



ServiceNow SPM and AI Control Tower



Introduction

As organizations accelerate their AI transformation journey, one challenge continues to emerge:

Recently, I demonstrated how **ServiceNow Strategic Portfolio Management (SPM)** and **AI Control Tower (AICT)** can work together to address this challenge through a single connected workflow.

Using an **AI Service Desk Assistant** use case, I followed the complete lifecycle from idea submission through deployment and governance, highlighting how ServiceNow enables organizations to manage both innovation and responsible AI on one platform.



Business Scenario

The organization wanted to enhance its Service Desk operations by introducing an AI-powered assistant capable of:

- ✓ Summarizing support tickets
- ✓ Recommending next-best actions
- ✓ Improving agent productivity
- ✓ Reducing ticket handling time
- ✓ Improving MTTR
- ✓ Increasing customer satisfaction

The objective was not simply to implement AI technology but to drive measurable business outcomes while ensuring appropriate governance and risk management.



Step 1: Innovation Begins with an Idea

The journey started in **Employee Center**, where a user submitted an idea called:

AI Service Desk Assistant

Rather than capturing innovation through emails, spreadsheets, or disconnected tools, ServiceNow provides a structured idea intake process.

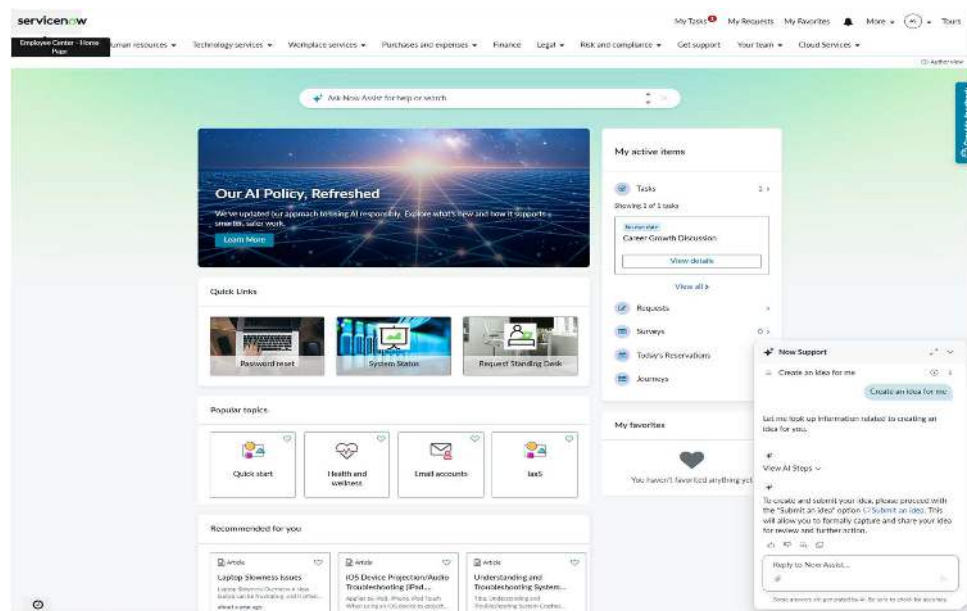
Business Objective

Reduce ticket handling time and improve service desk efficiency through AI-assisted recommendations.

At this stage, the focus is not on governance or implementation details.

The objective is to capture innovation potential and clearly define expected business outcomes.

This ensures valuable ideas enter a formal evaluation process rather than being lost in informal discussions.



Step 2: Converting Innovation into Demand

Once business stakeholders recognized the potential value of the AI Service Desk Assistant, the idea was promoted into a **Demand**.

This marks a significant transition.

The initiative is no longer simply an idea.

It becomes an investment candidate that can be evaluated and prioritized within the organization's portfolio.

Within Strategic Portfolio Management, the demand record provides visibility into:

- ✓ Strategic importance
- ✓ Business ownership
- ✓ Funding requirements
- ✓ Resource needs
- ✓ Expected benefits
- ✓ Portfolio alignment

This stage enables informed decision-making by leadership teams before committing organizational resources.

