

ServiceNow Otto Overview

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1. ServiceNow Otto

ServiceNow Otto refers to generative AI-powered experiences on the ServiceNow Platform®. With ServiceNow Otto, you can improve productivity and efficiency in your organization with better self-service, faster answers and recommended actions, and empower users to search more effectively.

2. Assist

An “**assist**” is a unit used to measure usage of ServiceNow Otto **skills** via performed skill **actions**. Users of ServiceNow Otto will use assists when they execute a given ServiceNow Otto skill either as a single skill action, or through the combination of multiple skill actions. Customer use of ServiceNow Otto skills will consume assists, whether in production or sub-production instances, as specified in Section 2.1.

Customer's number of available assists is defined by contract and aggregated at the account level. Entitlements to assists are for 12-month periods running from the date on which the applicable Advanced AI and Data Product was purchased, provided that assist entitlements for any partial-year periods during a Subscription Term will be prorated.

A Customer's assist consumption is measured and aggregated daily. The aggregated usage resets each year on the anniversary of the date Customer first purchased an Advanced AI and Data Product or on such other date as mutually agreed between Customer and ServiceNow.

If at any time Customer's aggregated assist usage exceeds its assist entitlement, ServiceNow may invoice Customer for the excess usage.

Note: Customers invoking Out-of-the-box skills (OOB, e.g. case summarization, resolution notes generation, etc.) or cloned **versions of** certain supported Out-of-the-box skills will be charged the **respective assist price of the skill** as defined by the ServiceNow Otto Actions and Assists Consumed Table in section 2.1 below **irrespective of the model provider or LLM infrastructure being used**. Customers building and invoking custom skills via ServiceNow Otto Skill kit will be charged **custom call pricing** as defined by the ServiceNow Otto Actions and Assists Consumed Table in section 2.1 below.

2.1 ServiceNow Otto Actions and Assists Consumed

Skill	Skill Action	Assists Consumed
Acceptance criteria generation	One request to generate acceptance criteria for a story based on context and template.	10
Accounts payable document classification	One request to classify incoming documents as invoice, credit memo, or supporting document.	1
Action plan generation	One request to generate a step-by-step action plan with reasoning and source links, based on external documents and problem context.	50
Activity response generation	One activity (work notes or comments) response generation request (including those invoked via UI or workspace configuration).	5
AI Agent Studio custom information lookup	Execution of a small agentic workflow consisting of a single information lookup by an Agent.	1
Agentic workflow – small	Execution of a small agentic workflow (Less than 4 actions*) by an AI agent team or Agent. An agentic workflow begins when an orchestrator agent initiates activity, and ends on workflow completion, 20 actions, or 1 hour of inactivity. *1 Action = 1 Tool Invocation	25
Agentic workflow – medium	Execution of a medium agentic workflow (5-8 actions*) by an AI agent team or Agent. An agentic workflow begins when an orchestrator agent initiates activity, and ends on workflow completion, 20 actions, or 1 hour of inactivity. *1 Action = 1 Tool Invocation	50
Agentic workflow – large	Execution of a large agentic workflow (9-20 actions*) by an AI agent team or Agent. An agentic workflow begins when an orchestrator agent initiates activity, and ends on workflow completion, 20 actions, or 1 hour of inactivity. Any actions beyond the first 20 will be counted in a new agentic workflow. *1 Action = 1 Tool Invocation	150
AI filter generation	One request to generate a query string that can be used to filter data in a table.	1
AI Gateway call	One call and response between an MCP Client registered with AI Gateway to a 3P MCP Server, using the AI Gateway.	1

