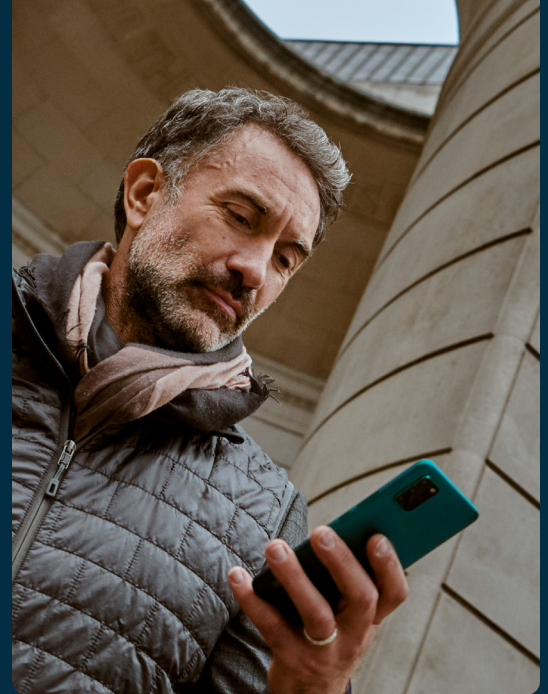servicenow.

Using AI-powered service operations to grow your business with 24/7 resilience

Grow your top-line revenue, manage bottom-line costs, and deliver a flawless employee and customer experience.

IT service operations teams manage increasingly complex technology, while employees and customers are consuming more digital products and services than ever.

Accelerating digital operations while still maintaining always-on IT services

In today's digital-first environment, CIOs are under intense pressure to support two, sometimes-competing priorities:

1 **Rapidly transforming digital products to spur growth in the face of increasingly agile competition**

Evolving digital technologies can lead to higher revenue, improved margins, and accelerated innovation. Automated digital workflows and advanced technologies such as containerization and microservices are enabling more agile deployment and operation of these services. Taking advantage of these advances requires rapid releases and a business culture of 'failing fast' (constantly trying new things and accepting until something works).

2 **Keeping business processes running smoothly despite the frenetic pace of change and greater complexity**

The gains in speed and time-to-market from digital transformation result in a much more complex infrastructure, with workloads spanning on-premises and multicloud environments and application stacks. IT organizations must maintain an effective level of governance and change control, which is further complicated by the need for employees to get their jobs done from anywhere. And that also means the employee experience competes for resources with the customer experience.

The expectations and obstacles have never been greater

Organizations expect IT service and operations teams to accommodate the growing volume of requests and issues without extra headcount, while also delivering consumer-grade technology experiences and improved response times.

Preventing IT failures to keep services running

Responding to failures after they occur is no longer an option. An outage of just a few hours can damage your reputation, cripple your partner ecosystem, and cost you millions of dollars in revenue.

C-level executives are looking for the assurance that their IT teams can pre-empt problems while simultaneously pushing out digital technologies and services, rapidly and without interruption.

Complexity can hamper proactivity

Even if IT organizations were able to scale up IT staffing levels, it's not always possible to stay on top of a global technology ecosystem and proactively resolve issues.

CIOs could throw more money at adding staff and still struggle to keep up with the flood of telemetry data from an infrastructure of 50 or more siloed monitoring tools built up over many years.

The sheer breadth of the infrastructure—including on-premises, public clouds, private clouds, third-party APIs, and software as a service (SaaS)—can generate this firehose of data aimed directly at the business. There's simply too much data for the service and operations teams to digest. Plus, interdependencies between systems and the resulting blind spots make it difficult to see potential issues.

Firefighting saps transformation resources

Because IT service and operations teams can't keep pace with the deluge of data from a labyrinth of systems, they spend more of their time being reactive. When something breaks, these siloed teams, relying on manual processes and disconnected tools, stop what they're doing and try to fix the problem as quickly as possible. Usually, these teams work on isolated pieces of a larger problem over which they have no visibility, which leads to ever-longer repair timelines. In short, highly skilled and highly paid specialists spend too much time fighting fires instead of working on innovative and transformational projects that advance the business.

