

Inhalt Xanadu (Capabilities)

Dominik-Erik Otto

Advisory Solution Consultant



Agenda

16:00	Speaker Introduction
16:00 - 16:30	Neue Applikationen / neue Module
16:30 - 17:00	Xanadu HRSD & CSM

Speaker Introduction



Dominik-Erik Otto

Advisory Solution Consultant

General Business - Services

6 years at ServiceNow

Sweetspots: ITSM, CSM, TPSM and SAM



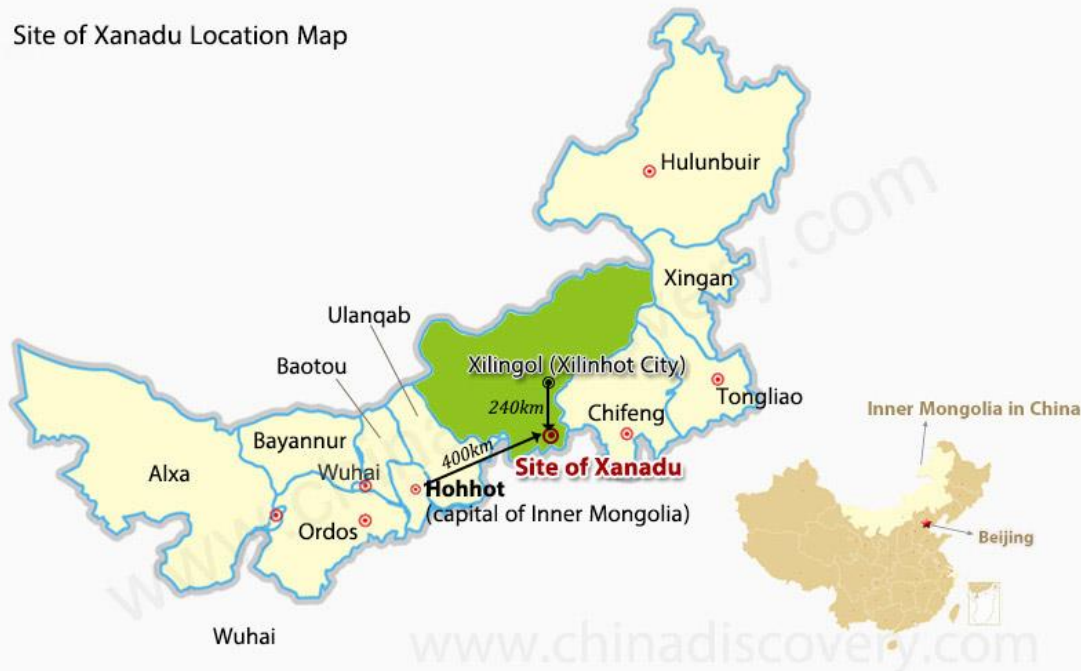
Shangdu (Yuan-Dynastie)

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Site of Xanadu Location Map



- Nördlich der chinesischen Mauer
- Gegründet im Jahr 1256 von Kublai Khan.
- Hauptstadt der Yuan Dynasty und politisches sowie kulturelles Zentrum des mongolischen Reiches.
- Nach dem Fall der Yuan-Dynastie im 14. Jahrhundert zerstört.

Shangdu (Yuan-Dynastie)

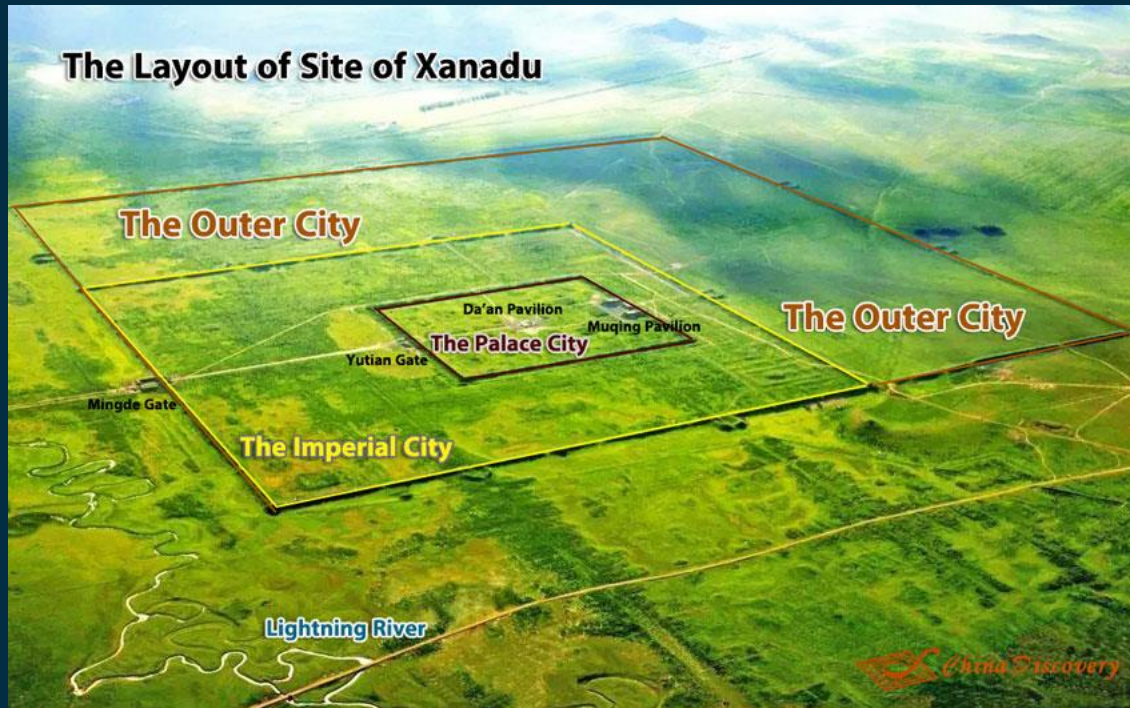
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- 1275 durch Marco Polo als eine Stadt von großer Pracht und Reichtum beschrieben
- Seit 2012 UNESCO-Weltkulturerbes.
- Aushängeschild für die Vereinigung von mongolischer und chinesischer Kultur
- Freilichtmuseum und UNESCO-Weltkulturerbe

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Now Platform Xanadu release

Biggest ServiceNow AI release, yet

Speed, scale, and data for ServiceNow customers

Easily process and analyze any data at massive scale, feeding AI models and improving workflows across operations, employees, and customers

NEW: [RaptorDB](#)

AI purpose-built for every industry

Turn on AI-powered automation purpose-built for the unique needs of Retail Operations, Telco, Tech, Public Sector, and Banking

NEW: [Retail Operations](#); [Now Assist for TMT](#), [PSDS](#), and [FSO](#)

Making AI actionable

Now Assist makes it easy to take action with new analytics generation, custom AI skills development, reply recommendations and native integration with MS 365 and Slack all built on a single platform.

NEW: [Now Assist Skill Kit](#), [data visualization generation](#), [Microsoft Copilot](#)

and [Slack integrations](#), [email/chat reply recommendations](#), [guided self-service](#)

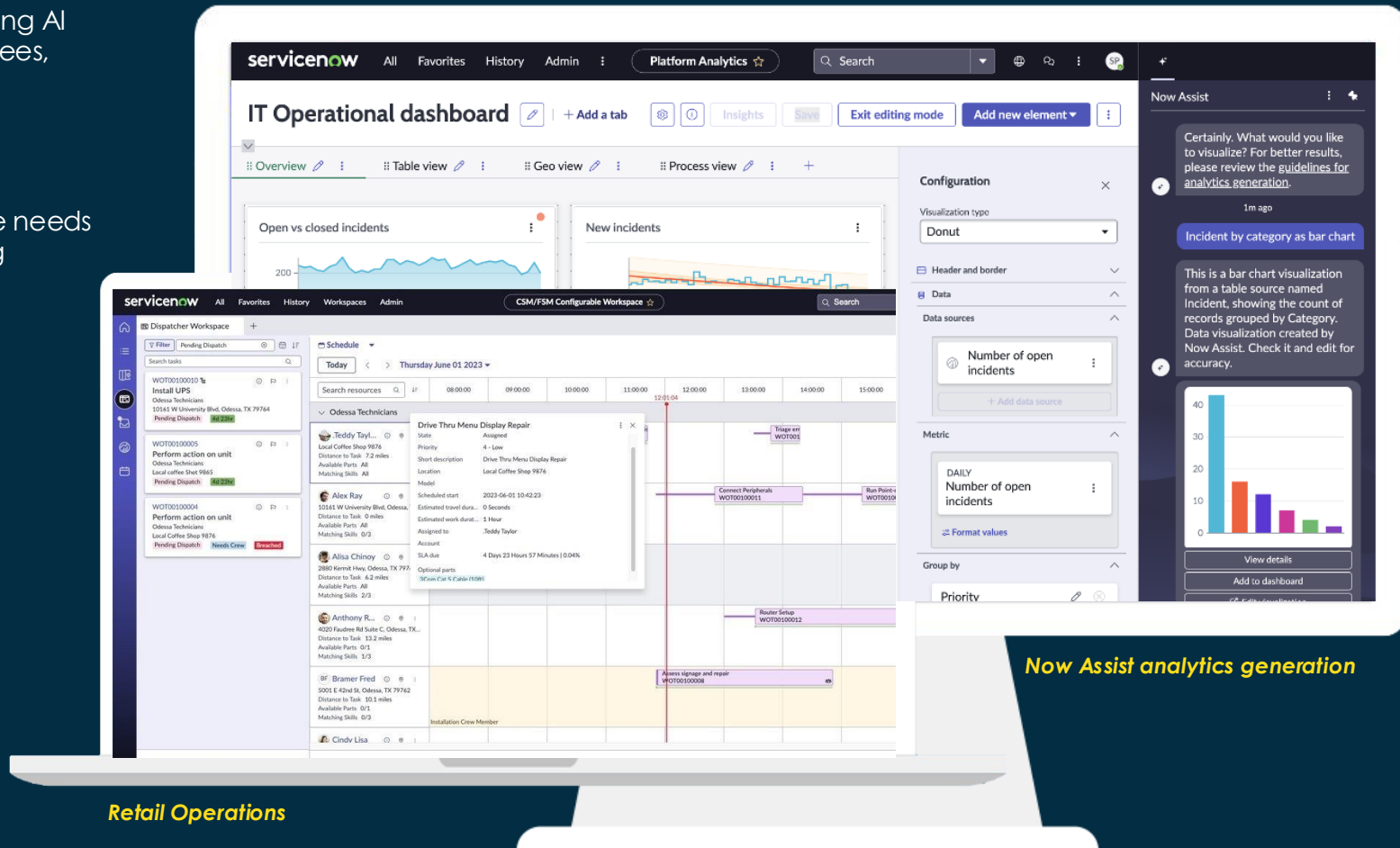
Service & operational resiliency

Improve responsiveness with dynamic, service-aware alert tagging. Deliver operational insights to service delivery teams so they can better manage their work.

NEW: [Event Management](#), [Service Reliability Management](#),

[Enterprise Architecture](#)

servicenow



Retail Operations

Now Assist analytics generation

Products and solutions

Now Platform®

Now Assist
Core technology
Platform Security

Technology Workflows

IT Service Management & DevOps
IT Operations Management &
Configuration Management Database
Asset Management
Security Operations
Strategic Portfolio Management
Collaborative Work Management (*new)
Enterprise Architecture (FKA: Application
Portfolio Management) (*new)
Operational Technology Management
Risk Products
Environmental, Social and Governance

Employee Workflows

HR Service Delivery and Talent
Development (FKA: Employee Growth and
Development)
Workplace Service Delivery
Legal Service Delivery

Creator Workflows

App Engine
Automation Engine

Customer Workflows

Customer Service Management
Sales and Order Management
Field Service Management

Industry Products

Financial Services Operations for Banking
Financial Services Operations for Insurance
Manufacturing
Technology Industry
Telecommunications
Government
Retail & Hospitality (*new)

Finance & Supply Chain Workflows

Source-to-Pay Operations

ServiceNow Impact

Upgrading to the Xanadu release

Partners

Microsoft Partnership

Now Platform® Xanadu release

Now Platform



What's new in the Xanadu release



Now Assist ✨

- Data visualization generation
- Chat and email reply generation
- Custom skills development
- Microsoft Copilot integration
- Slack integration

Core technology

- RaptorDB
- ServiceNow IDE

Platform Security

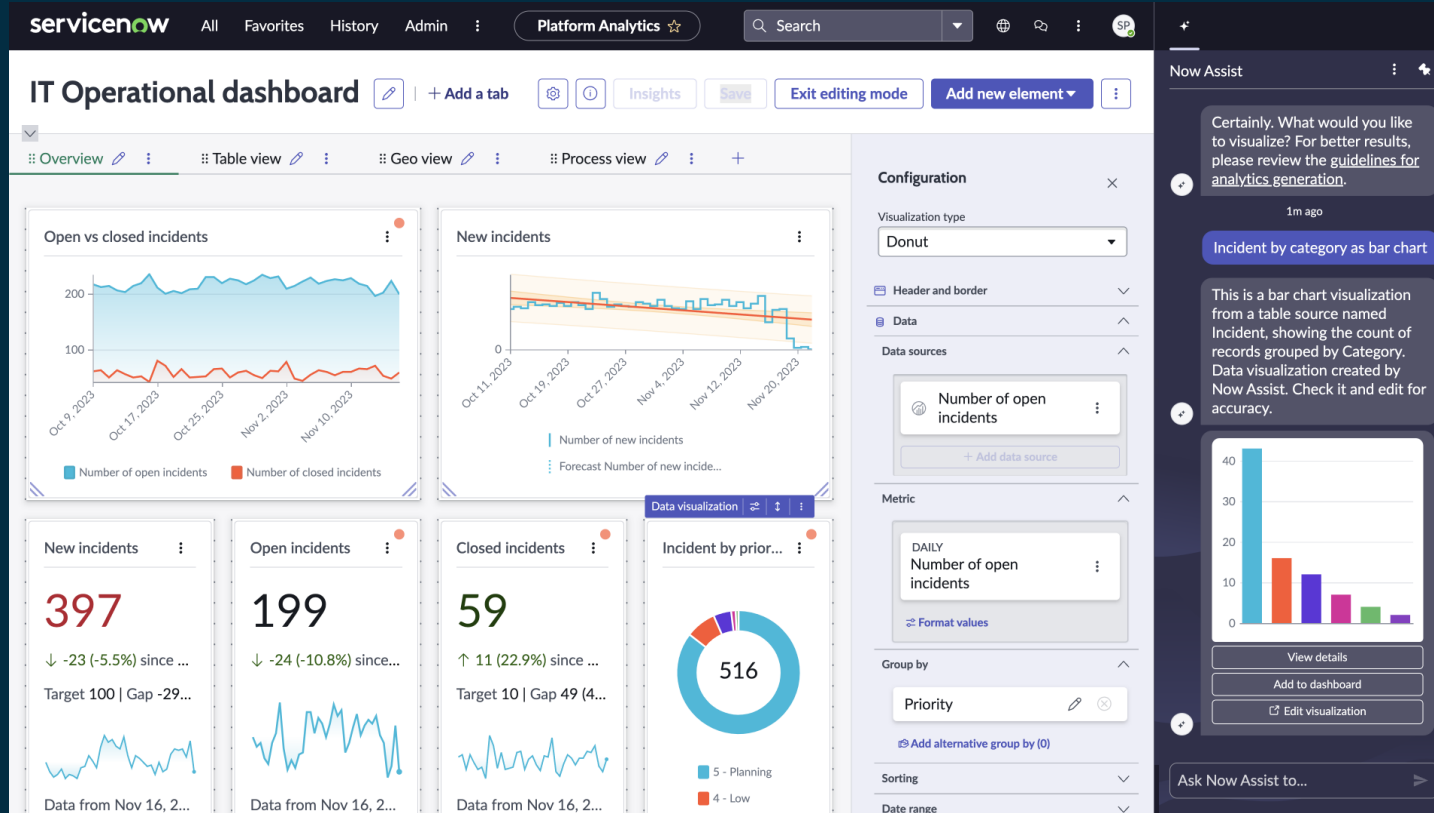
- Data Privacy
- Authorization and Access Controls
- Identity and Access

ServiceNow Impact

- Impact adoption accelerators
- Impact assessment accelerators
- AI recommendation engine enhancements
- Health assessment dashboard enhancements – automated insights
- Value blueprint enhancements

Data visualization generation

Powered by Now Assist



Creator Pro Plus

Generate interactive visualizations in a simple conversational experience

- 1 Empower users with any level of data expertise to easily create analytics visualizations
- 2 Facilitate informed decision-making through instant access to dynamically updated analytics
- 3 Unlock continuous data exploration and refinement of analytics insights for business users

Chat and email reply generation

✦ Powered by Now Assist

The screenshot displays the ServiceNow user interface. On the left, a sidebar shows the user profile for Kathy Klein. The main area is titled 'Service request - Need to replace filter'. It includes a 'Case' section with details like 'Opened: 2023-10-18 21:03:19' and 'Priority: High -1'. A 'Compose email' window is open, showing a draft email to Kathy Klein. The email body contains a message generated by Now Assist, which includes a 'Refine' button. The background shows the 'Activity' and 'Record information' sections of the service request.