Alert investigation	One invocation from an Alert (in any interface spanning all incidents related to the alert).	1
Analysis exploration	One response to user's question in Explorer based on any of the following: An open Question, pre-defined questions/follow-ups, re-generation of an answer, addition of visualization/list to exploration.	10
App generation	One application generated (including metadata supporting the user's application requirement), including applications generated in any interface or channel.	2,500
App summary generation	One app summary generation request triggered by user.	5
Approval checklist generation	One request to generate an approval evaluation checklist to help approvers and managers make informed decisions on pending requests.	25
Approval recommendation	One request to generate an approval recommendation.	1
Architectural decision record summarization	One summarization request (including those invoked via UI or workspace configuration, interface or channel).	5
Article optimization	One call to run article optimization prompts and generate findings related to article quality on all knowledge articles across the instance.	1,000
Attachment summarization	One summarization to provide contextually relevant data from transcribed JPEG and PNG attachments on all incidents.	5
Automated prompt optimization	One end-to-end automated prompt optimization execution.	1,500
Automated QA scoring	One automated QA analysis of an agent interaction.	5
Brief Me, Brief Me (Interactions)	One plugin execution.	50
Build Agent call	One single user-initiate tool call made to the Building Agent.	25
Business application insights	One request to understand context and insights about a business application.	1
Case summarization for approvals	One request to summarize HR case requiring an approval to help approvers quickly understand the full context.	1

Catalog item generation	One Service Catalog item generation request triggered by user.	250
Change risk explanation	One request Change risk explanation request (including those invoked via UI or workspace configuration).	1
Chat reply recommendations	One chat response recommendation request (including those invoked via UI or workspace configuration).	5
Chat summarization / Call summarization	One chat or call summarization request (including those invoked via workflow button or workspace configuration).	1
CI summarization	One summarization request for a CI record.	1
Client script summarization	One client script explanation requested by the user.	5
CMDB Advisor summarization	Get a summary of CMDB readiness for targeted IT outcomes, with reasoning and prioritized remediation actions generated by Otto.	1
Code autocomplete	One code autocomplete suggestion accepted by the user.	5
Code edits	One code edit request accepted by the user.	5
Code explain / summarize	One code explanation or summary requested by the user.	5
Code fix	One request for a code fix on a record.	5
Code generation	One code generation request triggered by user (including requests generated from comment, or function completion).	5
Column classification recommendations	One request to scan a table schema and recommended sensitivity classifications for sensitive columns.	5
Common control objective creation	One request to generate a standardized common control objective based on similar control objectives detected by system.	25
Contract analysis	One contract analysis request.	50
Contract metadata extraction	One contract metadata extraction request.	20
Contract entitlement data extraction - SAM	One contract data extraction request to extract relevant licensing information and entitlement fields from the contract document.	50

Control objective impact analyzer	One request to identify the impacted control objectives (associated to citation) based on a change in Citation details.	5
Correlation insights	One request (including those involved via workflow button or workspace configuration).	5
Consumption report summarization	One consumption report summarization requested by the user.	1
Create Diagram from image	Generation of an Enterprise Modeling and Visualization diagram from an uploaded image.	30
Cryptographic asset details summarization	One request to generate the overview of cryptographic risk, generate probable cause for the risk, and recommend remediation steps to mitigate the risk.	15
Customer interaction context summary	One request for customer interaction context summary generated for a CSR in an interaction, surfacing customer intent, sentiment signals, and relevant case or policy context to guide real-time agent guidance.	1
Customer profile summarization	One request for profile summary generated for a CSR highlighting customer details and current status based on latest events and activity.	1
Customer summarization for approvals	One request to summarize HR case requiring approval to help approvers quickly understand the full context.	1
Dashboard summarization	One dashboard summary generation request triggered by user on a Platform Analytics Next Experience in-line dashboard or UI Builder workspace.	15
Data binding generation	User chooses to "Accept" formula presented to them after requesting, via utterance, to have formulas and data bindings automatically configured in UI Builder.	5
Data discovery job summarization	One summarization of any previously run data discovery job.	1
Data visualization generation	One generation of analytics data visualization.	10
De-duplication task resolution	One request to generate recommended steps for resolving de-duplication tasks in CMDB.	5
Diagram change analysis	One request to generate a comparison between two EA diagrams	10

