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# SNUG
# Generative AI

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Accenture
ServiceNow Business Group
DACH

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# We have entered The Age of (Gen) AI

AI is transforming the world as we know it—creating a future we can only imagine today.

AI has the potential to transform every industry and society.

But what can (Gen) AI do today?

**Artificial Intelligence** learns from data, simulating human knowledge to interpret inputs, automate decisions, and act to solve problems.



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# AI in ServiceNow Platform

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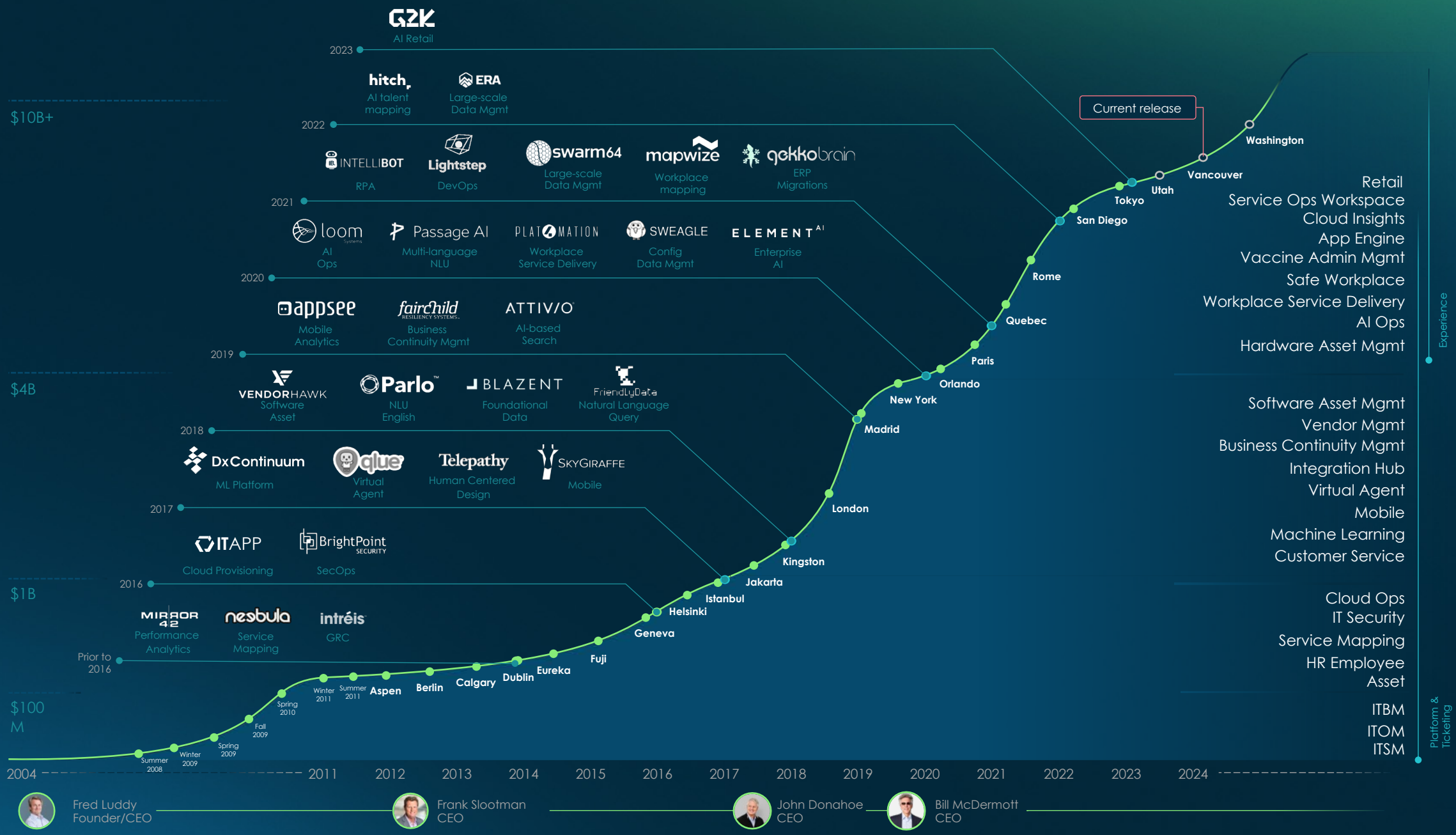



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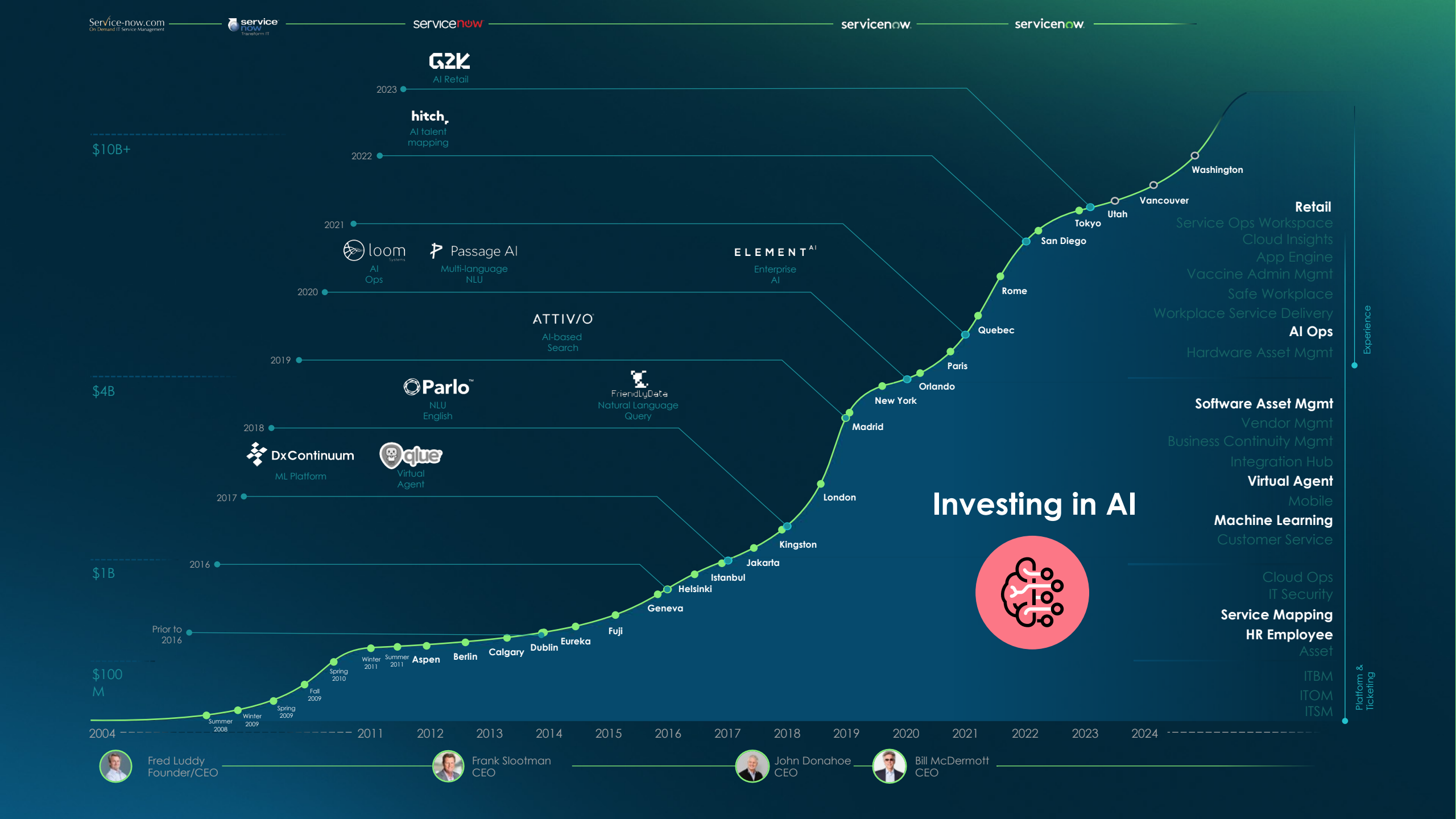
Founder/CEO