\$ Pro Plus

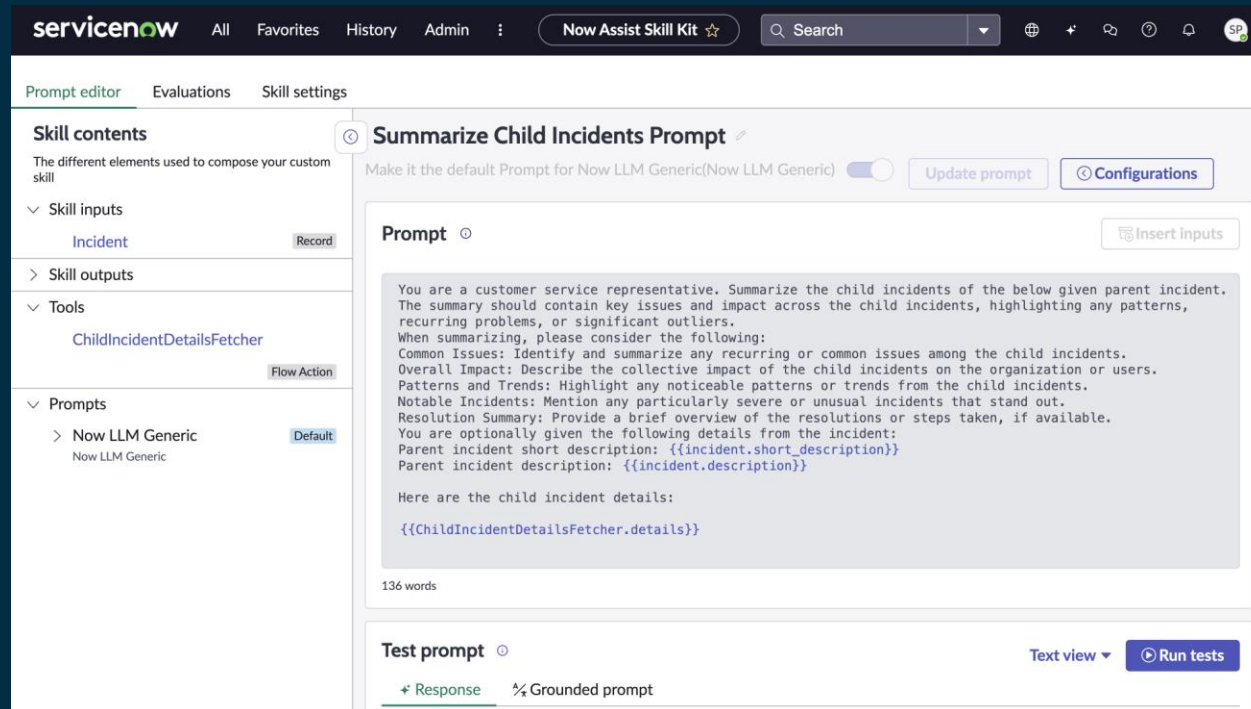
Automatically generate reply recommendations for chats and emails

- 1 Increase agent productivity with auto-generated, context-aware reply recommendations
- 2 Improve customer satisfaction with faster responses to requests and queries
- 3 Quickly and easily refine generated responses if needed



Custom skills development

✦ Powered by Now Assist



Now Assist Skill Kit

\$ Professional or Enterprise Plus

Easily build, test, configure, and publish new Now Assist skills

- 1 Create GenAI skills and underlying prompts
- 2 Connect to platform data seamlessly to improve context and accuracy
- 3 Select providers (models) and deployment locations

PUT AI TO WORK FOR PEOPLE

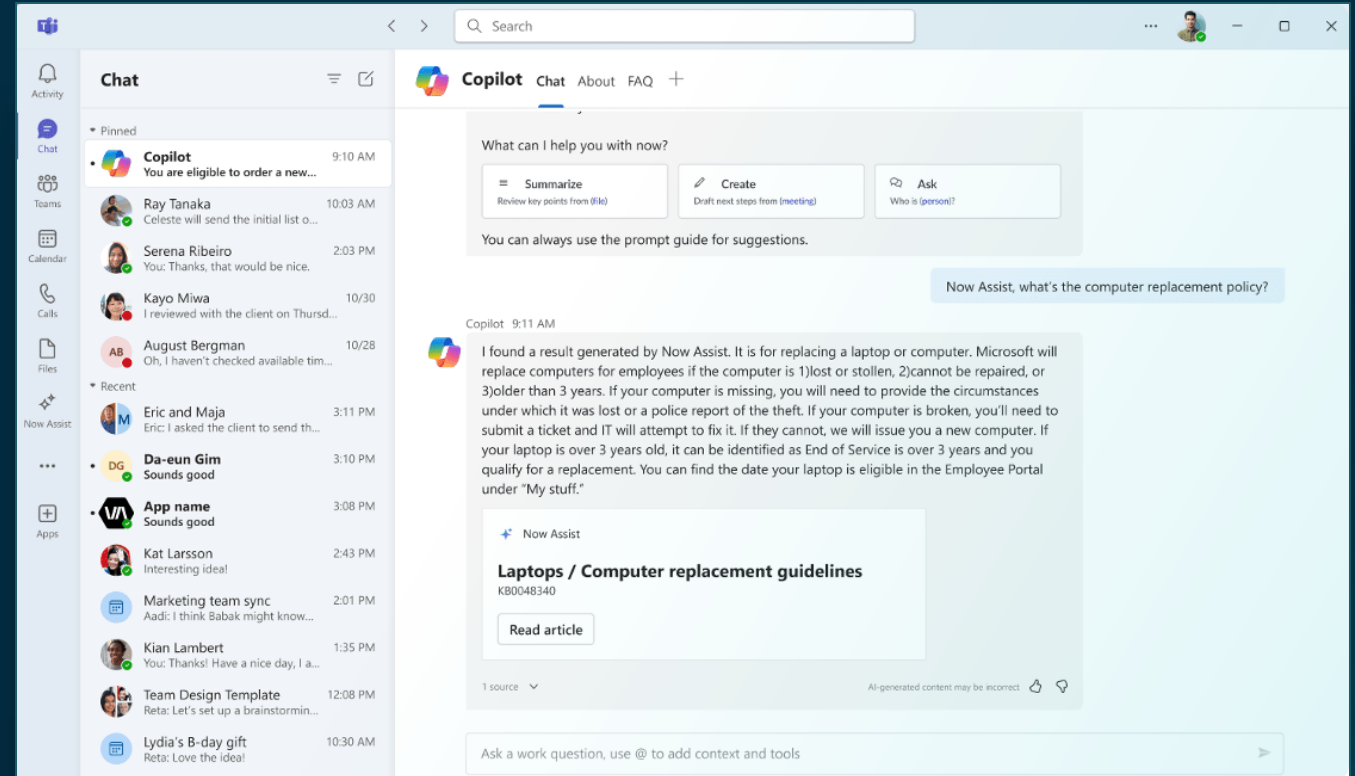
Explore other **Custom Use Cases** →



Introducing the Now Assist & Microsoft Copilot integration

Empower users to get answers and take actions from their preferred interface

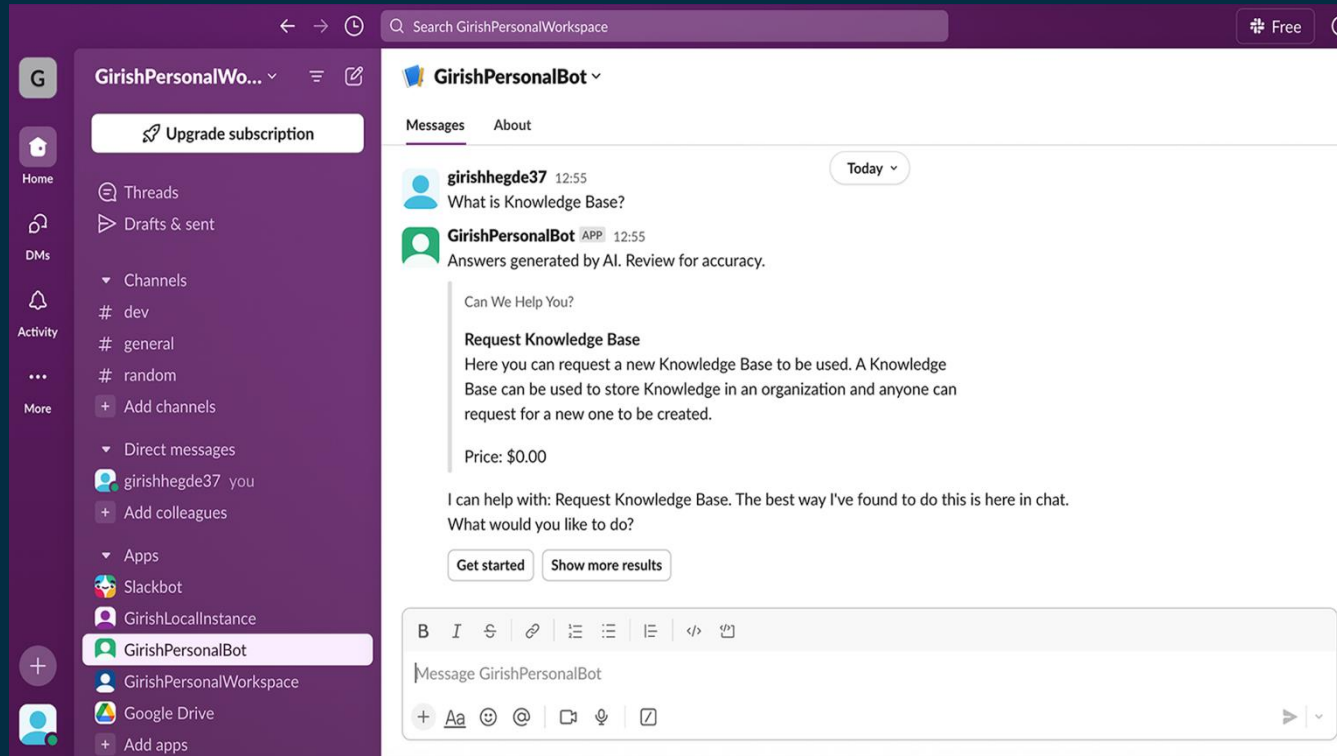
- ✓ Smarter and more personalized solutions
- ✓ Two generative AI assistants in one seamless, intelligent experience
- ✓ Meet your users where they work



Now Assist + **Copilot for M365**



Slack integration



\$ Professional or Enterprise Plus

Meet users where they are with Now Assist-powered self-service

- 1 Empower users to get answers and take action from their preferred interface
- 2 Smarter, personalized solutions and self-service
- 3 Deliver seamless, intelligent experiences to employees



What's new in the Xanadu release



Core technology

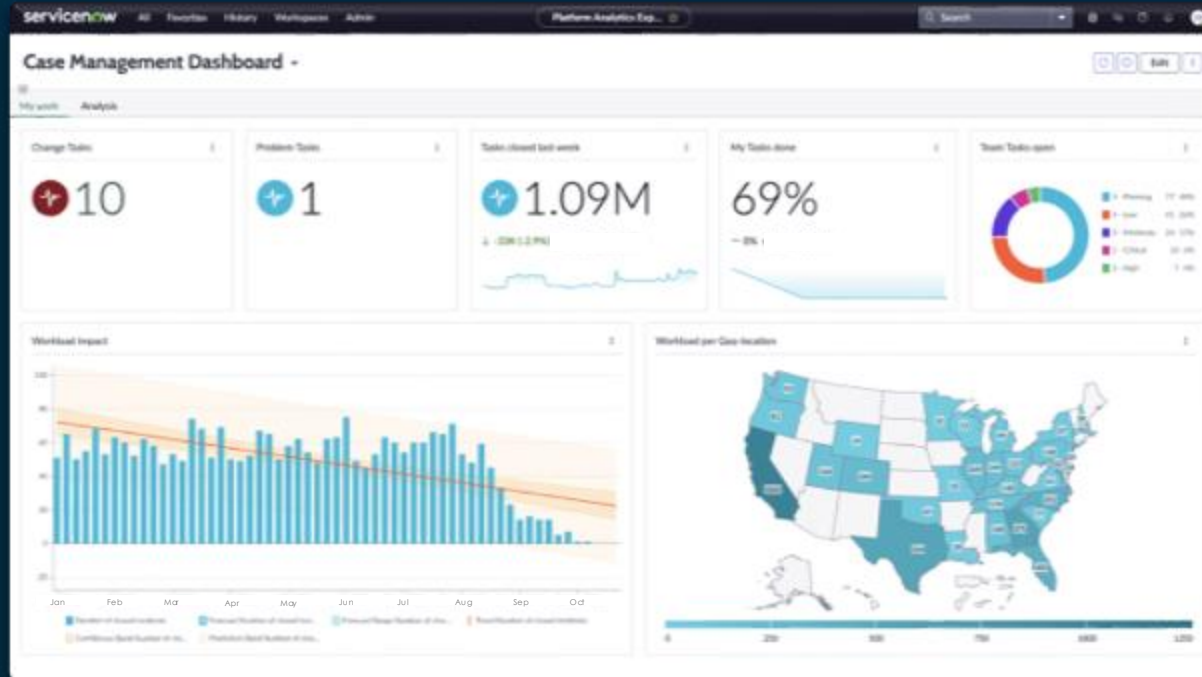
- RaptorDB Pro
- Integrated Development Environment