Teams waste time fixing symptoms before they can focus on the heart of the problem. And in environments where multiple software releases per day are pushed into production, reassigning teams to fix problems can delay the deployment of features and services to grow the business.

Use AI to deliver 24/7 IT services

To meet evolving expectations, organizations need artificial intelligence (AI) to help analyze and automate the entire environment as well as deliver a flawless technology experience for users.

ServiceNow® Predictive AIOps gives you an early warning that something is going wrong in your environment. You'll get an impact description of the potential problem so you can address it proactively.

Empowering your teams to prevent IT issues

Most IT problems still occur due to human error, so Predictive AIOps uses unsupervised learning to determine normal behavior based on all available information. IT operations teams can tell Predictive AIOps what to look for, and it will add that information to its machine learning (ML) models, adapting to changing environments on its own. It constantly analyzes and adjusts normal behavior independently.

It's critical to arm your IT operations team with the visibility, analyses, and time to proactively focus on complex issues instead of chasing down symptoms. That's what Predictive AIOps provides.

Providing better, faster IT support with AI

In addition to monitoring the health of IT operations, the ServiceNow solutions can engage with people when they need help, without involving human agents. AI-powered virtual agents can help employees and customers help themselves to find answers to common questions, request new products and services, and find the resources they need to be successful. And human agents can use generative AI to accelerate responses by quickly compiling summaries of IT support cases, user interactions, actions taken, and resolution steps.

MGM, a leading integrated resort operator in Macau, has dramatically improved efficiency by using ServiceNow solutions to power a chat-based, primary support channel. With ServiceNow® Connect Support, MGM has doubled agent productivity and improved the customer experience.

Wellstar, a not-for-profit healthcare provider, deployed solutions from ServiceNow to build a single source of truth for all the IT information needed to support staff in delivering great patient care. The solutions manage every network interaction, server, platform, and business process while constantly monitoring their health. The ServiceNow platform uses AI to identify a 'normal' state and can react almost immediately when configuration drift occurs. Issues can then be resolved before any actual system failure. Recent advances in machine learning also enable real-time analysis of millions of metrics and application logs to identify anomalous behavior.

25%

decrease in major incident response times

4 days

to do root cause analysis on incidents instead of 30 days

Putting AI to work everywhere

MGM's success is a compelling example of ServiceNow's vision of putting AI to work at every level of the platform. The ServiceNow platform empowers organizations to better scale resources to respond to the ever-growing load of issues generated by humans and machines. The result is that businesses can deliver, reliable digital services to customers and employees around the clock.

With AI constantly evaluating the technology environment, IT leaders always have a view of the business impact of any potential or actual problems. Those problems can then be automatically triaged and prioritized for resolution—or they can be resolved immediately with automated workflows.

Build an understanding of business context

C-level executives need to know how business-critical processes come together to deliver value to customers, and they need to be confident that those processes will work reliably.

However, if something does go wrong in the technology environment, executives don't necessarily want to know that an individual system has gone down. Instead, they need to know the impact on their businesses, and also on the end-to-end processes that affect employees and customers.

Understanding how systems connect to business processes

Let's use an IT environment at a bank as a use case. If one system goes down, and that system feeds data to another system supporting a business process for evaluating loan applications, for example, then the whole loan application workflow might have to revert to manual assessment, slowing throughput both internally and at partner locations.

Modern service and operations planning teams need to know in advance the part each system plays in business processes and the stakeholders who are responsible for those processes.

That way, stakeholders can be advised ahead of time when planned maintenance might affect their process and have immediate insights when an issue occurs.

A single data model provides visibility to prevent issues

Of course, technology teams can't keep close tabs on every business process, and they may not always know how a small failure in one system might flow through to affect others. That's where ServiceNow's approach of consolidating service and operations systems on the same platform and single data model gives the teams visibility across the entire environment.

IT teams can see the historical incident, problem, and change data they need to predict and prevent issues—but also to understand service impact, gain insight to guide their decision-making, and act rapidly with confidence to remediate issues.

Bake in resilience from idea to production

Traditionally, development and production teams operate in silos. One team develops the application and moves it into production. Any subsequent issues with the application become the problem of the IT operations team.