Frank Slootman
CEO


John Donahoe
CEO


Bill McDermott
CEO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Madrid
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Orlando
Paris
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San Diego
Tokyo
Utah
Vancouver
Washington
Investing in AI
Retail
Service Ops Workspace
Cloud Insights
App Engine
Vaccine Admin Mgmt
Safe Workplace
Workplace Service Delivery
AI Ops
Hardware Asset Mgmt
Software Asset Mgmt
Vendor Mgmt
Business Continuity Mgmt
Integration Hub
Virtual Agent
Mobile
Machine Learning
Customer Service
Cloud Ops
IT Security
Service Mapping
HR Employee
Asset
ITBM
ITOM
ITSM
Experience
Platform & Ticketing
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Founder/CEO
Frank Slootman
CEO
John Donahoe
CEO
Bill McDermott
CEO

# All of our innovations and acquisitions work seamlessly on the Now Platform

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# The intelligent platform for digital business

## AI Technologies

- Conversational Intelligence
- Search Intelligence
- Predictive/Task Intelligence
- Document Intelligence
- Analytics Intelligence
- Operations Intelligence

Now Platform®

## Customer Outcomes

- Empower users to solve problems
- Auto-resolution of incidents
- Optimize workforce productivity
- Avoid human errors
- Fast time to value for customers
- Increase process efficiency


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Generative AI + Now Platform®

## Digital workflows
Seamless across departments, vendors, partners and customers

- **Customer Workflows**
- **Employee Workflows**
- **Technology Workflows**
- **Creator Workflows**

Lightstep

## Cloud platform
The foundation for all workflows

One data model

One architecture

### Platform Foundation
- Workflow and task management
- Service catalog
- CMDB / Service Graph
- Security/ Vault
- Seamless upgrades
- Industry data model

### Configuration
- Omni-channel user experience
- Low code
- Developer tools
- Pre-built extensions
- Process flow design
- Integrations

### Intelligence
- Process mining
- Analytics and insights
- Virtual agent, Natural language AI
- Machine learning
- Robotic Process Automation
- Generative AI

### Cross-Functional Ecosystem Connection

CRM • Supply Chain • ERP • HCM • IT • Infrastructure • Dev Ops/SRE • Any System

Adobe, salesforce, Dynamics 365, SAP, ORACLE, workday., bmc, ATLASSIAN, Google Cloud, splunk>, aws, DATADOG, OpenTelemetry

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# GENERATIVE AI

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# Generative AI is a gamechanger

**1**

**Understand**
**context & intent**

Input/prompt

**2**

**Synthesize**
**information**

Summarize existing information

**3**

**Generate**
**content**

Response – generate new information

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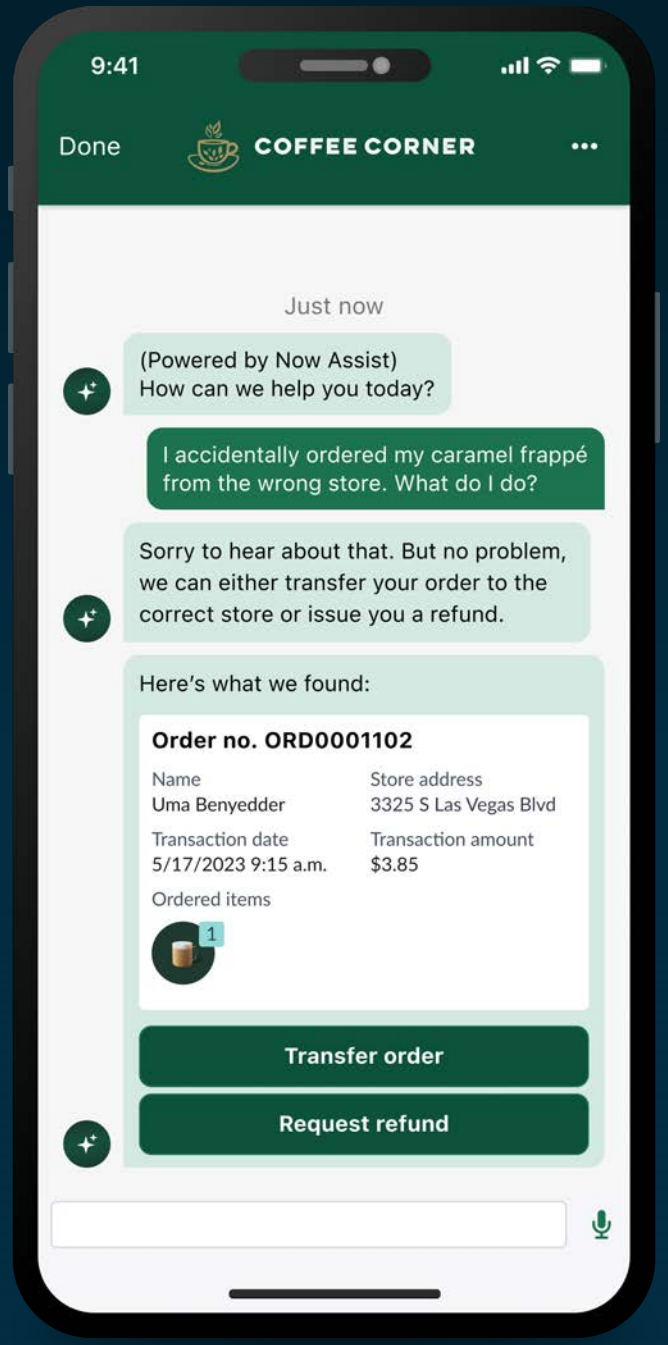
**Understand**
Context & intent