Introducing RaptorDB Professional

\$ Standalone SKU*

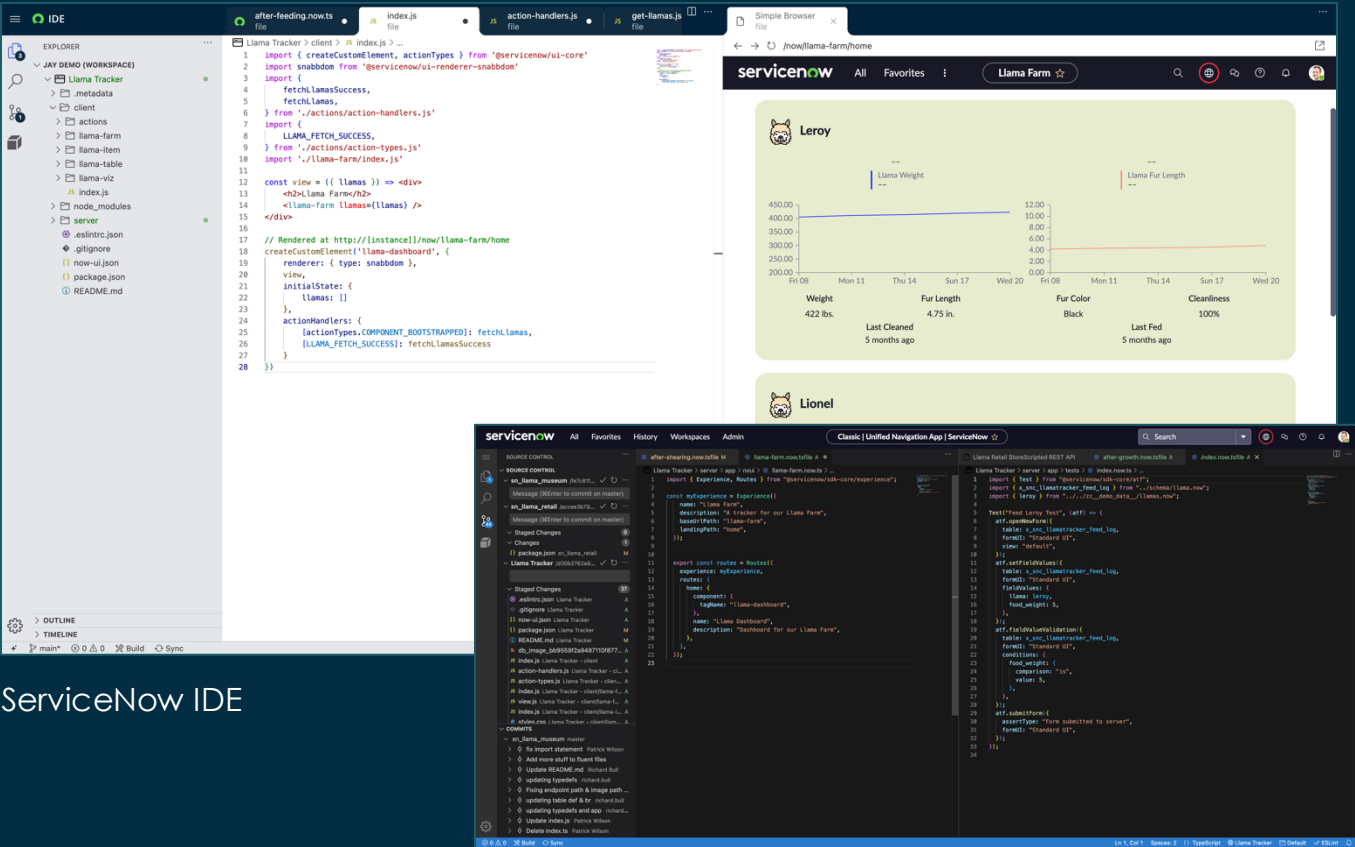
A next-gen database designed for speed and scale

- 1 Improve overall transaction times up to 53%¹ to make ServiceNow workloads more responsive
- 2 Act faster by running analytics, loading reports, and filtering lists up to 27 times² quicker
- 3 Increase transactional throughput up to 3 times² so you can support more users and more workflows





Integrated Development Environment



ServiceNow IDE

Tightly integrated code development experience for the Now Platform

- 1 Empower your Visual Studio developers to partner with the business and innovate on the ServiceNow platform
- 2 Author scoped applications with source code
- 3 Compile and execute code from directly within the IDE
- 4 Easily integrate with familiar Git providers and authentication methods

What's new in the Xanadu release



**ServiceNow
Impact**

Accelerate adoption and increase efficiency

Speed adoption

- Impact adoption accelerators
- Impact assessment accelerators
- AI recommendation engine enhancements

Optimize platform health

- Health assessment dashboard enhancements – automated insights


Manage value

- Value blueprint enhancements

Impact adoption accelerators

Accelerators

Fixed scope offerings aligned to unique needs throughout your ServiceNow journey, providing point-in-time guidance exactly where you need it to get to value quickly



Architecture	Strategy	Technical
Follow guidance that's aligned to architectural best practices to create a platform built for scale.	Upskill your team and align with organizational and governance best practices.	Use demonstrations, personalized coaching, and best practice tips to increase user engagement and adoption.

Jumpstart Your Issue Auto Resolution

Get an overview of IAR with an applied demonstration on how to leverage this tool.

🕒 30 days

Technical

Jumpstart Your Document Intelligence

Get an overview of Document Intelligence with an applied demonstration on how to leverage this tool.

🕒 30 days

Technical

Jumpstart Your Process Mining

Get an overview of Process Mining with an applied demonstration on how to leverage this tool.

🕒 30 days

Technical

Jumpstart Your CSDM

Get an overview of the Common Service Data Model with an applied demonstration on how to leverage this tool.

🕒 30 days

Technical ★ Recommended

Packages: Guided, Advanced, Total

Adopt new products faster

- 1 Implement and adopt ServiceNow products quickly with these new accelerators:
 - Jumpstart Your Common Services Data Model (CSDM)
 - Jumpstart Your Event Management
 - Jumpstart Your Process Mining
 - Jumpstart Your Issue Auto Resolution
 - Jumpstart Your Document Intelligence
 - Extend Your Employee Center to Pro



Fix platform health issues faster with automated recommendations

- 1 Act swiftly on detailed findings quickly after completing a health scan
- 2 Mitigate conflicting actions effectively
- 3 Begin work more quickly with streamlined prioritization process



What's new in the Xanadu release



IT Service Management

Automate and accelerate IT services and operations

IT Service Management

- Digital End-User Experience enhancements
- Service Operations Workspace enhancements
- Digital Product Release



Digital End-User Experience enhancements

\$ Add-on SKU

Continuously improve the technology experience for your employees

- 1 Proactively alert end-users of device or application health, deflecting incidents and keeping end users focused on core tasks
- 2 Create reports with out-of-the-box insights on health of key devices and applications
- 3 Embed Virtual Agent with Now Assist directly in the desktop client for streamline support

The screenshot displays the ServiceNow interface for managing metric rules and alerts. The top section, 'Metric rules', shows a table of rules with columns for Name, Type, Applications, Alert severities, and Status. Below this, the 'Active alerts' section shows a list of alerts with columns for Number, Description, Duration, Severity, Priority, and Source. A detailed view of an alert is shown on the right, including its configuration and associated metrics.

Name	Type	Applications	Alert severities	Status
MS Powerpoint Memory Usage MR	Installed	PowerPoint	Critical	Active
Zoom Memory Usage MR	Installed	Zoom	Critical	Active
DEX Memory Alert MR	Device	N/A	Critical	Active
Figma PageLoad time 200 for 10 mins	Web	Figma (DEX)	Critical	Active
test				

Number	Description	Duration	Severity	Priority	Source
Alert0014633	Metric rule Figma PageLoad time 200 for 10 ...	2 days	Critical	Urgent	DEX
Alert0014629	Metric rule Device CPU Usage Updated has ...	2 days	Critical	Moderate	DEX
Alert0014628	Metric rule DEX Memory Alert MR has trigge...	2 days	Critical	Moderate	DEX

Alert Details:

- Alert ID:** Alert0014628
- Severity:** Critical
- Priority:** Moderate
- Source:** DEX
- Description:** Metric rule DEX Memory Alert MR has triggered this alert for: - dex_memory_usage: 77.33333333333333
- Duration:** 2 days
- Configuration item:** MREM955F33E9
- Metric name:** DEX Device Metric
- Node:** DEX Metric Rules
- Resource:** DEX
- Assigned to:** DEX
- Last updated:** 2024-09-11 12:50:52



Service Operations Workspace enhancements

The screenshot displays the Service Operations Workspace interface. The main panel shows incident details for 'vpn issues' (INC0010318). The incident is in the 'Planning' state, opened on 2024-03-18 at 02:12. The description is 'vpn is not working'. The incident is assigned to 'Amos Linnan' with a priority of '3 - Low' and a category of 'Inquiry / Help'. The 'Recommended actions' panel on the right suggests several actions:

- Potential major incident candidate:** Propose a major incident. 9 similar high impact incidents have been created in the recent past. (Buttons: Dismiss, Propose)
- Knowledge:** Microsoft Outlook Issues. Issue with: VPN. Incident: INC0448889. Service: VPN. Configuration item: -CI not found. Solved (Permanently). (Buttons: Dismiss, Copy)
- Copy resolution notes:** Issue with: VPN. Incident: INC0448889. Service: VPN. Configuration item: -CI not found. Solved (Permanently). (Buttons: Dismiss, Copy)
- Knowledge:** Email Interruption Tonight at 11:00 PM Eastern. (Buttons: Dismiss, Copy)

Reduce swivel chairing and resolve incidents faster

- 1 Speed incident resolutions with contextual recommendations and AI Search directly in the side panel
- 2 Reset passwords faster with a tailored assistance based on the end-user scenario
- 3 Automate migration to Service Operations Workspace with only a few clicks



What's new in the Xanadu release



IT Operations Management

IT Operations Management

- Service Reliability Management
- Automated alert context
- Discovery Admin Workspace
- Certificate management support for ACME
- Link view on Express List



Link view on Express List

servicenow All Favorites History Workspaces Admin Service Operations Workspace

Express list +

Active alerts 105

Close Last 24 hours Live

Description	Duration	Severity
Group of alerts: MySQL threads health check failed due to authentication error.	7 hours	Critical
Abnormal high system load on i-037b553f42814bd06.	7 hours	Critical
The "WmiApRpl" service failed, causing an error and loss of performance data.	7 hours	Major
Group alert: Agent_EC2AMAZ-7SCOGTK is down	7 hours	Warning
The "dmwappushservice" is down, triggering event on CRUTUKPDADMIN with value 6.	7 hours	Critical
Group of alerts: Check CPU Total Critical: The total CPU Utilization is 87.44%. Critical...	7 hours	Critical
High CPU privileged time issue indicated by event CRUTYOWMIDREA40 with value 35.85	7 hours	Major
Abnormal system load with 100% deviation from predicted values over last 5 minutes.	7 hours	Warning
CPU2 temperature warning event triggered on device 10.197.129.105 with a temp value of 3	7 hours	Warning
Group alert: Agent_EC2AMAZ-7SCOGTK is down	7 hours	Warning
The "dmwappushservice" is down, triggering event on CRUTUKPDADMIN with value 6.	7 hours	Major
High CPU privileged time issue indicated by event CRUTYOWMIDREA40 with value 35.85	7 hours	Major

Alert0087185 Open

Group of alerts check CPU Total WARNING: The total CPU Utilization is 87.44% Warning Threshold: 80, Critical Threshold: 90

Region: US-EAST App: Cart DC: N-Virginia

Alerts (4) Info Probable cause (4) Link view Timeline Activity

CMDB group of alerts

Nodes from CMDB linking these CIs

- ci3403844: Runs on Runs on mksd1itap002
- ci3403845: Runs on Runs on mksd1itap003

100%

Professional or Enterprise

See the blast radius of alerts using related tags

- 1 Quickly understand the impact of alerts through a map visualization, based on alert tags
- 2 See relationships between alerts and technology elements with or without a mature CMDB
- 3 Compatible with Vancouver family release and activated view through Link View application

What's new in the Xanadu release

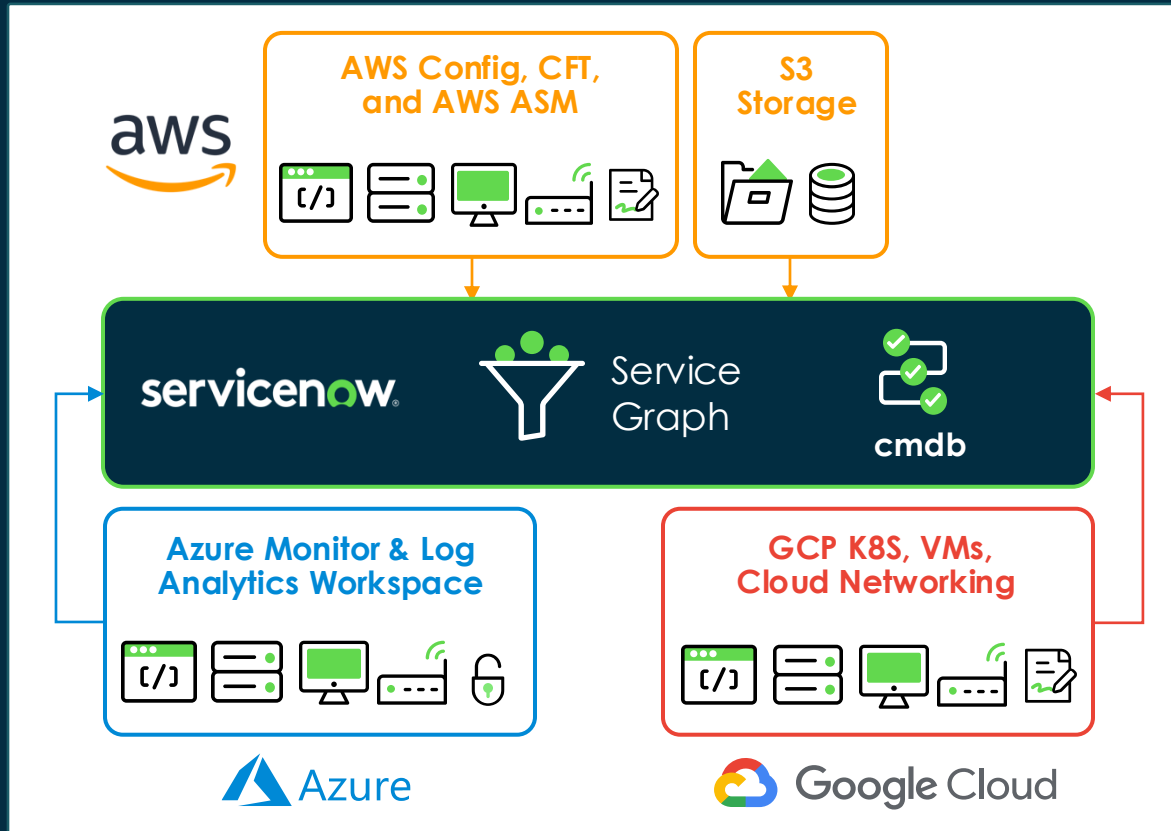


CMDB

Connect and collaborate across the public cloud

- Service Graph Connectors for AWS, Azure, and Google Cloud Platform (GCP)
- Cloud Service Catalog support for Google Cloud Platform (GCP)

Service Graph Connectors for AWS, Azure, and Google Cloud Platform (GCP)



