

**Now Platform<sup>®</sup>**  
**Xanadu Release**  
Upgrade Kit





# Safe harbor notice for forward-looking statements

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# Now Platform Xanadu release

In its latest Xanadu release, ServiceNow delivers new capabilities to scale business and technology to keep pace with rapid innovation and data proliferation in the world of AI

## Speed, scale, and data for ServiceNow customers

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

NEW: [RaptorDB](#)

## AI purpose-built for every industry

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

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

## Making AI actionable

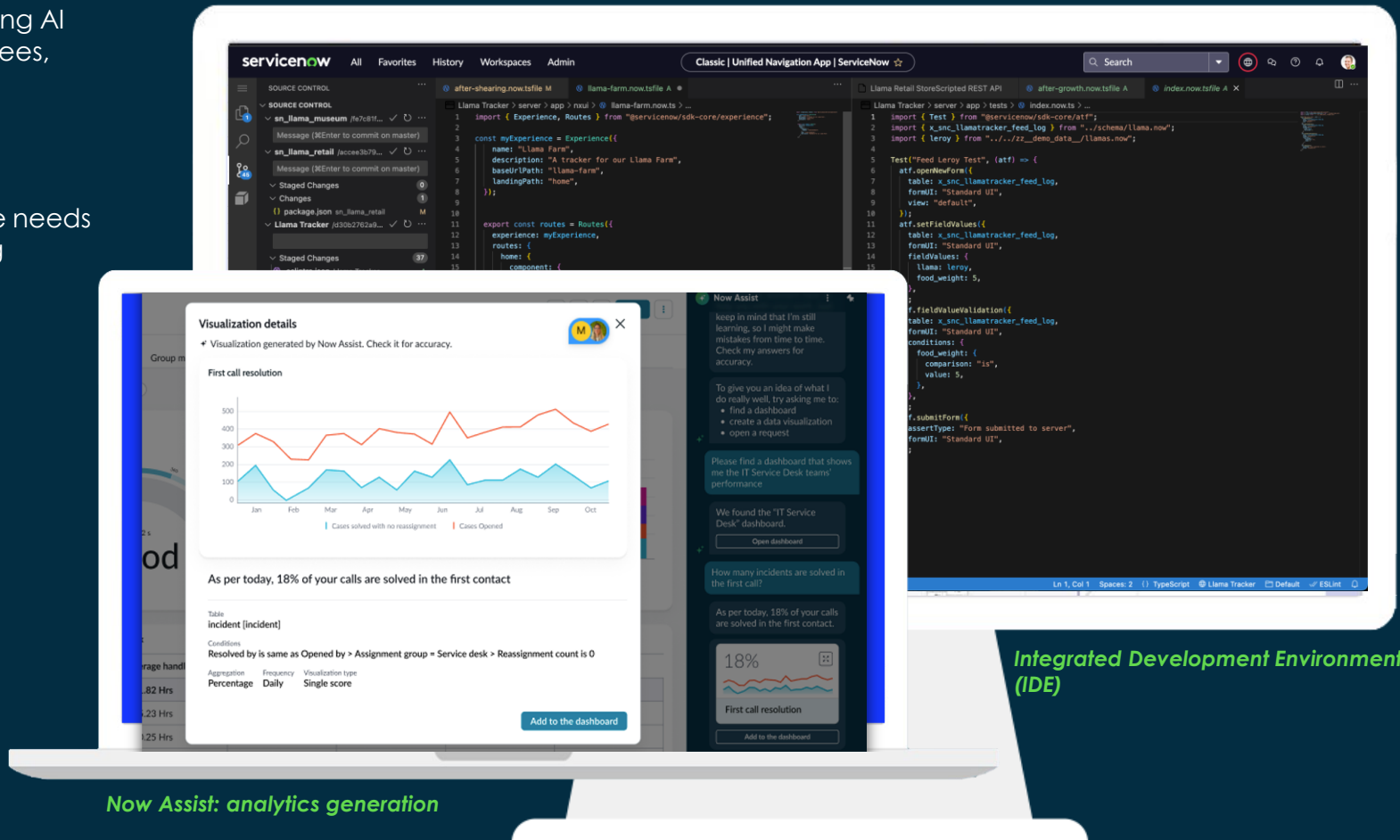
Now Assist makes it easy to take action with new analytics generation, custom AI skills development, reply recommendations and native integration with MS 365 and Slack all built on a single platform.