# Enhance service with personalized experiences





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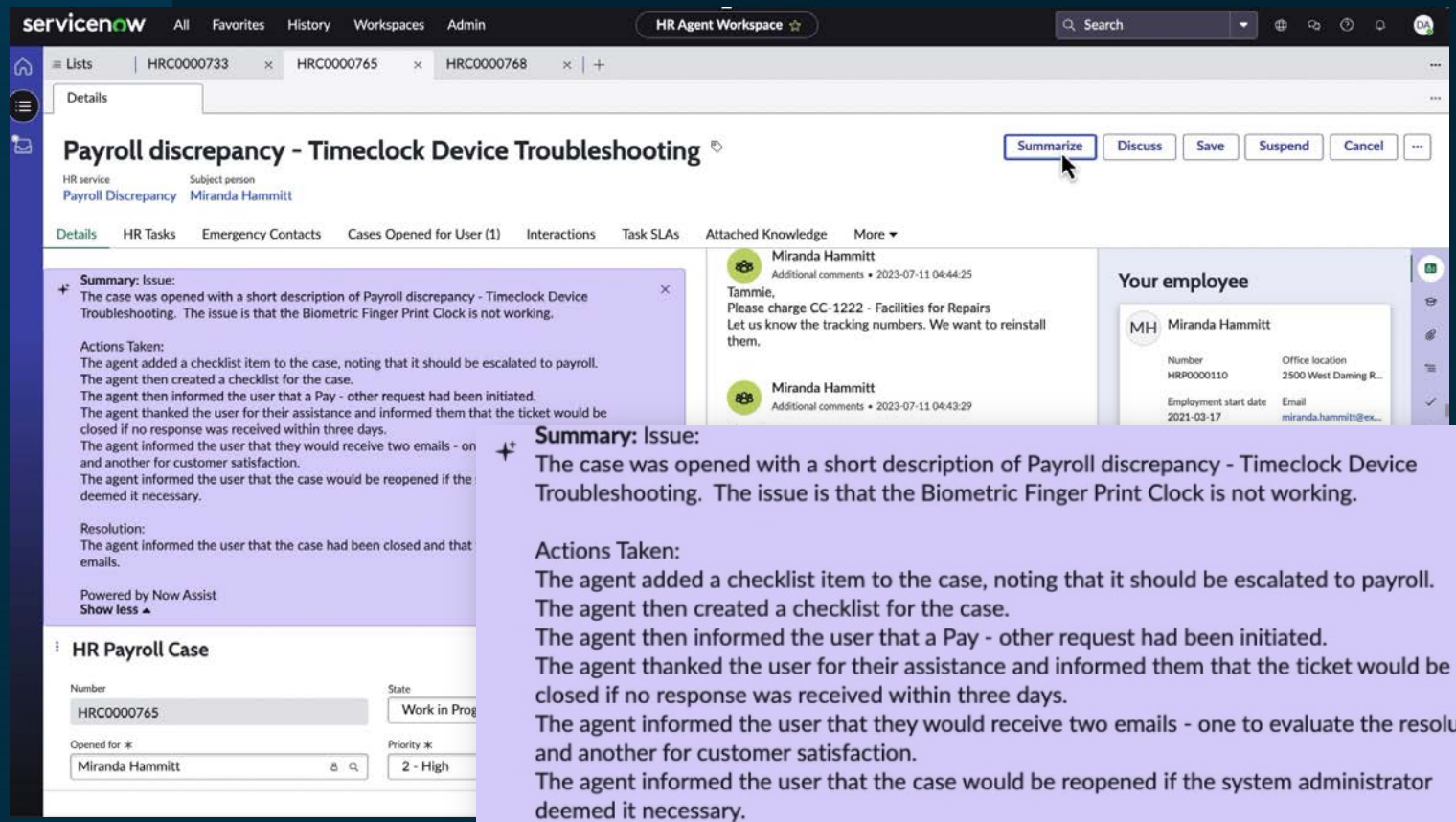
Knowledge
Synthesis

# Information Synthesis to deliver faster support




**Summary:** Issue:
The case was opened with a short description of Payroll discrepancy - Timeclock Device Troubleshooting. The issue is that the Biometric Finger Print Clock is not working.

Actions Taken:
The agent added a checklist item to the case, noting that it should be escalated to payroll.
The agent then created a checklist for the case.
The agent then informed the user that a Pay - other request had been initiated.
The agent thanked the user for their assistance and informed them that the ticket would be closed if no response was received within three days.
The agent informed the user that they would receive two emails - one to evaluate the resolution and another for customer satisfaction.
The agent informed the user that the case would be reopened if the system administrator deemed it necessary.

Resolution:
The agent informed the user that the case had been closed and that they would receive two emails.

Powered by Now Assist
**Show less**

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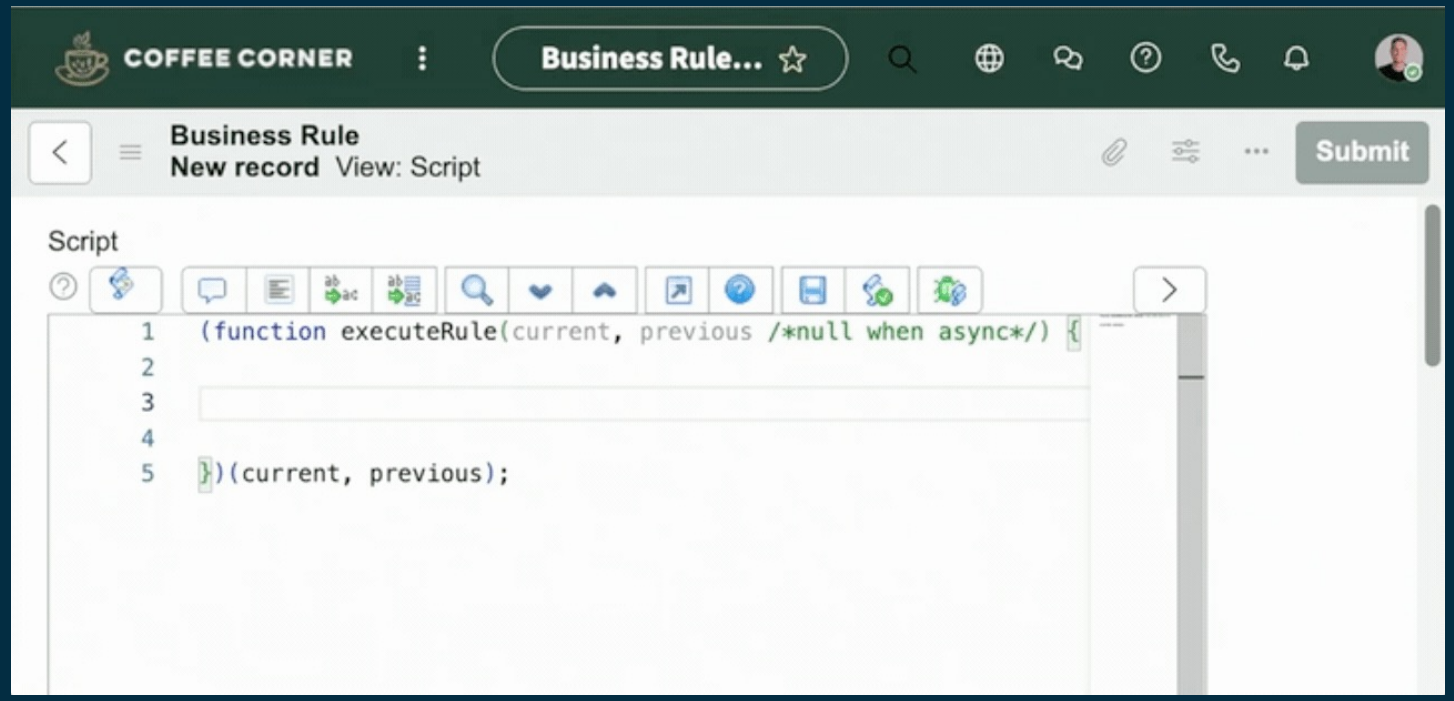
Language Generation