The screenshot displays the 'Approval' stage of the 'Demand Deck Assistant' workflow. The interface is divided into several sections:

- Form Fields:** Includes 'Name' (AI Service Desk Assistant Deployment), 'Category' (Strategic), 'Type' (Project), 'Number' (00000001), 'State' (Approved), and various dates (Approval start date, Approval end date, Plan date, Plan date, Plan date).
- Description:** A detailed text block explaining the demand, its goals, and the expected benefits.
- Approval Details:** A section with 'Request Manager' (John Smith), 'Portfolio' (AI Service Desk Assistant Deployment), and 'Approval start date' (2024-01-01).
- Table:** A table listing demands with columns: Name, Request Manager, Portfolio, Approval start date, Approval end date, Planned start date, Planned end date, Priority, and Status. The table shows one demand: 'AI Service Desk Assistant Deployment' with a status of 'Approved'.

✓ Step 3: Approval and Portfolio Review

Following evaluation and qualification, the demand progressed through the governance workflow until reaching the **Approved** stage.

At this point stakeholders had sufficient confidence in:

- ✓ Business value
- ✓ Strategic alignment
- ✓ Expected benefits

✓ Investment justification

The initiative was now ready to move beyond planning and enter the governance lifecycle.

Traditionally, many organizations would stop here and immediately begin implementation.

However, AI initiatives require an additional layer of oversight.

This is where **AI Control Tower** becomes essential.

🔗 Step 4: Bridging SPM and AI Governance

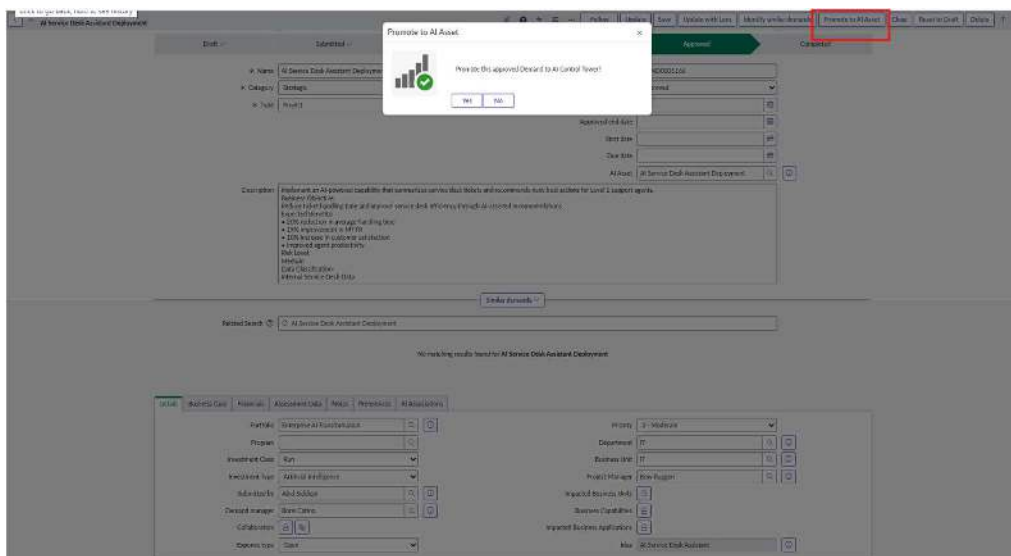
One of the most interesting capabilities demonstrated was the ability to directly promote an approved demand into **AI Control Tower**.

Using the **Promote to AI Asset** action, the AI Service Desk Assistant transitioned from a portfolio-managed initiative into a governed AI asset.
(Customized Button)

A Seamless Connection

Instead of managing governance in disconnected systems, ServiceNow extends lifecycle management directly into AI Control Tower.

This creates a unified operating model for responsible AI adoption.



🏠 Step 5: AI Control Tower Registration

Immediately, leadership gains visibility into:

- ✓ AI inventory
- ✓ Risk posture
- ✓ Compliance status
- ✓ Lifecycle state
- ✓ Ownership information
- ✓ Governance progress

The AI Service Desk Assistant now entered a structured governance lifecycle.

[illegible]

Step 7: Assess Phase

The first governance stage focused on assessment activities.

Several reviews and validation exercises were completed.

Assessment Activities

Impact Assessment

Evaluating organizational impact and understanding potential implications of introducing AI into support operations.