NEW: [Now Assist Skill Kit](#), [data visualization generation](#), [Microsoft Copilot](#) and [Slack integrations](#), [email/chat reply recommendations](#), [guided self-service](#)

## Service & operational resiliency

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

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



Integrated Development Environment (IDE)

Now Assist: analytics generation



# Table of Contents

Click the buttons to go directly to the section/s relevant to you



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners





# Now Platform<sup>®</sup>

Now Assist

Core Technology

Platform Security

ServiceNow Impact



Now Platform<sup>®</sup>



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact<sup>™</sup>



Upgrading to  
Xanadu release



Partners



# What's new in the Xanadu release



## Now Assist ✨

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

## Core technology

- RaptorDB
- ServiceNow IDE

## Platform Security

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

## ServiceNow Impact

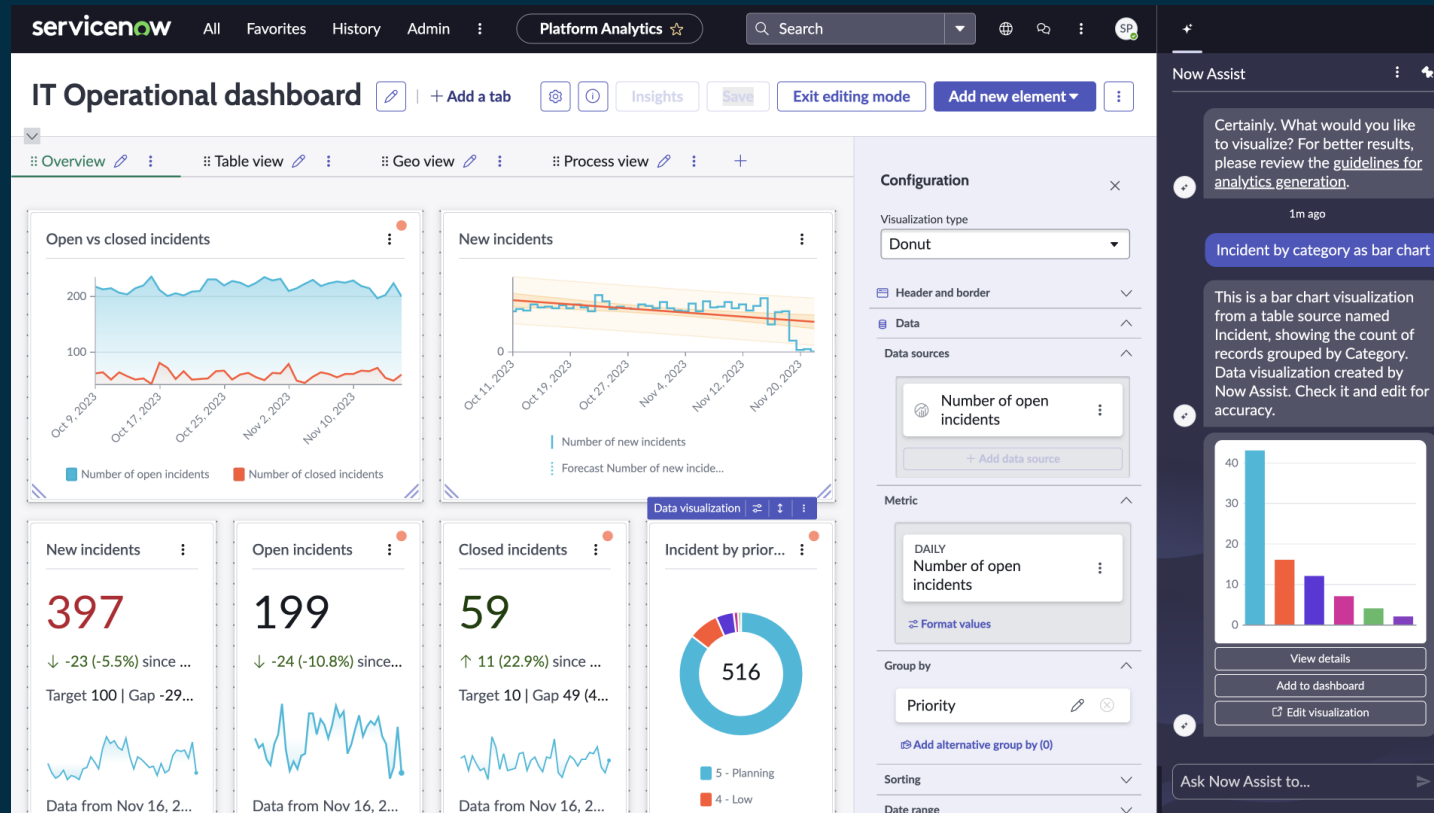
- Impact adoption accelerators
- Impact assessment accelerators
- AI recommendation engine enhancements
- Instance Observer – UX Insights
- Health assessment dashboard enhancements – automated insights
- Value blueprint enhancements





