



Together, Crossfuzze and ServiceNow  
are Shaping the Autonomous Enterprise



About Crossfuzze



**Crossfuze is a ServiceNow Elite Partner focused on aligning technology and functional teams to deliver organization-wide business reinvention.**

Most ServiceNow initiatives stop at implementation. Crossfuze is built for continuous momentum, ensuring the platform continues to deliver value as organizations scale, priorities change, and technology evolves. Crossfuze does not sell projects; it sells business reinvention with a focus on closing the AI readiness gap.

Operating at the intersection of technical depth and strategic advisory, Crossfuze specializes in two defined maturity tracks:

- **Autonomous IT:** Modernizing IT operations into self-healing, AI-enabled systems that require less intervention over time
- **Business reinvention:** Extending ServiceNow across core business functions such as HR, legal, and customer service through a shared platform, connected workflows, and a common data model

Crossfuze recognizes that not every customer needs the same delivery approach. Some initiatives are best delivered through traditional project models; others — especially AI and cross-functional transformation initiatives — benefit from more iterative delivery models.



Additionally, Crossfuze created a support and managed services portfolio that fits everything from on-demand support to hybrid development teams to fully managed services for ServiceNow administration and platform ownership.

Crossfuze's AI methodology is built on foundational readiness capabilities:

- **Data that is unified, trusted, and governed to support how the business operates**
- **Workflows built for end-to-end automation across the enterprise**
- **AI that is used to reinvent how the business operates today, not simply automate what already exists**
- **Governance that ensures safety and standardization as the platform scales**

As a ServiceNow Elite Partner and Consulting & Implementation Partner of the Year 2025, Crossfuze supports more than 750 global clients with strategy, implementation, and ongoing optimization across the ServiceNow platform.



## Explore these resources to learn more:

- <https://www.crossfuze.com/>
- <https://www.servicenow.com/partners/partner-finder/crossfuze-llc.html>



**ServiceNow and AWS:  
Reshaping business with flexible,  
comprehensive transformation.**



**E**nterprises are eager to reimagine workflows and innovate new business opportunities with artificial intelligence (AI), yet the transformation is only as powerful as the platform on which it's built.

According to [Gartner](#), 70% of workloads are expected to run in a cloud environment by 2028, up from 25% in 2023. Yet despite their intentions, only 10% of enterprises are realizing full value from cloud at scale, [McKinsey research](#) found. Cloud sprawl, unrealized use cases, and stalled adoption are among the hurdles impeding full benefits from cloud transformation.

ServiceNow on Amazon Web Services (AWS) delivers a comprehensive and unified cloud foundation to help enterprises realize the full potential of the cloud to drive AI-powered business. The **ServiceNow + AWS platform** enables true business transformation by combining **workflow intelligence** with **cloud scalability and reach**. ServiceNow automates and connects processes across

silos — IT, HR, customer service, security — while AWS provides the global infrastructure, AI services, and security controls to run those workflows anywhere, at scale.



# Innovating AI-driven workloads

Powering AI-driven workflows on AWS empowers organizations to reshape workflows and experiences, with an emphasis on flexibility, cost savings, and choice. Some key benefits:

**Integrated innovation:** Joint co-innovations such as ServiceNow's NOW Assist powered by Amazon Bedrock for GenAI capabilities, Amazon Connect for CSM, and Redshift data-to-workflow pipelines differentiate the platform from a basic hosting model. AWS also offers the broadest stack for enhancing ServiceNow with AI, IoT, security, and data services in addition to industry-specific integrations. ServiceNow IT Operations Management (ITOM) paired with AWS IoT SiteWise autogenerates operational technology (OT) incidents, work orders, and remediation workflows for automating predictive maintenance workflows in industrial or healthcare scenarios. The combination of ServiceNow Customer Service Management with Amazon Connect and Contact Lens helps build a smarter contact center via capabilities such as sentiment analysis and agent assist.