 Legal Review Collaboration

Engaging stakeholders to ensure compliance with organizational policies and regulatory expectations.

 Security Review

Assessing cybersecurity considerations associated with the AI capability.

 Architecture Review

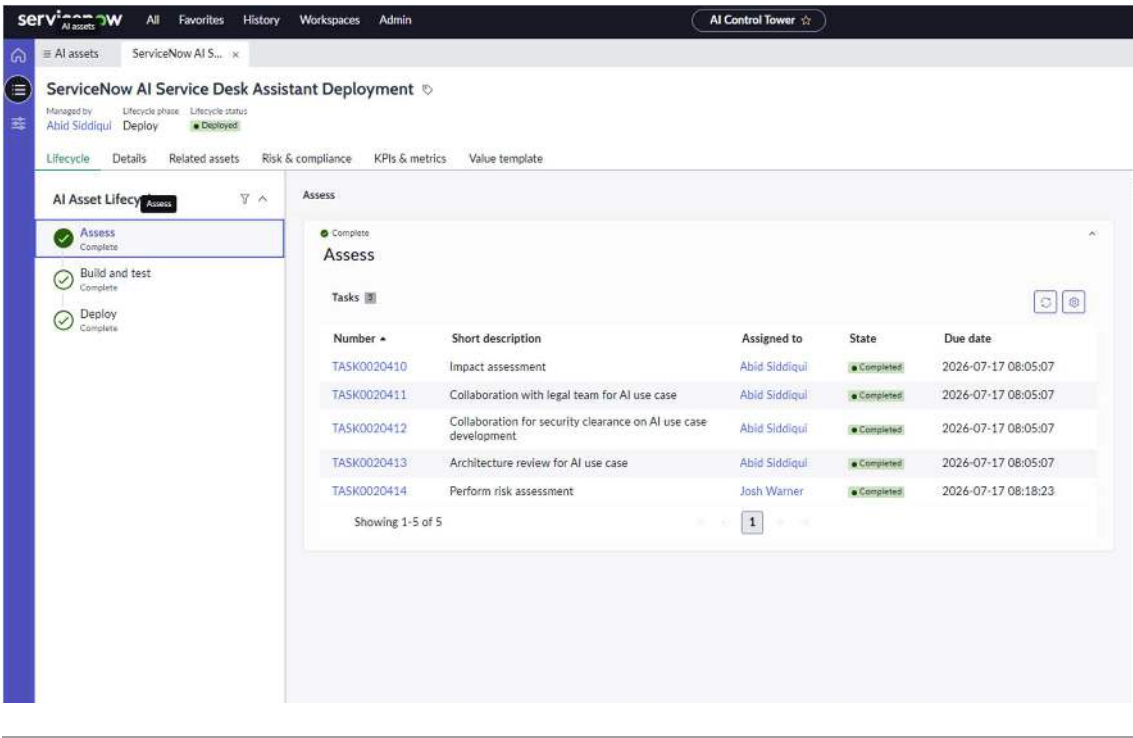
Validating technical design and integration approaches.

 Risk Assessment

Understanding potential operational and governance risks before deployment.

This phase helps ensure organizations identify issues early rather than after implementation.

Responsible AI begins with responsible assessment.



The screenshot displays the ServiceNow AI Control Tower interface. The top navigation bar includes 'serviNow AI assets', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and 'AI Control Tower'. The main header shows 'ServiceNow AI Service Desk Assistant Deployment' with a dropdown arrow. Below this, it indicates 'Managed by: Abid Siddiqui', 'Lifecycle phase: Deploy', and 'Lifecycle status: Deployed'. A secondary navigation bar includes 'Lifecycle', 'Details', 'Related assets', 'Risk & compliance', 'KPIs & metrics', and 'Value template'. The left sidebar, titled 'AI Asset Lifecycle', shows three stages: 'Assess' (Complete), 'Build and test' (Complete), and 'Deploy' (Complete). The main content area is titled 'Assess' and shows a 'Complete' status. Below this, a table lists tasks:

Number	Short description	Assigned to	State	Due date
TASK0020410	Impact assessment	Abid Siddiqui	Completed	2026-07-17 08:05:07
TASK0020411	Collaboration with legal team for AI use case	Abid Siddiqui	Completed	2026-07-17 08:05:07
TASK0020412	Collaboration for security clearance on AI use case development	Abid Siddiqui	Completed	2026-07-17 08:05:07
TASK0020413	Architecture review for AI use case	Abid Siddiqui	Completed	2026-07-17 08:05:07
TASK0020414	Perform risk assessment	Josh Warner	Completed	2026-07-17 08:18:23

At the bottom of the table, it says 'Showing 1-5 of 5' and a pagination control showing '1'.

