

servicenow®

# Reimagine your IT with AI automation

Build the operational  
foundation to free your teams  
from manual, reactive work



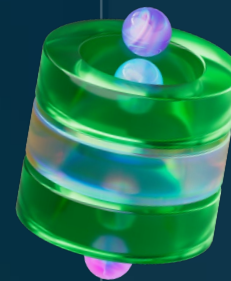
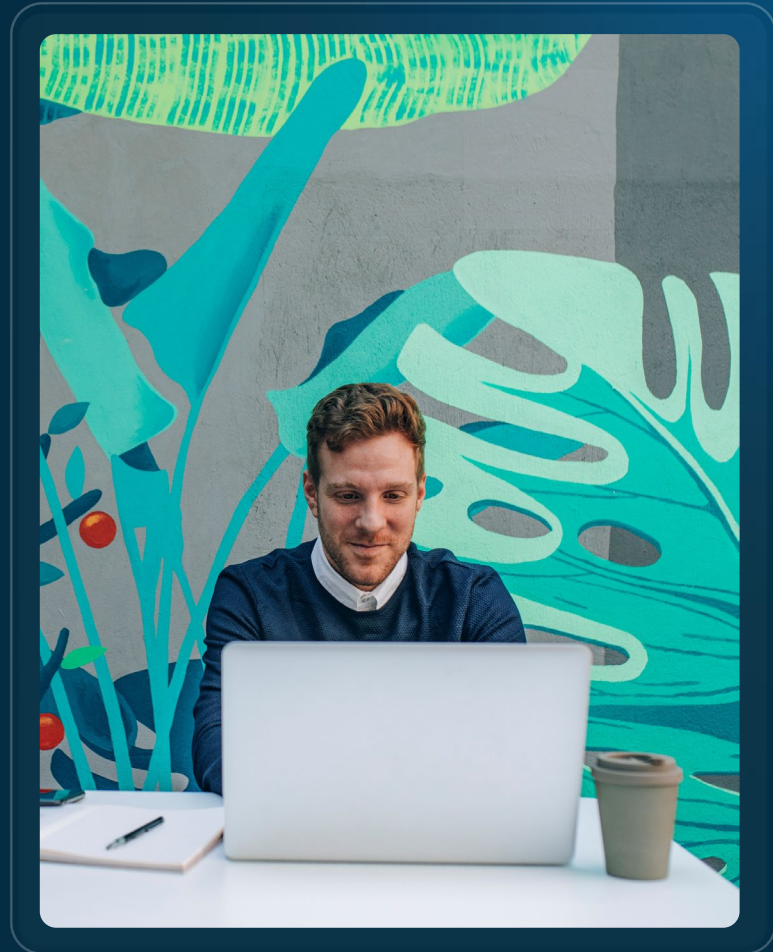
# It's time to break the reactive cycle in service delivery.

## Disruption is everywhere, but opportunity is too.

An overflow of data without context is just as unhelpful as bad data—or no data at all. Entrenched silos within the IT department are a frequent source of this problem. Dashboards may show a sea of green, but many users are still stuck waiting. The disconnect frustrates users and erodes trust.

We're in a complex and dynamic era. Global disruption has increased considerably over the last five years. In fact, 65% of European executives consider today's business environment more challenging than in the past.<sup>1</sup> Yet, recent research from Accenture reveals that many companies use disruption to move ahead and gain an advantage.<sup>2</sup> It's clear that disconnected systems and manual IT processes are no longer sustainable.

The key is to build greater resilience and proactivity with unified systems and AI-powered automation. This opens the door to streamlined, integrated operations, helping your organization thrive through whatever comes next.

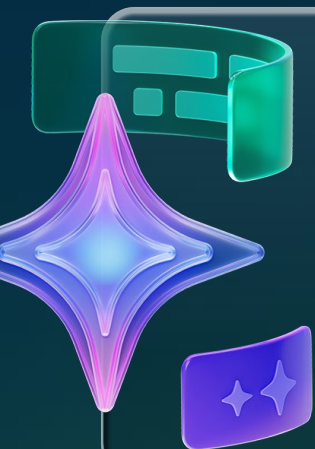


**An overflow of data without context is just as unhelpful as bad data—or no data at all.**

# But we're still living in a 60/40 world.

In the typical enterprise, about 60% of incidents are generated by machines—servers, storage, network routers—and 40% are filed by people. Together, these account for every L0, L1, L2, or L3 incident that your IT teams work on. But incidents from machines and people are often disconnected.