**Cost savings:** ServiceNow is available through the AWS Marketplace, enabling customers to earmark existing AWS Enterprise Discount Program (EDP) funds for service licenses, which is a perk not available with other hyperscalers. An integration between ServiceNow IT Operations Management (ITOM) and AWS provides cost savings through automated resource management, optimized cloud spending, and reduced manual effort. By gaining comprehensive visibility and control over your AWS environment, you can eliminate waste, improve resource allocation, and minimize the risk of costly errors. Zero-copy data architecture helps avoid costly extract, transform, load (ETL) pipelines and data egress charges, which are often behind inflated total cost of ownership (TCO) on other hyperscaler platforms.

**End-to-end automation:** ServiceNow workflows embedded with AWS generative AI (genAI), the internet of things (IoT), and data services enable smarter, event-driven operations. For example, procurement practices are more accessible when employees are allowed to shop at Amazon Business within the ServiceNow procurement portal with full governance, order tracking, and automated approval. Integrating AWS Security Hub findings into ServiceNow SecOps enables organizations to up their security game, with faster response, full auditability, and closed-loop remediation.

By integrating IT Operations Management (ITOM) with AWS, businesses can gain holistic visibility and automated control over their cloud environments, enabling continuous discovery of resources, streamlined provisioning workflows, and robust, centralized governance of AWS cloud resources.





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### **The bottom line**

With an extensive portfolio of certified integrations; cloud-native resilience; and a single-vendor platform for compute, data, and workflows, AWS + ServiceNow drives down complexity and onboarding time while mitigating potential downtime. The partners' shared commitment to co-innovation velocity in addition to enterprise-grade delivery positions the combined platform as the most expedient and flexible route to cloud and AI business transformation.



# Microsoft and ServiceNow: Trusted partners for secure and scalable AI business transformation





**I**n today's evolving business climate, companies live or die by an ability to reimagine business and out-innovate the competition. Microsoft, in concert with ServiceNow, delivers a trusted and scalable cloud platform that puts enterprises in the transformation fast lane, ensuring that they are ready to meet current — and future — business needs.

The complexity of the IT landscape has IT leaders scrambling to cover all the bases. Approximately one-third of spending on IT for desktop software, software as a service (SaaS) offerings, and data center software is squandered, according to reports. Data silos are another major hurdle: 60% of chief data officers cite data integration challenges as a top pain point making it difficult to find, secure, and govern data.



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# ServiceNow on Microsoft Azure: Where enterprise workflows meet trusted cloud

The ServiceNow AI Platform on Microsoft Azure helps organizations address these challenges through delivery of a secure, reliable, and scalable cloud infrastructure seamlessly integrated with AI. Providing deep integration with AI-powered tools and services, ServiceNow on Azure simplifies workflows; enhances collaboration; and empowers smarter, data-driven decision-making across a global enterprise.

ServiceNow on Azure offers a range of benefits, including:

**Scalability:** Microsoft Azure offers rich data services; a flexible application platform primed to drive performance of complex AI tasks; and energy-efficient AMD, NVIDIA, and Microsoft Maia accelerators to deliver 5.1x shorter model inferencing times.

**Innovation:** ServiceNow and Microsoft are committed to co-innovations that drive seamless generative AI (genAI), data, and workflow experiences. For example, integration between Now AI agents and Microsoft Teams helps drive collaboration and self-service and the coupling of Microsoft Security Copilot with ServiceNow Security Incident Response ensures intelligent, autonomous threat handling. Now Assist is also synced with Microsoft Copilot to provide cross-platform AI assistance in Teams and other Microsoft 365 productivity apps.

**Enterprise-grade security:** Azure is built on industry-leading security processes and standards, and Microsoft's comprehensive security portfolio extends ServiceNow's solutions with integrated threat response and robust compliance offerings. Built-in content safety features and monitoring tools help improve the quality of AI outputs and ensure responsible AI.

**Choice:** Microsoft and its extensive partner network serve up tools that operate across distributed hybrid environments. They also deliver access to a wide array of languages and tools, ensuring that developers can build, customize, and deploy apps with their preferred open source software.

**Enterprise productivity:** Microsoft and ServiceNow are committed to deep integrations across product portfolios to help IT organizations simplify and streamline IT management, empower employee productivity with AI agents and intelligent digital workflows, and minimize security and compliance risks.