Document contextualization	One request to generate a summary explaining how a document relates to a record.	5
Document extraction (fields)	One document field extraction request (up to 25 pre-defined fields per request).	10
Document extraction (tables)	One document table extraction request (up to 10 pre-defined table columns per request).	10
Document Q&A	One document Q&A request (up to 15 pre-defined questions per request).	10
Document summarization	One doc summarization request (including those invoked via UI or workspace configuration, interface or channel).	5
Duplicate articles analysis	One request to generate the recommendation for the potential duplicate topic. This recommendation is for creating new article or updating the existing for the duplicate articles with confidence score.	5
Duplicate article merger	One request to merge duplicate articles to create one consolidated article.	10
Email mass communication	One email generation for mass communication (including those invoked via UI or workspace configuration).	5
Email response	One email response recommendation request (including those invoked via UI or workspace configuration).	5
Enhance non-conformance description	One request to evaluate a non-conformance description using the 5W2H framework.	1
Enterprise AI Assets (AI Systems, AI Models, AI Datasets, MCP Servers)	Turning on the managed flag on an AI Asset in AI Control Tower. Fee applies on a monthly basis.	200
Error resolution recommendation	One request to generate troubleshooting resolution steps for an error log.	25
ERP data query skill	One generation of a structured mapping from a custom prompt to the relevant ERP/SAP technical objects (such as Tables, BAPIs, RFCs, and OData endpoints) required to fulfill the user's data request.	500
ERP generic prompt	One conversation in the ServiceNow Otto panel around querying the ERP standard database tables for data and transactional records using natural language.	5
ESG document extraction	One Metric document filed extraction request	25

(fields)	(up to 25 pre-defined fields per request)	
ESG document extraction (tables)	Invoice details (One or multiple rows) extraction tagged to one Metric document extraction request (up to 25 pre-defined fields per request).	25
Event generation	One event configuration request accepted by the user.	5
Experience (UI) generation	One experience generated; assists counted after the user has saved the outcome.	1,000
Exploration recommendation	One request to generate action recommendations in AI Data Explorer	5
Exploration summarization	One summarization request to create an exploration summary in Explorer.	5
Feedback summarization	One summarization request invoked via workspace.	10
Field encryption decryption key access	One request to understand user(s) that have access to a specific encryption key.	5
Filter sample generation	One generation of sample phrases for a semantic filter.	1
Flow generation (using images)	One flow generation call (including previews) triggered by user to generate a flow from text using Now LLM.	500
Flow recommendation	One accepted flow recommendation.	10
Flow summarization	One flow summary requested by the user.	5
Formula syntax generation	One request to generate a formula syntax from natural language.	1
Generate asset insights	One request to generate insights on a hardware asset.	1
Goal insights generation	One request to generate insight for a goal based on its targets and alignment work.	5
Growth plan generation	One flow generation call triggered by a user to generate a growth plan from text.	5
Health and Safety action planner	One request to generate suggested action drafts for the Health and Safety record based on historical records and knowledge articles	10
Identify duplicate articles	Generate a list of the duplicate articles across the instance.	500

Image generation	One plugin generation.	50
Incident assist	One request to look up incident related information including follow up requests.	5
Intent and activity analysis	One execution request to retrieve the designated requestor's Intent, all related tasks, and resolution actions.	250
Invoice data extraction	One invoice data extraction request, extracting relevant fields from the invoice document.	20
IRE comparison record summarization	One summarization request to help users understand the difference between static and dynamic IRE behavior.	1
Job interview summarization	One summarization request for all the actions needed on the interview for the Recruiter.	1
Journey generation	One flow call triggered by a user to generate a journey from text.	10
Journey summarization for managers	One summarization request for a single employee. journey.	1
KM open prompt discovery	One article create or update request using custom instructions.	10
Knowledge article generation	One knowledge article generation request, including knowledge articles generated in any interface or channel.	10
Knowledge gaps detection	One request to generate clusters of the cases without relevant knowledge content across the instance.	750
Knowledge graph query	One call to Knowledge Graph as part of a custom skill or script.	1
L1 IT Service Desk AI Specialist	Incident assigned to the L1 IT Service Desk AI Specialist.	15
LEAP action reducer	One resolution steps generation request on a group of records. *Maximum of 50 records supported per group	125
Legal risk evaluation	One legal risk factor assessment request.	10
Live Agent handoff and message brokering	One session.	10
Lookups (Including ticket information, Group / DL,	One plugin execution Custom lookup tools counted as custom	0