# Content generation and super charge productivity



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# Flexible Large Language Model support options

## General purpose

**OPEN LLM MODELS**

Current: OpenAI, Microsoft

Coming soon: Google Cloud

**KEY ATTRIBUTES**

Broad intent comprehension

Responses to any topic

Multi Language support

Data sent outside of ServiceNow

## ServiceNow's Generative AI strategy

## Domain specific

**SERVICENOW DEVELOPED MODELS**

NVIDIA, Hugging Face

**KEY ATTRIBUTES**

Large Language Model Relevancy

Optimized for Customer Data

Anchored in Best Practices

Data retained within ServiceNow

**GEN AI BENEFITS FOR CUSTOMER**

Acceleration | Augmentation | Automation

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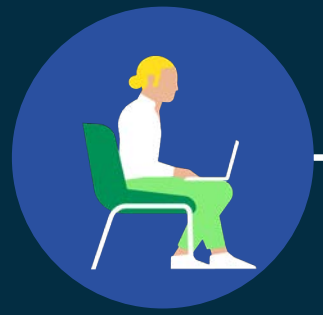
# Usage of LLM in ServiceNow



Now Assist for [x]

Custom use cases e.g. use of the controller

servicenow Gen AI Hubs

Now LLM

NVIDIA

OpenAI

ServiceNow managed 3rd Party Infrastructure as burst capacity

Microsoft Azure

3rd party data centers

Azure OpenAI LLM

OpenAI LLM

*More on the roadmap*

OpenAI

OpenAI

Legend

Owned & controlled by ServiceNow

Owned & controlled by Customer

LLM hosted by 3rd party & controlled by ServiceNow



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# The future of ServiceNow and generative AI


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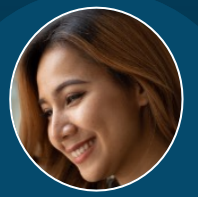
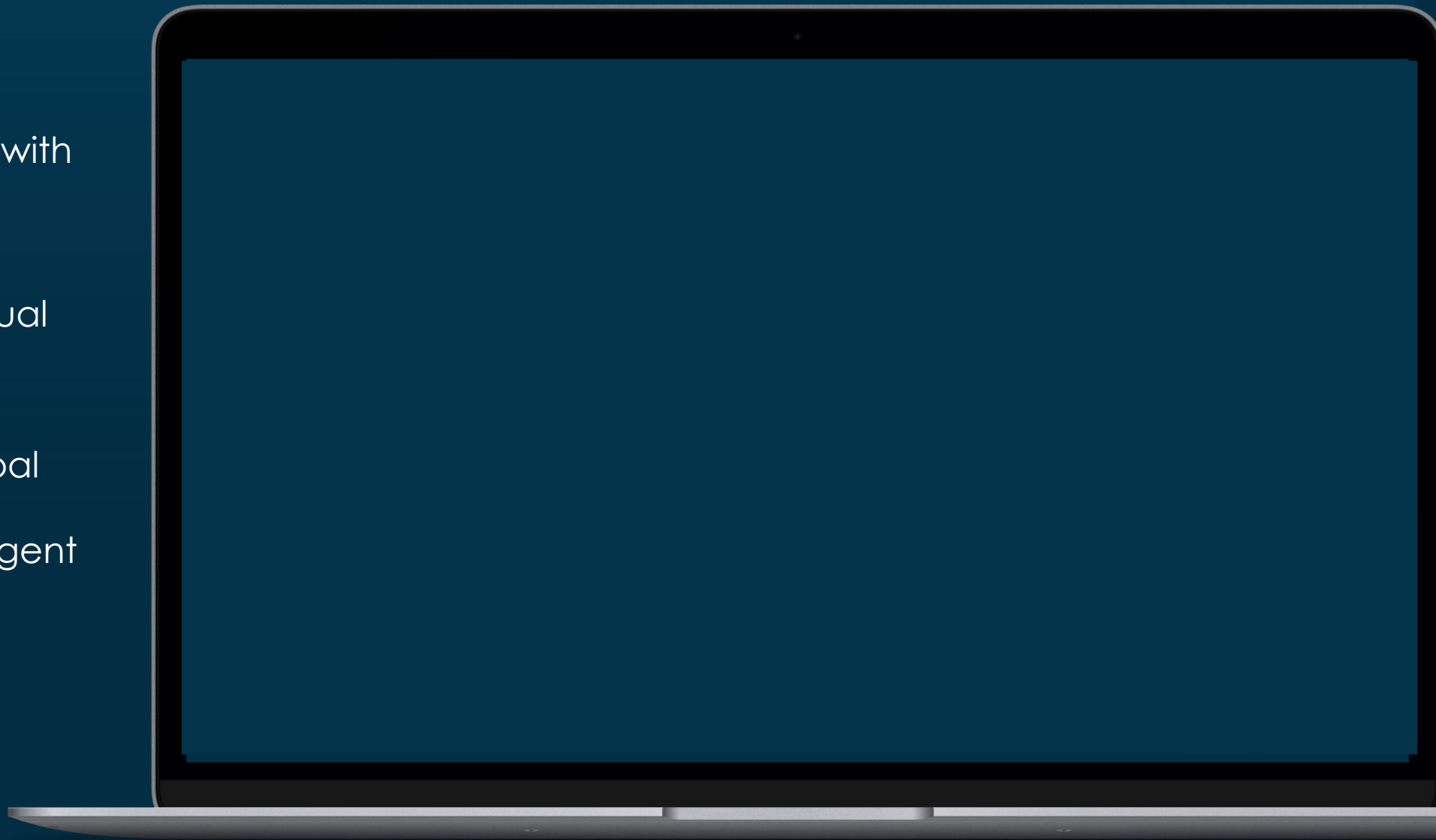
# Actionable answers

Better, faster answers and resolutions from trusted knowledge



Employee

- Conversational search with answers instead of links
- Personalized & contextual search results
- Available through Global search,
  Portal, and/or Virtual Agent