**Cost savings:** A unified, trusted cloud foundation coupled with the Now AI platform ensures cloud savings, rigorous security, and scalability, even for highly regulated industries.



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## The bottom line

Enterprises are ready to turn the page to modern infrastructure and experiences. ServiceNow and Microsoft are the trusted partners for scaling AI-driven business and carving out a competitive edge.



# ServiceNow and Google: Bringing AI to every corner of the business





**A**rtificial intelligence (AI) ushers in an unprecedented opportunity to reimagine and modernize operations, but the journey is complex. ServiceNow, in partnership with Google Cloud, delivers a unified approach that simplifies and accelerates AI and cloud transformation, unlocking productivity advantages that lead to more efficient and smarter business.

Organizations are moving beyond AI proofs of concept (POCs) to enterprise-scale applications that harness generative AI (genAI) and agentic AI agents to drive productivity and empower innovation. To maximize outcomes, organizations need a single system of action in which AI workflows run seamlessly and responsibly, connecting every corner of the business.





# ServiceNow and Google Cloud: A powerful AI combination

ServiceNow and Google Cloud accelerate AI transformation, with a focus on security, responsible AI principles, and AI optimization. Having the Now Platform on top of Google Cloud's AI-optimized infrastructure helps organizations:

**Unify data for AI decision-making** through integration of ServiceNow's Workflow Data Fabric with Google's BigQuery. The connection enables seamless real-time data sharing without the need to move or duplicate data. Zero Copy integration triggers ServiceNow workflows directly from Snowflake and supports data sharing between platforms, giving users a single pane to leverage enterprise data assets, facilitating faster and more informed decision making.

Enterprises can also build a robust data foundation with access to real-time data to enhance ServiceNow offerings in areas such as customer relationship management (CRM) and IT service management (ITSM). Google Cloud and ServiceNow's co-innovation partnership also extends to the latest tools for machine learning analysis, prompting, tuning, training, and deploying custom foundation models.





**Accelerate the shift to cloud and AI-driven business** with the ability to build and configure ServiceNow AI agents and applications that leverage proven tools for model generation, bias evaluation, content moderation, recitation checks, and more. Google's Agent to Agent (A2A) protocol is integrated with the Now platform's AI Agent Fabric, ensuring that multiple agentic AI agents can seamlessly coordinate on tasks regardless of vendor ecosystem.

The most current versions of Google's large language models (LLMs), including Gemini, are directly accessible in the Now platform, ensuring that out-of-the-box AI agents and genAI capabilities are at the ready across the enterprise. Developers are empowered with Now AI Platform and Vertex AI Toolkit integration, ensuring that custom-built Vertex AI models can be used and trained with ServiceNow data and deployed directly into Now workflows.

**Innovate to improve everyday work**, from automating and personalizing contact center interactions to enhancing self-service workflows, improving sourcing and procurement, and enhancing team-level collaboration. ServiceNow is embedded into Google Workspace, ensuring that employees can access ServiceNow resources through their everyday productivity tools such as Gmail, Chat, Drive, or Sheets. The ServiceNow AI platform and suite of workflow capabilities are available on Google Cloud Marketplace, ensuring one-click access and integration, whether in Google's public cloud or in on-premises environments in Google Distributed Cloud (GDC).





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## **The bottom line**

As the AI opportunity looms large, ServiceNow and Google Cloud are bringing AI horsepower to every layer of the enterprise technology stack and throughout every corner of the business.

With ServiceNow and Google Cloud as their guide, organizations gain the tools and confidence to drive exponential productivity and growth.



# Introduction: From Automation to Agency: The New Business Reality





# Artificial intelligence (AI)

**F**ast-changing business climates are upending long-standing rules of engagement, putting companies at risk of getting left behind. With an enterprise wide digital platform, companies are well situated to fully leverage AI and reimagine business for the modern age.

Traditional technology architectures built around data silos, disparate systems, and disconnected workflows make it difficult for companies to capitalize on the AI opportunity. Enter agentic AI automation technologies, and now, intelligent agents, which are redefining how companies do business, including making the customer the epicenter of all interactions.