Why does it matter if your machine-generated and people-generated incidents don't talk? When service desk and operations teams work from data spread across separate systems, the failure to match service desk tickets to operational flags results in a reactive IT approach—where issues are identified late and can take hours to manually resolve. Downtime degrades the user experience. And IT teams spend their days chasing incidents instead of preventing them. As tickets pile up and connections are missed, the pressure to resolve faster takes a toll on already stretched teams.



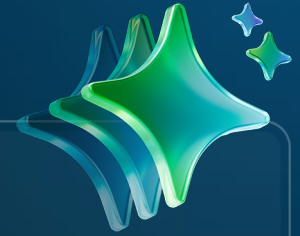
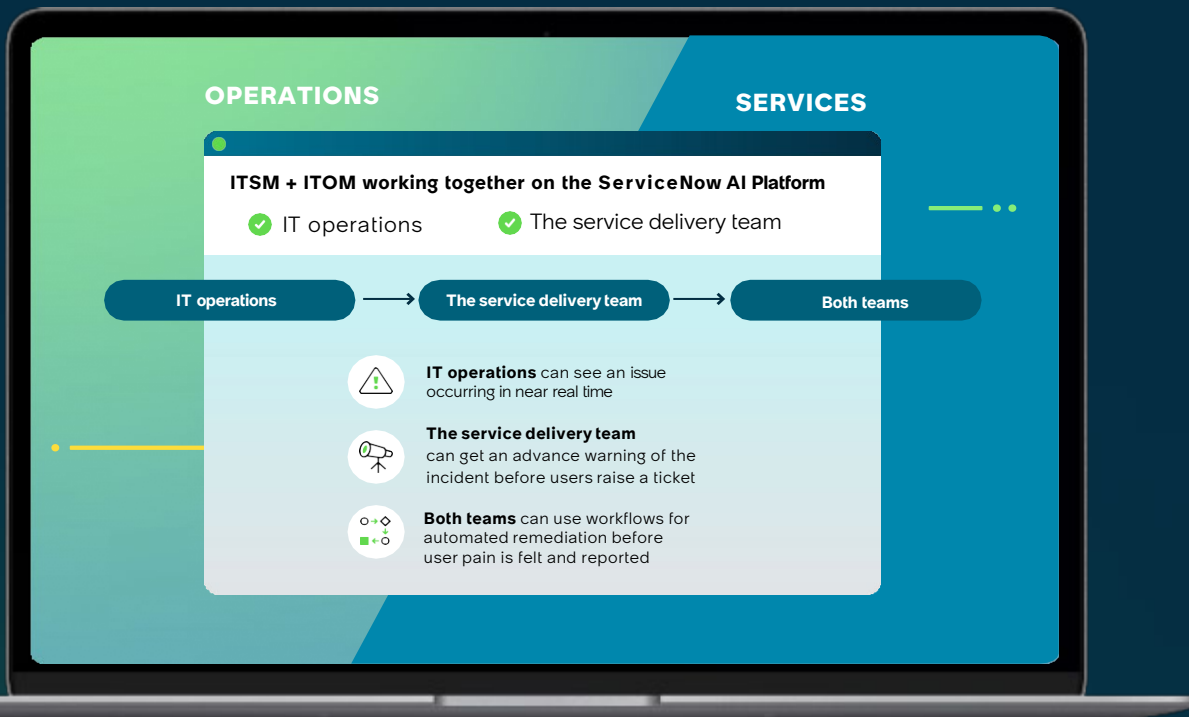
With unified IT service and operations on one AI platform, AI agents can autonomously stop incidents in their tracks—**saving time, reducing costs, and protecting the business.**



# One AI platform. One view. One proactive IT organization.

It's possible to prevent tickets before they happen. By adopting a single AI platform, your IT services and IT operations teams—and their AI agents—can share data in real time. Instead of reacting on disconnected signals, teams can act on shared insight. A unified foundation gives both teams access to the same historical incident, problem, and change data, so issues are identified earlier and resolved proactively.

The result? Fewer incidents, fewer outages, and faster mean time to resolution (MTTR).



## THE ADVANTAGES

### Why unifying ITSM and ITOM changes everything:

- 1 Drive down costs** while resolving issues faster
- 2 Scale IT** to meet evolving business needs
- 3 Deliver more** resilient, engaging service experiences

## ADVANTAGE 1

# Drive down costs while resolving issues faster

IT teams face thousands of alerts, events, and logs flooding in from an ecosystem of siloed monitoring tools. AI cuts through and manages the noise.