# Data visualization generation

Powered by Now Assist



Creator Pro Plus

## Generate interactive visualizations in a simple conversational experience

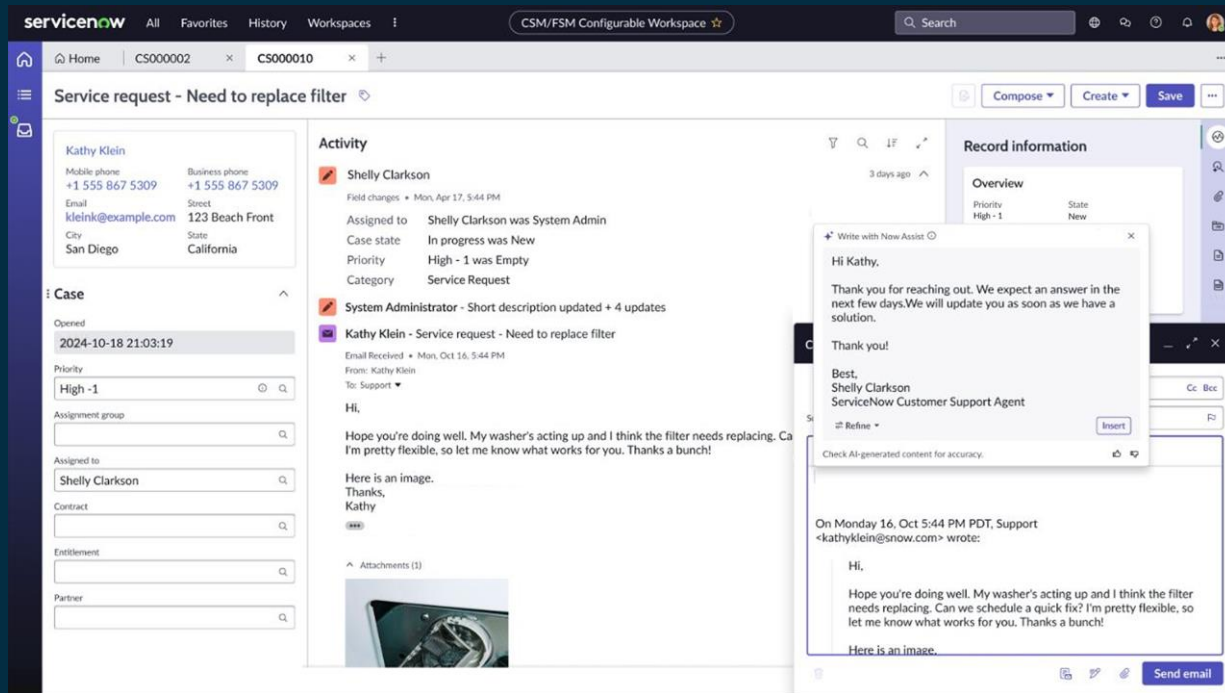
- 1 Empower users with any level of data expertise to easily create analytics visualizations
- 2 Facilitate informed decision-making through instant access to dynamically updated analytics
- 3 Unlock continuous data exploration and refinement of analytics insights for business users





# Chat and email reply generation

✦ Powered by Now Assist



\$ Pro Plus

## Automatically generate reply recommendations for chats and emails

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





# Custom skills development

✦ Powered by Now Assist

The screenshot displays the ServiceNow Now Assist Skill Kit interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Admin', and a search bar. The main content area is titled 'Summarize Child Incidents Prompt' and includes a toggle to 'Make it the default Prompt for Now LLM Generic', an 'Update prompt' button, and a 'Configurations' button. The left sidebar shows 'Skill contents' with sections for 'Skill inputs' (Incident), 'Skill outputs', 'Tools' (ChildIncidentDetailsFetcher), and 'Prompts' (Now LLM Generic). The main area contains a 'Prompt' section with a text editor and a 'Test prompt' section with a 'Run tests' button.