Increased investment in AI and AI agents is fueling worldwide spending on digital transformation, which is expected to grow at

a compound annual growth rate (CAGR) of 16.2% over the period of 2022 to 2027, soaring to nearly \$4 trillion in 2027, according to research from IDC.<sup>1</sup> While organizations are spending more, they are altering digital transformation priorities. Deloitte<sup>2</sup> found organizations investing in critical technologies including cloud, AI, and automation for more concrete business use cases like entering new markets, delivering new customer experiences, and modernizing core systems.

This transformation extends beyond customer demands for superior experiences. Employees seek solutions that streamline and automate repetitive tasks, enabling focus on higher-value, more meaningful work. Gartner projects that by 2024, AI will facilitate 70% of text- and data-heavy tasks, up from less than 10% in 2023. “The integration of AI into workflows will not only streamline operations but also foster innovation, leading to unprecedented productivity gains in the coming years,” according to Gartner’s Top Strategic Technology Trends for 2025.<sup>3</sup>



Organizations can achieve end-to-end visibility, enable seamless workflows, and maximize productivity only through a unified platform with a single architecture and data model. This empowers employees across departments to drive innovation without the burden of menial tasks, technical debt, or the need to rebuild existing IT infrastructure.

ServiceNow exemplifies this approach through its single data-model platform, integrating agentic AI directly within its core architecture. This integration grants AI agents access to vast organizational knowledge repositories—billions of data points and millions of automated processes across customer environments.

The benefits of this deep integration are immediate and practical. AI agents can instantly leverage an organization's collective knowledge base, taking meaningful actions



without extensive training periods. These intelligent agents transcend basic information processing—they understand business contexts and requirements, autonomously adapting their responses and actions to advance work.

Through its unified foundation—a single architecture, data model, and platform working in concert—this cohesive approach to agentic AI fundamentally transforms operations, delivering enhanced speed and intelligence across all business processes.

<sup>1</sup> IDC Worldwide Digital Transformation Spending Guide 2024, <https://cdn.idc.com/getdoc.jsp?containerId=prUS52305724>

<sup>2</sup> Deloitte 2024 Mapping Digital Transformation Value survey, <https://www2.deloitte.com/us/en/insights/topics/digital-transformation/where-are-organizations-getting-the-most-roi-from-tech-investments.html>

<sup>3</sup> <https://www.gartner.com/en/articles/top-technology-trends-2025>



# Challenges with Traditional Ways of Working



# Companies face an array of challenges as they reposition for the modern business era.



**O**utdated technology and manual processes make it difficult to manage projects and resources, creating inefficiencies and driving up costs.

Employees spend too much time on low-level, repetitive tasks or in fire-fighting mode to resolve problems. This takes a toll on productivity and reduces bandwidth for work that creates differentiated business value.

According to a [survey from Gartner](#), desk workers juggle an average of 11 applications compared to only six in 2019. Forty percent of those surveyed are using more than that average number, and 5% use 26 or more applications in their typical work routines. The impact of application sprawl is significant: Nearly half (47%) of digital workers surveyed said they struggle to find

the information needed to effectively perform their jobs, and 32% said they made the wrong decision due to lack of awareness.

Workflows based on siloed apps and data create multiple pain points and bottlenecks across the organization. Here are a few examples:



