

servicenow<sup>®</sup>



# Modernize IT services and operations with AI

Unleashing the next wave of  
productivity across your organization



# The journey towards greater autonomy is just beginning

Wouldn't it be great if employees could get on with the work you actually hired them to do—and not spend all day reacting to problems? What if they could put all their energy into the big-picture, business-critical initiatives that really contribute to business growth?


You've already seen that AI is unlocking new efficiencies and creating unimaginable employee and customer experiences. Just look at how generative AI has accelerated productivity by powering content creation, insight generation, and rapid problem solving across every function.

**Agentic AI is the next frontier.** With AI agents now available across ServiceNow products, employees can offload repetitive tasks and streamline decision-making. It's about building autonomy on your terms, to empower teams to rise to unprecedented levels of innovation and productivity.

So, it's an exciting time to embrace AI. But most businesses have only scratched the surface.

**True success lies in creating an autonomous IT foundation**—on a single platform that's open, connected, and enterprise-ready.

Read this guide and you'll soon be where you need to be with AI—improving your AI strategy, governance, and implementation while balancing innovation with ethical and regulatory considerations.



**More than**  
**75%**  
**of enterprises now use AI in at least one business function, according to McKinsey's 2025 Global AI Survey<sup>1</sup>.**

<sup>1</sup> Source: McKinsey, [The state of AI: How organizations are rewiring to capture value.](#)



**43%**  
of organizations are considering adopting agentic AI in the next 12 months.

**33%**  
are piloting their first use cases or have at least one fully functioning use case<sup>2</sup>.

<sup>2</sup> Source: ServiceNow, [Enterprise AI Maturity Index 2025](#).

# Take control of your AI journey

**It's no longer a question if you should adopt AI, but how fast you can scale it.**

Yet despite the excitement surrounding AI, there's a lack of practical, accurate guidance on how to fully integrate it into the business.

To start with, your organization's charge toward widespread and successful adoption must be led by the technology buying center, and aligned with both business and IT strategy.

So, let's get you in the driver's seat as we show you, in practical terms, how to embed agentic AI and GenAI in the areas that will have maximum impact. We'll take a look at what AI means for IT service agents and IT operating teams, as well as general employees.

And forget the common myth that modernizing your operations with AI is complex and costly. It doesn't have to be.

The ServiceNow AI Platform has autonomous AI agents in play, delivering value right now, that work out of the box.

So they'll soon be taking care of all your employees' most mundane and repetitive tasks. They'll even do things like IDing and investigating anomalies before they have a chance to turn into full-blown outages—and much more.



# AI agents are only as good as your data

Your journey to an autonomous IT and AI future begins with making sure your data is AI-ready. The good news is your ServiceNow data in CMDB and CSDM is already AI-ready. But your enterprise data also sits in hundreds of other systems, data warehouses and lakes, databases, hyperscalers, and apps like ERP, HR, CRM. There are three key requirements for making this data AI-ready as well:

## 1. A database that keeps up with AI innovation

As agentic AI innovation accelerates and workflows grow in complexity and intelligence, you need a data platform that goes beyond storage to enable reasoning and decision making. And a growing number of AI agents doing exponentially more work means you need a database that can scale from millions of transactions to billions. RaptorDB is a platform-native AI-ready database not only for powering billions of AI agent transactions but also turbocharges Platform Analytics.

## 2. Unified business data

To reason and act, AI agents not only need to seamlessly access enterprise data wherever it is, but to also understand it. ServiceNow Workflow Data Fabric is ServiceNow's integration and semantic layer that connects and contextualizes data across the enterprise to power agentic workflows—it's purpose-built for turning insights into action.

## 3. Complete data visibility and governance

To unlock the full potential of AI, you need trusted data. But manually managing and searching for the right data doesn't scale in the AI era. The ServiceNow AI Platform's powerful data catalog and data governance capabilities turn data chaos into clarity—helping you discover, enrich, and govern data with meaning and context.

With these three key elements as your foundation, your entire data estate is no longer just managed. It's activated and ready to fuel autonomous IT.



# 60%

of AI projects will be abandoned by 2026 due to a lack of AI-ready data<sup>3</sup>.

# 63%

of organizations don't have or are unsure if they have the right data management practices for AI, according to Gartner.

