BT can drive real, continuous transformation.



While everyone has been talking about GenAI, we've been putting it to work for our people and our customers. We've been able to move fast because it's built right into the ServiceNow AI Platform."

Alex Bell  
Business Service CIO, BT Business



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Service management platforms integrated into one unified platform



1

Minute average case resolution time, down from 4.7 hours



55%

Reduction in time spent on paperwork for complex cases



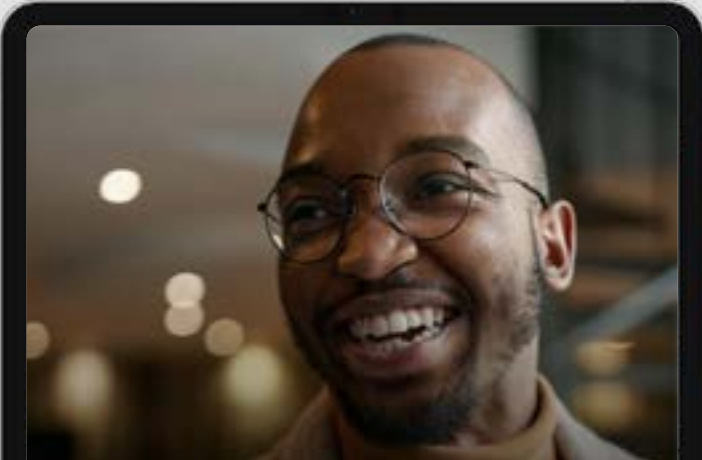
[→ Read full story and watch the video](#)

# Ready to learn more about AI for IT services and operational technology solutions?

## Ignite productivity across IT

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

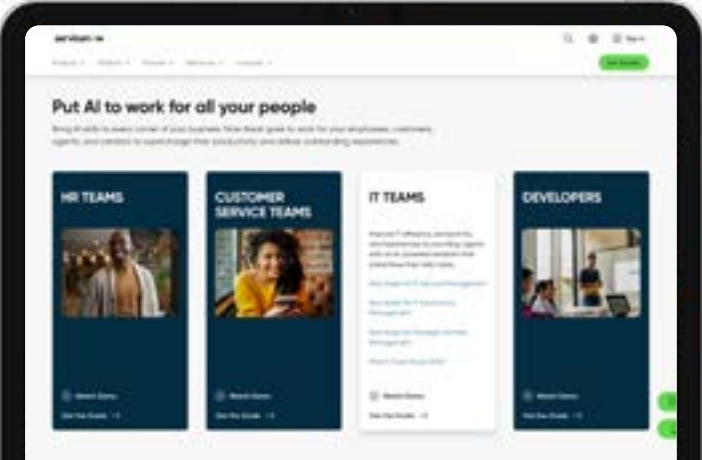
Get Guide



## 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



## Power productivity and triage alerts faster

Whether for ITSM, ITOM or SPM, the ServiceNow AI Platform is helping IT teams everywhere transform service delivery and operations with simplified processes, easier issue identification, and recommended next steps. See what it can do for you.

Data sheet for ITSM

Data sheet for ITOM

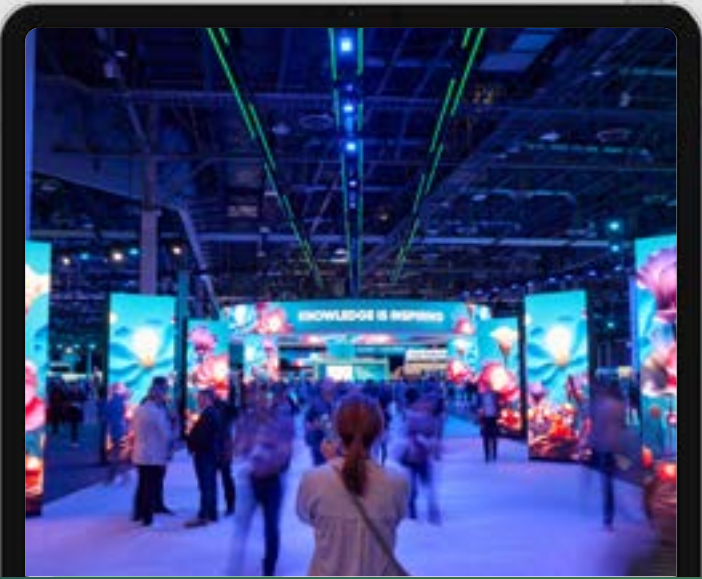
Data sheet for SPM



## Experience ServiceNow AI Agents in action

Join us at one of our upcoming Put AI to Work Summits to learn from AI experts, forge connections, and see how our AI platform for business transformation can work for you.

Join Us



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

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