



PUT AI TO WORK FOR PEOPLE

# IGNITE PRODUCTIVITY ACROSS IT WITH NOW ASSIST ✨

Significantly boost efficiency of your IT teams and create experiences employees will love with GenAI-powered Now Assist

servicenow®

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## Contents

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# Free your IT teams to focus more on innovation

Your people are the driving force behind innovation, growth, and success. And yet when your IT teams are mired in time-consuming, mundane tasks, it can hinder progress and impact morale.

Generative AI (GenAI) is swiftly evolving into an indispensable technology asset for modern business. It can accelerate development, automate tasks, understand user context and intent, synthesize information, and generate instant insights—democratizing access to vital information.

Your teams can do more, faster—freeing up time and brainpower to focus on organizationwide innovation. They are empowered to:

- **Redefine IT team productivity** by significantly reducing time and effort required to complete time-consuming, everyday tasks
- **Drive scale and reduce risk** by automatically leveraging learnings from previously resolved issues and activities within a secure perimeter
- **Create technology experiences all employees will enjoy**, from self-service and contract capture to product improvement feedback
- **Enable greater agility in planning and value delivery** with deeper insights into customer demands and product feedback summarization
- **Expedite custom app and automation development** with text-to-code, especially when it's used on the same platform as IT operations
- **Put strong data governance and cybersecurity processes in place** to roll out AI safely and responsibly across the enterprise by mitigating ever-changing technology and cyber risks through predictive intelligence

**By 2030, companies will spend \$42 billion a year on generative artificial intelligence projects such as chatbots, research, writing, and summarization tools.**

Source: Computerworld, [The ROI in AI \(and how to find it\)](#), February 29, 2024

# Empower your IT teams to do more for the workforce

When you marry AI capabilities with a powerful and intelligent workflow automation platform, every employee in your organization is empowered to do more and do it faster. By using the Now Platform® in combination with Now Assist, the GenAI capability from ServiceNow, your IT agents, operators, product managers, developers, and frontline workers will spend less time collecting information and more time using it—delivering prompt, efficient, and high-quality support to users while driving real business value.

Now Assist offers a choice of out-of-the-box experiences based on domain-specific large language models (LLMs), general-purpose LLMs, and bring-your-own LLMs. It increases your company's agility and sustainability by supporting a powerful and broad set of use cases for IT service operations, product portfolio management, and development, on a secure platform you can trust.

Read on to learn more about how Now Assist can help put AI to work across IT by delivering personalized experiences and unlocking productivity for every team member and stakeholder.



**36%**

of IT leaders say if GenAI can accurately automate or transform any function, they would choose summarization of issue, case, and incident

**35%**

of IT leaders say they would choose recommendations for agents that are useful and accurate

**40%**

of IT leaders say they would choose knowledge base article creation with ongoing updates

Source: EMA, [ServiceOps 2024: Automation and \(gen\)AI-powered IT service and operations](#), 2024

## Four key areas where GenAI adds value:



### IT service management

GenAI helps agents work more efficiently by summarizing activities and generating content, so they can resolve incidents faster.



### IT operations management

GenAI simplifies the alerts that are sent to operators, so they have an easier time understanding and can respond more quickly.



### Strategic portfolio management

GenAI can summarize product feedback, automate planning, produce documentation, recommend actions, and create demand requests conversationally.



### App development

GenAI speeds app delivery by creating code and app templates and automating programming, bug fixes, code refactoring, and documentation.

**NOW ASSIST FOR  
IT SERVICE MANAGEMENT**

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

To keep pace with industry demands and employee expectations, companies continue to exponentially increase the number of digital services they offer. 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 this escalating load is a huge challenge. 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.

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

- **Delivering self-service through a virtual agent:** Whether it's to order IT assets, reset passwords, or report an issue, users can easily access the help they need in seconds, in their local language.
- **Summarizing AI searches:** Queries are answered in search results summarized from multiple knowledge articles for employees, deflecting requests before they reach agents.
- **Summarizing chats:** Transfers become much faster as the chat transcript between the employee and a virtual agent, or even a live agent, is summarized for the next agent.
- **Summarizing incidents:** The issue, actions taken, and potential next steps are neatly summarized for the next agent to quickly ingest before beginning to resolve the incident.
- **Generating resolution notes:** Agents get the opportunity to review and submit autogenerated resolution notes based on steps taken, parties involved, and successful resolution actions.
- **Generating knowledge:** Your team can quickly develop articles from completed incidents and publish them in your knowledge management system to close the knowledge gap between agents and employees.

