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NEXT STEP GUIDE

PUT AI TO WORK
TO DRIVE BUSINESS
TRANSFORMATION
IN IT

Next steps to modernize IT with GenAI-powered Now Assist.

GenAI is an indispensable asset for modern business

Generative AI (GenAI) has swiftly evolved from a futuristic buzzword to an indispensable technology asset for modern business. By automating tasks, providing instant insights, and democratizing access to vital information, GenAI can empower your teams to get more done with less effort, propelling your organization forward.

While it's hard to know exactly which GenAI investments will optimize your organization's technology investments, ensure efficient asset management and compliance, and reduce costs, implementing a solution that streamlines processes across the organization is an essential first step.

In this guide, we'll walk you through your next important steps to business transformation with GenAI for IT service operations and app development.

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It starts with strategy: are your people empowered for success?

AI is being used in more areas of the enterprise, so if you don't have a solid strategy and roadmaps for GenAI, everything downstream is just ad hoc. This is especially important in industries with strict regulations. As AI spreads, so do risks like bias, privacy issues, and the need to align with human values. That's why a platform is needed to help manage and control AI systems, ensuring they are used responsibly and ethically.

Here are some questions your organization needs to ask at the CXO or CIO level:

- How clear and well-communicated is the AI vision across all levels of leadership?

- Is there a designated leader or team responsible for overseeing AI strategy and implementation across the enterprise?

- How actively are C-suite executives involved in AI decision-making and strategy setting?

- To what extent is there a culture of cross-departmental collaboration to drive AI adoption?

- Does your organization take a centralized or decentralized approach to developing and deploying AI solutions?

- How do leaders in your organization foster a culture of innovation that encourages experimentation with AI?

- How aware are your leaders of potential risks, such as ethics and compliance?

The answers should lead you to an AI strategy that revolves around a vision fully aligned with business goals, market conditions, and competitive pressure around the use of AI. This strategy should also help identify key value opportunities as well as risks.

77%
of business leaders consider generative AI to be the top emerging technology of the next few years.

73%
of leaders believe GenAI will increase workforce productivity.

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

What thought leaders are saying about GenAI empowering people

"Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent 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, Rodney Zemmel), 2023

"When we saw how generative AI capabilities could deliver rich experiences and unlock the potential of our technology, people, and processes across the organization, we immediately pivoted to embrace it."

Nick Borgwardt, Senior Director of Emerging Technology, ServiceNow

GenAI helps IT do more, faster, and frees up time to focus on growth

With the right strategy, GenAI can help you significantly accelerate productivity, improve experiences, and increase agility. You gain the power to drive scale and reduce risk by automatically leveraging learnings from previously resolved incidents and activities. GenAI helps you build technology experiences that will delight employees—from IT self-service and faster resolution of everyday issues to expedited contract capture and product improvement feedback in IT projects. Every IT team member can do more, faster—freeing up time and brainpower to focus on organization wide innovation.

GenAI data analysis reduces manual IT processes

GenAI can analyze internal and external data and deliver better, more accurate conclusions and recommendations for your IT service agents. It allows them to resolve issues quickly without manually digging for information. IT operators—collaborating with your agents—can use GenAI to rapidly translate cryptic, machine-generated alerts to natural human language, get to the root causes of problems quickly, and suggest steps for swift remediation.

Virtual agents provide self-service options

In much the same way that users converse with human agents, GenAI can provide rewarding self-service experiences through a virtual agent that promptly provides relevant and accurate responses. Whether they are ordering IT assets, returning assets, or reporting an issue, users can easily access the help they need in seconds, in their local language.

Natural language no-code development democratizes app creation

With GenAI-enabled low-code capabilities such as text-to-code, text-to-flow, and text-to-process, developers at any level can complete their tasks faster to speed up custom app development as well as quickly build playbooks and catalogs. GenAI can even empower nontechnical users with an intuitive, no-code experience to rapidly create business applications in minutes through simple, natural language conversations. The result is a radical improvement in productivity for your experienced developers and a lower barrier of entry for those just starting to use intelligent automation.

> "
> ## IT/tech and operations are the top two functional areas respondents are currently exploring to implement generative AI in their businesses."

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

Expected outcomes* from deploying GenAI in IT

80K+
hours saved each year, on average, through GenAI-powered IT service operations.

50%
productivity increase for IT support agents when GenAI composes resolution notes to close an incident.

*Based on internal results from the ServiceNow IT organization

Ensure rapid GenAI ROI with strategic portfolio management

A strategic approach to GenAI for ITAM involves integrating a single AI solution into current value streams to enhance your business operating models. For many organizations, cobbling together disparate systems leads to lack of cohesion, broken processes, and dissatisfaction. With a GenAI solution that's built-in, not bolted on, you can meet all your goals—streamlining data collection and analysis, optimizing asset lifecycle management, verifying compliance, improving security, and reducing costs.