### Start with real-time visibility and a common data model

Across on-premises, cloud, and hybrid environments, data pours in from countless sources. The challenge isn't collecting the data. It's the time it takes to process the data, understand how all the IT resources connect, and their dependencies on business services. Capturing this information in real time and organizing it in a shared data model eliminates context switching, reduces manual investigation, and enables faster, more accurate resolution—lowering operational costs while improving service performance.



### Building a proactive IT foundation in banking

A renowned European bank unified its IT operations on ServiceNow, creating a scalable foundation that improves risk management, enhances the employee experience, and enables innovation across the enterprise.

### With ServiceNow, the bank now enjoys:

**93%**

reduction in high-priority incidents

**6x**

improvements in time to restore services

**One**

platform for IT service management (ITSM) and IT operations management (ITOM), strategic portfolio management, and governance, risk, and compliance

## ADVANTAGE 1

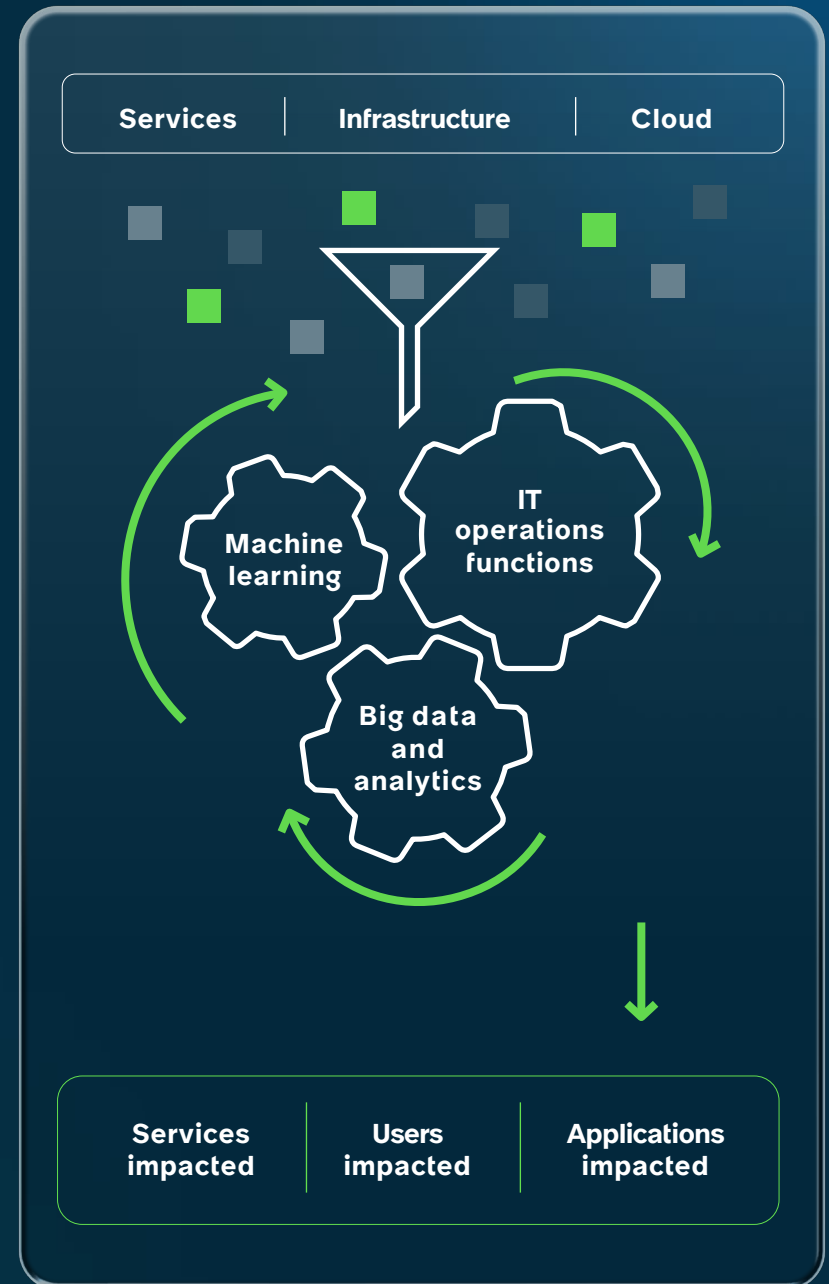
### Empower your users to quickly tackle their own issues

Self-service has transformed how employees get—and provide—support. You can reduce the burden on IT teams with AI agents and a consumer-grade AI assistant that answers questions and resolves employee-generated incidents before a human agent is needed. This allows IT teams to focus on high-priority work instead of repetitive tasks, like password resets.