A plug-and-play fast lane to cloud value

- 1 Quickly integrate major cloud providers into the CMDB using certified connectors
- 2 Supports most platform outcomes including visibility, software asset, HLA and Service Operations, among others
- 3 Iterative updates enhance function with every store release to keep pace with fast changing cloud offerings

What's new in the Xanadu release



Asset Management

Software Asset Management

- Software inventory analytics
- SAP Digital Access management

Cloud Cost Management

- Spend management for AI services

Hardware Asset Management

- Device as a Service (DaaS)
- Zero touch request
- Asset calibration
- Configurable workspaces

Hardware Asset Management & Enterprise Asset Management

- Inventory repair
- Inventory picking with indoor maps

Enterprise Asset Management

- Asset calibration
- Configurable workspaces

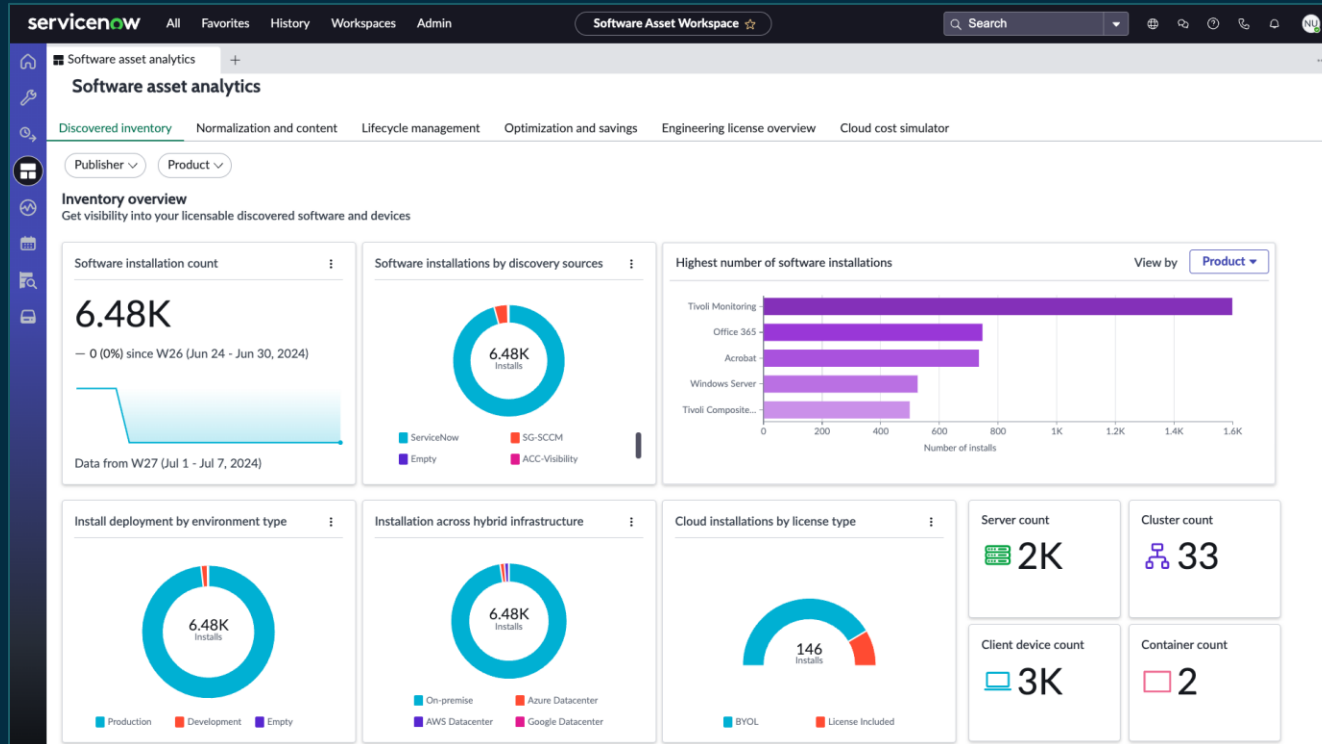


Software inventory analytics

\$ Professional or Enterprise

Reduce time to value with day 0 software inventory & EOL reporting

- 1 Examine and address issues pertaining to discovery, normalization, end-of-life, and version sprawl using integrated workflow
- 2 Increase visibility with day 0 insights into software deployments, normalization, lifecycle, and application sprawl
- 3 Anticipate risk with workflows to remediate end-of-life software



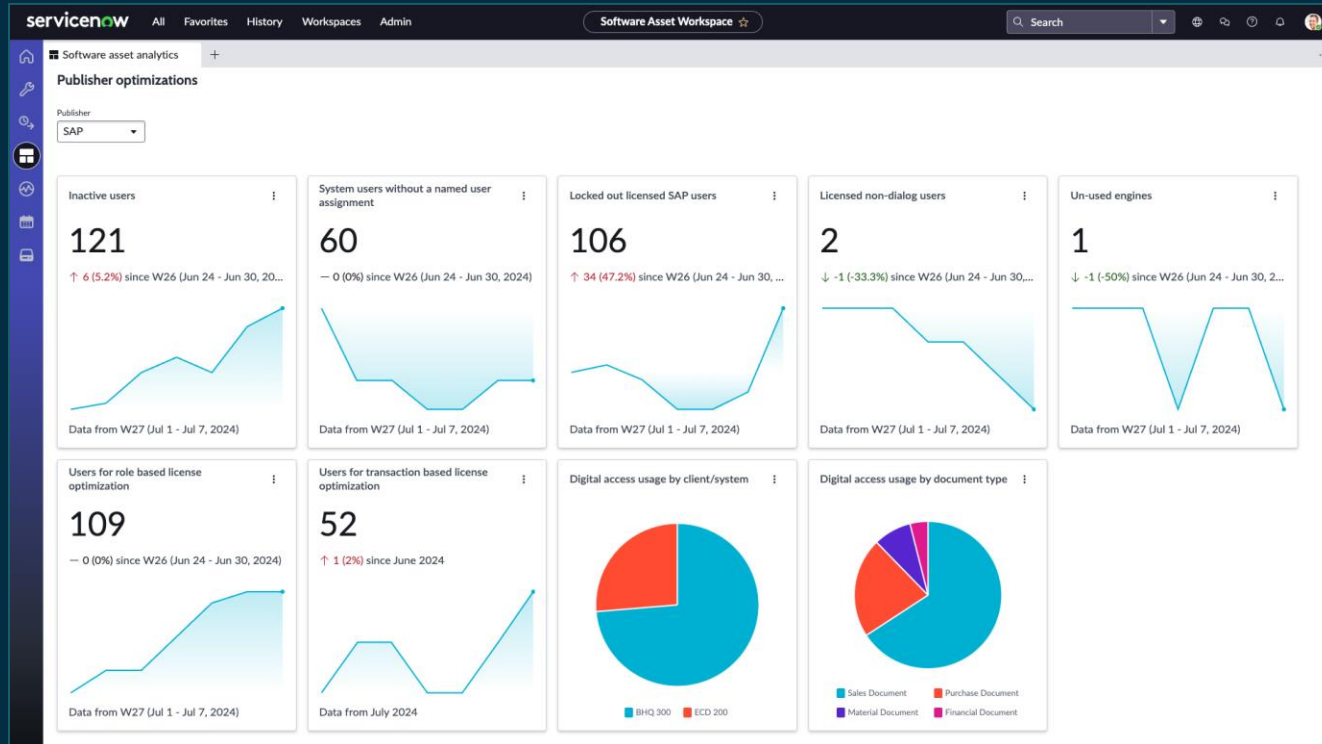


SAP Digital Access license management

\$ Professional or Enterprise

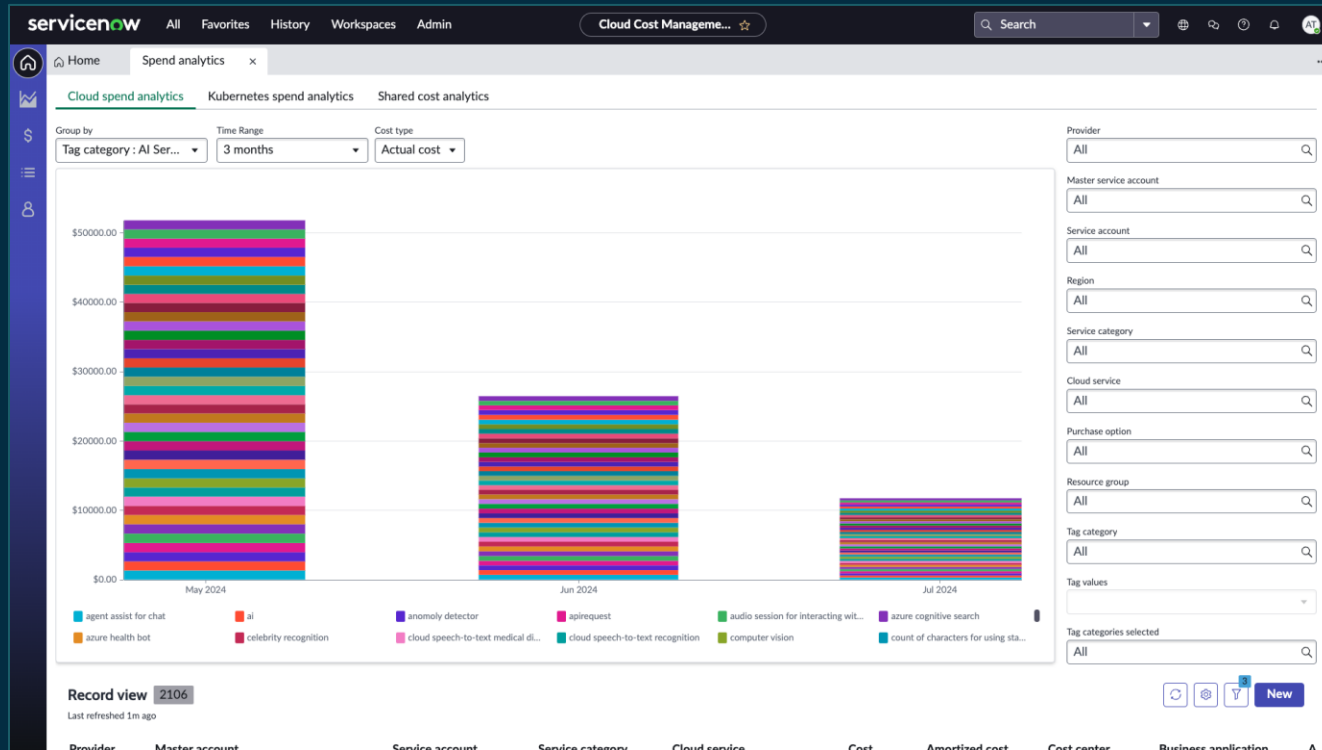
Manage licensing for SAP Digital Access

- 1 Create entitlements using new license metric for digital access
- 2 Gather document types and counts from various clients/systems for compliance view in ServiceNow
- 3 Show digital access over/under utilization and compliance with reconciliation process





Spend management for AI services



Introducing detailed analytics and management tools for AI services spend

\$ Professional or Enterprise

Empower cost-effective AI deployments with strategic insights

- 1 Gain detailed insights into your AI service spend including comparative analysis of major AI platforms to help ensure each dollar contributes to strategic business value
- 2 Leverage budgets and alerting mechanisms to assess AI spend and align with business needs
- 3 Streamline cost management processes to help overcome data quality limitations from AI service providers

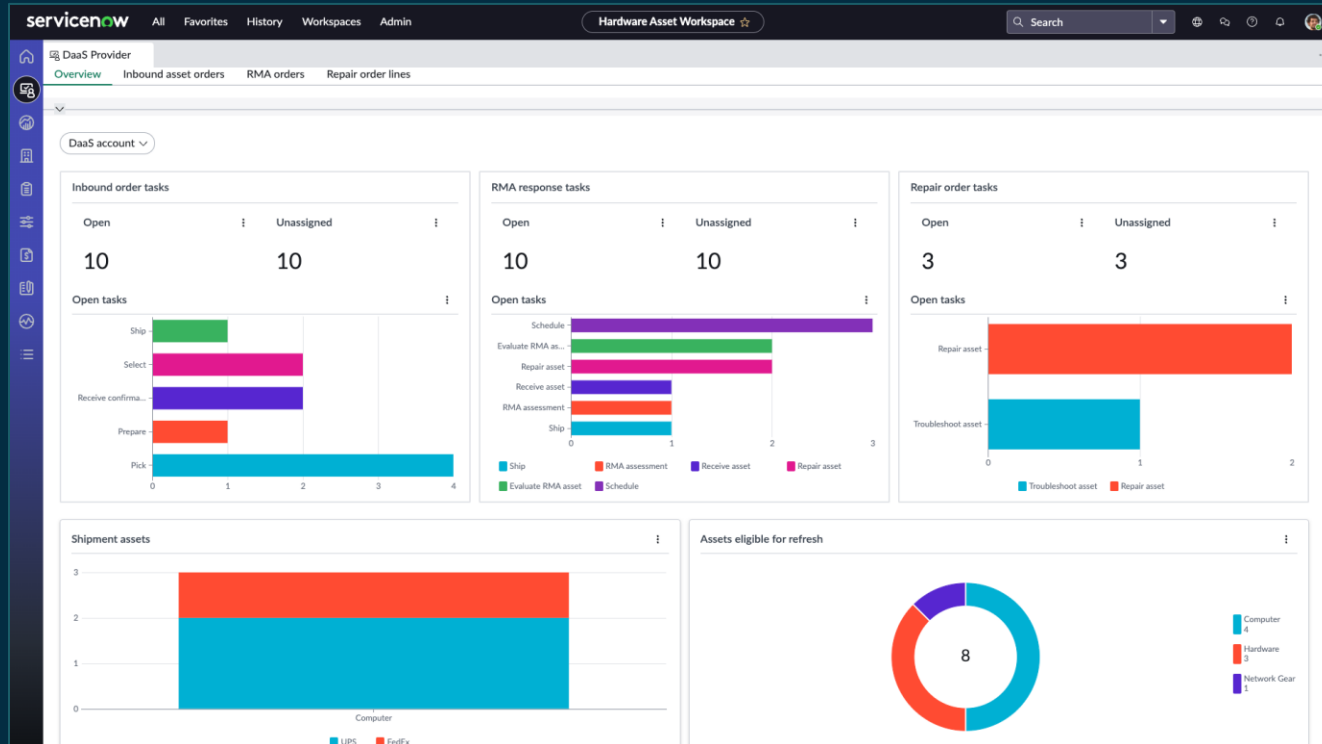


Device as a Service (DaaS)

\$ Professional or Enterprise

Manage DaaS offering on a single platform

- 1 Leverage command center view of DaaS inventory to fulfill orders and respond to return merchandise authorizations (RMAs)
- 2 Pick, pack, and ship incoming requests using the order fulfillment workflow
- 3 Respond to RMA requests to repair or replace customer assets with the RMA response workflow



What's new in the Xanadu release



Now Assist

Now Assist for Strategic Portfolio Management (SPM)

- Multi-feedback summarization
- Document summarization



Multi-feedback summarization

Powered by Now Assist

The screenshot shows the ServiceNow interface for 'Employee Products feedback'. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main header shows 'Employee Products feedback' with a 'New feedback' button. Below the header, there's a table of feedback items with columns: Name, Importance, Assigned to, Source, and Customer. The table lists 7 items, with the first three checked. A 'Summarize (3)' button is visible above the table. To the right, a 'Feedback summary' panel is open, showing a summary generated by Now Assist. The summary includes three bullet points: 'Employee Experience', 'Performance Review', and 'Communication'. At the bottom of the summary panel, there's a 'Copy and create product idea' button.