 Step 8: Build and Test Phase

Once assessments were completed, the AI asset moved into **Build and Test**.

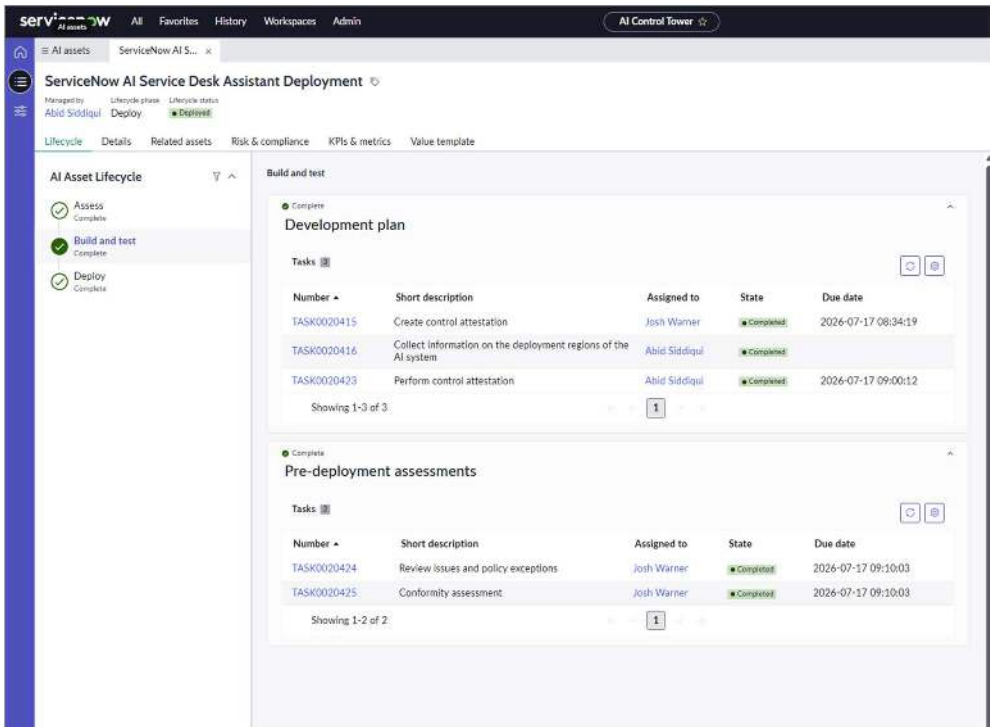
This stage focused on implementation readiness and governance controls.

Activities Completed

-  Development Planning

- ✓ Control Attestation Creation
- ✓ Control Attestation Execution
- ✓ Information Collection
- ✓ Pre-Deployment Assessments
- ✓ Conformity Assessment

The AI Control Tower lifecycle includes governance, assessment, review, and deployment-management activities designed to support responsible AI implementation.



The screenshot displays the ServiceNow AI Control Tower interface. The top navigation bar includes 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The main header shows 'ServiceNow AI Service Desk Assistant Deployment' with a 'Deploy' button and a 'Deployed' status. The left sidebar lists the 'AI Asset Lifecycle' stages: 'Assess' (Complete), 'Build and test' (Complete), and 'Deploy' (Complete). The main content area is titled 'Build and test' and contains two sections: 'Development plan' and 'Pre-deployment assessments'. Both sections show a table of tasks with columns for 'Number', 'Short description', 'Assigned to', 'State', and 'Due date'.

