




servicenow®

NEXT STEP GUIDE

PUT AI TO WORK TO BOOST BUSINESS AGILITY AND INNOVATION

Next steps to accelerate app development with GenAI-powered Now Assist.

A woman with curly hair, wearing a green sweater, is smiling and looking out a window. The background is bright and out of focus, showing a window frame and some indoor plants.

GenAI empowers everyone in the organization to build apps fast

Generative AI (GenAI) has been proven to dramatically enhance the productivity of experienced developers and lower the barrier to entry for citizen developers. In fact, generative AI will automate 60% of the design effort for new websites and mobile apps by 2026.*

To stay competitive in the current era of digital transformation, IT leaders are focusing on GenAI solutions to increase business agility, democratize app development, reduce the IT backlog, and improve productivity. Once you've identified your business goals and critical areas for growth, your next step is to start using GenAI on a secure platform for app development and creation.

In this guide, we'll walk you through your next important steps to business transformation with GenAI in app development.

*Gartner, Gartner Experts Answer the Top Generative AI Questions for Your Enterprise, 2024
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Challenges of meeting expanding development demands

Your workforce drives innovation, growth, and success. Yet when developers, creators, and business users are spending their valuable time on menial, repetitive development tasks, your organization risks missing out on productivity advances and competitive gains. Consider these common scenarios.

- App creation demands grow by the week as organizations transform to digital business models. However, the current shortage of skilled developers makes it tough to find resources to meet the demands. The limited pool of developers is a threat to the growth and success of every modern enterprise.
- As businesses attempt digital transformation, developers can get bogged down in manual code or data adjustments to meet functional requirements, increasing the amount of time it takes to build applications. The result is inefficient operations.
- Uncertainty in the global economy is driving frequent priority shifts. Modern businesses must be nimble—ready to swiftly pivot, adapt, and seize opportunities. Yet manual processes can hamper development efforts by causing human errors and delays in production.

73%

of leaders believe GenAI will increase workforce productivity.¹

30%

of enterprises will have implemented an AI-augmented development and testing strategy by 2025, up from 5% in 2021.²

75%

of enterprise software engineers will use AI coding assistants by 2028, up from less than 10% in early 2023.³

¹ KPMG, *Generative AI: From buzz to business value*, 2023
² Gartner, *Gartner Experts Answer the Top Generative AI Questions for Your Enterprise*, 2024
³ Gartner, *Gartner Says 75% of Enterprise Software Engineers Will Use AI Code Assistants by 2028*, April 11, 2024



What thought leaders are saying about GenAI empowering people

“The one thing that every company on the planet is short of right now is software developers.”

Paul Smith, Chief Commercial Officer, ServiceNow

“Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70% of employees’ time today.”

McKinsey Digital, *The economic potential of generative AI: The next productivity frontier* (by Michael Chui, Eric Hazan, Roger Roberts, Alex Singla, Kate Smaje, Alex Sukharevsky, Lareina Yee, and Rodney Zemmel), 2023

Game-changing benefits of GenAI in app development

IT leaders have increasingly turned to AI, and now to GenAI, to streamline the app development process as it can reduce development time by up to 30% (or more).⁴

Natural language no-code development democratizes app creation

GenAI operates like a programming partner to handle repetitive and common coding tasks, which frees developers to focus their time on more complex logic and helps augment your developer talent pool. Plus, GenAI supports intuitive, no-code development to create business applications safely in minutes through simple, natural language conversations. This empowers every employee to build the applications they need to boost productivity without relying on developers to do it for them.

Automated code generation increases productivity

Developers of all experience levels can spend less time writing repetitive code—to expedite custom app development—as well as quickly build playbooks and catalogs. GenAI significantly enhances the development experience. Automated code generation increases output, speeds delivery, and accelerates the developer learning curve. And automated flow generation lowers the barrier to entry and enables new flow authors to build their first flows faster.

GenAI increases agility and improves collaboration

Empowered by GenAI, your organization can improve business agility by automating process generation and workflow creation. Your admins can write automation scripts, system change/update scripts, and permissions faster. Also, your process analysts can quickly create better business processes for your stakeholders—fostering smarter decision-making.

⁴ Internal results from the ServiceNow IT organization

“

Generative AI code generation has the potential to revolutionize software development workflow and the developer experience.”

Gartner, *Emerging Tech: Generative AI Code Assistants Are Becoming Essential to Developer Experience*, May 2023

Expected outcomes* from deploying GenAI for app development



5x

increase in dev capacity and speed at building apps.



10.4K

hours saved per year, on average, in development time.



\$500K

reduction in development costs per year, on average.

*Based on internal results from the ServiceNow IT organization

Building trust in GenAI and accelerating value delivery

For many business leaders, security and governance are major concerns for GenAI. In a recent survey, 45% of executives said they believe GenAI can harm trust of their organizations if the proper governance tools and technology are not implemented.⁵

Implementing the proper guardrails and having a solid, risk-based strategy are the first steps to implementing a GenAI initiative that builds trust and serves the organization. Approximately 70% of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.⁶ Justifying investment in GenAI begins with choosing AI solutions purpose-built for your use cases and that solve critical challenges, unify business units, and deliver a cohesive strategy for business transformation.