- **Customer service and operations:** Delivering great customer experiences while reducing costs is the North Star. Yet data and application silos across front, middle, and back office systems and teams stand in the way of delivering a unified customer journey and empowering agents with real-time information and intelligence.
- **IT:** Technology leaders must uplevel employee and customer experiences through expansive use of technology while keeping costs in check. They are modernizing applications with cloud transformation, automating application delivery, and reinforcing security postures to minimize risk. Without a unified platform, IT organizations have difficulty managing assets and aligning teams around a common strategy. Rework is an issue as is optimization of cloud spend. IT teams also struggle to cost-effectively and safely scale application development while spending too much time on manual and repetitive workflows, including those related to system integration.
- **HR:** High on HR's agenda is making it easier for employees to find answers through self-service requests across any number of enterprise workflows. HR also needs more efficient ways to identify workforce skills gaps and make intelligent hiring decisions. Talent development is a big area of focus in light of critical skills gaps, particularly around AI.
- **Finance and supply chain:** Amid uncertain economic times, financial and supply chain leaders must improve spend and procurement productivity. This includes reducing the time and effort to onboard suppliers. Holistic visibility and streamlined workflows are crucial to managing third-party and supplier risk and to improving sustainability and ESG practices, including responsible sourcing.
- **Workplace services:** As many employees have returned to the office in the post-pandemic period, organizations need data and insights to make informed decisions on real estate strategies and spend, planning and space utilization, and delivering modern workplace experiences.
- **Risk & compliance:** In light of new and evolving regulations and the need for business continuity and operational resiliency, risk and compliance are top C-level concerns. Organizations need a more effective means of managing and reporting on enterprise-wide risks and compliance.



The rapidly evolving AI landscape presents a myriad of opportunities to address these challenges. According to the McKenzie Global Institute, AI, automation and reskilling are essential to the effort to reignite productivity in the United States. With AI, [McKenzie research](#) estimates that by 2030 AI could take over tasks accounting for 30% of hours worked in the US.

C-suite leaders are bullish on the overall value of AI and AI agents. In an [IDC survey](#), three-quarters of CEOs said AI presents a “massive” or “significant” opportunity to drive differentiation and new growth in 2024 and beyond,<sup>4</sup> and 81% percent of global organizations plan to increase AI spend next year.<sup>5</sup> On average, companies expect to channel 16% of new project budgets to AI in 2024, IDC reports.

Despite the possibilities, cost, skills, and deployment issues threaten to hamper AI’s impact. Workers need to learn new skills, and there are concerns about data and intellectual property controls. [IDC research](#)<sup>6</sup> revealed 60% of CEOs confirm their organizations lack the skills within business functions to execute on AI initiatives. There are also excessive costs associated with AI-enhanced apps, and the infrastructure associated with model training and running those apps.<sup>7</sup>

<sup>4</sup> IDC InfoBrief: Maximize AI Value with a Digital Platform IDC’s GenAI ARC Survey, <https://www.servicenow.com/standard/resource-center/analyst-report/ar-idc-infobrief-maximize-ai-with-digital-platform.html>

<sup>5</sup> Enterprise AI Maturity Index, ServiceNow and Oxford Economics, <https://www.servicenow.com/lpwhp/enterprise-ai-maturity-index-2024.html>

<sup>6</sup> IDC Worldwide CEO Survey 2024: Leadership in the age of AI everywhere, Part 1

<sup>7</sup> IDC InfoBrief: Maximize AI Value with a Digital Platform IDC’s GenAI ARC Survey, <https://www.servicenow.com/standard/resource-center/analyst-report/ar-idc-infobrief-maximize-ai-with-digital-platform.html>



# The Now Platform: *Empowering transformation*



# Change is at your fingertips.

**A**n enterprise-wide platform that supports a seamlessly innovative AI strategy can help maximize the business value of AI, enabling organizations to achieve optimal impact on productivity, experience, and revenue growth. IDC research found organizations are gravitating to a platform approach to:

- Improve customer engagement and experiences (39%)
- Increase business agility (39%)
- Prepare for new technical capabilities (36%)
- Enhance security (35%)
- Automate business processes (33%).<sup>8</sup>

Infusing coordinated AI capabilities and a workflow data fabric throughout an



organization helps to automate and optimize work across the spectrum of enterprise functions.

“Agentic AI without unification creates more complexity within an enterprise. The ability of ServiceNow AI Agents to work together on tasks that draw from multiple systems and

departments truly stands out,” said Amit Zavery, president, chief product officer and chief operating officer at ServiceNow. “With a single location to orchestrate agents and prevent sprawl, our ServiceNow AI Agents collaborate like active participants at work, acting as true extensions of their human counterparts.”