**ServiceNow GenAI-powered tool for IT service management**

**Now Assist for IT Service Management**

Accelerates IT agent productivity and enables faster service.

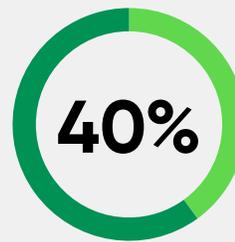
**Expected outcomes from deploying Now Assist**



less effort to implement and maintain virtual agent



decrease in employee time lost per incident



reduction in wrap up time per incident

Source: Data aggregated from multiple customer experiences and internal results from ServiceNow.

**NOW ASSIST FOR  
IT OPERATIONS MANAGEMENT**

**Expedite operator responses  
and reduce triage effort**

Modern IT environments are complex. Even the most experienced agents and operators struggle to make sense of high volumes of alerts coming from multiple technologies and monitoring systems.

To make matters worse, systems often spit out messages that are unclear and convoluted, making it difficult to assess them promptly and efficiently. This labored process slows down operators and increases mean time to resolve (MTTR), leading to prolonged outages, disruptions, and higher operational costs.

**GenAI-powered Now Assist provides intelligent personalized experiences and reduces analysis time. It enables IT operations to:**

- **Quickly communicate what alerts mean:** Cryptic alert descriptions are replaced with simplified, plain-language summaries, so operators quickly understand what an alert actually means.
- **Automatically analyze alerts:** Agents can instantly identify issues that may have caused an alert and see possible next steps.
- **Accelerate response and reduce MTTR:** Triage time decreases along with the need to search through other related alerts.
- **Increase productivity:** Operators can work more efficiently with grouped and individual summarized alerts, significantly reducing noise and lowering operational effort.
- **Reduce skills gaps:** Less experienced operators are empowered with insights that help them quickly and accurately triage issues.

**ServiceNow GenAI-powered  
tool for IT operations  
management**

**Now Assist for IT Operations  
Management**

Understand, prevent, and remediate IT issues faster than ever.

**Expected outcomes from  
deploying Now Assist**



less time to full productivity



fewer incidents created from alerts



decrease in average time to resolve an IT incident

Source: Data aggregated from multiple customer experiences and internal results from ServiceNow.

## NOW ASSIST FOR STRATEGIC PORTFOLIO MANAGEMENT

# Close the gap between strategy and delivery to drive customer value faster

According to Frost & Sullivan, 70% of companies lack a cohesive strategy and roadmap for implementing AI—and they see that as a key challenge to their success.<sup>1</sup> And without GenAI built into their strategic portfolio management solution, product managers commonly spend too much precious time sifting through volumes of hard-to-understand, unprioritized product feedback. For the sake of time, they often simply default to taking the latest feedback rather than uncovering and prioritizing the true gems that lead to high-value initiatives. Similarly, requesters can struggle with the often onerous task of submitting new demands, which could result in missed innovation opportunities.

### GenAI-powered Now Assist helps build streamlined communication channels and facilitates the right actions. It enables:

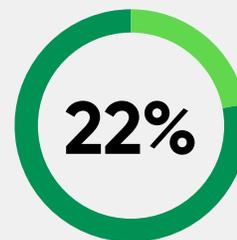
- **Increased agility:** Simplified demand and product feedback processes—as well as automated document production and planning steps—empower stakeholders to respond faster and more efficiently to customer needs.
- **Personalized experiences:** The requester experience is transformed via an intuitive conversational interface that creates demands automatically and increases adoption of the demand intake process.
- **Higher productivity:** Product managers get easy-to-understand product feedback summaries and recommended actions, so they can quickly assess and prioritize feedback—saving time and allowing them to take on other high-value work.

## ServiceNow GenAI-powered tool for strategic portfolio management

### Now Assist for Strategic Portfolio Management

Ensure that business demands and feedback are communicated clearly, efficiently, and effectively to drive customer value.

### Expected outcomes from deploying ServiceNow® Strategic Portfolio Management



less time spent on admin activities



decrease in cycle time to approve a demand/project



reduction in average project duration

Source: Data aggregated from multiple customer experiences and internal results from ServiceNow.