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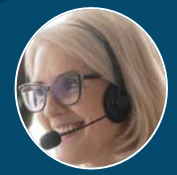
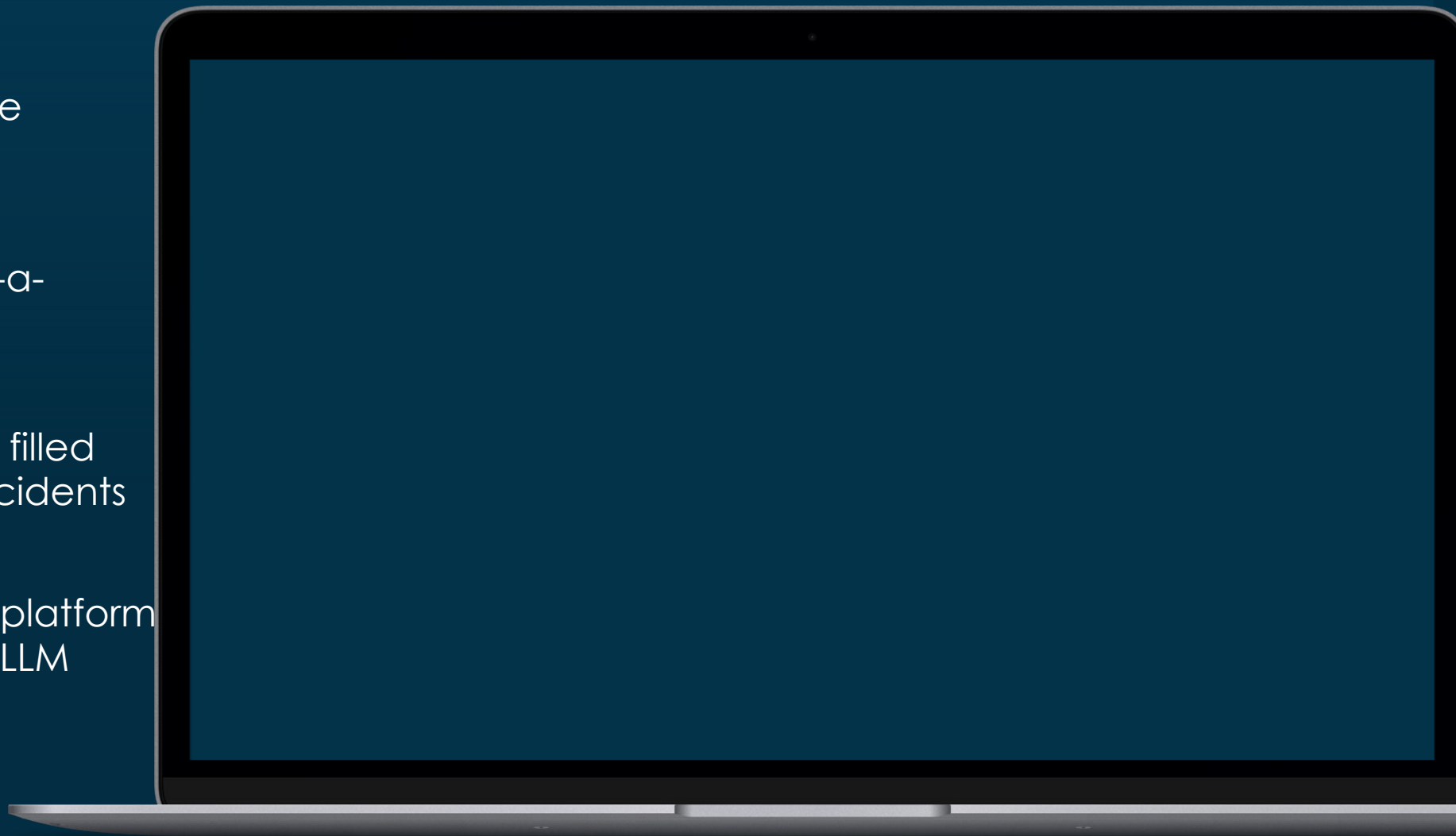
# Case summarization

Reduce manual work for agents, with overviews and recommended answers



Agent

- Easily summarize chat, case or incident records
- Quickly review with an “at-a-glance” overview
- Ensure resolution notes are filled which helps solve future incidents
- Keep data secure and on platform using ServiceNow’s native LLM



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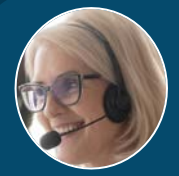
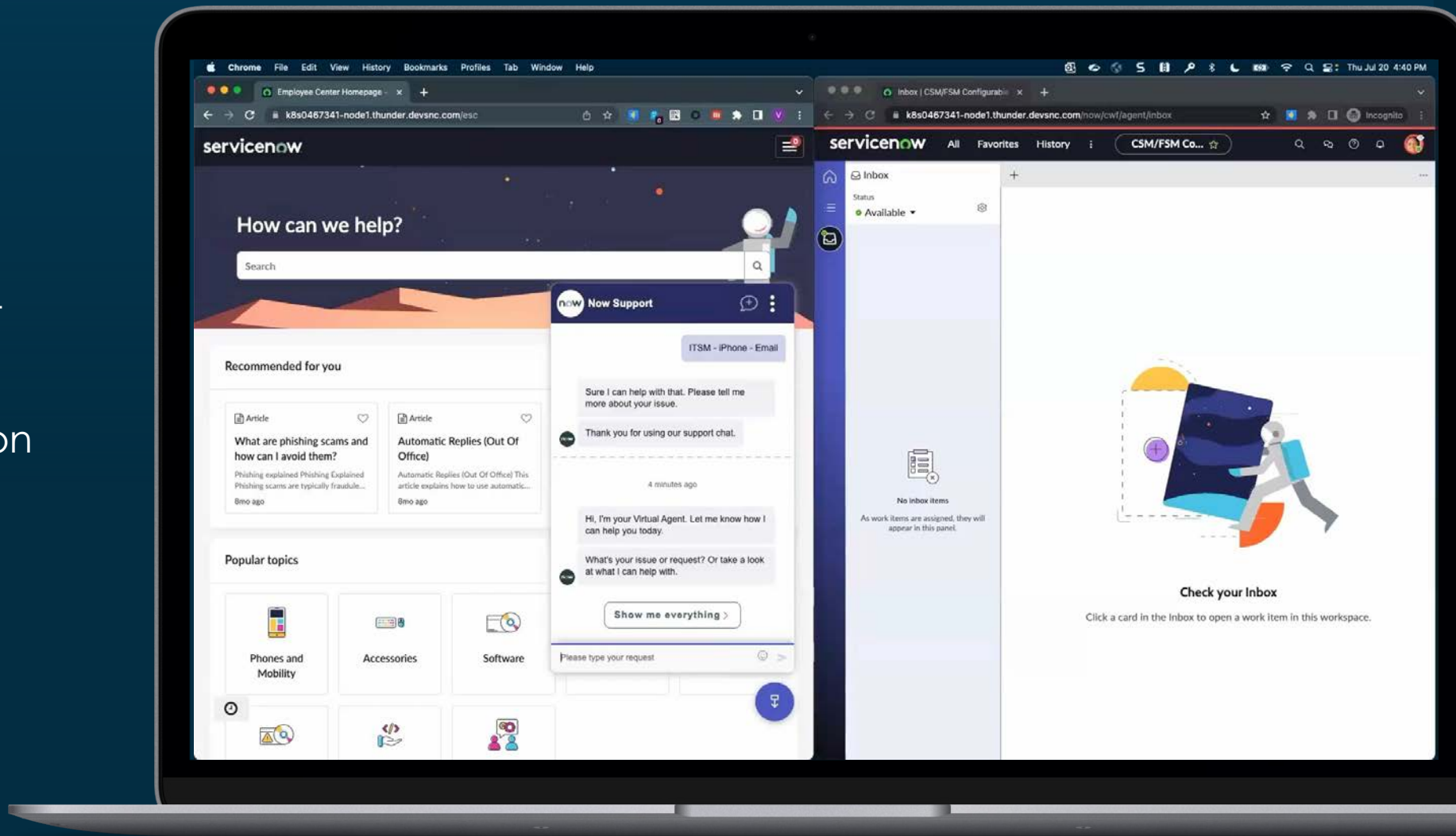
# Chat summarization

Summarize interaction history!