approval records, conference rooms, people records)	skills (see 'custom call')	
Manage duplicate CIs	One multi-turn conversation to remediate tasks, create new templates, and/or conduct root cause analysis on tasks.	5
Matter summarization	One summarization request (including those invoked via workflow button or workspace configuration).	1
MCP server call	One call using NOW MCP Server	1
Mobile card generation	Create a mobile card using context provided by the user as well as context from the mobile experience the card is being added to.	10
Moveworks simple automations (Including unlock account, reset MFA, create / add to / remove from group / DL, provision software, approve / deny approval record, and any custom / Moveworks Agent Studio single-agent tools)	One plugin execution.	10
Multi-context synthesized answer generation	One answer generated.	0
Multi-record summarization for suppliers	One summarization request (including those invoked via workflow button, workspace, configuration, interface, or channel).	1
Multi-turn catalog ordering	One end-to-end catalog order.	10
NAF Alert generation	One request to generate alerts triggered by a scheduled job based on the criteria defined in the Needs attention scenarios.	1
NAF Alert reprioritization	One request triggered by a scheduled job based to re-prioritize the alerts generated already in the system or resolve the alerts automatically based on the actions performed by Recruiter/Recruitment Coordinator.	1
NAF Decision fields extractor	One extraction request triggered automatically to extract the table fields to evaluate the need attention scenario.	1
Order summarization for order capture / fulfillment	One summarization request.	1

Outcome summarization	One outcome summarization requested by the user.	1
Employee information summarization	One request to generate a comprehensive employee summarization and facilitate follow up.	10
Project status generation	One status report creation in project workspace.	10
Playbook generation	One playbook generation call triggered by user to generate a playbook from text.	2,500
Playbook generation (using images)	One playbook generation call to generate a playbook from text or an image.	2,500
Playbook recommendations	One accepted recommendation. An accepted recommendation will include selecting an activity from the recommendations spoke or manually selecting an activity that was also visible in the recommendations.	10
Playbook summarization	One request to generate a playbook summary capturing all activities, stages, and triggers.	5
Platform navigation	One navigation request via any interface or channel.	1
Purchase order line mapping	One invoice mapping request, mapping invoice line items to purchase order lines.	10
Policy-based approval decisions	Automate approval decisions based on business policy documents, using Intelligent Approvals. Defer decisions to humans when decisions are unclear.	25
Portfolio insights generation	One request to review the planning items in a portfolio plan for issues and risks, analyze root causes and recommend next best actions.	20
Post-incident analysis	One post-incident analysis (including root cause analysis, impact assessment, and lessons learned) generated during the flow of closing the security incident.	1
Pre-fill catalog form	Contextualize and streamline Catalog requests through the Catalog item form by leveraging AI to prefill fields based on user data, chat history, and more.	1
Proactive grouping recommendations	One request to generate alert grouping rule recommendations based on observed alert patterns.	500
Process inefficiency highlights analysis	One highlight request for identifying the most impactful outliers related to process inefficiency.	50