<sup>3</sup> Gartner, [Lack of AI-Ready Data Puts AI Projects at Risk](#)





**65%**  
**of organizations**  
**will leverage AI**  
**to bring immediate employee and**  
**business value with AI-driven**  
**technology assistants, advisors, and**  
**agents enabling improved decisions**  
**by late 2026, according to IDC**

<sup>3</sup> Gartner, [Lack of AI-Ready Data Puts AI Projects at Risk](#)

# Scale faster with autonomous IT

**Rapidly advancing technology and shifting consumer demands** mean a modernized and self-managing approach to IT is needed now more than ever. Autonomous IT not only anticipates business demands, but also reasons, predicts, and heals issues with the help of AI agents.

AI agents continuously learn, reason, and act to keep systems running smoothly as a trusted advisor to humans. This enables IT teams and leaders to channel more energy towards value-added tasks like innovation and strategy, while moving from reactive operations to a new era of intelligent, proactive, autonomous IT.

AI agents are the key to unlocking new business value, empowering companies to proactively resolve challenges at a speed and scale that matches the demands of modern business. They streamline IT service management, optimize operations, and manage assets autonomously, ensuring full control and governance.

ServiceNow is set to meet the moment and allow agents to take intelligent, context-aware autonomous action.

## Here's how AI agents are transforming IT:

- **ITSM:** Reduce time-consuming, repetitive tasks and build resilience with real-time communication during major incidents or outages. They can autonomously manage change control tasks to reduce business disruption.
- **ITOM:** Autonomously handle critical tasks like alert triage and root cause analysis, drawing on real-time data to instantly address issues by collaborating with third-party AI agents.
- **ITAM:** Streamline the procurement process, autonomously procuring software and hardware while making sure asset acquisition and compliance remains seamless and safe.



# Put AI to work for IT service agents

With rising expectations and no efficient way to manage employee requests, data, and IT staff, IT service agents are lacking in number and struggling to keep pace. There’s too much data, too much complexity, too few resources, and too little time.

**Organizations simply cannot afford to ignore the problem** of services that aren’t delivering the desired experience and results. Without an efficient way to manage employee requests, data, and IT staff, an organization’s service/support function will struggle to keep pace with business goals.

Enter AI. It boosts employee engagement and retention by letting teams focus on more satisfying, less repetitive tasks while also promoting contextual, real-time interactions.



GenAI powers automated and conversational chatbots to understand natural language queries, so easily resolvable requests are deflected away from service agents. AI agents take it even further by acting autonomously on your behalf. And they solve challenges not only in IT, but across customer service, HR, and beyond, so that IT teams have more time to focus on more complex, value adding goals.

## AI tools help IT service agents to:



**Separate incidents from service requests** to reduce, and perhaps even eliminate, the pain of IT services fire drills caused by overlooked high-priority issues



**Make better use of service delivery data**, providing greater insight into operational performance and enabling organizations to align IT services with wider, strategic business goals



**Deliver anywhere, anytime IT services**, which enable an accelerated resolution timeline through use cases such as automated summaries of customer cases that help service agents quickly get back to being productive



**Provide employees with 24/7 self-service options**, which lighten workloads, reduce total cost of ownership, and enable service teams to prioritize issues that require immediate attention



# Empower your IT service agents

**ServiceNow IT Service Management (ITSM)** is a modern, cloud-based, silo-busting solution. It equips IT service agents with native AI, ML, GenAI, and agentic AI capabilities to accelerate core processes, quickly restore service outages, and give employees the incredible experiences they deserve.



By delivering more resilient IT services on a single cloud platform, enterprises can replace legacy on-premises IT tools and consolidate to a single system of engagement, without breaking the bank.

**With ServiceNow ITSM, your enterprise can:**

- **Boost IT service agent productivity** with fast, platform-native AI resolutions
- **Harness shared data and analytics** with automated workflows
- **Provide amazing experiences** with always-available IT services

## Now Assist for ITSM

**Accelerate IT Service productivity** with GenAI experiences. Provide agents with in-context, intelligent assists at key inflection points across their day-to-day work. Create engaging, dynamic self-service experiences for employees to get answers not articles.