Agent

- Easily summarize chat and handover VA to live Agent
- Short description generation
- Chat wrap-up summary

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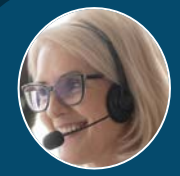
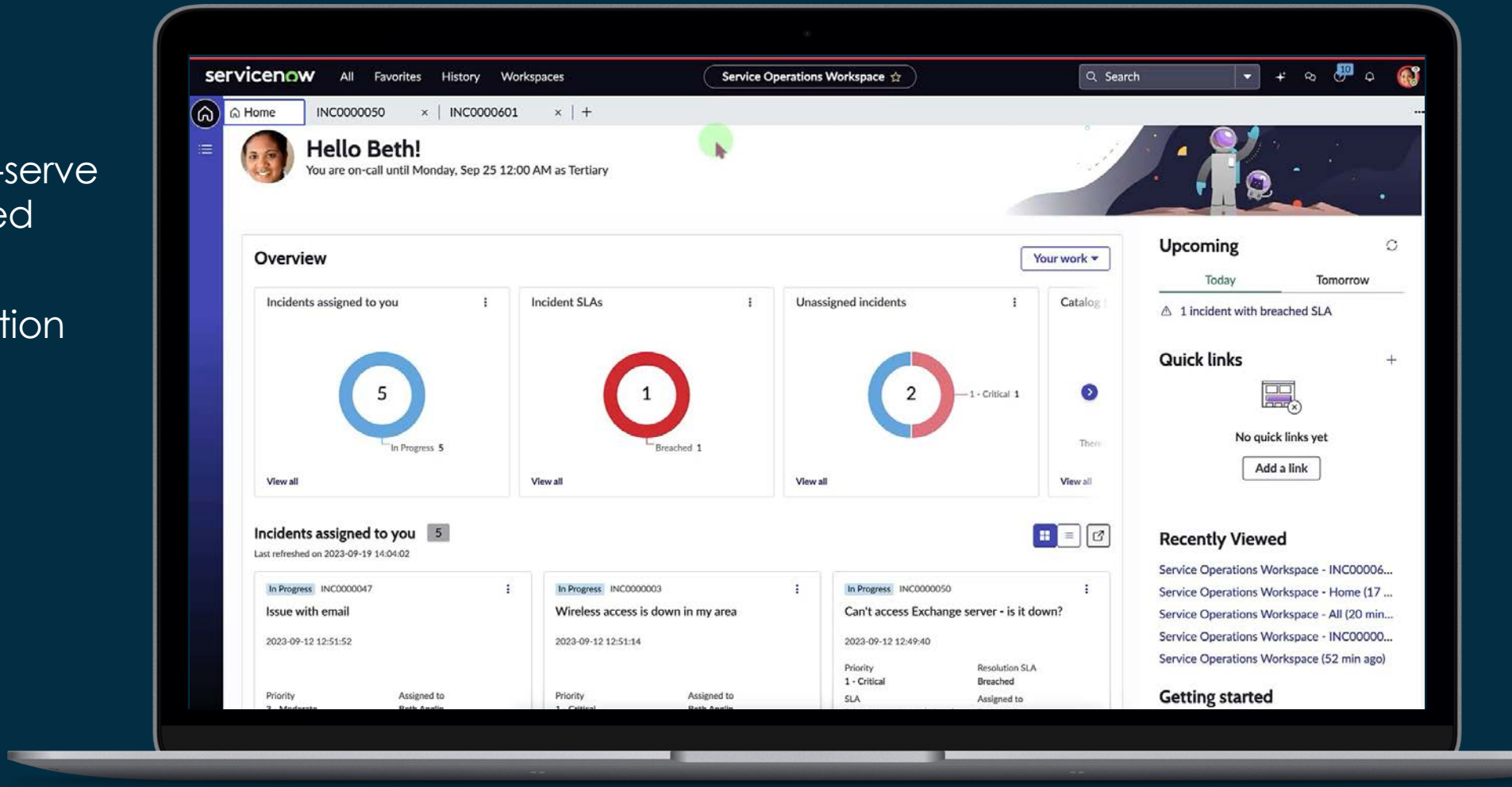


Agent

# Agent assistance Panel

Summarize cases and create knowledge with a side-panel assistant for agents

- Empower agents to self-serve and get help on assigned tasks
- Decrease time to resolution and wrap-up activities



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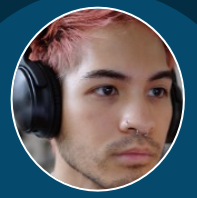