Name	Importance	Assigned to	Source	Customer
<input checked="" type="checkbox"/> Employee Portal	Medium		Email	
<input checked="" type="checkbox"/> Career Development	Medium		Email	
<input checked="" type="checkbox"/> HR Core Setup	Low		Customer meeting	
<input type="checkbox"/> HR portal is confusing to use	High		Email	
<input type="checkbox"/> HR Profile data	Low		Customer meeting	
<input type="checkbox"/> Career management needs to be improved	Medium		Email	
<input type="checkbox"/> Employee Management	High		Customer meeting	

Feedback summary

Feedback summarized by Now Assist

- Employee Experience:** Improve employee satisfaction by enhancing setup process clarity, tailoring information to persona, fostering positive work environment, ensuring effective communication, and providing resources and support.
- Performance Review:** Enhance career development programs, provide clear performance reviews, proactively communicate performance issues, and suggest mentors for skill improvement.
- Communication:** Improve communication from upper management, provide timely updates on policy changes, and ensure employees are informed.

View less

Updated 2024-07-03 12:44:00

Be sure to check AI-generated summaries for accuracy.

Copy and create product idea

Professional Plus

Build better customer-centric products with faster synthesis of feedback

- 1 Enhance decision making with actionable insights, enabling product managers to make better informed decisions
- 2 Boost efficiency by streamlining the feedback process, allowing for effective product development cycles
- 3 Quickly synthesize multiple feedback items into a concise summary, reducing the time needed for manual analysis and work item creation



What's new in the Xanadu release



Strategic Portfolio Management

Strategic Portfolio Management

- Scenario Planning
- Export roadmap to PPT



Scenario Planning

servicenow All Favorites History Workspaces Strategic Planning Wor... Search

Portfolio Planning > IT Portfolio 24-25 - Planning > Compare scenarios

Compare scenarios + Add scenario to compare

	Current plan Current execution plan	New goals alignment	Alignment of BU Goals	Improving Experience
Strategic alignment	Number of planning items associated with each goal Inclusive User Experience 6 Enhancing Contactless Payments 5 Enhance Efficiency Through Automati... 3 Enhanced Reporting Capabilities 3 Improve Employee Satisfaction 2 Implement KYC Process 2 Increase Cloud Applications by 20% 1 Planning items with no primary goal 2	Number of planning items associated with each goal Inclusive User Experience 6 Enhancing Contactless Payments 4 Enhance Efficiency Through Automati... 3 Improve Employee Satisfaction 2 Implement KYC Process 2 Enhanced Reporting Capabilities 2 Planning items with no primary goal 2	Number of planning items associated with each goal Enhancing Contactless Payments 5 Inclusive User Experience 4 Enhance Efficiency Through Automati... 3 Enhanced Reporting Capabilities 3 Improve Employee Satisfaction 2 Implement KYC Process 1 Increase Cloud Applications by 20% 1 Planning items with no primary goal 2	Number of planning items associated with each goal Enhancing Contactless Payments 5 Inclusive User Experience 5 Enhance Efficiency Through Automati... 3 Implement KYC Process 2 Enhanced Reporting Capabilities 1 Improve Employee Satisfaction 1 Increase Cloud Applications by 20% 1 Planning items with no primary goal 1
		Tradeoff Added to this plan (1) Migrate to Cloud based Recruitment Platform	Tradeoff Removed from this plan (3) Machine Learning for Incident Classification Automated Remediation	Tradeoff Removed from this plan (5) Replace SVN with Github Annual Comp Application

\$ Standard

Optimize strategic planning with adaptive and flexible scenario simulations

- 1 Empower decision-making process by creating multiple plan alternatives for trade-off analysis and strategic alignment
- 2 Accelerate planning with side-by-side scenario comparisons highlighting key differences and strategic impact
- 3 Streamline approval process by storing and socializing approved scenarios with clear decision rationale, improving efficiency and communication

What's new in the Xanadu release



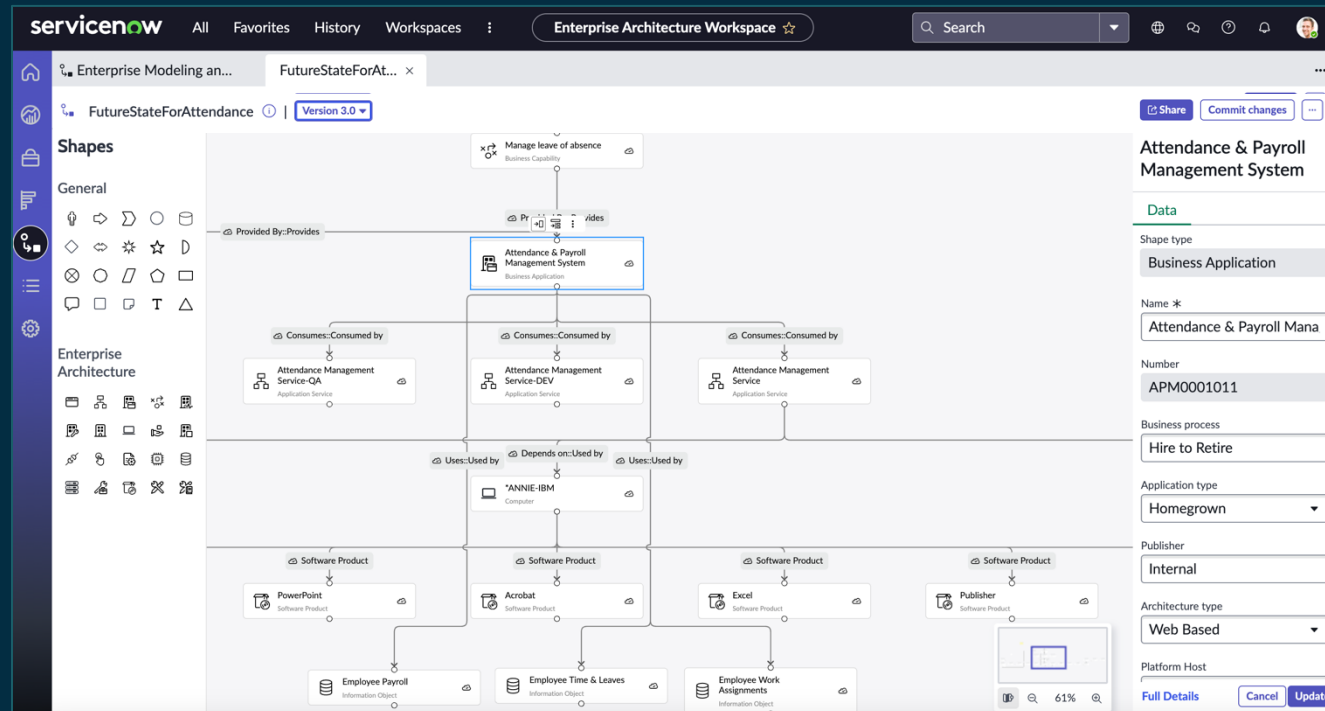
Enterprise Architecture

Enterprise Architecture

- Enterprise Modeling & Visualization
- Consolidated Technology Portfolio Management
- Enhanced Digital Integration Management



Enterprise Modeling & Visualization



Professional

Seamlessly design and model architecture aligned with the CSDM

- 1 Intuitive one-click current state modeling with ServiceNow data
- 2 Support for standards such as ArchiMate & BPMN
- 3 Visualize and assess the impact of proposed changes and identify potential risks before implementing strategies or projects

What's new in the Xanadu release



Operational Technology Management

Operational Technology Management

- Task-oriented landing page
- Operational Technology Vulnerability Response (OTVR) solution management
- Operational Technology request management

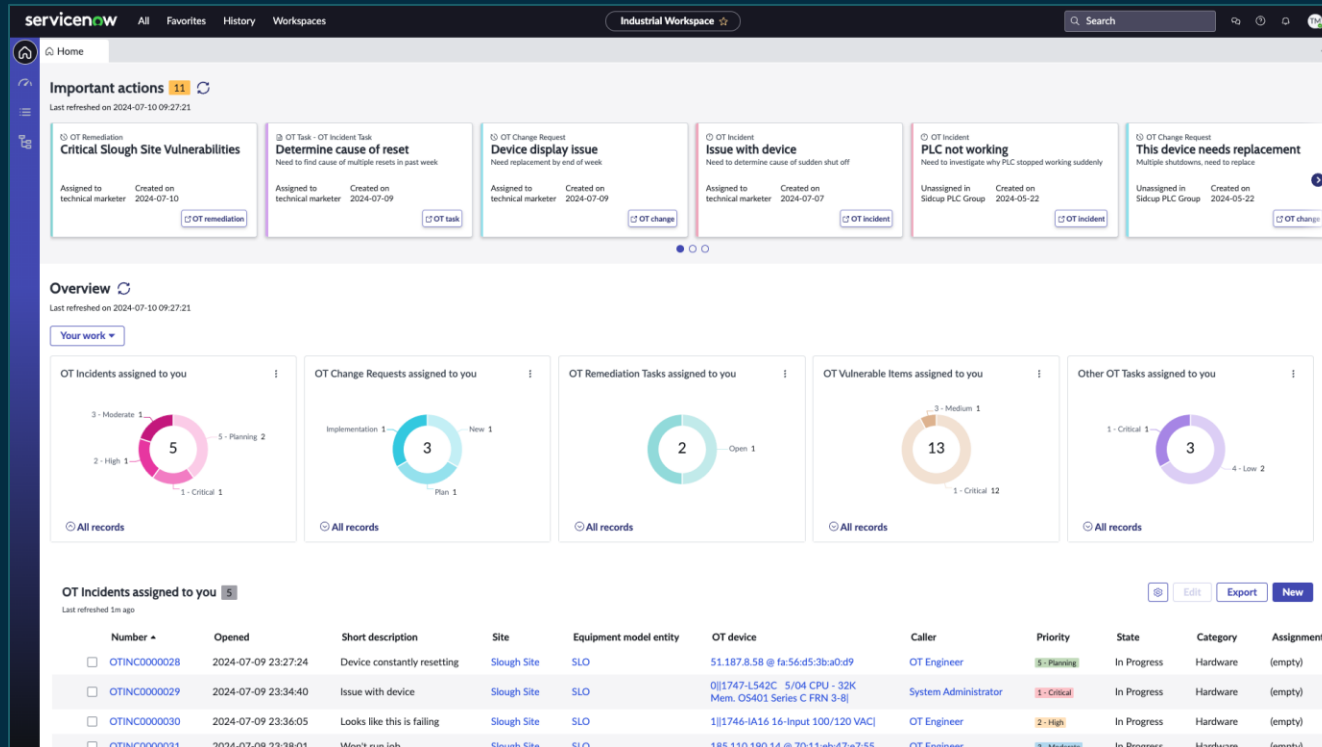


Task-oriented landing page

\$ Professional or Enterprise

Role-based actions and overview of tasks

- 1 Deliver a better experience with personalized landing pages based on persona and use cases
- 2 Increase OT engineer efficiency gains with easy to navigate user experience and task overviews that breakdown task type, status, and urgency level





What's new in the Xanadu release



HR Service Delivery

HR Service Delivery

- Guided Decision Tree
- Employee Journey Management

Employee Center Pro

- Content Engagement for Employee Center
- Guided Self-Service



Guided Decision Trees

The screenshot displays the ServiceNow interface for a case titled "Vision Benefits Enrollment Inquiry for Beth Anglin". The case number is HRC0000103. The interface is divided into several sections:

- Case Details:** Includes fields for Number (HRC0000103), State (Awaiting Acceptance), Priority (3 - Moderate), Subject person (Beth Anglin), HR service (Vision Benefits Enrollment Inquiry), and Skills (HR Benefits).
- Compose:** A section for adding comments, work notes, or emails. It includes a "Post Comments" button and a visibility setting.
- Activity:** A timeline of case history. It shows a "Field changes" event by the "System Administrator" on 2023-12-31 16:00:00, changing the State to "Awaiting Acceptance", Assigned to "Stephen Seifers", and Opened for "Beth Anglin".
- Sample Tree:** A guided decision tree for the inquiry. It starts with the question "Are you - new?". The user has selected "Yes", which is highlighted with a checkmark. Other options are "None" and "No".

\$ Professional or Enterprise

Provide decision making structures to help solve inquiries faster

- 1 Empower admins to create decision trees with questions, navigation paths, and guidance for agents
- 2 Help speed time to resolution with guidance across the triage process for complex employee inquiries