**Skill contents**  
The different elements used to compose your custom skill

Skill inputs  
Incident

Skill outputs

Tools  
ChildIncidentDetailsFetcher

Prompts  
Now LLM Generic

**Summarize Child Incidents Prompt**  
Make it the default Prompt for Now LLM Generic (Now LLM Generic) ☐ Update prompt Configurations

**Prompt**  
You are a customer service representative. Summarize the child incidents of the below given parent incident. The summary should contain key issues and impact across the child incidents, highlighting any patterns, recurring problems, or significant outliers. When summarizing, please consider the following:  
Common Issues: Identify and summarize any recurring or common issues among the child incidents.  
Overall Impact: Describe the collective impact of the child incidents on the organization or users.  
Patterns and Trends: Highlight any noticeable patterns or trends from the child incidents.  
Notable Incidents: Mention any particularly severe or unusual incidents that stand out.  
Resolution Summary: Provide a brief overview of the resolutions or steps taken, if available.  
You are optionally given the following details from the incident:  
Parent incident short description: {{incident.short\_description}}  
Parent incident description: {{incident.description}}  
  
Here are the child incident details:  
  
{{ChildIncidentDetailsFetcher.details}}

136 words

**Test prompt**  
Response Grounded prompt

Now Assist Skill Kit

\$ Professional or Enterprise Plus

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

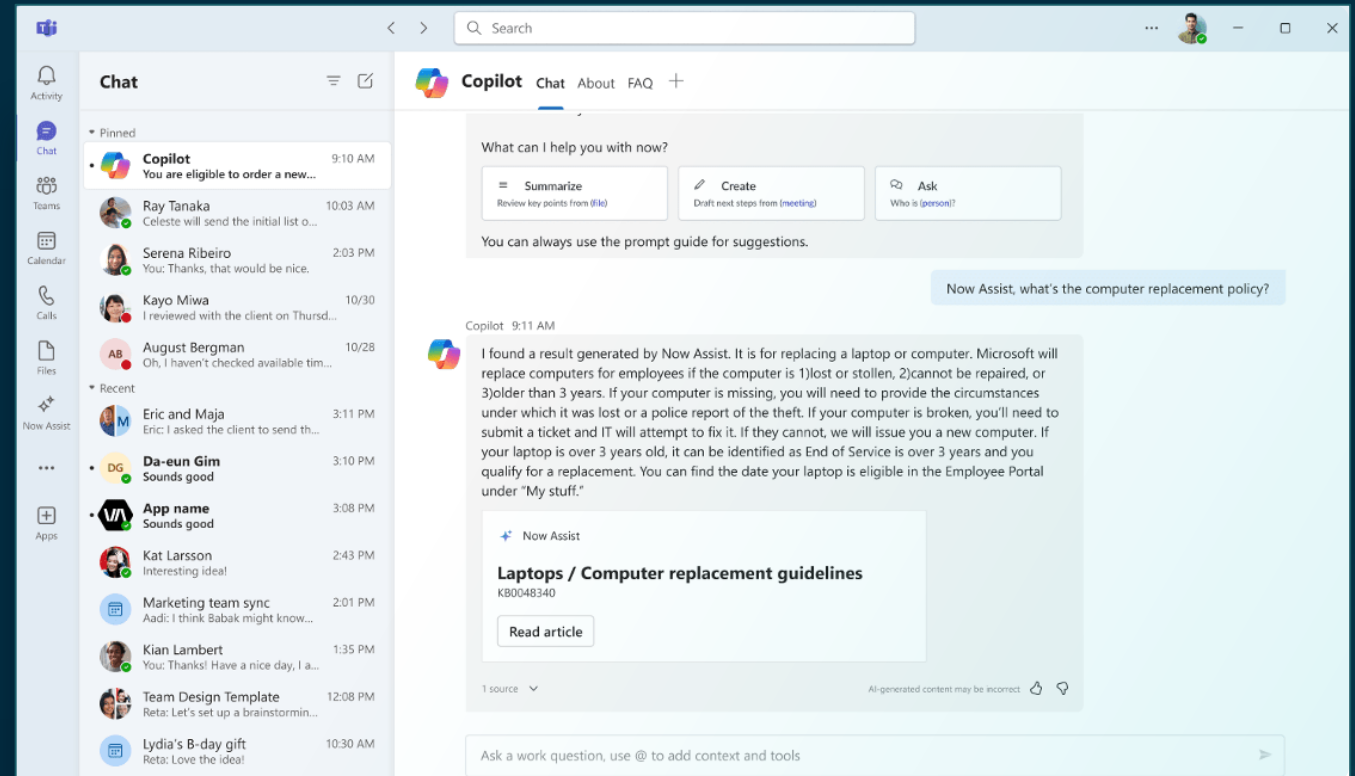
- 1 Create GenAI skills and underlying prompts
- 2 Connect to platform data seamlessly to improve context and accuracy
- 3 Select providers (models) and deployment locations