<sup>8</sup> IDC InfoBrief: Maximize AI Value with a Digital Platform IDC’s GenAI ARC Survey, <https://www.servicenow.com/standard/resource-center/analyst-report/ar-idc-infobrief-maximize-ai-with-digital-platform.html>



# With the Now Platform, organizations can:

## **Strengthen a digital**

**foundation.** Maximize the value of existing technology investments with a single, unified cloud platform. Fast-track digital initiatives through accelerated delivery of new capabilities with greater controls.

**Boost employee productivity.** Simple and intuitive employee experiences increase productivity and engagement. Employees are empowered to work smarter and faster through native, purpose-built AI capabilities and analytics. Teams are freed up to focus on higher-value work.

## **Create resilient and efficient**

**operations.** Connect siloed systems, departments, and processes while automating best-in-class digital workflows.

## **Deliver seamless customer**

**experiences.** Drive customer satisfaction and loyalty with unified web, mobile, and conversational experiences. Empower developers at any skill level to build apps fast with low-code tools.

## **Enhance governance and reduce risk.**

The Now Platform's single data model eliminates information silos, delivering an integrated view of risk and compliance. AI-powered experiences accelerate everyday tasks, and workflow automation helps speed cross-functional response to risk and compliance violations.

## **Mitigate risk and reinforce**

**cybersecurity.** Data protection, encryption, and identity & access management capabilities ensure the right users have access to relevant technology resources.

# The Now Platform: AI at its core

- **Orchestrating the Future: ServiceNow's AI Agent Command Center**

As AI rapidly evolves, orchestration has emerged as the critical differentiator between basic automation and truly transformative business operations. At the forefront of this evolution, the ServiceNow Platform stands as a sophisticated command center—an intelligent nexus that connects and coordinates AI activities across every facet of the enterprise.

At the heart of this innovation lies the ServiceNow AI Agent Orchestrator, a groundbreaking system that elevates organizational operations to unprecedented levels of efficiency. Think of it as a master conductor, transforming individual AI agents from solo performers into a harmonious orchestra, all working in concert toward shared organizational objectives.

This represents a quantum leap beyond traditional AI implementations. While conventional AI agents operate in isolation, confined to simple conversational tasks and limited workflows, the ServiceNow AI Agent Orchestrator introduces a new paradigm of collaborative intelligence. Through sophisticated inter-agent communication protocols and centralized coordination, it enables seamless information sharing and task handoffs across the entire enterprise ecosystem.

The true power of this orchestration becomes evident in complex, multistep workflows. Whether a process begins in customer service, finance, or operations, the ServiceNow AI Agent Orchestrator ensures that AI agents can efficiently collaborate, share context, and transition tasks smoothly, making them invaluable partners in managing even the most intricate business processes.

- **Scaling Intelligence: The ServiceNow AI Agent Advantage**

With thousands of AI Agents already active across the platform and new ones being deployed daily, ServiceNow has created an unparalleled ecosystem of intelligent automation. These agents power millions of business processes annually, supporting ServiceNow customers across every sector and function.

- **The Power of Two Decades of Enterprise Intelligence**

What truly sets ServiceNow AI Agents apart in the marketplace is their foundation: 20 years of rich automation data and proven outcomes from addressing the most challenging enterprise workflow scenarios. Unlike agents constrained by single-cloud architectures or limited data repositories, ServiceNow AI Agents draw upon a vast reservoir of enterprise intelligence—often across every aspect of an entire business.



This deep well of structured and unstructured data enables something extraordinary: AI agents that deliver value from their very first deployment. Each agent builds upon ServiceNow's extensive experience in automating complex business processes, bringing sophisticated capabilities informed by real-world implementations and outcomes.

- **The Next Wave of Enterprise Intelligence**

ServiceNow's latest AI Agent rollout marks a significant milestone in enterprise automation. This expansion introduces thousands of pre-trained AI Agents specifically designed for key business functions—IT operations, customer service, human resources, and beyond. These specialized agents don't just participate in business processes; they actively drive them forward, achieving unprecedented levels of speed and efficiency in critical workflow automation.