Building and communicating the AI strategy and roadmap will help align the organization on AI

A strategic portfolio management (SPM) solution can help build and communicate the AI strategy and roadmap, ensuring the organization is aligned on AI. You can prioritize what truly matters, accelerate GenAI value delivery, empower teams, and focus everyone on initiatives that align with your goals

ServiceNow SPM streamlines ITAM project management

The digital transformation at most companies is outpacing the ability of IT departments to create optimized workflows and effectively communicate processes that people will use.

With an abundance of outdated and inaccurate data stored in multiple locations, planning, prioritization, and delivery of strategic initiatives is often delayed or derailed—leading to missed opportunities in value delivery, wasted time and resources, and poor alignment.

GenAI turns strategic portfolio management into a productivity tool

Implementing a single source of truth for all business areas using simple, intuitive tools can help companies plan, communicate, and adjust activities. And by breaking down silos, teams across the organization gain visibility into requirements and business goals.

With ServiceNow SPM, you can build a successful AI strategy to deliver on the promise of improved productivity. You'll be able to quickly and easily:

- Clearly communicate priorities across the organization and to key stakeholders
- Prioritize AI use cases and ideas based on value, feasibility, and strategy
- Transparently deliver all AI projects, products, and services across the organization
- Integrate the enterprise architecture to improve efficiency, productivity, and satisfaction

As a result, you can gain improved customer value, accelerated alignment, and better business outcomes for your GenAI investments.

What thought leaders are saying about GenAI in strategic portfolio management

"70% of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success."

Frost & Sullivan, Put AI to Work for People, 2024

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

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

Control risks with governance and accountability

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.[1]

Implementing the appropriate 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.[2] 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

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.

Predictive intelligence anticipates security issues

Risk management can be enormously complex, time-consuming, costly, and subject to human error. However, 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 reliable and cost-effective results customized to your proprietary use cases.

> "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

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

Now Assist for IT service and operations management

Free your agents to devote more of their time to resolving complex issues

To keep pace with industry demands and employee expectations, companies are exponentially increasing the number of digital services offered. This growth has resulted in a surge of incidents from employee and customer use of disparate systems.

GenAI-powered Now Assist for IT Service Management raises agent productivity by:

- Delivering self-service through a natural language virtual agent
- Accurately responding to queries and summarizing search results
- Assisting agent handoffs with summaries of virtual or live agent chats
- Providing notes based on steps taken, parties involved, and resolution

Expedite operator responses and reduce triage efforts

Modern IT environments are complex, and even the most experienced agents and operators struggle to prioritize and decipher alerts generated by multiple technologies and systems. This added layer of complexity slows operator responses and increases the mean time to resolve (MTTR)—resulting in prolonged outages, increased disruptions, and higher operational costs.

GenAI-powered Now Assist provides intelligent experiences and reduces analysis time by:

- Delivering plain-language summaries of alert descriptions
- Automatically analyzing alerts to instantly identify underlying issues
- Reducing skills gaps with insights to quickly and accurately triage issues

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.

Unleash productivity across the enterprise with GenAI

Customers and employees don't have the patience to navigate portals or struggle to find what they need in knowledge bases. This guide shares seven ways ServiceNow Virtual Agent improves experiences.
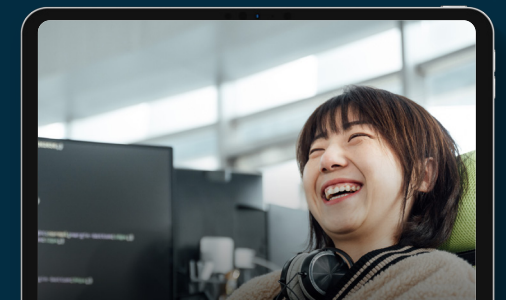
Read Guide

Modernize IT services and operations with AI

Making smarter decisions with AI doesn't have to be complicated or expensive. This guide explains how your organization can customize products and boost productivity with the right AI-powered platform.

Read Guide

Ignite productivity across IT with Now Assist

IT agents and operators must be able to swiftly grasp issues to resolve them effectively. This guide shares how GenAI can help your teams increase IT service productivity and do more for users.
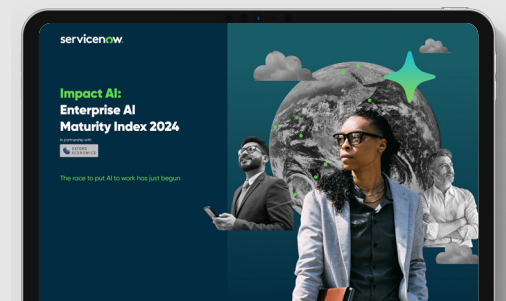
Read Guide

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.