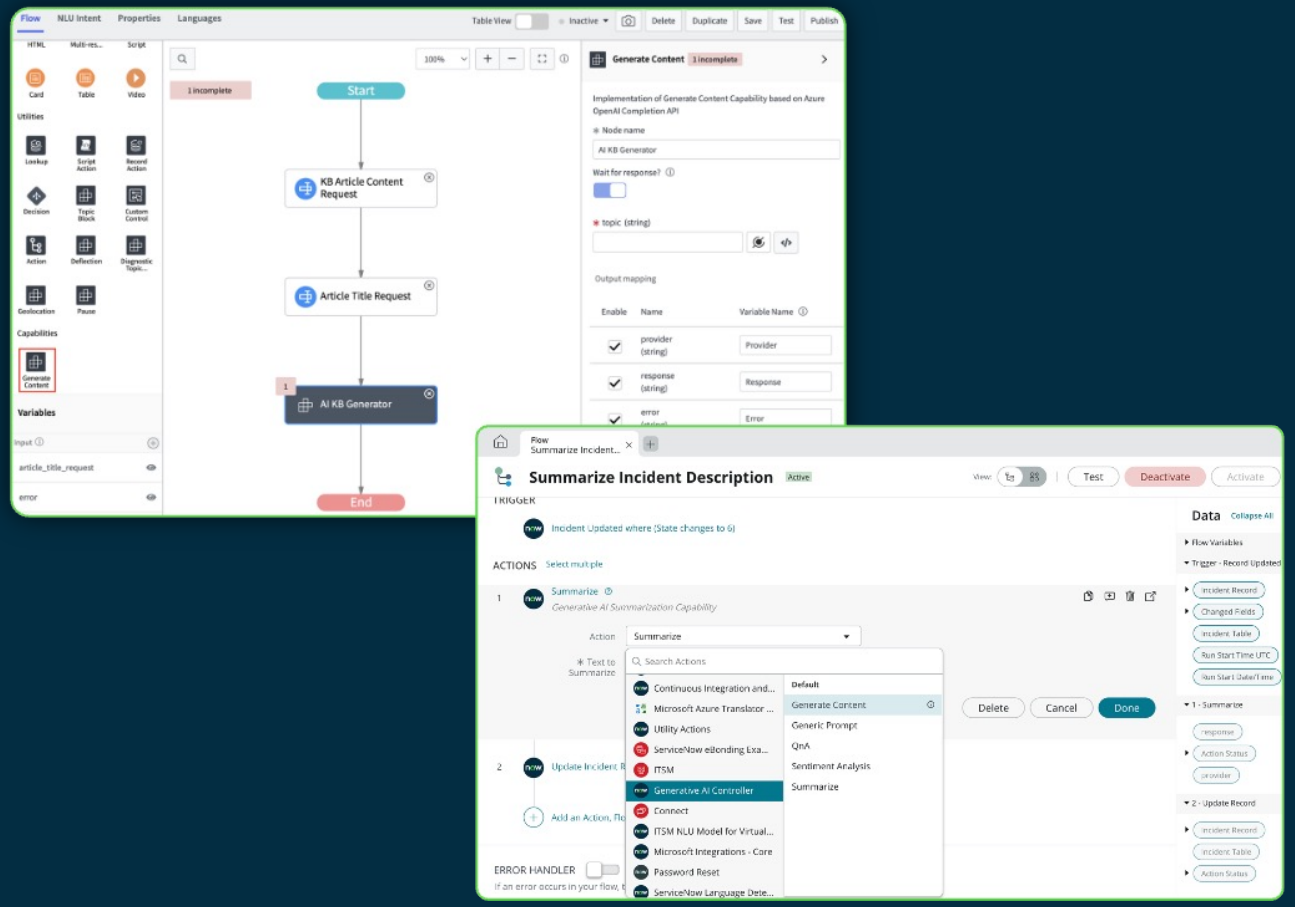
Developer

Admin

# Generative AI controller

**Embed GAI in ServiceNow workflows minus integration complexity. Achieve faster time to value for GAI development.**

- Native low-code integration that connects Azure OpenAI, OpenAI to the Now Platform, enhancing customer workflows.
- Simplified API with out-of-box capabilities: Summarize, Generate Content, Generic prompt, and more
- Seamless design experience via Flow Designer, Virtual Agent Designer, and scripting in Now Platform

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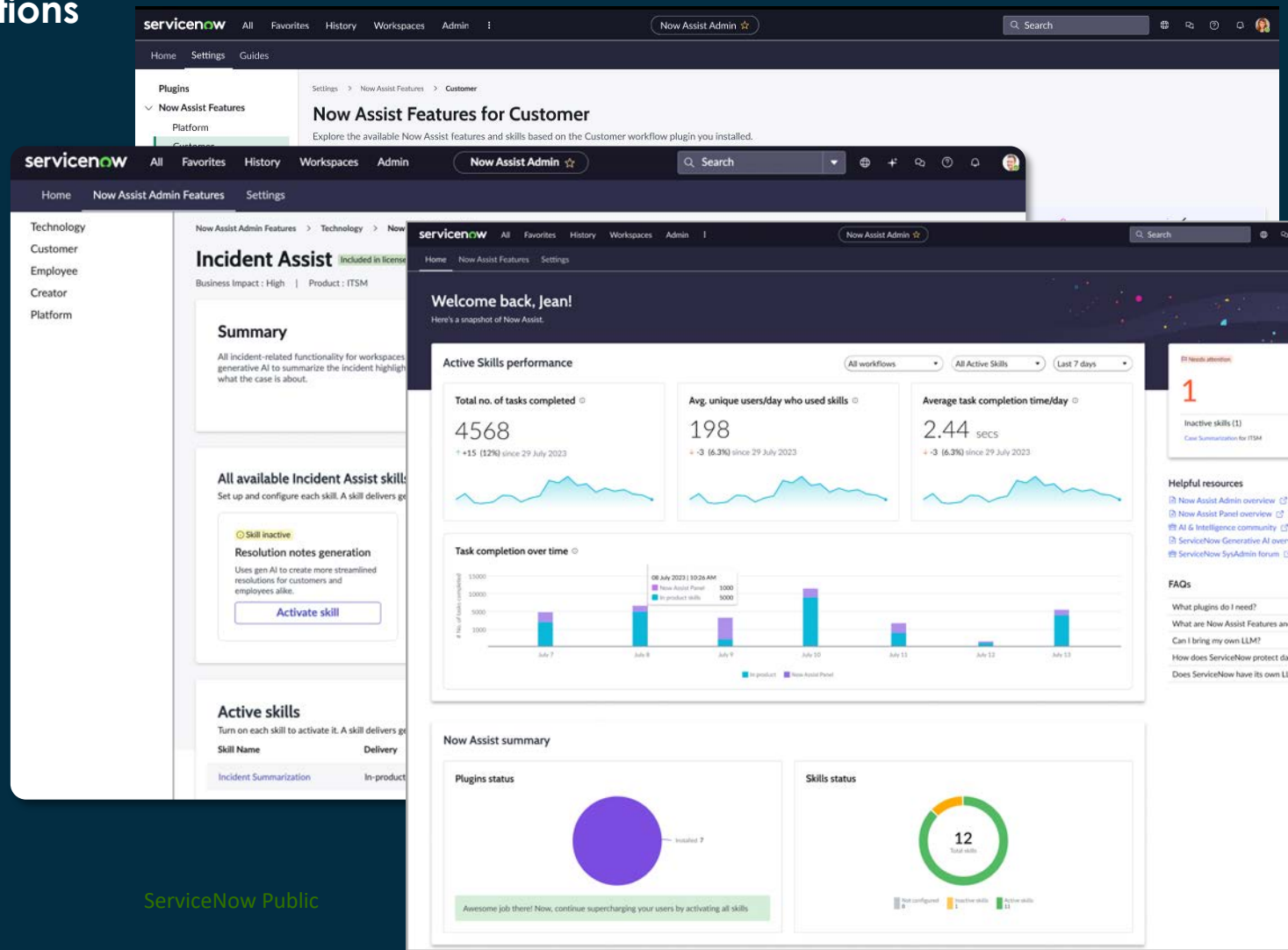
Admin

# Now Assist Admin Console

**Easily configure and deploy Now Assist solutions**

- Configure generative AI input signals, security, and experience options
- Rapidly deploy generative AI solutions into existing workflows
- Gain visibility into AI usage, performance, and impact

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# Accenture Story and Examples