## AI Agents for ITSM

Reduce time-intensive, repetitive tasks and enhance operations with real-time communication during incidents. ServiceNow AI Agents for ITSM are a skilled, interactive digital workforce built natively in the ServiceNow AI Platform. Designed to reason, adapt, and work alongside your IT teams, ServiceNow ITSM AI Agents can connect to any data source and workflow to autonomously solve even complex IT challenges.



# Put AI to work for IT operators

Without complete visibility into digital services, IT operators face a near-impossible task of getting to the root cause of service issues, knowing which services are affected, and why. When IT operators are notified of an outage, they need instant access to the right information fast to solve.

**With full visibility, organizations can eliminate silos and streamline processes.** They can help IT operations employees gain added clarity on the relationships and dependencies between all IT resources.

However, IT operators need more than just visibility. They also need a better understanding of the overall health of their entire infrastructure. AI agents help in two ways. First, they do the heaviest task of identifying services that need to be mapped based on the network patterns. Then they calculate the blast radius, so you know the impact on critical services. IT operators save time figuring out the cause of the problem aided by AI, resolving critical service issues.

GenAI and agentic AI workflows make it easy for operators to find complex information about infrastructure changes and configurations.

For example, by using GenAI and agentic AI in your operations, you can produce summarized results in the CMDB, speed up service mapping, and correlate monitoring data to indicate service criticality.

Through this common data foundation, leveraging service and knowledge graph capabilities, IT operators can break down silos with IT service agents. Ultimately, they can work together as one to drive optimized, responsive, and always-on experiences.

**With increased visibility and understanding of the organization's whole IT infrastructure, operators can use AI to:**



**Prevent change-related service outages** by factoring service impact into risk assessment and change-approval decisions



**Manage cloud costs** by understanding which cloud resources support mission-critical digital services and which deliver little or no business value



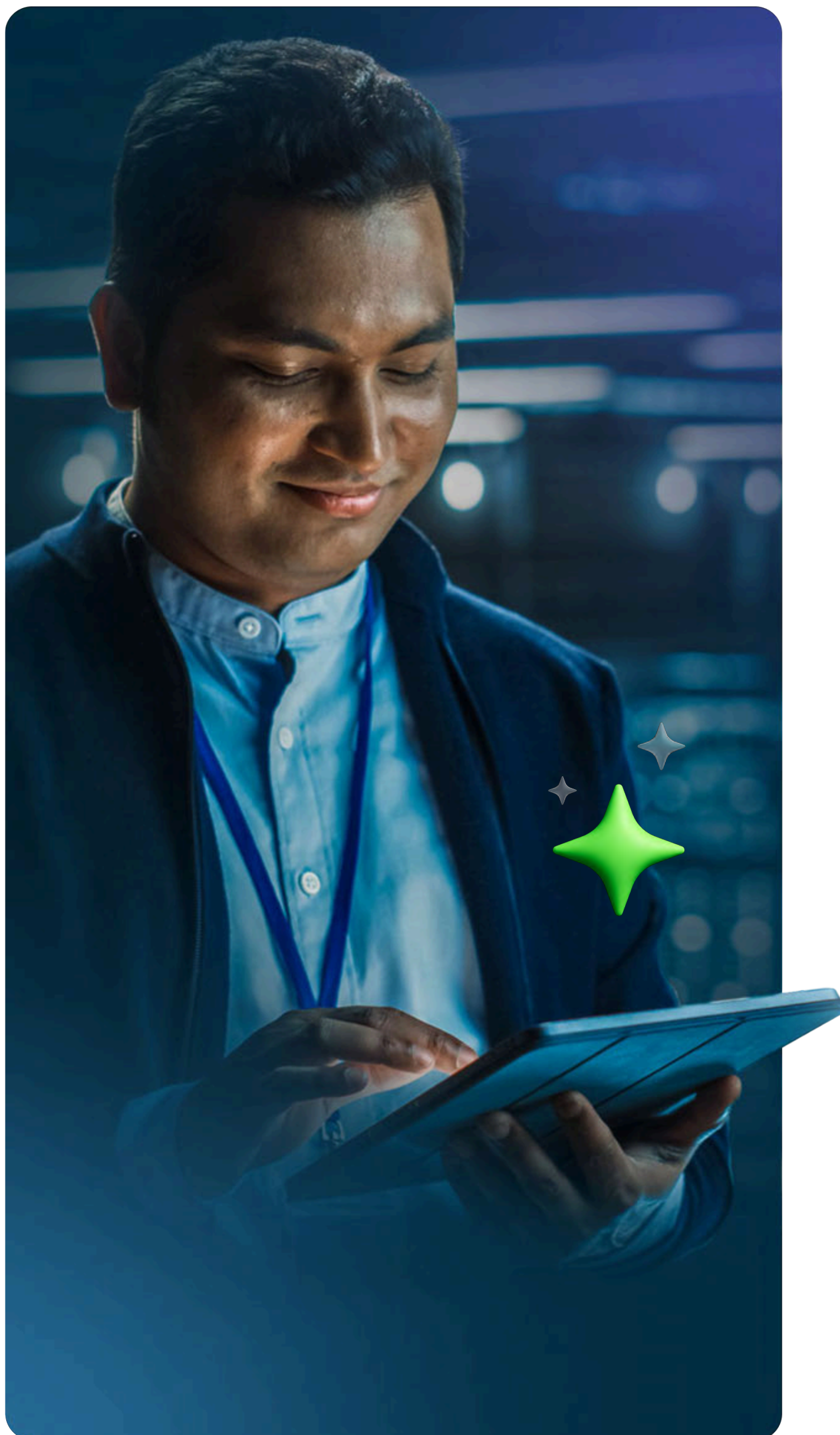
**Prioritize risks** such as security vulnerabilities and vendor issues, mapping these risks to specific services so operators know what to focus on first



