

By using the AI capabilities in the Now Platform to deliver relevant information, make predictions and recommendations, and automate repetitive tasks, employees and customers can finally focus on areas humans excel at—creative thinking, customer interactions, and unpredictable work.

What can you do with AI?

Here are some real-world examples of how the Al in the Now Platform improves productivity and efficiency to elevate work experiences.

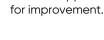


Deliver better self-service 24/7 Virtual Agent that

Make it easy for users to get what they need with a understands their requests in natural language.



Discover hidden patterns Continuously group clusters of related items to uncover trends and the best opportunities



Recommend actions

and deliver answers Connect the dots for agents by suggesting relevant tasks and content that help them solve issues faster.

The Now Platform includes generative AI, machine learning frameworks, natural language understanding, search and automation, and analytics and process mining that



Detect major incidents Quickly identify critical

issues by proactively identifying similarities across open incidents or cases



Optimize knowledge bases

Deflect tickets and reduce call volume by uncovering knowledge gaps and preventing



duplicate content.

Empower users with search

Gain highly accurate

and relevant search

user experience.

results for an enhanced



Quickly identify opportunities to automate End the struggle with how and when to turn-on automation solutions from ServiceNow and increase deflection while lowering

Route and prioritize work

Classify requests so

tasks automatically

at the right time.

incidents, cases, and

get to the right team,



mean-time-to-resolve (MTTR).

Supercharge productivity Deliver simple solutions to unlock efficiency

for everyone across

every workflow.

work together to seamlessly enhance employee abilities and customer experiences.

GENERATIVE AI THE NEXT EVOLUTION OF AI HAS ARRIVED.

Generative AI uses computer algorithms to create new content in a variety of content forms-including text, images, and code-unlocking near limitless use cases for the Now Platform.

Machine learning **Natural language** Data mining & Search processing frameworks analytics

Classification Uses historical data to automatically apply the correct labels-category, assignment group, and priority—to incoming requests, freeing your employees

to work on more meaningful tasks.

Analyzes text to find connections across incidents, cases, events, and knowledge articles to help detect major incidents, recommend relevant content, and suggest actions the agent

should take.

Clustering Works behind the scenes to continuously group and describe records so you can focus on the next step-using those concepts

to fill knowledge gaps, add new catalog items, or train teams with new skills. Intelligent document processing

Accelerate and automate document processing with AI models that identify, understand, and extract text and data.

Foundational NLP

A base level of analyzing language, NLP extracts the most important pieces of information from blocks of information and converts between speech and text.

Natural language understanding Enables you to make requests the same way you would ask another

human. NLU comprehends each request by recognizing what you would like to do (intent) and all of

the supporting details (entities). Large language models

Use targeted, purpose-built LLMs to recognize, summarize, translate, predict, and respond to natural language inputs.

Sentiment analysis

Detect and understand sentiment in human messages and determine the appropriate response to ensure the best service.

Multi-language support Predict the language used in requests and automatically

assign to someone who speaks that language for support-or use dynamic translation for a seamless localized experience.

Intelligent search

Consumer-grade search experience delivering highly accurate and relevant results based on user context using natural, everyday language.

Semantic search

Improve search accuracy by understanding user intent and context.

Natural language query

Deliver immediate answers by converting plain language questions into database query code before returning the results as user-friendly lists, numeric values, or dynamic charts.

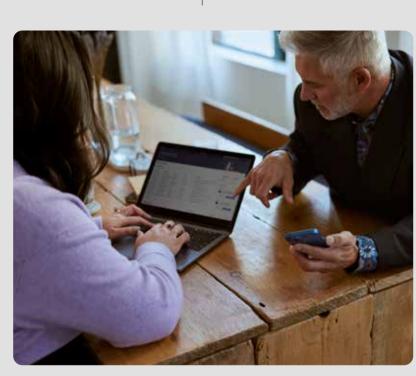
Process mining Maximize process performance by uncovering and visualizing hidden

efficiencies and bottlenecks.

Predictive forecasting & analytics Monitor processes to anticipate trends, prioritize resources, and

identify areas for improvement. **Automation discovery**

Increase deflection and lower MTTR by enabling users to identify opportunities that can be automated by ServiceNow applications.



Understanding machine learning

Machine learning is a subset of Al. It is a set of algorithms that learn from data to make predictions. It enables devices to perform tasks and make decisions without human assistance.



and train models. Algorithms apply what has been learned from data that has been labeled or classified to new data, to predict future events. The system provides targets for outputs after being sufficiently trained.

Supervised learning Humans create



and uncovers interesting patterns without teaching or guidance. Used when the information for training is not classified or labeled. Typically used to cluster groups of records or identify interesting relationships.



from rewards. In reinforced learning, learning happens by the indication of correctness at the end of a sequence. It simulates the future without historical data.

Reinforced learning Learns actions



the brain with many layers. It has the ability to learn hierarchical abstractions and automatically learns the best outcome for the problem. In other words, it imitates the human brain, continuously learning and improving itself.

Deep Learning is an artificial neural network, which is an algorithm that mimics the structure of

Purpose-built AI for the Now Platform The Now Platform brings the power of AI to your organization—delivering all of the capabilities,

security, and analytics you need to help people get work done easier, faster, and smarter.



Deliver and refine AI fast Empower service owners to quickly take advantage of Al capabilities—without

the need for data science expertise. We ship out-of-the-box solutions that automatically classify new records, find the important connections in your data, and uncover your biggest opportunities for improvement. Supercharge productivity

Experience new opportunities to inject productivity across your organization with Generative AI that's accessible to everyone. Elevate every solution,

Protect and control enterprise data Each solution is trained with your own data so you get recommendations

product, and workflow so you can focus on the work that's most important.

and predictions that are tailored for how your business operates—and your

information never leaves the ServiceNow cloud that you already know and trust. Make smarter business decisions

Connect AI to analytics with real-time insights that deliver the visibility you need to ensure prediction accuracy and show the improvements being driven across your organization by Al. Visualizing the patterns and trends across each service enables your teams to make better, faster decisions.

transparent, auditable Al We believe AI should be

Building

accessible to everyone. But only part of what we do. We're fully committed to building Al that helps users do their work better, but in a responsible way.

New, responsible AI practices to

responsible, and

delivering technical capabilities is

train and share large language models are vital to ensuring the right protocols, safeguards, and permissive licenses are in place.

Harm de Vries

Large Language Model Lab Lead, ServiceNow Research

The future of business is Al-powered



Personalized &

contextual

need to power end-to-end digital transformation.





Trusted &

ServiceNow is making AI available across the organization. By continuously embedding enterprise AI capabilities across the Now Platform, and partnering with industry leaders, you're armed with the tools you

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