# The Now Platform:

A breakdown of key solutions





With its single data model and extensible scalable architecture, the Now Platform offers a flexible approach for working smarter across the enterprise, regardless of function and industry focus. With out-of-the-box digital workflows, integrated AI, and a full portfolio of domain-specific modules, the Now Platform empowers organizations to maximize the value of existing technology investments, fast-track digital initiatives, and deliver modern consumer-like experiences at scale.



# AI and AI Agents





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he **Now Assist** products infuse out-of-the-box AI capabilities across the Now Platform. The combination empowers workflows and

experiences that amplify productivity across all areas of the business. Domain-specific models improve productivity and efficiency, elevate self-service, deliver custom recommended actions and answers, and ensure search becomes a more effective tool.

Now Assist directed HR use cases lets workers self-service answers to common onboarding or benefits questions on their mobile device. This ensures faster resolution for simple troubleshooting. In a customer service example, Now Assist can create summaries for cases, chats, and incidents with chatbots and virtual agents deployed for powerful and personalized self-service workflows. HR, marketing, and other departments can tap Now Assist to create and edit written content, from emails to chat replies. Within IT, Now Assist helps teams triage and interpret alerts for streamlined

operations management, provides context and advanced search for self-service problem resolution, and jumpstarts the design of apps and service catalog capabilities.

ServiceNow is expanding Now Assist with specific-industry focus, delivering AI assistants tuned to the needs of the telecom, media, technology, financial services, and public sectors. In financial services, for example, ServiceNow has partnered with Visa, Inc. to create **ServiceNow Disputes Management**, an AI-powered workflow integrated with networks that helps banks automate and orchestrate disputes with a single experience layer. The AI layer synthesizes case information, delivers chatbots for rapid customer intake and support, and delivers intelligent request routing to optimize operational efficiency.

**Public Sector Digital Services with Now Assist** helps government agencies and functions deliver improved experiences to meet customers where they are, on mobile devices, phones, or kiosks.



**Telecommunications Service Management with Now Assist** delivers a single AI platform enabling telcos to deliver smarter self-service solutions for customers, boost agent productivity for faster problem resolution, and accelerate diagnostics and solving network performance issues.

# IT Service Management (ITSM) Pro





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he need for highly resilient IT services, coupled with ongoing requirements related to hybrid work environments, is challenging

IT service organizations to up their game. Building on the **ServiceNow ITSM and the Now Platform** foundation, IT teams can access additional capabilities that enhance and accelerate service delivery to ensure greater employee productivity and satisfaction.

ServiceNow ITSM Pro adds eight additional applications to the base ITSM platform, including predictive intelligence, virtual agents, performance analytics, and DevOps change management features. The expanded mix helps IT organizations deliver unrivaled 24/7 service that can easily scale via automation, continuous improvement, and self-service.

With AI-infused capabilities like predictive intelligence, ITSM Pro automatically categorizes, routes, and assigns IT tickets and makes resolution recommendations,



eliminating routing delays and lessening backlog creep so customers have a cohesive, rewarding experience. Anyone capable of creating reports in the Now Platform can create machine learning models without assistance from data science experts. With Virtual Agents, an AI chatbot solution, customers can resolve common requests using a natural language experience that eliminates the need for human agents.

A [nationally recognized university health](#)

[system and school of medicine](#) leveraged ITSM Pro's Virtual Agent and Performance Analytics functions to reinvent the employee experience, better service patients and students, and reduce time-to-resolution for problem solving. Not only was the health system able to fast-track tickets, it updated and serviced 11% of customers during a critical incident, streamlining overall operations.

# Customer Service Management (CSM)





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I-powered self-service sets up agents for success with real-time information that can boost their productivity and meet the soaring demands of today's discerning customers. Harnessing the power of the Now Platform and AI Agents, CSM unites service and customer operations with one internal and external service tool to track service KPIs such as response times and first contact resolution.

With the solution, organizations can optimize omnichannel self-service and AI-driven issue resolution, automate customer operations processes across departments, and empower agents with real-time intelligence for improved decision-making. **Performance Analytics** capabilities unlock insights to help anticipate trends, prioritize issues, and drive overall service improvements.