**Strengthen business continuity by keeping business continuity** plans up to date with accurate, real-time service and infrastructure data



**Predict issues and start self-healing** by working with third-party monitoring AI agents, correlating real-time data with other alerts to develop root cause theories. Using AIOps Learning Enhanced Automation Playbooks, teams can generate resolution steps and remediate issues using Large Language Models



# Keep IT operations running 24/7

Using ServiceNow IT Operations Management (ITOM), IT teams possess full control over resources, both on premises and in the cloud.

When ITOM is paired with ServiceNow ITSM, enterprises can improve overall IT maturity, transforming from reactive and responsive to proactive and self-healing.

**IT operators can automate and optimize technology service operations on a single platform.** They'll unlock development, innovation, and resilient, cost-effective services—even in hybrid or multicloud environments—while delivering extraordinary employee and customer experiences and productivity with:

- **Visibility:** ServiceNow ITOM Visibility discovers your end-to-end IT and cloud infrastructure, security certificates, and tags and automatically maps them to your digital services, creating a complete, accurate, and up-to-date record.
- **Service mapping:** Building on your discovered infrastructure data, ServiceNow Service Mapping automatically creates end-to-end maps of your application and technical services, using ML and cloud-based tagging.
- **Predictive AIOps:** ServiceNow ITOM AIOps uses powerful automated workflows and AI agents to predict issues before they impact users, correlating the growing number of noisy signals and remediating issues faster with GenAI-generated playbooks.



# Keep all work on track with strategic portfolio management

**A more modern approach to AI and IT operations can only happen with an effective strategy.** By using ServiceNow Strategic Portfolio Management (SPM), you gain proactive insights, prescriptive guidance, project alignment, and real-time reporting. This enables you to unify your AI efforts, maximize value, and realize impact faster.

Right across the enterprise, ServiceNow AI Agents will transform SPM into a perpetual value engine, optimizing resources and accelerating execution by autonomously sensing, deciding, and acting. By assisting with prioritization, SPM helps you modernize while identifying and delivering AI value faster.

## You can:

- **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.
- **Empower product managers and teams** with clear, actionable product feedback integrated into strategic planning workflows—leveraging GenAI to quickly synthesize input, prioritize effectively, and ensure high-value insights are captured without draining resources.
- **Help managers** stay ahead of their project execution, giving them alerts if any critical tasks get off track, with assistance from AI Agents.





# Gain full visibility with AI Control Tower

The world of AI is moving incredibly fast. Despite valiant efforts to make the most of these transformative technologies, it can be easy for organizations to get caught in the chaos.

Adding AI agents into the mix holds the potential to supercharge productivity, but it also means leaders are tasked with managing a new and complex digital workforce with robust oversight, security, and autonomy.

You can't effectively modernize IT without first simplifying the processes that drive them. To see the best return on AI investments, organizations should centralize their operations to manage, track, and govern agentic workflows and solutions on a single AI platform.