### Cut through the noise and focus on what matters

In traditional network operations centers, floods of alerts obscure what truly matters. This can make every issue appear equally critical—even when it's not. ServiceNow Service Operations Workspace brings AI agents and operators together in one unified environment. With real-time visibility, teams can triage alerts based on business impact, manage incidents proactively, and accelerate resolution. This eliminates reliance on gut instinct or First-In, First-Out (FIFO) queues and ensures the most urgent issues are addressed first.

What's this all mean? AI agents can help turn thousands of events into a few critical alerts to help IT operations teams quickly determine impacted services.



## ADVANTAGE 1

### Grow towards autonomy on your own terms

By running on one data model and one workflow engine, AI agents can do more than summarize or suggest. They can resolve routine requests, triage alerts, and remediate issues end-to-end before employees or customers feel the impact.

ServiceNow ITOM uses current and historical incident, problem, and change data from ServiceNow ITSM to determine whether a recent change is linked to the issue at hand—or whether a past resolution applies to a similar incident. This information is presented in a single view, so instead of taking hours, issues are understood in context the moment they occur—helping teams act before disruption spreads.

#### Turning reactive firefighting into proactive resolution

At ServiceNow, our internal IT operations teams faced recurring VPN service outages—putting employee productivity and morale at risk. Manual investigation, intervention, and resolution consumed an estimated 1,800 hours in lost productivity.

By shifting to a centralized, intelligent workflow engine and data model, teams gained shared visibility and reduced the manual effort behind every outage.

[Learn More](#)



### The impact of unified IT service and operations

**25K+** frustrating hours eliminated annually for employees

+

**67%** decrease in P1 and P2 incidents

+

**98%** reduction in incident noise via correlation and deduplication

↓

**\$7.5M**

in productivity gains from automation and orchestration<sup>3</sup>

## ADVANTAGE 2

# Scale IT to meet evolving business needs

### Proactive IT: Less friction and more capacity

Being proactive means stopping issues before users ever notice them and continuously improving services so performance gets better, not worse, over time. AI and automation make this level of proactive IT possible. On the ServiceNow AI Platform, common data sources, seamless integrations across IT, and built-in automation let you flex services as business needs change.

### Turn service visibility into business focus

As cloud and microservices environments expand, manually tracking resources across vendors becomes costly and complex. And when a critical service is degraded, knowing all the components that could affect it can be difficult. ServiceNow ITOM Visibility helps you discover resources across on-premises and cloud environments—and maps services in the context of your business. Teams immediately see everything connected to that service and quickly focus troubleshooting efforts across upstream and downstream components highlighted in the service map. Instead of searching across tools, teams work from a shared, real-time view of service impact.

- ✓ See the near real-time operational state of business services
- ✓ Understand the business impact of every change
- ✓ Reduce unplanned outages by prioritizing services that matter most

### Scaling service in the travel industry

A global resort operations company launched a chat-based primary support channel on ServiceNow—enhancing agent productivity and improving customer service at scale.