Other features for enhancing agent performance include case and chat summarization for synthesizing customer interactions and complex cases, workforce

optimization, guided decisions supported by contextual next-best action recommendations, and automatic routing of work to the best agent based on specific criteria.

In one example, a manufacturing customer achieved a number of benefits with the Now Platform and CSM, including a **23% reduction in mean time to resolution** and a **\$4.9 million savings** from more efficient cost handling.



# HR Service Delivery





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erviceNow's Human Resources Service Delivery (HRSD) Solution makes it easier to deliver a unified employee service experience for all

HR requests. Employees no longer have to navigate through a maze of siloed systems to find answers to common HR questions or to access HR and benefits resources.

The Now Platform establishes a point of access for multi-department service delivery and serves up timely, relevant information and announcements through AI-driven content recommendations. Employees can easily complete tasks, request help, and interact with virtual agents. There are optimization tools to drill down in HR agent schedules, workloads, and skills to take aim at operational efficiency.



# App Engine





**I**T organizations are often pushed to their max with service requests for apps that will digitize and automate all corners of the business. With App Engine, IT can reduce the growing application backlog and shadow IT usage through low-code development tools.

App Engine delivers proven, out-of-the-box capabilities, built-in collaboration tools, and role-based access that empowers citizen developers to build their own apps within a governance framework. IT still has oversight of what's being developed, but the low-code capabilities facilitate up to 4x faster app development, promoting agility, according to ServiceNow.

App Engine eliminates much of the complexity of traditional app development while reducing application sprawl and technical debt. As part of the Now Platform, users can easily access core capabilities including self-service, mobile, chatbots, analytics, and machine learning.

## 5 steps to determine platform choice



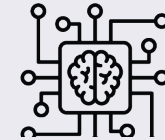
**1. Calculate** cost savings from consolidation



**2. Identify** innovation potential and productivity gains



**3. Determine** implementation staffing needs, including whether citizen development can work



**4. Ensure** AI is contained to trusted systems and is governed by embedded security



**5. Correlate** potential revenue gains to enhanced productivity and improved customer outcomes

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Source: IDC InfoBrief: Maximizing the Business Value of AI with a Digital Platform

- **AI Agent Studio:  
Democratizing Enterprise AI  
Development**

The introduction of ServiceNow AI Agent Studio marks a transformative moment in enterprise automation—one that puts the power of agentic AI directly into the hands of every business user. ServiceNow's AI Agent Studio demolishes the traditional barriers between innovative ideas and their implementation, enabling organizations to create and deploy custom AI agents without writing a single line of code.

- **Natural Language:  
The New Programming Language**

Gone are the days of complex coding requirements and technical barriers. AI Agent Studio introduces an intuitive, language-based interface that speaks your business language. Users simply express their desired outcomes, define agent roles, and describe their ideal processes using natural language prompts. The platform transforms these

plain-English instructions into sophisticated teams of AI Agents, orchestrated and ready for immediate deployment.

- **From Concept to Implementation:  
A Guided Journey**

The platform provides a structured yet flexible pathway through the entire agent development lifecycle. Users are guided through each critical phase:

- Creating agents tailored to specific business needs
- Testing capabilities in a controlled environment
- Activating agents for real-world deployment

- **Seamless Integration with Existing  
Automation**

What sets AI Agent Studio apart is its deep integration with ServiceNow's extensive automation ecosystem. By connecting seamlessly with existing skills, flows, and

processes on the ServiceNow Platform, organizations can leverage their current automation investments while extending capabilities through custom AI Agents. This integration ensures that new agents work harmoniously with established workflows, enhancing rather than disrupting existing business processes.

The result is a platform that doesn't just simplify AI Agent creation—it fundamentally transforms how organizations approach process automation, making sophisticated AI capabilities accessible to every business user while maintaining enterprise-grade reliability and control.



Why Us?







Reseller and implementation partners are crucial to Now Platform deployment success and for making good on **AI-powered business transformation**. We are a valued partner of ServiceNow with extensive expertise and experience.



Thank you for reading

# The next stage of digital transformation? The AI-powered business