Guided Decision Trees

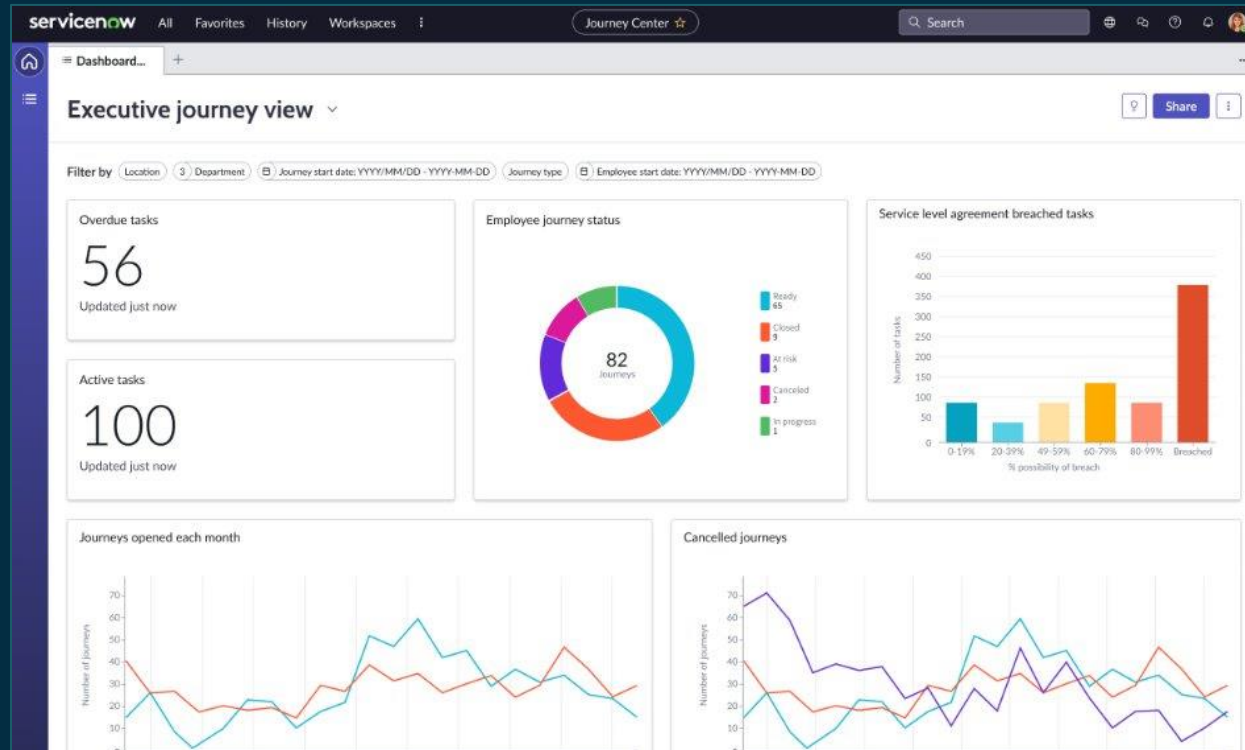


Employee Journey Management

\$ Professional or Enterprise

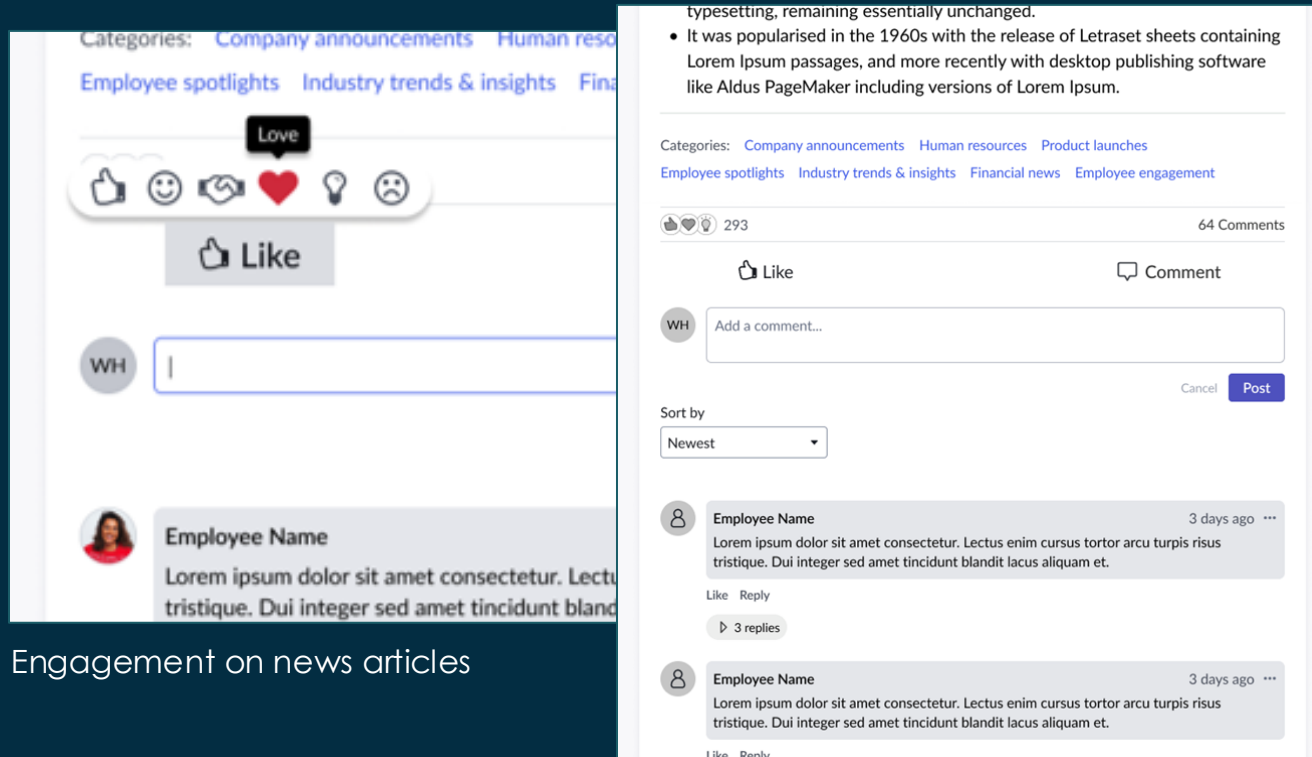
Supercharge employee journeys with data driven experiences

- 1 Create out of the box analytics dashboards with critical metrics and personas
- 2 Enable journey admins to create actionable analytics that drive journeys forward
- 3 Empower leaders to understand their journey with powerful metrics



Metrics for Employee Journeys

Content engagement for Employee Center



Engagement on news articles

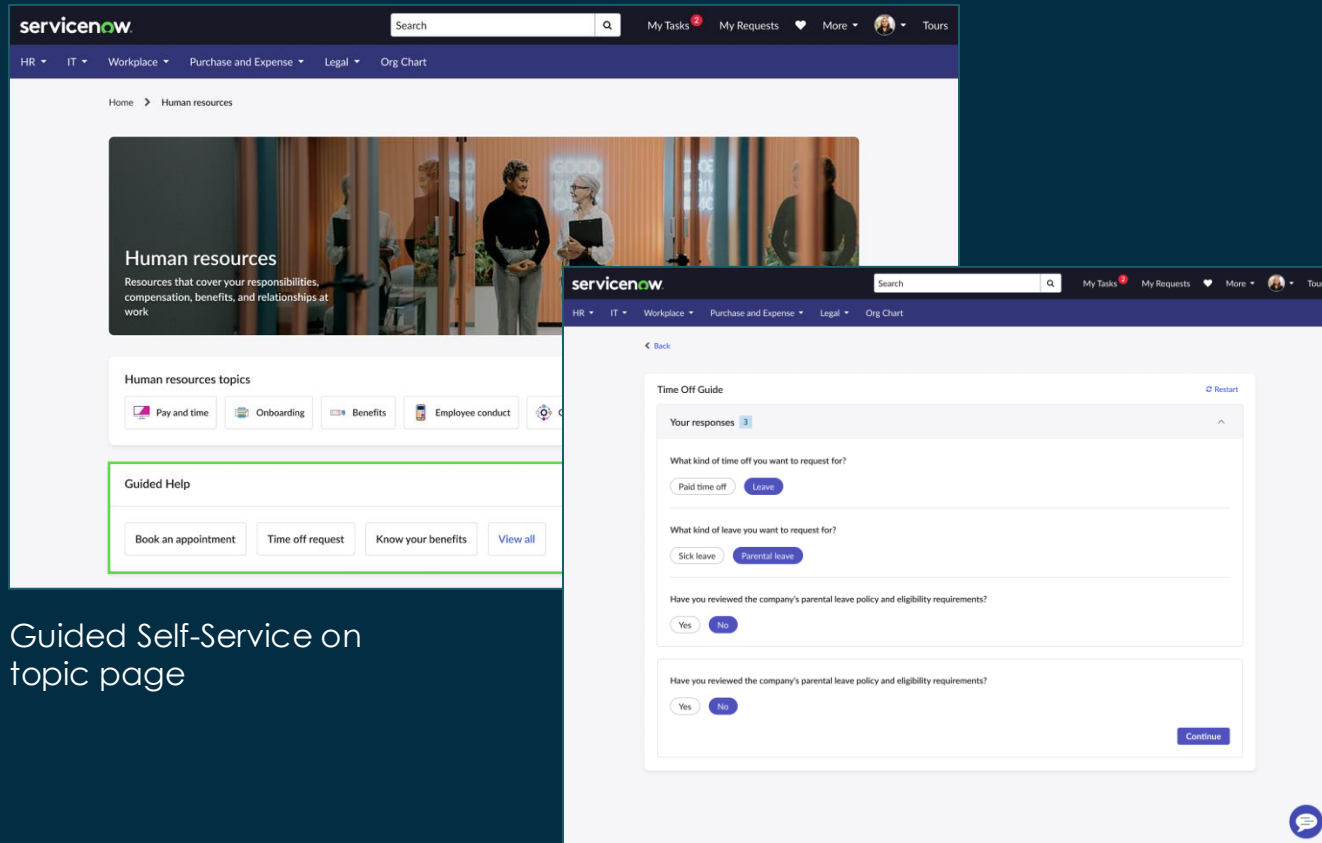
\$ Professional or Enterprise

Connect and engage employees with social integrations on News

- 1 Create configurable interactions for news article content including reactions, comments, replies, and views
- 2 Enable users to flag content for review and provide feedback
- 3 Build re-usable templates for consistent and effective news publishing



Guided Self-Service



Guided Self-Service on topic page

Visual Q&A based self-service

Provide a visual Q&A based experience for employees to self-serve

- 1 Guide users to the correct article or catalog item through a visual Q&A experience
- 2 Create use cases easily, with pre-built activities and templates for self-service help
- 3 Streamline the ability to author non-technical documents Playbook Designer



What's new in the Xanadu release



Talent Development (Formerly: Employee Growth and Development)

- Leader Hub
- Gigs & Projects

Leader Hub



servicenow

Search for info on people, program, and more

Tasks Requests More Tours

Help center Your career Your team Leader hub Orgs you support Company Opportunity Marketplace News center Get support

Home > Leader hub

At the glance Org talent Org skills

Good afternoon, Debbie

Dive into the important data and insights that help you stay in-step with your org

02:37 PM San Diego 05:37 PM New York 03:07 AM Mumbai 11:37 PM Amsterdam

Insight-based suggestions

Suggestion Address the skill gap Devon Lane's team within your organization is facing significant required skill gaps. Explore... Take a closer look

Suggestion Check in on your generative AI initiative It might require some time or additional talent to close the current gaps in the Generative AI skillset. Take a closer look

Suggestion Get to know our talent community Visit the Talent visibility page and start exploring the diverse talent pool within our organization. Take a closer look

Skill scores Requirements and gaps across your organization

Skill name	Skill score	Skill compliance...
------------	-------------	---------------------

Org talent Skill scores across your teams

Jenny Wilson Sr. Director

Empower organizational leaders to truly understand their talent

- 1 Visualize data of overall employee engagement with various talent development activities
- 2 Quickly understand the organization's skill competency status
- 3 Dive into individual skills and competencies with skills information and statistics

Gigs & Projects



Create opportunities for temporary help and skill development

- 1 Create configurable opportunities for gigs, projects, volunteer roles, and custom job types
- 2 Enable employees to proactively search for opportunities of interest and receive system generated recommendations
- 3 Allow managers to quickly review an employee's interest and fit for a posted position

What's new in the Xanadu release



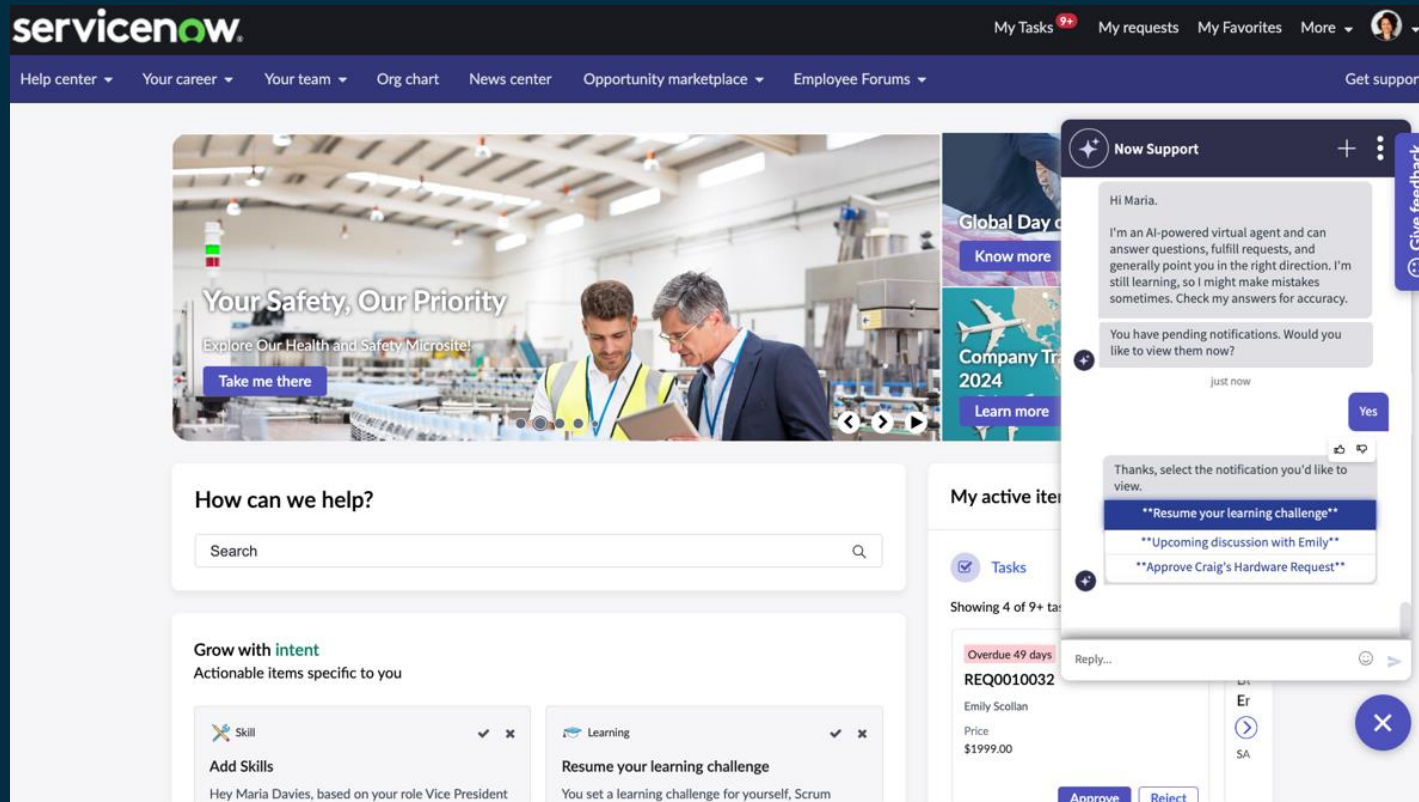
Now Assist

Now Assist for HRSD

- LLM-based proactive prompts

Proactive Prompts

✦ Powered by Now Assist



Proactive Prompts in Now Assist for HR

Now Assist for HRSD

Support proactive employee behavior with AI-enabled prompts

- 1 Engage employees and managers with the relevant reminders to take action on pending activities, approvals, and more
- 2 Create conversational experiences for employees that support proactive behavior
- 3 Leverage the power of AI to assist employees in keeping up with important to-dos and milestones

What's new in the Xanadu release

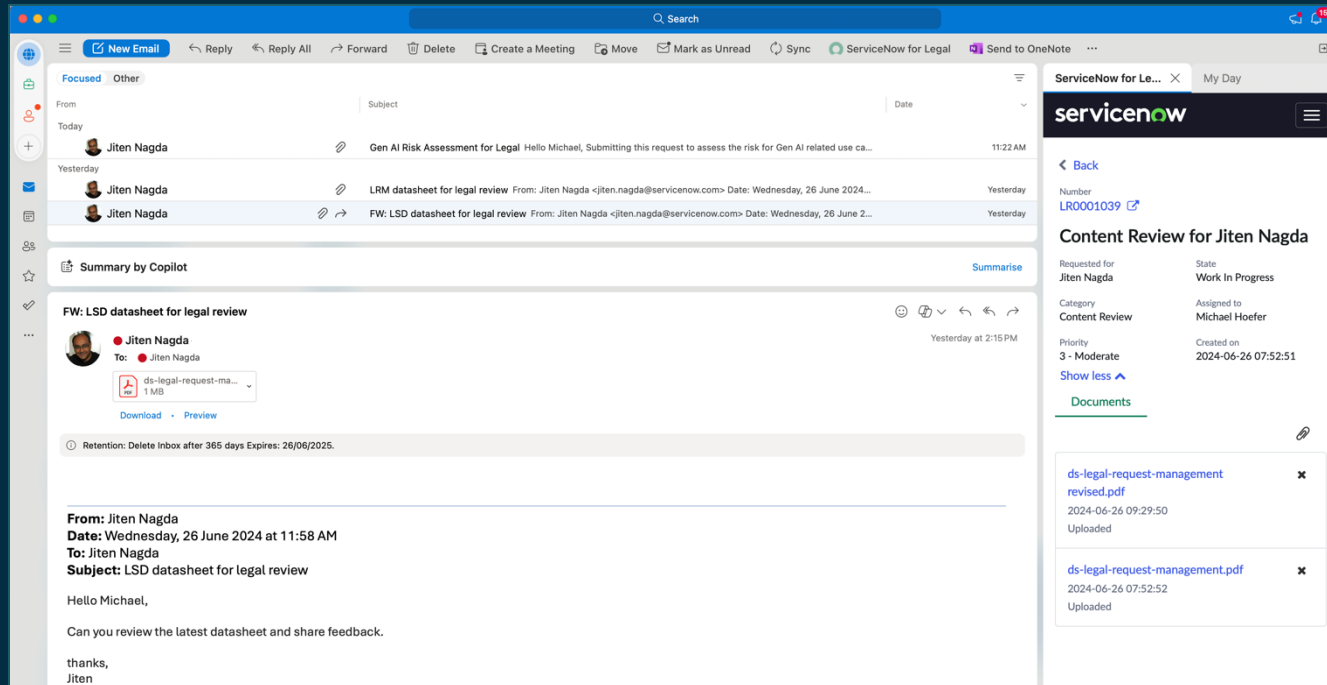


Legal Service Delivery

- AI-powered request categorization and routing
- Microsoft Outlook integration
- Contract Management Pro for Sales and Order Management
- Microsoft Word add-in for signature blocks
- Internal review framework



Microsoft Outlook integration



Microsoft Outlook add-In for Legal panel shows the legal request related to this email. Fulfillers can add or remove attachments at any time.