**That's where AI Control Tower fits in.** Based on ServiceNow's unified data architecture, AI Control Tower helps gain full visibility into your AI ecosystem by mapping AI assets and their relationships to business services—enabling you to make data-informed strategic decisions.

AI Control Tower works with any AI, whether internally built, third-party sourced, or agent-driven.

[Find out more about AI Control Tower here](#)

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# Put AI to work for general employees

With more autonomy and freedom than ever, the modern employee is often eager to quickly fix work-related issues on their own. However, the answers aren't always easy to find or readily available at the right time. This causes significant frustration, especially when employees are forced to navigate company portals or apps they might not understand.

Facing these hurdles, employees rightfully turn to service agents for assistance. However, agents are already dealing with substantial workloads, and employees are often left waiting days or even weeks for their requests to be addressed. This invariably impacts the final customer experience.

Eliminating the backlog of repetitive and routine requests can be solved with ease through intelligent automation and ready access to the right information.

Using AI and ML, many organizations are creating self-service portals that provide unified, always-on services for employees.

GenAI and AI help enhance employee portals further with the power of virtual agents, which enable instant resolution to common requests such as password resets, ordering new equipment, paycheck issues, and live service-outage updates.

At the same time, AI agents can help employees solve business problems autonomously, empowering them with a skilled digital workforce that gives them time to focus on more strategic work.

## AI helps organizations:



- **Give employees experiences they love** by automating resolutions to common issues with self-service available anytime



- **Increase deflection and live agent productivity** by automatically routing everyday issues to a chatbot, reducing call volumes and increasing efficiency



- **Personalize experiences by delivering anytime, anywhere services** that tap into data and context to deliver conversations that are unique to each employee's needs



- **Deliver integrated omnichannel support** with conversational experiences, connecting with employees wherever they are

# Increase employee efficiency and productivity with AI agents

**ServiceNow AI Agents tap into a knowledge base** informed by both service and operations, so employees can easily request common services whenever they need them. Both routine tasks and more complex, multi-step challenges can be handled quickly and autonomously without live agent intervention.

It's IT that thinks, fixes, and secures before you even know there's a problem, enabling you to provide general employees with 24/7 self-service to quickly answer and address concerns, while freeing IT staff to work on more meaningful tasks and strategic goals.

The result is greater scalability and smarter resource spend.

## **ServiceNow AI Agents:**

- Autonomously take action on your behalf, with your oversight
- Can be seamlessly embedded within any workflow
- Have real-time access to enterprise data from any source

**AI Agents handle both routine tasks and complex challenges quickly and autonomously**





# Making smarter decisions with AI

**The ServiceNow AI Platform unlocks the power of AI Agents in every corner of your business.** The ability to tap into any data source means they have the real-time, contextual intelligence they need to make the right decisions. And with support for any workflows across lines of business and IT, these workflows become more dynamic and connected across your organization.

**ServiceNow AI Agents give you autonomy on your terms.** They can either run on auto-pilot when needed, or act under human supervision when required. This singular control tower approach for all your AI efforts gives you complete control while preventing agent sprawl.

Ultimately, your organization will accelerate agility to drive business outcomes and stay ahead of the competition.



Learn more about the unique ways you can use automation and AI across your organization to improve efficiency and productivity:

### **The ServiceNow commitment to responsible AI and how we deliver responsible GenAI solutions**

With an increasing number of companies jumping on the GenAI bandwagon, ethics concerns are increasing. This white paper explains the responsible approach we take with the ServiceNow AI Platform.

[Read White Paper](#)



### **ServiceNow IT Service Management (ITSM) overview**

Siloed IT tools create disconnected data and processes that drain your resources with constant firefighting. This solution brief shows three benefits of IT service management on a single cloud platform.

[Read Brief](#)



### **IT Operations Management – Keeping digital services running 24/7**

Always-on digital services require predictive, proactive operation—not reactive. This solution brief shows you how to become proactive and self-healing by pairing IT service and operations management.

[Read Brief](#)



### **ServiceNow AI Control Tower**

ServiceNow AI Control Tower connects AI to core business services, automates workflows, manages risk, and measures impact—delivering visibility and control to scale AI confidently.

[Learn More](#)