<sup>1</sup> Frost & Sullivan, [Put AI to work for people](#), 2024

## NOW ASSIST FOR CREATOR

# Speed app development and automation

GenAI can vastly improve the productivity of experienced developers and lower the barrier of entry for citizen developers who are just starting to use intelligent automation and low-code development. That's why ServiceNow is taking the lead in using GenAI for development with Now Assist for Creator, and we are introducing new GenAI capabilities that are built in, not bolted on.

### Simplifying development steps

Every organization writes scripts, generates flows, creates playbooks, and updates service catalog items, and Now Assist for Creator can simplify the steps. For example, you can automatically generate service catalog items using GenAI to easily grow your portfolio business and IT services. You can also create playbooks in seconds to accelerate workflow development.

Each organization also has unique processes that aren't covered by out-of-the-box solutions. Now Assist for Creator radically simplifies the creation of custom ServiceNow apps and workflows for every type of developer, expediting delivery and making optimal use of available development skill sets. It allows anyone to get a head start at building apps in a fully governed environment through conversational chat with a virtual assistant.

### Empowering developers of all skill levels

With Now Assist for Creator, developers of all skill levels can build apps swiftly with advanced text-to-code capabilities, and they can easily automate a new process just by describing what it does. Now Assist untethers experienced coders with embedded code completion and comment-to-code capabilities, which reduce tedious, repetitive coding tasks and lower debugging efforts by eliminating manual syntax errors.

The result? Developers end up with more time to focus on innovation and strategic thinking.



## Accelerating development of field service apps

**TRIMEDX needed a way to support growing business operation needs, without having to hire additional developers at the same rate.**

The company was also looking for AI that could drive efficiency for their technicians. Now Assist enhanced developer productivity in building use cases for summarizing work order tasks and resolution notes. It also expedited knowledge article generation to retain the experience of tenured technicians.

**"If we can shave two to five minutes off each of our 2.5 million annual work orders, you're talking hundreds of thousands of hours saved."**

Brad Jobe, CEO, TRIMEDX

**22%** increase in developer productivity

**50%** of developers actively using Now Assist in just 3 months



Increase in number of citizen developers as they learn best practices from Now Assist

## Automate app development with Now Assist for Creator, our out-of-the-box GenAI

According to Gartner, “Generative AI code generation has the potential to revolutionize software development workflow and the developer experience.”<sup>2</sup> ServiceNow can certainly make the case that these GenAI capabilities delivered in Now Assist for Creator qualify as revolutionary:

- **Flow generation:** Offers flow authors a “soft start” with guided directions for process flows using natural language statements to create and modify a flow and subflow skeleton.
- **Code generation:** Enables developers of all skill levels to write natural language comments that are automatically translated into actual code/flow suggestions; empowers pro developers with intelligent code completion recommendations when they start typing a line of code.
- **Playbook generation:** Allows playbook authors to create complete workflow playbook outlines in seconds just by describing what they want the playbook to do, instead of spending hours manually crafting it.
- **Service catalog item generation:** Accelerates self-service rollout by allowing developers to quickly create catalog items—complete with professional descriptions and questions—based on a natural language description of what they want the catalog item to do.
- **Conversational app generation:** Lets developers collaborate with a virtual assistant to create custom, foundational applications through a natural language chat; they simply outline their business processes to streamline preliminary development.

Using Now Assist for Creator, you can jump-start innovation and deliver more value faster. By increasing the efficiency and output of your experienced developers and tapping into a vast new pool of citizen developers across your organization, you extend the benefits of digital transformation to every part of your business—making it more efficient, agile, and competitive.

## ServiceNow GenAI-powered tool for app development

### Now Assist for Creator

Improve developer productivity with flow generation and intelligent recommendations for code.

### Expected outcomes from deploying Now Assist for Creator



Source: Internal results from ServiceNow

<sup>2</sup> Gartner, [Emerging Tech: Generative AI Code Assistants Are Becoming Essential to Developer Experience](#), May 2023

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## Build trust in GenAI initiatives and accelerate value delivery

Rolling out AI responsibly requires a good risk-based strategy. This includes staying on top of compliance, monitoring for emerging risks (such as hallucinations), and implementing strong data governance processes to provide assurance to customers and stakeholders. Leaders are also concerned about justifying investments in GenAI. In fact, about 70% of companies lack a cohesive strategy and roadmap for implementing AI.<sup>3</sup>

### Use a single source of truth enterprisewide

A single source of truth will help you manage information about the AI models that are in use and planned for use. With ServiceNow, you can easily establish a proper governance framework—not just to manage risk or compliance for AI models but also for the applications, processes, or projects that use the models. This includes management of privacy risks, data protection, and security violations. You can also respond to emerging government regulation of AI systems, with [a solution](#) that resides on a single platform with other enterprise management solutions.