A single source of truth across the enterprise

With a GenAI solution, app development is secure across the organization and not just another siloed piece of technology in a crowded tech stack. A single architecture solution delivers a consistent user experience and the ability to unify every AI model in use and planned for use.

Unifying all your enterprise management solutions on one platform and implementing a robust governance framework will ensure that you can promptly and accurately respond to emerging government regulations of AI systems. Having a single source of truth for all your applications, processes, and projects that use AI models—including privacy, data protection, and security—allows you to import relevant regulations, rapidly create policies and test controls, and deftly address compliance violations.

45%

of executives say they believe GenAI can harm trust of their organizations if the appropriate risk management tools are not implemented.

Source: KPMG, U.S. survey: Executives expect generative AI to have enormous impact on business, but unprepared for immediate adoption, 2023

⁵ KPMG, U.S. survey: Executives expect generative AI to have enormous impact on business, but unprepared for immediate adoption, 2023
⁶ Frost & Sullivan, Put AI to Work for People, 2024



What thought leaders are saying about building trust and accelerating value

“You have to move fast. You have to do it with governance. You have to do it with security. You have to do it with the right platform partner. But once you’ve done that, the company going the fastest is going to win the most.”

Paul Smith, Chief Commercial Officer, ServiceNow

“Tracking the evolution of tools and applications to keep pace with innovation will be imperative.”

KPMG, Generative AI: From buzz to business value, 2023

Predictive intelligence anticipates security issues

Risk management can be enormously complex, time-consuming, costly, and subject to human error. However, you can use machine learning and natural language processing to analyze and compare across your applications quickly. A solution with built-in predictive intelligence can help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

Customized, domain-specific LLMs meet business needs

Large language models (LLMs) in GenAI are complex machine-learning models trained on massive data sets such as websites and documentation. A GenAI solution that integrates domain-specific LLMs with your own LLMs tailors AI-driven transformation to your unique needs and delivers responsible, reliable, and cost-effective results customized to your proprietary use cases.

Strategic portfolio management increases GenAI adoption

Implementing a GenAI solution for app development is the first step to transforming how work is done at your organization. The next step is to ensure the solution is widely adopted and that all users have access to the same information and processes. Strategic portfolio management (SPM) provides the communication layer that will empower your entire enterprise to focus everyone on initiatives that align with your strategy.

Don't let the abundance of data related to AI and GenAI projects derail your strategic planning, prioritization, and value delivery. SPM will help you prioritize what matters, accelerate and ensure GenAI value delivery, and increase efficiency and productivity while meeting stakeholder and customer demands.

70%

of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.

Source: Frost & Sullivan, [Put AI to Work for People](#), 2024

“

In fact, the accelerated pace of emerging technology change is likely to significantly widen the first-mover and fast-follower gap. As such, tracking the evolution of tools and applications to keep pace with innovation will be imperative. Further, early adoption will quickly highlight resource and capability gaps and give first movers a leg up in investing in people, technology, and process change.”

KPMG, [Generative AI: From buzz to business value](#), 2023

Now Assist for Creator

Speed custom app development and automation

Now Assist for Creator leverages GenAI capabilities to deliver intelligent automation and low-code development tools—improving developer productivity while lowering the barrier to entry for citizen developers.

Expedite delivery and make optimal use of your available development skill sets. Now Assist for Creator combines the power of GenAI and your proprietary LLMs to enable automatic updates and the ability to quickly write scripts, generate flows, and create playbooks. Conversational chat with a virtual assistant simplifies custom app creation and workflows for every type of developer.

Empower developers of all skill levels

Give developers more time to focus on innovation and strategic thinking with automated advanced text-to-code capabilities on a natural language interface. Eliminate manual syntax errors and empower developers of all skill levels to build apps swiftly, and reduce tedious, repetitive coding tasks, and debugging efforts.

Natural language interfaces make these efforts faster and easier while remaining consistent and secure.

- **Flow generation:** Offers a “soft start”
- **Code generation and completion:** Suggests code/flow automatically
- **Playbook generation:** Enables immediate creation of complete workflow playbook outlines
- **Service catalog generation:** Allows rapid creation of catalog items, descriptions, and questions
- **Conversational app generation:** Streamlines development with a virtual assistant



Now Assist and Copilot: A joint solution to propel your AI-driven business

Enterprises like yours are rapidly adopting GenAI to enhance workforce efficiency, streamline user experiences, and reduce mundane tasks. However, GenAI tools built for distinct use cases lack interoperability and cause users to constantly switch between disparate tools, impacting productivity.

Get two leading GenAI assistants

Thanks to an ever-expanding strategic alliance, ServiceNow and Microsoft have combined their industry-leading capabilities to enhance workforce choice and flexibility. The integration of Now Assist from ServiceNow and Copilot from Microsoft brings the power of these two GenAI assistants into one seamless solution.