Boost legal fulfiller productivity by enabling them to work in Outlook

- 1 Enable fulfillers to create legal requests and pre-populate information directly from Outlook emails
- 2 Add emails and attachments to requests with drag and drop
- 3 Find legal requests related to emails or search for other requests directly in Outlook



What's new in the Xanadu release



Customer Service Management

Deliver great customer experiences while reducing costs

Customer Service Management

- Rich messaging in Service Catalog
- Service model foundation: Inter-organization support
- Email enhancements for CSM Workspace



Rich messaging in Service Catalog

Rich Messaging – Service Catalog (via mobile)

\$ Professional or Enterprise

Resolve customer requests faster and more directly

- 1 Complete request intake during chat, eliminating pop-ups and lengthy Q&As
- 2 Direct customers to service catalogs that trigger optimal process to resolution
- 3 Make service catalogs accessible on non-ServiceNow portals and native mobile apps (with Engagement Messenger)



Service model foundation: Inter-organization support

\$ Professional or Enterprise

Give agents visibility into the business locations they support

- 1 Streamline communication for service organizations and improve visibility
- 2 Reduce back and forth communication by providing key context alongside cases for service organizations
- 3 Define support structures for service organizations through hierarchies or relationship criteria

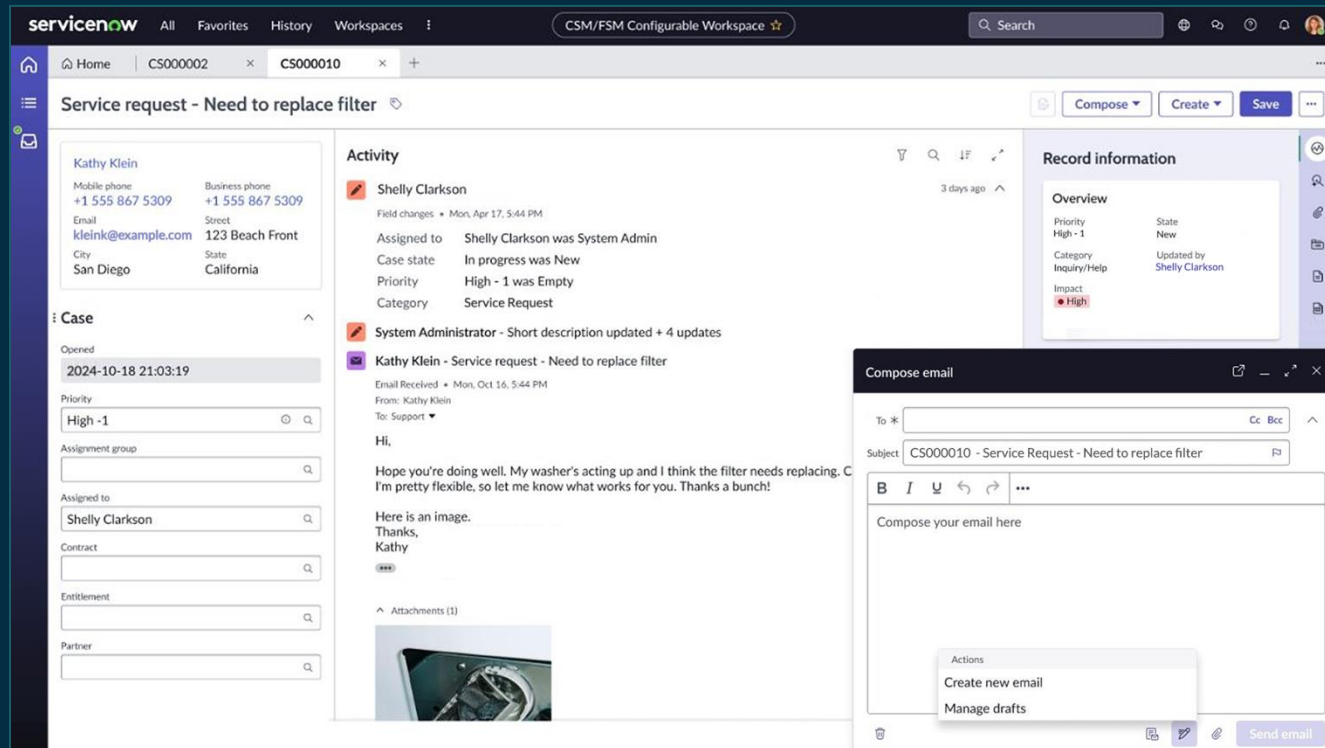
The screenshot displays the ServiceNow user interface for a case titled "Security system had an outage last night". The interface is divided into several sections:

- Left Sidebar:** Contains details for the "LA City Center" (Number: IBL0000001, Manager: Alex Bossman, Street: 735 S Figueroa St, City: Los Angeles). It also lists "Products installed" (LA City Center - Security Sy..., Back Office Printer) and "Services offered" (Background Check, Document Consent, Report issue).
- Top Navigation:** Includes tabs for "Business Location", "Work Orders", "SLAs (1)", "Tasks", "Interactions", "Draft Emails", "Emails", "Task Skills", "Attached Knowledge", "Knowledge Gaps", "Escalations", "Child Cases", "Special Handling Notes List", and "More".
- Main Content Area:**
 - Summary Cards:** Shows "Number of P1 cases" (0), "Number of cases by priority" (a donut chart with 2 cases in the center, categorized by priority: 4 - Low 1, 3 - Moderate 1), and "SLAs breached" (0).
 - Internal Business Locations Table:** A table with 10 rows showing details for various locations. The first few rows are:

Number	Name	Type	Manager	Street	Phone	Email
IBL0000001	LA City Center	Business Group	Alex Bossman	735 S Figueroa St	444-329-8461	solanalacitycenter@example.com
IBL0000002	LA City Center - East	Business Location	Alex Warran	1302 S. La Brea Ave	444-035-3376	solanaeastla@example.com
IBL0000003	LA City Center - West	Business Location	John Chipley	620 S Virgil Ave Ste	444-558-7289	solanawestla@example.com
IBL0000004	LA City Center - North	Business Location	Adela Cervantsz	711 N 84 St	444-460-1064	solananorthla@example.com
IBL0000005	LA City Center - South	Business Location	Aileen Mottern	829 S Wood Ln	444-903-7523	solanasouthla@example.com
IBL0000007	Denver West	Business Group	Marta Warran	250 Market Street	444-804-2417	solanawestdenver@example.com
IBL0000010	Manhattan Main	Business Group	Abel Tuter	108 5th Aveney	444-249-7632	solanamanmain@example.com
IBL0000011	Manhattan Upper	Business Group	Stacey Blow	345 E 24th St	444-799-6034	solanamannorth@example.com
IBL0000012	Manhattan Upper East	Business Location	Rita Center	522E 14th St	444-296-3712	solanamaneast@example.com
IBL0000013	Manhattan Upper West	Business Location	George Cervantsz	33 3rd Ave	444-924-4470	solanamanwest@example.com



Email enhancements for CSM Workspace



Provide agents with a modern email experience

- 1 Enable agents to quickly and effectively respond to emails
- 2 Make it easier for agents to learn CSM Workspace based on similar UX (e.g. Gmail)
- 3 Consolidate locations for common actions (e.g. discards, drafts) and increase real estate for composition

What's new in the Xanadu release



Now Assist

Now Assist for Customer Service Management

- Email reply recommendations
- Chat reply recommendations
- Prompt configurability
- Sidebar summarization



Email reply recommendations

✦ Powered by Now Assist

The screenshot displays the ServiceNow 'Service request - Need to replace filter' workspace. On the left, the 'Case' section shows the request details, including the customer 'Kathy Klein' and the assigned agent 'Shelly Clarkson'. The 'Activity' section shows the request history. The 'Record information' section shows the request details. A 'Write with Now Assist' pop-up window is open, showing a draft email reply to Kathy Klein. The draft includes a greeting, a thank you for reaching out, and a promise to update her as soon as a solution is found. Below the draft, there is a section for 'Attachments (1)' showing a photo of a washing machine filter.

💰 CSM Professional or Enterprise Plus

Enable agents to easily create emails with generative AI

- 1 Enable agents to quickly and effectively respond to customer emails while reducing manual errors
- 2 Personalize email replies to match customer tone and sentiment
- 3 Respond to customers faster, reducing time to resolve



Chat reply recommendations

✦ Powered by Now Assist

The screenshot displays the ServiceNow user interface for a chat interaction. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main content area is divided into three sections:

- Active Chat:** Shows a chat window with a message from 'John Jason' and a summary provided by 'Now Assist'. The summary states: 'Requestor, Alisa Chinoy, is experiencing an issue with her router. She has already attempted to reset the unit and restore factory defaults without success. Virtual agent, Now Assist, provided a link to a knowledge base article on setting up a home network router, but Alisa requested to chat with a live agent instead. Now Assist then connected Alisa to a live agent for further assistance.'
- Case Details:** Displays the case 'Router connection issues' with fields for 'Number' (IMS0000015), 'State' (Work in Progress), 'Type' (Chat), 'Assigned to' (John Jason), and 'Wait time' (0 days, 0 hours, 0 minutes, 5 seconds).
- Compose:** A panel for writing a response, with a text area for 'Work notes (Private)' and a 'Post Work notes (Private)' button.

A 'Write with Now Assist' pop-up is visible at the bottom, suggesting a response: 'Hey Alisa, thanks for taking the time to complete some early troubleshooting steps! I'm reviewing some further actions items for us to follow to ensure were on track. Thanks for your patience.'

💰 CSM Professional or Enterprise Plus

Instantly write chat replies with generative AI

- 1 Enable agents to respond to the customer quickly and effectively during chat interactions
- 2 Personalize chat responses to match customer tone and sentiment
- 3 Provide agents with recommendations to help them effectively position offers at the right time



Prompt configurability

✦ Powered by Now Assist

The screenshot shows the 'Case summarization' configuration page in ServiceNow. The left sidebar contains navigation links: General details, View input (selected), Customize prompt, Define Availability, Select display, and Review and activate. The main content area is titled 'View input data' and includes a description: 'View all input tables and fields being used to define the prompt that will determine where to pull data from.' Below this, there's a section for 'Input templates' with a dropdown menu showing 'Case new' and 'More'. The 'Case new' template is expanded, showing a list of base input fields with their descriptions. The fields are: 'Description' (Description of case, provides detailed info about the case), 'Short description' (Short description of case, provides quick info about the case), 'State' (State of the case), 'Work notes' (Internal triaging notes), 'Additional comments' (Notes shared with requester), and 'Priority' (Priority). There is a '+ New base input field' button. Below the fields, there's a section for 'Add rule conditions to the input template' with a rule condition: 'State is New'. The page has a 'Save template' button at the top right and 'Back' and 'Save and continue' buttons at the bottom right.

\$ CSM Professional or Enterprise Pro

Customize case summary and resolution notes prompts with fields and related records

- 1 Receive more comprehensive summaries, enabling agents to respond more accurately and quicker
- 2 Handle cases more effectively with more empathy and confidence
- 3 Improve agent productivity with more complete and contextual summaries



Sidebar summarization

✦ Powered by Now Assist

The screenshot displays the ServiceNow user interface. On the left, a sidebar shows contact details for Kathy Klein. The main area features a case record for 'Service request - Need to replace filter' with fields for priority, assignment group, and assigned to (Shelly Clarkson). An activity feed shows updates from Shelly Clarkson and Kathy Klein. A chat window titled 'Unable to access email' is open, showing a conversation with Beth Angline. A summary generated by Now Assist is visible in the chat window, stating: 'Tier II support states that the issue can be remedied by expediting a service appointment for the filter ASAP to minimize customer disappointment.' The chat window also includes a 'Share to work notes' button and a 'Check AI-generated summaries for accuracy' link.