Procurement case summarization	One procurement case summarization request (including those invoked via workflow button, workspace configuration, interface, or channel).	1
Project charter document generator	One request to generate a project charter document in HTML format, using project data and a predefined template.	5
Project insights generation	One project summarization request in project workspace.	10
Project plan generation	One request to generate project detail and project tasks based on user input text and attachments.	10
Project risk generation	One request to generate AI identified project risks from the project details.	5
Purchase order lines table extraction – Hardware Asset Management	One document table extraction request (up to 10 pre-defined table columns per request).	25
Purchase order key extraction – Hardware Asset Management	One document field extraction request (up to 25 pre-defined fields per request).	25
Purchase order type Q&A - HAM	One document Q&A request (up to 15 pre-defined questions per request).	10
Recommended actions – SAM / SecOps	One request to generate recommended resolution steps.	5
Recommendation of similar control objectives	One request to deduplicate list of similar control objectives (invoked via UI or workspace configuration for selected control objective).	50
Refine records	One content refine request (elaborate/shorten) triggered by the user via UI.	1
Regex generation	One accepted Regex pattern by the user.	5
Regulatory alert impacted citations	One request to recommend (including those invoked via UI or workspace configuration) citations with improved accuracy; impacted due to regulatory alert (including those invoked via UI or workspace configuration) powered by NowLLM and Advanced AI Search/RAG.	20
Regulatory alert impacted control objectives	One request to recommend (including those invoked via UI or workspace configuration) control objectives with improved accuracy; impacted due to regulatory alert powered by NowLLM and Advanced AI Search/RAG.	20

Regulatory alert impacted policies	One request to recommend (including those invoked via UI or workspace configuration) policies with improved accuracy; impacted due to regulatory alter powered by NowLLM and Advanced AI Search/RAG	20
Regulatory alert summarization	One request to summarize (including those invoked via UI or workspace configuration) an incoming regulatory alert into a concise readable format powered by NowLLM.	1
Regulatory mapping with AI [controls recommendation]	One request to recommend (including those invoked via UI or workspace configuration) controls with improved accuracy and precision; impacted due to regulatory alert powered by NowLLM and Advanced AI Search/ RAG.	20
Request and requested item summarization for approvals	One request to summarize ITSM request or requested item requiring an approval to help approvers quickly understand the full context.	1
Resolution note / Security Incident resolution notes generation	One resolution note generation request (including those invoked via workflow button or workspace configuration).	1
Resource fit analysis	One request to generate a list of resource recommendations for project tasks.	10
Resume skill extraction	One request triggered by a user to extract the skills from the resume.	10
Risk event summarization	One request to summarize risk event requested to help users quickly understand the full context of the risk event record.	1
Risk assessment summarization	One risk assessment summarization request (including those invoked via workflow button, workspace configuration, interface, or channel).	1
RPA bot generation	One RPA bot generation call (including previews) triggered by user to generate an RPA flow from text.	500
SaaS user resolution	One call to analyze subscription data from incoming SaaS integrations and autonomously create User Resolution Rules to define how User Principal Names map to user records in SAM.	1,000
Saving estimation	One request to calculate and estimate cost and time saved for each automation.	5
Schedule event generation	One request to fill recurrence schedule form using natural language.	1

Schedule data discovery job	One request to schedule a data discovery job.	5
Scrum task generation	One request to generate scrum tasks from a user story.	5
Search (Including knowledge search, forms search, password reset portal deflection)	One plugin execution. *Responses incorporating Quick GPT or World Knowledge results consume 5 assists per result generated	0, 5*
Security incident quality analysis	One request to generate the quality report of a Security Incident against preconfigured natural language rules.	1
SEM insights	One request to generate top insights (up to 5) on Security Exposure Management (SEM) dashboards.	1
Sentiment analysis on Case	Analyze the sentiment on a Case and get ad hoc updates per its progress.	1
Sentiment analysis (case, incident, HR)	One sentiment call triggered either on record page load or schedule job (frequency of job can be configured by the customers).	1
Sentiment analysis dashboard generation	One request to generate sentiment analysis insights – Positive/Negative sentiment rationale, sentiment trend & progression across cases.	10
Service Bridge map generation	One request to generate a remote task definition map for Service Bridge via a UI action.	1
ServiceNow Otto panel conversation	One conversation in ServiceNow Otto panel. Conversation ends on the earlier of 1 hour of inactivity or change in intent (including execution of a new task).	5
ServiceNow Otto Q&A genius results (Search Q&A)	One answer card produced in AI Search results.	0
ServiceNow Otto Virtual Agent topics	One end-to-end Virtual Agent topic execution.	10
Service Graph Connector diagnosis	One request to diagnose issues with any Service graph connector.	1
Service health analysis	One request to generate insights across all Service Observability dashboards for a single service.	10
Service Observability dashboard analysis	One request to generate insights from a single Service Observability dashboard.	1