Help your workforce where they are

The joint GenAI solution will improve productivity for our mutual customers by quickly delivering answers, deflecting manual requests for help, and automating service requests across the organization. It will interact intuitively to meet employees where they are, allowing them to get the help they need from the most relevant GenAI assistant—regardless of which platform they are using.

AI is only as intelligent as the platform it's built on

We know the transformational impact that AI can have on an enterprise is significant. But, to better understand how organizations deploy AI, ServiceNow and Oxford Economics teamed up to create the *Enterprise AI Maturity Index*. We surveyed nearly 4,500 senior leaders and IT decision-makers worldwide and used a proprietary indexing model to measure the AI maturity of their organizations. Our research revealed that while most organizations are early in their AI journeys, a select few, known as AI Pacesetters, are pulling away from the pack.

Since 2017, the ServiceNow Research team has published over 70 studies on GenAI and LLMs. Collaborating closely with various teams, they rapidly expand generative AI use cases and innovations, ensuring their application is socially responsible, secure, and ethical.

Our GenAI strategy focuses on the domain-specific Now LLM, which is faster, more affordable, more accurate, and secure. Utilizing the latest microservices, we rapidly develop and deploy new LLMs, allowing customers to scale GenAI for new use cases and accelerate ROI across their businesses.

The Now Platform takes advantage of AI to automate key tasks across the enterprise, seamlessly connecting digital experiences across departments, vendors, partners, and customers. It's a powerhouse of intelligence, ready to meet the complex IT demands of today. And with the seamless integration of Now Assist from ServiceNow and Copilot from Microsoft, users are empowered to quickly get answers and take actions from their preferred interface using these two leading GenAI assistants.

60%

of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.

64%

of business leaders believe GenAI will give them a significant competitive advantage.

Source: KPMG, *Generative AI: From buzz to business value*, 2023

What thought leaders are saying about acting on AI opportunities

"It's the organizations placing bigger, strategic bets and striking up partnerships with select AI providers that are going to be the winners here, highlighting the value of adopting a platform-centric approach."

VentureBeat, *Big bets will unlock the real value of generative AI*, May 13, 2024

"There's no doubt that generative AI is a once-in-a-lifetime opportunity for the enterprise. The results are real, undeniable, and hugely profound—we see it in our own business and across every industry. If your competitors are moving on this while you hesitate, then the gap between you and them will grow sharply, and it will be enormous."

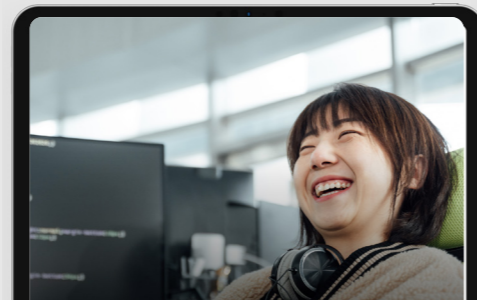
Paul Smith, Chief Commercial Officer, ServiceNow

To learn more about ServiceNow solutions, please explore these resources.

Accelerate digital innovation with Now Assist

How do you harness GenAI's massive potential to create competitive advantage for your business? This guide describes how to jump-start innovation in your enterprise and deliver more value, faster.

[Read Guide](#)



3 paths to faster growth with low-code development

As technology changes and the demand for new apps grows, will you be able to keep up? This guide shares how to create an AI-powered low-code environment, so your organization can stay on top of innovation.

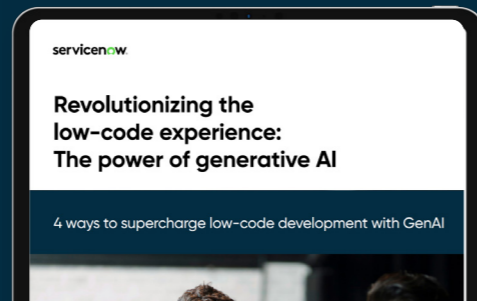
[Read Guide](#)



Revolutionizing the low-code experience: The power of generative AI

GenAI holds the promise of improving low-code developer productivity and efficiency across the enterprise. This guide highlights insights and best practices to translate GenAI into real business value.

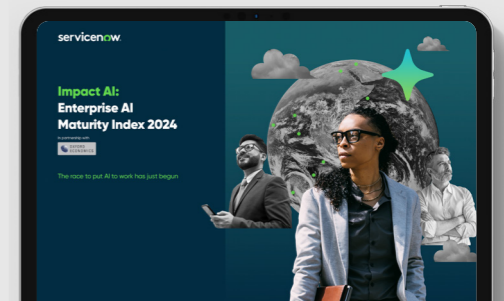
[Read Guide](#)



Enterprise AI Maturity Index 2024

Is the hype around AI realistic? This report shares the results of a global survey of 4,470 executives at organizations where AI is in use, measuring five key pillars of AI maturity.

[Read Report](#)



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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.

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