💰 CSM Professional or Enterprise Pro

Generate summaries of Sidebar conversations in seconds

- 1 Summarize Sidebar conversations and making them easily shareable to the case
- 2 Increase agent satisfaction by reducing manual effort to capture details from a Sidebar discussion

What's new in the Xanadu release



Sales and Order Management

Optimize the lead-to-cash cycle and increase revenue

Sales and Order Management

- Lead Management
- Contract Management for Sales and Order Management
- Quote Management enhancements
- Opportunity Management integration with Field Service Management
- Product Catalog Management enhancements



Lead Management

Convert lead to account opportunity

Account

☒ Create New ☐ Choose Existing

Account Name
Boxeo

Contact

☒ Create New ☐ Choose Existing

First Name
Mark

Last Name
Welsh

Email
markw@boxeo.com

☒ **Opportunity**

☐ Do not create an opportunity upon conversion

Short description
Boxeo - Sales Opportunity

Sales cycle type
Upsell

Opportunity stage
New

Assigned to
Thomas Walter

Lead stage
Qualify

Cancel Convert Lead

Convert lead to opportunity and account/contact or consumer

\$ Professional*

Drive revenue growth by managing lead-to-order on a single platform

- 1 Create or import leads, manage the end-to-end lead cycle, use Kanban view to change status via drag and drop
- 2 Launch needs analysis questionnaire to identify relevant product offers
- 3 Manage lead activities and view priority activities needing attention, like incoming email or upcoming tasks
- 4 Quickly create opportunities and map to accounts/contacts or consumers

What's new in the Xanadu release



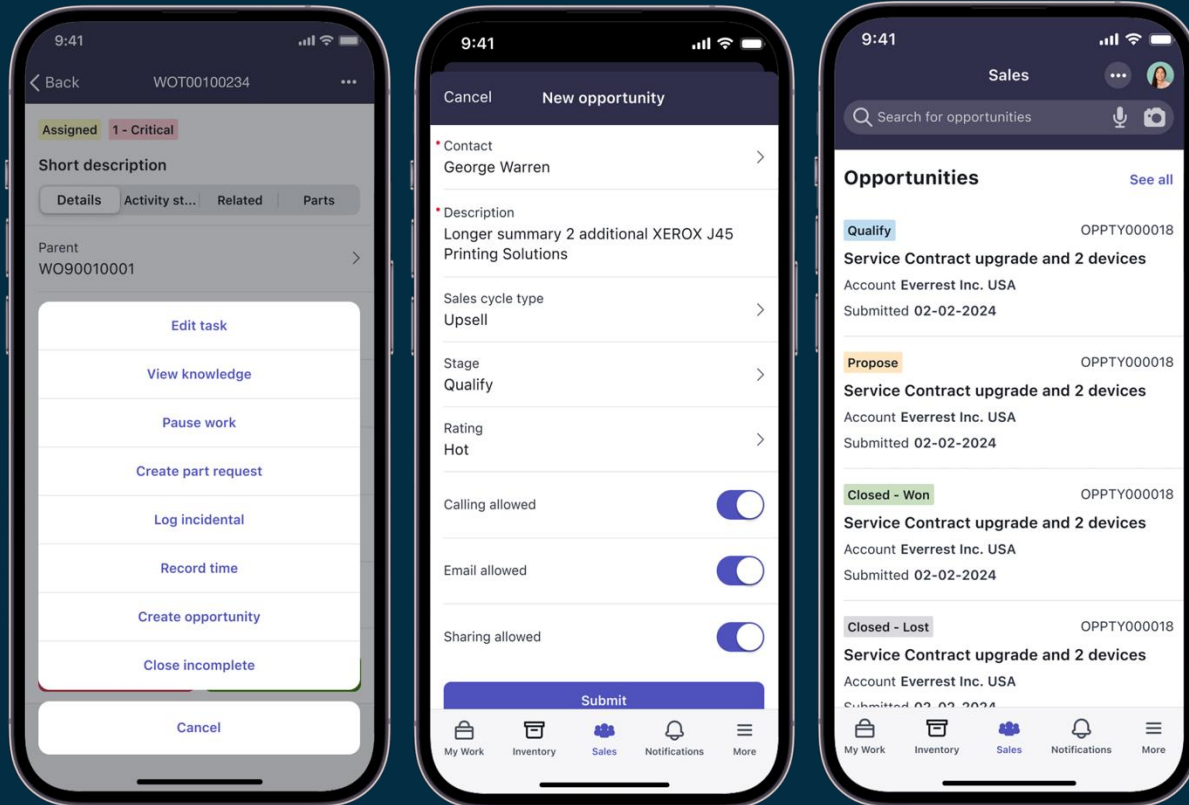
Field Service Management

Reduce field service costs with increased efficiency

Field Service Management

- Opportunity management with field service
- Collaborative mobile Sidebar
- Temporary technician territory relocation
- Dispatcher Workspace scheduling options
- Multiple work configurations

Opportunity management with field service



\$ Professional

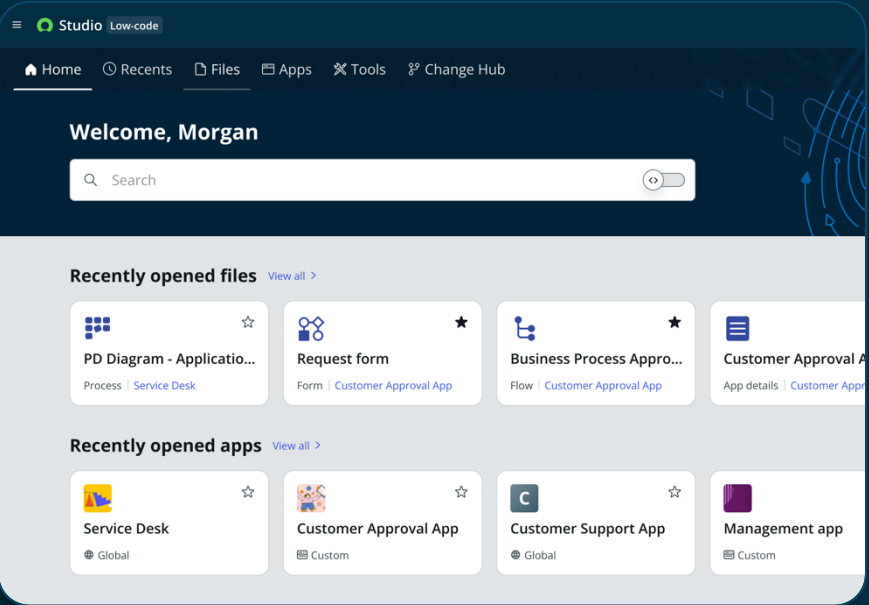
Create opportunities from customer locations in technician mobile app

- 1 Generate opportunities in the field with intuitive data capture, multimedia support, and real-time sync
- 2 View, search, and filter self-created opportunities with ease to track progression and maturation
- 3 Position technicians as trusted advisors to increase the conversion rate of opportunities into revenue

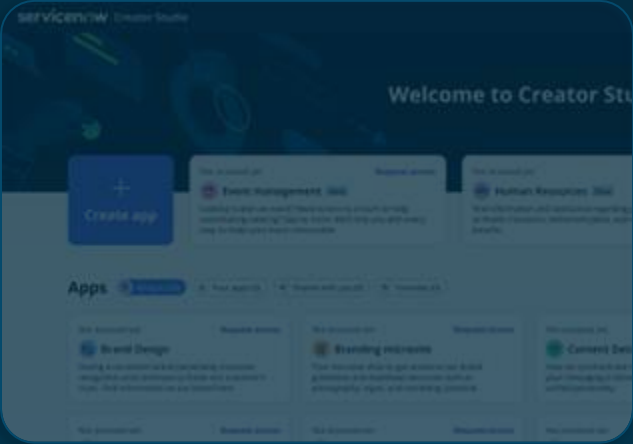
Let's talk about ServiceNow Studio!



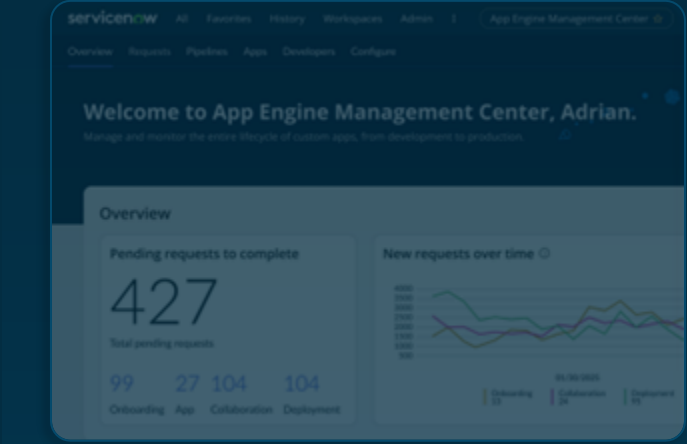
ServiceNow Studio



Creator Studio



Management Center





Studio IDE



Workflow Studio



Catalog Builder



Reports & Dashboards



UI Builder



Table Builder



Form Builder



Service Portal



Virtual Agent Designer



Mobile App Builder



Schema Builder



Guided Setup Builder



Survey Designer



Workspace Builder

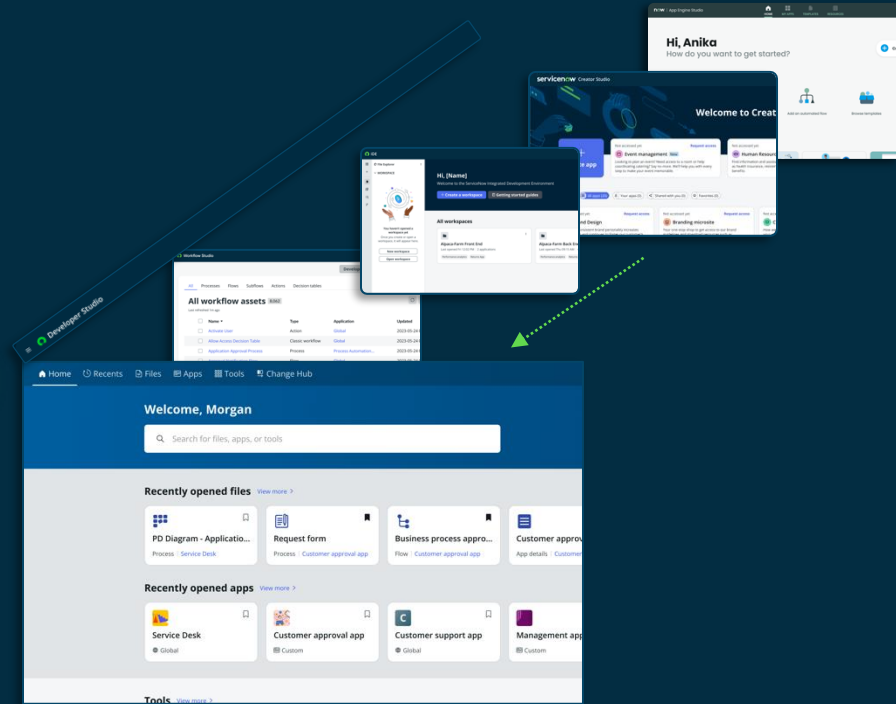


Creator Studio

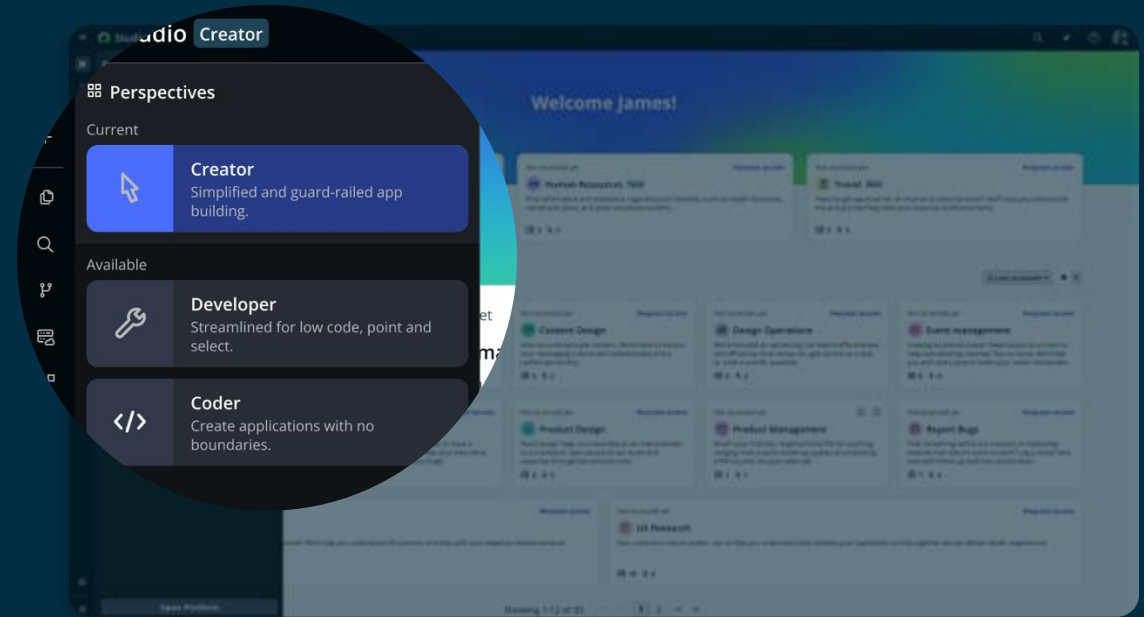


Theme Builder

Bringing it all together

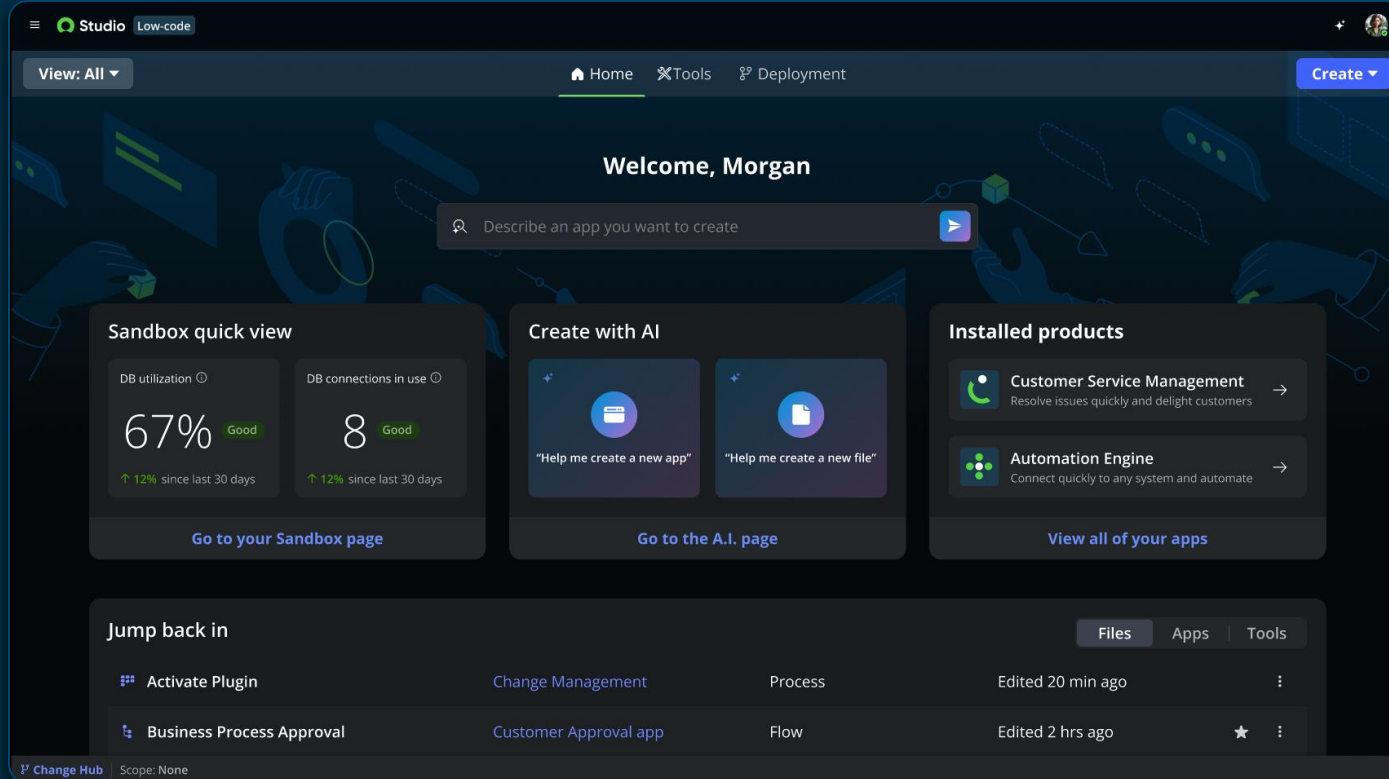


February '25 (Yokohama)



ServiceNow Studio as the
“One Studio”

ServiceNow Studio



What are we delivering

A unified experience for all your development activities on ServiceNow

Value to customer

Accelerate your development, decrease the learning curve, and build awareness of all the development tools available for you

servicenow®