### Anticipate security issues through predictive intelligence

With ServiceNow, you can use machine learning and natural language processing to quickly analyze and compare records across your applications. [ServiceNow Security Operations](#) comes with built-in predictive intelligence to help you stay on top of vulnerabilities and quickly mitigate ever-changing technology and cyber risks.

### Quickly implement GenAI projects and ensure ROI

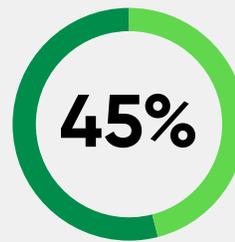
By helping you prioritize what truly matters, [ServiceNow Strategic Portfolio Management](#) (SPM) accelerates and ensures GenAI value delivery. SPM can empower your entire enterprise to focus everyone on initiatives that align with your strategy as well as fulfill stakeholder and customer demands.



**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

### One thing keeping the C-suite up at night



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

<sup>3</sup> Frost & Sullivan, [Put AI to work for people](#), 2024

# AI is only as powerful as the platform it's built on

According to KPMG, 60% of organizations view generative AI as an opportunity to drive greater efficiencies, grow market share and revenue, and gain a competitive edge.<sup>4</sup> But 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.<sup>5</sup>

## A platform that's faster and more scalable than ever

ServiceNow is uniquely positioned to blend the innovative capabilities of AI technologies with the unmatched efficiency of our world-leading workflow automation platform that analyzes complex data queries up to 27x faster and accommodates 3x more users than it could previously. What sets the Now Platform<sup>®</sup> apart is our unparalleled expertise in crafting structured workflows—the backbone of processes that support compliance, precision, and predictability.

## An accurate, secure LLM that runs faster and costs less

The primary GenAI strategy of ServiceNow is to leverage the domain-specific Now LLM, which runs faster, costs less, and is more accurate and secure. Plus, we are using the latest microservices to develop and deploy new LLMs faster and more cost-effectively, so our customers can scale GenAI to new use cases and accelerate ROI across their businesses. To tailor an AI-driven transformation to your unique needs, ServiceNow also allows you to bring your own LLM.

## The AI platform for business transformation

ServiceNow can bring AI to every workflow across every department and industry transforming experiences, unlocking productivity, and efficiency for every end user. You can turn your AI investment into real business value in days, not months or years with ServiceNow. It's truly the AI platform for business transformation.

## 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. But there's a proliferation of GenAI tools with distinct use cases that lack interoperability. That means constant switching between these disparate tools—and the resulting productivity loss.

### 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

That joint 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 intuitively interact 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 in.



Watch a [demo](#) of the Now Assist and Copilot in action.

<sup>4</sup> KPMG, [Generative AI: From buzz to business value](#), 2023

<sup>5</sup> VentureBeat, [Big bets will unlock the real value of generative AI](#), May 13, 2024

# For a deeper exploration of ServiceNow solutions, we recommend the following resources:

## Now Assist for IT Service Management

Can GenAI help IT keep pace with increasing employee demands for digital services? This data sheet shares five features of Now Assist for ITSM that enable next-level employee experience and IT productivity.

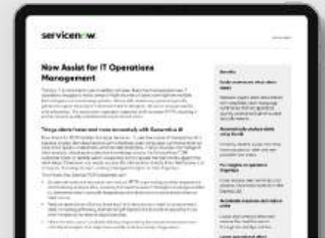
[Read Data Sheet](#)



## Now Assist for IT Operations Management

Can GenAI help IT operators make sense of the high volumes of alerts pouring in from multiple monitoring systems? This data sheet shares seven ways Now Assist for ITOM tackles overload head-on.

[Read Data Sheet](#)



## Now Assist for Strategic Portfolio Management

Can GenAI help close the gap between technology strategy and service delivery? This data sheet shares three ways Now Assist for SPM breaks down barriers between business stakeholders and technology teams.

[Read Data Sheet](#)



## Now Assist for Creator

Can GenAI speed process automation and app delivery? This data sheet explains why Now Assist for Creator is a powerful tool that revolutionizes the app platform experience to dramatically boost productivity during the development lifecycle.

[Read Data Sheet](#)



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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](http://www.servicenow.com).

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