### Very quickly, the company achieved:

**16%**

incident deflection rate within 2 months of launch

**2x**

increase in agent productivity

**5 second**

response time for live agent chat

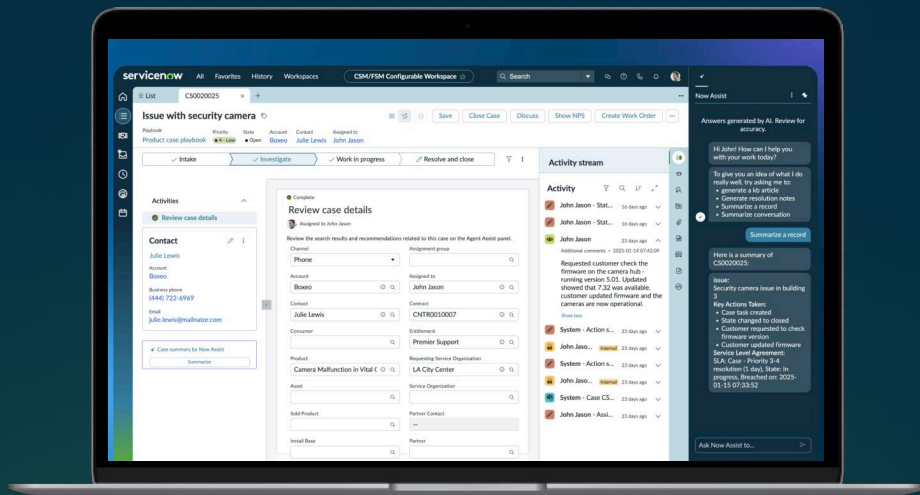


## ADVANTAGE 2

### Establish a single source of truth across IT

Operational noise is inevitable—operational blindness is a choice. Shared data across service and operations creates a single, reliable source of truth. Ingest data from across your ecosystem, powered by a common configuration management database (CMDB) on the ServiceNow AI Platform. Unifying discovery with automated service mapping provides essential context needed for teams to prioritize work, distribute tasks intelligently, and drive automation with confidence. This foundation enables you to:

- ✓ Discover traditional and modern IT resources—from core infrastructure to containerized applications
- ✓ Track and manage the operational state of on-premises applications and cloud services
- ✓ See the service history of each configuration item (CI)—including recent changes and its relationship to business services
- ✓ See the full dependency chain and the exact business service at risk to enable surgical root cause analysis and proactive defense



### Bringing clarity and control to professional services

A leading U.S. professional services company used the ServiceNow AI Platform to gain transparency and control across its services, applications, and infrastructure.

### The company realized:

**41%**

decrease in MTTR by improving visibility and identifying problems faster

**67%**

reduction in time from event occurrence to ticket creation

**50%**

improvement in CI accuracy—leading to fewer problems down the road

## ADVANTAGE 2

### Resolve incidents faster, with fewer errors

Every minute spent routing a ticket is time spent not solving it. ServiceNow Predictive Intelligence analyzes past incidents to automatically categorize, prioritize, and route new requests—reducing human error and speeding up resolution from the first touch. Employees simply describe the issue. From there, historical patterns and AI guide the system to prioritize and assign it to the right team—helping eliminate human error and speed up incident resolution.

### Enable a unified view with AI-assisted remediation

Agents shouldn't have to search for context, and now they don't. ServiceNow Service Operations Workspace for ITSM brings service updates, related activity, and impact analysis into one unified view, so teams have everything they need. AI agents supercharge the process, assisting with remediation, surfacing major incidents early, and helping teams resolve faster—supporting more employees without increasing workload.

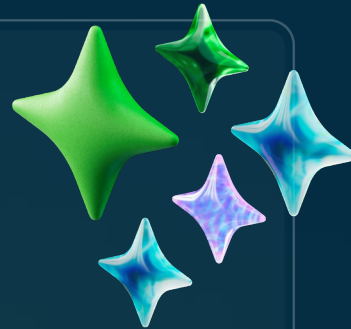
#### Reimagining support with the ServiceNow AI Platform

**37%**

of our case workflow is now supporting by AI agents

**89%**

of self-service requests are now supported by AI agents and automation



## ADVANTAGE 3

# Deliver more resilience, engaging service experiences

When service and operations run on a single platform, shared data provides full context for every request. Teams understand impact and priority immediately, and AI-powered analysis routes issues to the right resolution group automatically.

### Give employees answers—anytime, anywhere

As in their personal lives, your employees are eager to quickly fix issues on their own. But the answers must be easy to find, available at any time, and reliable. ITSM delivers a unified portal and conversational AI, so employees always have support at their fingertips.

ServiceNow AI Agents draw from a knowledge base informed by both service and operations. So employees can request common services 24/7 and resolve routine needs without waiting for live support. Interacting with agents is easy when they:

- ✓ Understand simple human language
- ✓ Focus on the employee's intent and provide contextual responses
- ✓ Include out-of-the-box workflows to resolve common IT requests

### Delivering trusted self-service in healthcare

By unifying service and operations on ServiceNow, a leading U.S. healthcare organization automated much of its ticketing workflow, expanded self-service, and simplified resolution—freeing staff to focus more time on patient care.