Service recommendation for interactions	One request to identify a recommended service definition mapped to a case type.	1
ServiceNow Lens	One call triggered by a user to read, understand, and respond to visual data and forms or preview the extracted information.	30
ServiceNow AI Assets (AI Systems, AI Models, AI Datasets, MCP Servers)	Turning on the managed flag on an AI Asset in AI Control Tower. Fee applies on a monthly basis.	200
Smart assessment response assist	One request to generate AI suggested answers on assessments (up to 15 questions per request)	10
Smart priority score generation	One automated call to generate a priority score and summary for a task.	1
SPC setup connector	One invocation by providing API documentation link via UI to generate API connector request parameters and response mapping details.	10
Skill Kit / custom call	One call to an LLM from a custom feature (skill) using Generative AI Controller. Calls exceeding 1,000 output tokens are considered multiple calls. Includes Auto Evaluation (calls scale with data records), Agentic Workflow Evaluation (calls scale with data records), and Voice Evaluation (calls scale with data records).	1
Standard ticket summary	One summarization request (including those invoked via workflow button, workspace configuration, interface, or channel).	1
Structured data analysis	One plugin execution.	10
Subflows and actions	One end-to-end conversational flow execution.	10
Suggested steps	One request to generate suggested steps for resolution of an incident or case.	25
Summarization (case / change / incident / security incident / dispute / claim / service problem case / test / work order / sourcing request / Purchase requisitions / account onboarding case / engagement / prompt configurability / alert / publisher compliance / touchpoint / supplier case / purchase order for specialists / purchase order for	One summarization request (including those invoked via workflow button, workspace configuration, interface, or channel).	1

requesters / negotiation and negotiation event / invoice case / procurement case / product compliance / Success initiative / Customer play / Internal Play / Custom app record / Quote / Compliant case / Investigate case / Employee relations interview / GRC case / Privacy case / Evidence / Error Log / Screen / Standard Ticket / Customer / Special handling notes)		
Synthetic data generation	One synthetic data record generated (with or without seed data) through ServiceNow Otto Data Kit. A dataset can contain up to 100 records.	1
Target generation	One request to generate a target for a goal based on the input text and goal information.	5
Task generation	One multi-turn conversation for generating tasks from Docs content, including adding the generated tasks to a CWM board.	5
Team digest generation	One summarization request by manager for the team's data, activity, latest insights, and next best actions.	10
Test case generation (Text-to-test)	One test case generation request.	50
Theme generation	One conversation in the ServiceNow Otto Panel or Theme generation widget to generate a custom brand theme and color palette from brand assets	5
Ticket actions (Including create / add comment, add translated comment, close / reopen ticket, Smart Handoff)	One plugin execution.	10
Third-party Risk Management issue recommendation	One request to generate Third-Party issue recommendations for an assessment.	100
TPRM issue summarization	One request to summarize a third-party issue.	1
Transition work notes analysis	One work notes analysis request.	250

Translate text	One plugin execution.	10
Trending topics dashboard generation	One request to generate insights on trending topics – top trending issues, impacted accounts, critical future topics.	10
User task step summarization	One user task step summarization request in Automation Center UI.	5
Voice agents	Agentic Workflow- Small, Medium, or Large (Page 4). Calls <30 seconds are not charged.	Agentic Workflow (S / M / L) Pricing
Widget generation	One generation of a widget.	500
Widget updation	One request to update an existing widget.	5
Wrap-up generation	One request to generate a wrap-up code and notes for a completed interaction.	1
Write code	One plugin execution.	5
Write email	One plugin execution.	5
Write planning items	Write planning item introduces quick actions to refine text, accelerate planning item creation while enhancing quality.	1
Work notes analysis	One work notes analysis request.	250
Work notes analysis for small transitions	One work notes analysis request (for records less than 25).	100
Workplace insights	One request to generate the Workplace insights on the dashboard.	10
Wrap-up generation	One request to generate a wrap-up code and notes for a completed interaction.	1