What Accenture started with as one of the first

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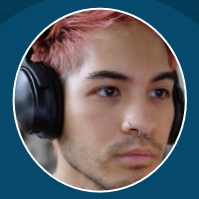
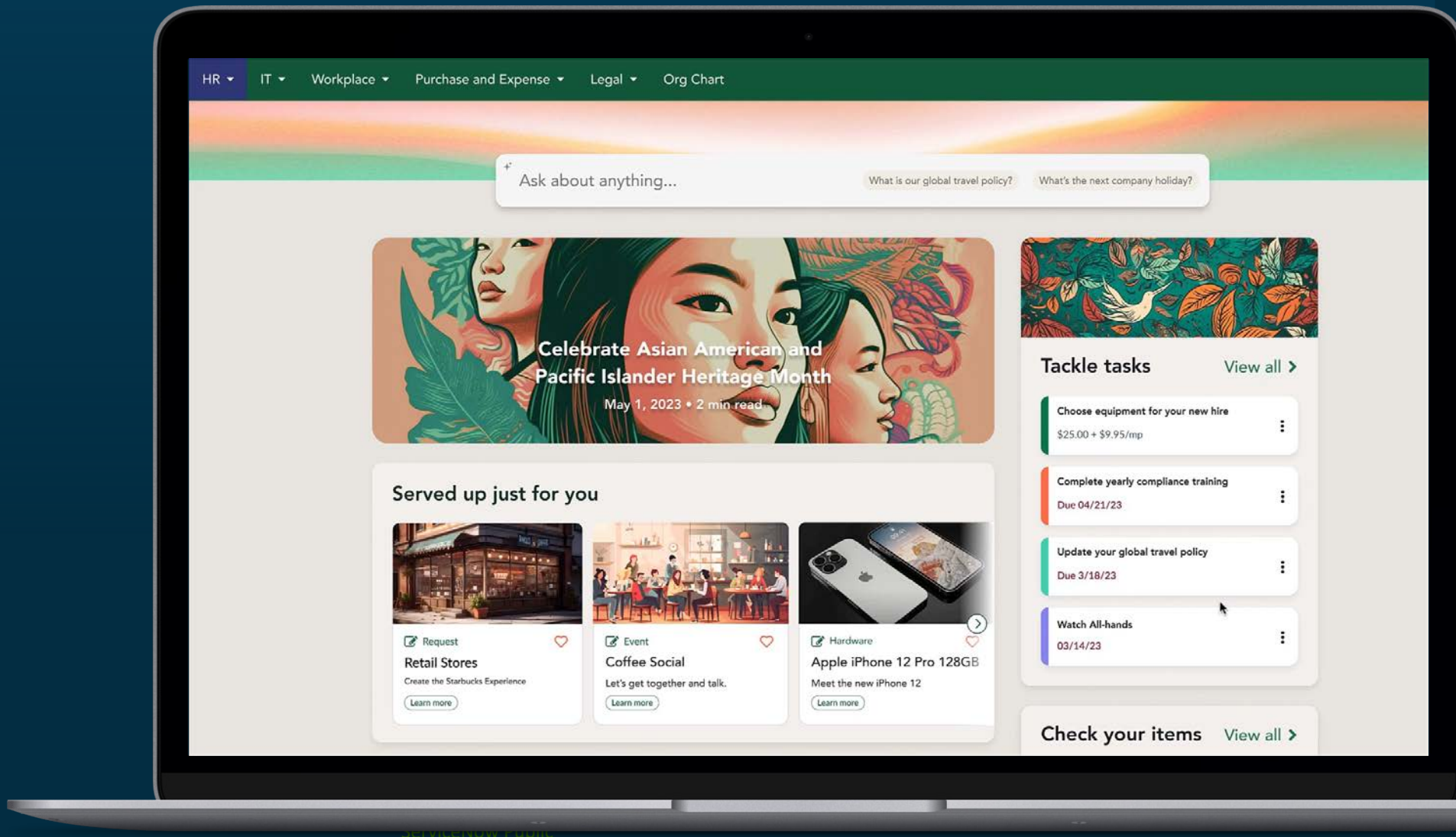
# Employee experience


Developer

Admin

- Conversational search
- Answers instead of links
- Personalized & contextual
- "One box" experience



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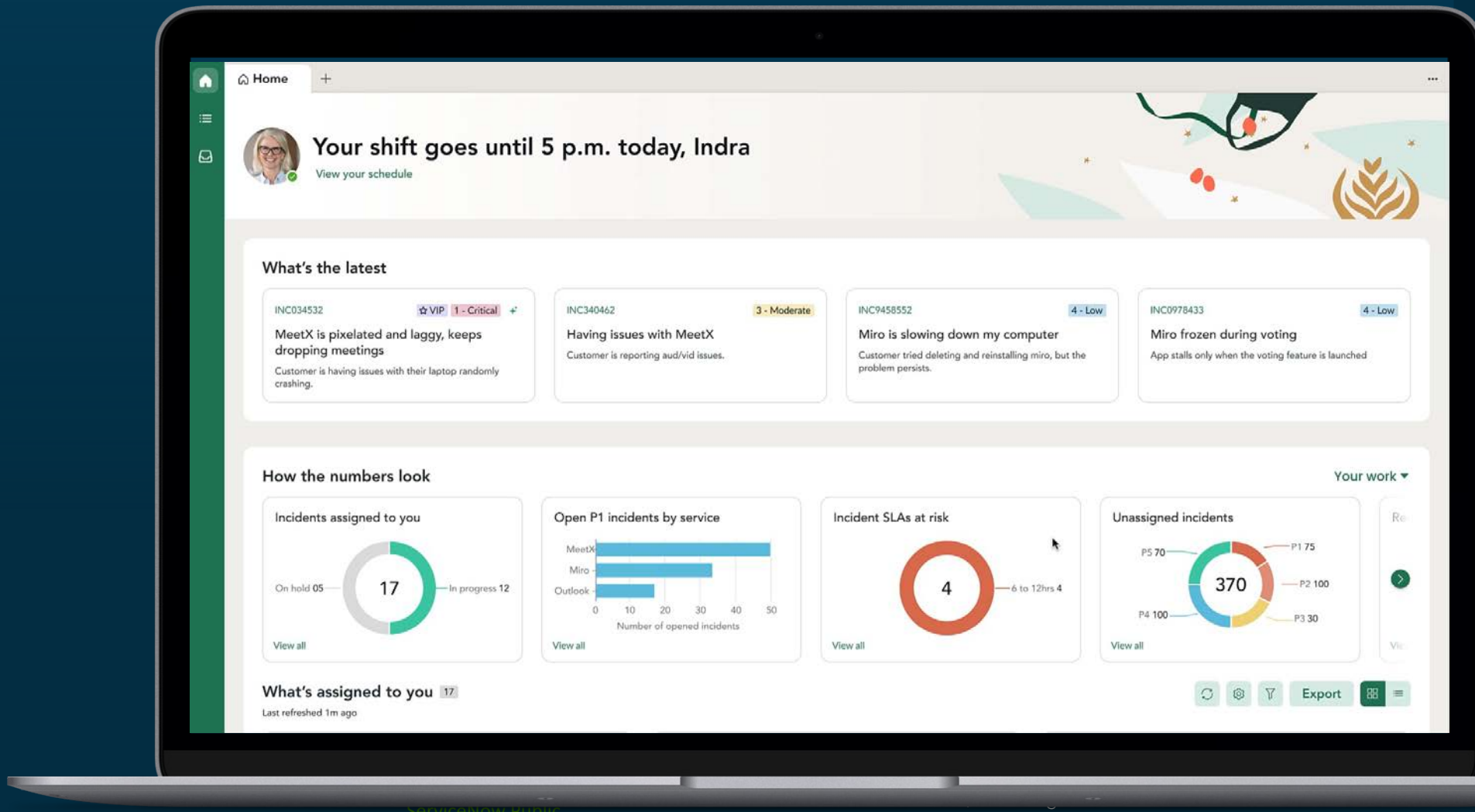
# Agent experience

Agent

- Root cause analysis
- Automate agent tasks
- KB generation
- Increased productivity

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Thank you