### The organization now experiences:

**50%**

Reduction in workload through self-service

**30%**

Fewer ticket reassignments

**28**

hours per week eliminated  
in redundant support work

## ADVANTAGE 3

### The best incident is the one that never happens

When infrastructure monitoring, service management, and automation share the same data foundation, blind spots disappear—and so does the manual work that slows teams down. AI agents work alongside your teams and learn from every ticket, incident, and fix. Recurring problems stop and routine requests are resolved instantly. Issues are detected before users notice them, resolving routine requests instantly, and handling the repetitive tasks that drain productivity.

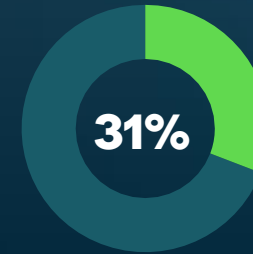
The impact goes far beyond efficiency. Remove the repetitive tasks that drain your team's productivity and innovation. Reclaim thousands of hours once lost to alert noise and manual work by resolving hundreds of thousands of support tickets without human intervention. This is how IT shifts from a reactive cost center to a strategic asset that scales with the business.

### It's time to break the reactive cycle with an AI platform where work runs itself

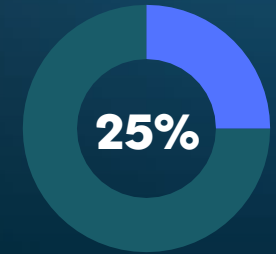
IT teams are under pressure to do more with less. And the tools that promised relief added complexity instead of clarity. It's time to break out of the vicious cycle of reactive IT service operations with combined ITSM and ITOM on one AI platform where an autonomous workforce completes the work—smart, self-directed, but always under your control. No siloed data. No playing detective across disconnected systems.

This is the shift from reactive firefighting to proactive control. Zero outages. Zero touch. Zero wasted effort. So your IT team can finally replace repetition with innovation.

### ITSM and ITOM use a single-platform approach



Resolve incidents faster<sup>4</sup>



Resolve major outages faster

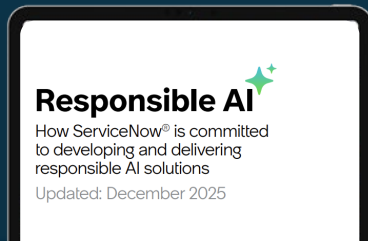


# Unify IT service and operations into one AI platform where work runs itself.

## Our commitment to responsible AI

With an increasing number of companies jumping on the GenAI bandwagon, ethical concerns are increasing. Learn more about the responsible approach ServiceNow takes towards AI.

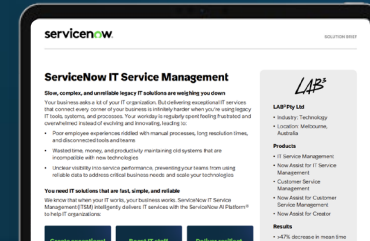
Read White Paper



## ServiceNow ITSM overview

Disparate data and processes and siloed teams make digital transformation a challenge. See how to unburden your IT staff and boost productivity by 30% with ServiceNow ITSM.

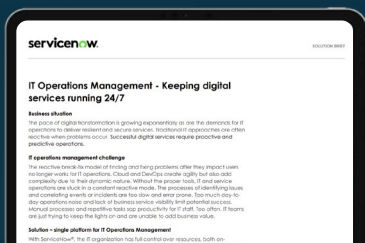
Read Brief



## IT Operations Management

Always-on, 24/7 digital services require predictive, proactive operation. Learn how to become proactive and self-healing by pairing ServiceNow ITSM and ITOM.

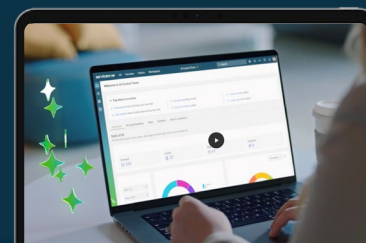
Read Brief



## ServiceNow AI Agents

ServiceNow AI Agents act autonomously to get work done. They proactively solve problems and drive exponential productivity in IT, customer service, HR, and every corner of your business.

View Webpage



### Notes:

<sup>1</sup> Accenture, Accelerating Europe's path to reinvention, 2023

<sup>2</sup> Accenture, Reinventing for resilience, 2023

<sup>3</sup> ServiceNow, Now on Now: How ITOM and ITSM made our IT operations service-aware

<sup>4</sup> ServiceNow, The Total Economic Impact™ of ServiceNow-Validated Financial Model Data, 2022



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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