ServiceNow's single-platform approach shifts the focus back to the initial stages of development. When someone is creating or updating an application or service, ServiceNow captures all the relevant data in the planning and building stages.

That shift in focus provides the ability to track an idea all the way through to production, security hardening, configuration management and operations.

Equipping the IT operations team with vital information

The knowledge flows through the single data model on the ServiceNow platform, so the IT operations team doesn't always have to play catch-up. It already knows the answers to vital questions on why a change was made, who made it, how important it is, and whether it is a planned or an unplanned change. Even planned changes that go wrong can be caught early.

If something breaks, the IT operations team has visibility across the whole development and deployment cycle. If changes from one development team are regularly rolled back, that team can be assigned additional training.

NTT Data, one of the world's largest IT system integrators, has used the Now Platform to help its development and operations team smooth the process of application development and deployment. In just six months, it created a multi-cloud environment—known as Mana PlaS—to support different business processes.

NTT Data service engineers can now develop their own apps by adding customer requests into the Now Platform, with ServiceNow being used to provide customers with a dashboard so accurate information can be confirmed by customers in near real time. The result is a 20% reduction in monitoring and maintenance workloads, while the Now Platform has replaced five tools previously in use.

When service management and operations management are running on the same platform and using the same data in real time, the two teams can coordinate properly and share the same complete incident histories.

Adding innovations at digital speed

More companies are also now adopting a DevOps strategy, which means designing, building, and testing at speed across decentralized teams—always pushing harder to better meet the demands of the business and customers.

Organizations can no longer wait on the traditional waterfall software development cycle to get new customer innovations and capabilities added to their digital products. With DevOps, organizations can continuously add innovations at the speed of business. This also requires a new end-to-end governance lifecycle that doesn't slow the development process.

Automating the governance process

A DevOps strategy doesn't mean skipping on change control, but rather automating it so governance happens frictionlessly. Developers should be able to submit their changes along with the supporting evidence needed for an automated governance process to assess its risk and determine how rapidly it can be put into production.

Naturally, like any good governance process, the rules engine doesn't just 'take the developer's word for it.' Instead, it evaluates a broader picture of change risk, considering the developer's experience and track record, the part of an app the change is touching, and whether the service is critical to business processes.

As a result, organizations can realize the benefits of a DevOps strategy while maintaining their tried-and-tested change governance processes.

This kind of automation requires a system that oversees the entire value stream, constantly gathering and analyzing the data needed to make the right decisions. That's exactly what ServiceNow makes possible.

Collaborate in real time to resolve issues

Without a cohesive management platform, the IT operations team may know when a server goes down, but the IT service management team may not know until users start logging support tickets. Operations often has no visibility of previous user incidents related to that server, and they aren't always aware of changes made by service management—and they may not have the automated playbooks to help solve the problem.

In contrast, when service management and operations management are running on the same platform and using the same data in real time, the two teams—which we can call IT service operations—can coordinate properly and share the same complete incident histories.

Ideally, historical incident, problem, and change data is presented to the service operations team in real time when issues occur, along with knowledge articles on how to fix the problem. The team should be able to resolve issues using automated workflows, bringing IT even closer to the ideal of self-healing autonomous operations that has been the long sought by enterprise IT leaders.

Outperform the competition with ServiceNow

Technology will continue to evolve, and organizations will continue to face waves of unexpected change—from global crises to sophisticated hacks and smaller (but no less costly) planned system and software changes that go wrong.

To operate at the speed of digital business and to survive the next wave of unexpected change, you need the ability to predict and fix issues before they impact users or the business. And that's what ServiceNow's AI-powered service operations helps your business do.

The result is that employees can consume and manage products and services at a faster pace. And businesses can deliver digital products to customers that allow them to grow revenue and outperform the competition.

Learn more in these ebooks:

[How to deliver uninterrupted digital services at speed](#)

[Make self-healing IT infrastructure a reality with AI-powered service operations](#)

[Deliver resilient technology service operations to support rapid software innovation](#)

[Connecting DevOps, Observability, and AIOps to speed application delivery](#)

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004, its goal is to make work easier for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit **www.servicenow.com**.