Number	Short description	Assigned to	State	Due date
TASK0020415	Create control attestation	Josh Warner	Completed	2026-07-17 08:34:19
TASK0020416	Collect information on the deployment regions of the AI system	Abid Siddiqui	Completed	
TASK0020423	Perform control attestation	Abid Siddiqui	Completed	2026-07-17 09:00:12

Number	Short description	Assigned to	State	Due date
TASK0020424	Review issues and policy exceptions	Josh Warner	Completed	2026-07-17 09:10:03
TASK0020425	Conformity assessment	Josh Warner	Completed	2026-07-17 09:10:03

🚀 Step 9: Deployment

Following completion of all required assessments and control activities, the solution progressed into the **Deploy** stage.

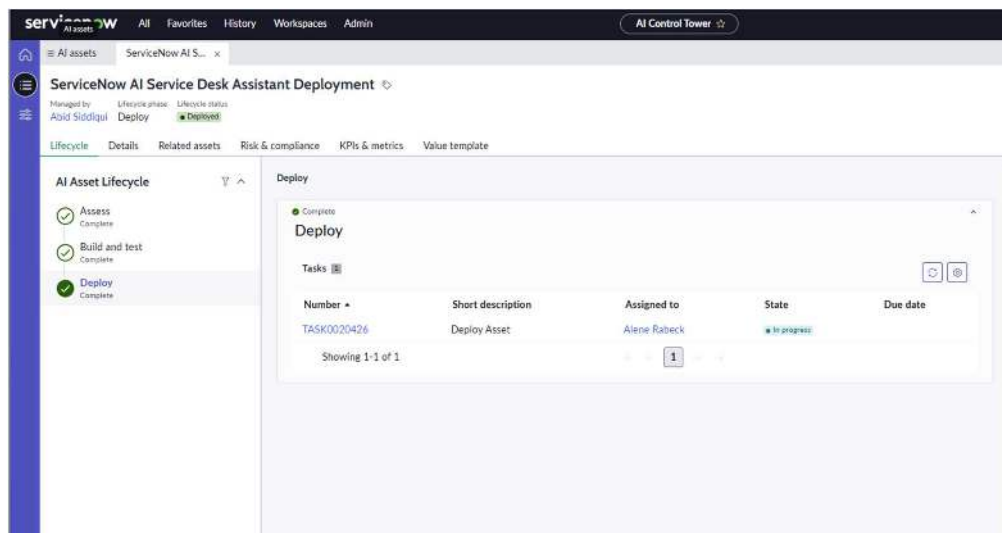
By this point:

- ✓ Business value had been validated
- ✓ Strategic alignment had been confirmed
- ✓ Risks had been assessed

- ✓ Security reviews had been completed
- ✓ Compliance activities had been executed
- ✓ Governance controls had been documented

The organization could now proceed with greater confidence that the AI solution met operational and governance expectations.

Instead of deploying first and managing risks later, governance became an integrated part of the delivery lifecycle.



🎓 Key Takeaways

This demonstration highlighted several important lessons:

💡 Innovation Needs Structure

Good ideas require formal intake and evaluation processes.

🎯 Strategy Must Guide Investment

AI initiatives should align with enterprise objectives and measurable outcomes.

🛡️ Governance Cannot Be an Afterthought

Risk, legal, security, and compliance reviews must be integrated into the lifecycle.

👁️ AI Requires Transparency

Organizations need visibility into AI assets, ownership, risks, and deployment status.

🤖 Responsible AI Is a Business Capability

Governance is not a technical exercise alone, it is a business requirement for sustainable AI adoption.

Conclusion -

What impressed me most about this workflow was seeing how ServiceNow connects every stage of the AI journey:

End-to-End AI Lifecycle-

Idea

↓

Demand

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Portfolio Alignment

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Approval

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AI Asset

↓

Assessment

↓

Governance

↓

Deployment

Rather than treating innovation, portfolio management, and AI governance as separate disciplines, ServiceNow brings them together within a single connected platform experience.

As enterprises continue investing in AI, success will depend not only on building intelligent solutions but also on establishing frameworks that ensure those solutions remain aligned, governed, compliant, and value driven.

The combination of **Strategic Portfolio Management (SPM)** and **AI Control Tower (AICT)** provides exactly that foundation in my case, enabling organizations to scale AI responsibly while maintaining visibility, accountability, and business value realization.

 **Thank You**

 **Abid Siddiqui** 