# Introducing the Now Assist & Microsoft Copilot integration

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

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

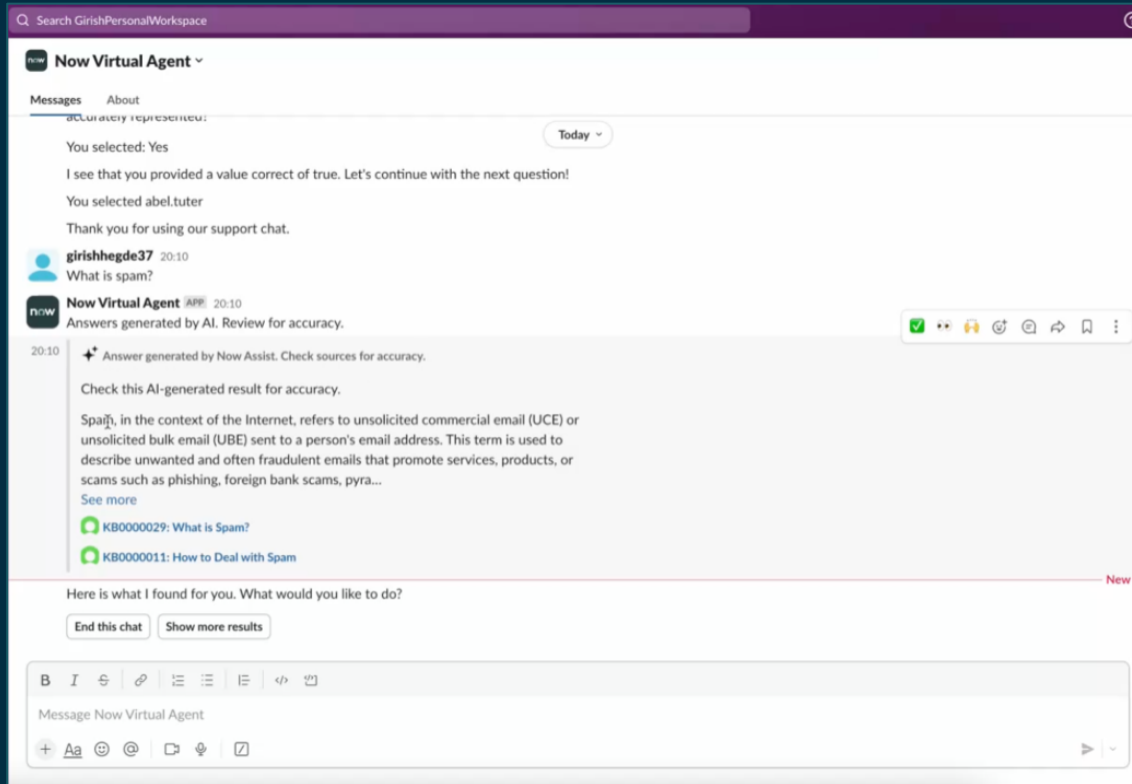


 **Now Assist** +  **Copilot for M365**





# Slack integration



\$ Professional or Enterprise Plus

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

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





# What's new in the Xanadu release



## Core technology

- RaptorDB Pro
- Integrated Development Environment



# RaptorDB Pro



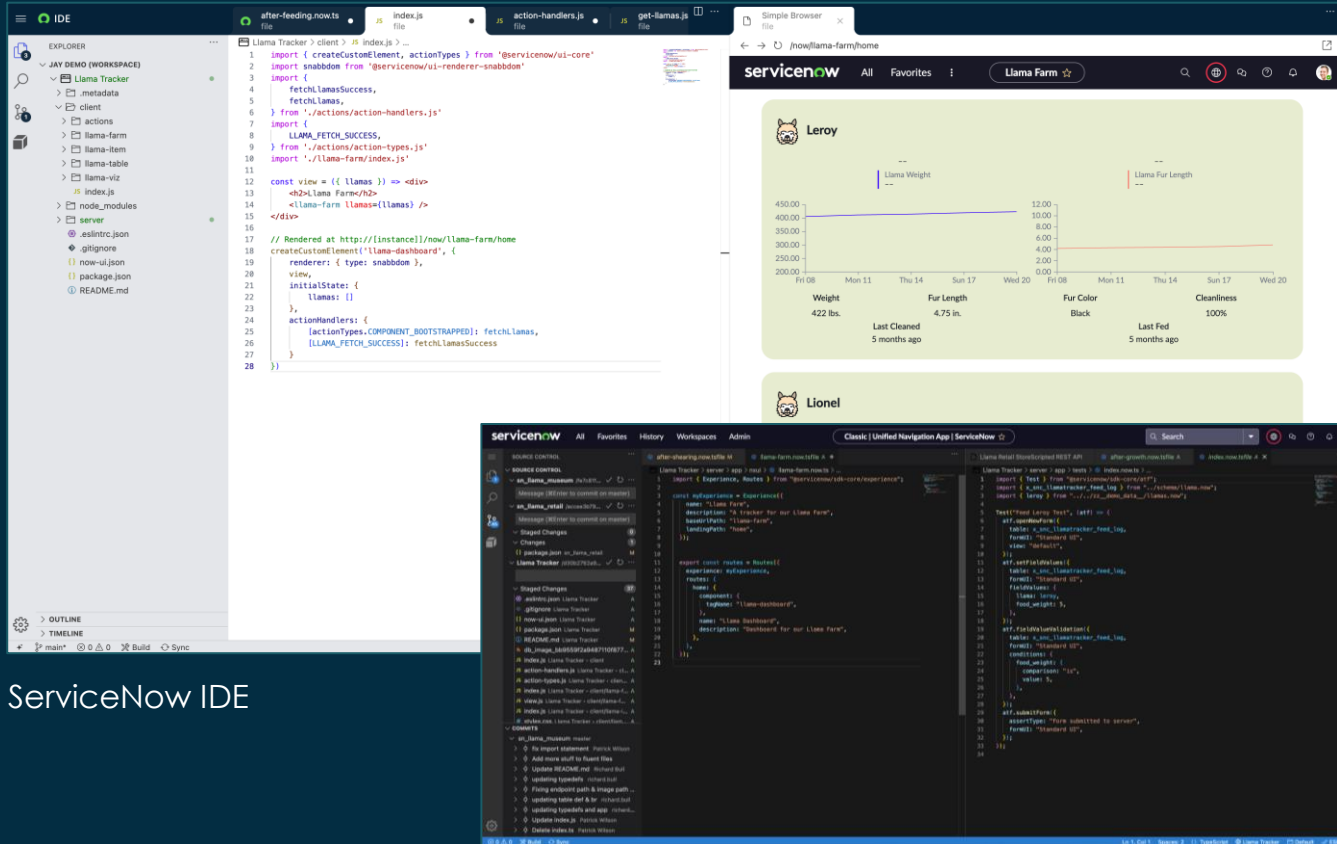
## Support transactional and analytics workloads with a single architecture

- 1 Ultra-scale performance to support Now Platform GenAI and machine-scale data use cases
- 2 Receive faster results on bigger jobs, resulting in less wait time for answer and insights in reporting, dashboards, or ad-hoc analysis
- 3 Enhance performance with columnstore indexes and query parallelism





# Integrated Development Environment



ServiceNow IDE

## Tightly integrated code development experience for the Now Platform

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



# What's new in the Xanadu release



## Platform Security

- Data Privacy enhancements
- Access Control enhancements
- Access Analyzer enhancements
- Security Center enhancements



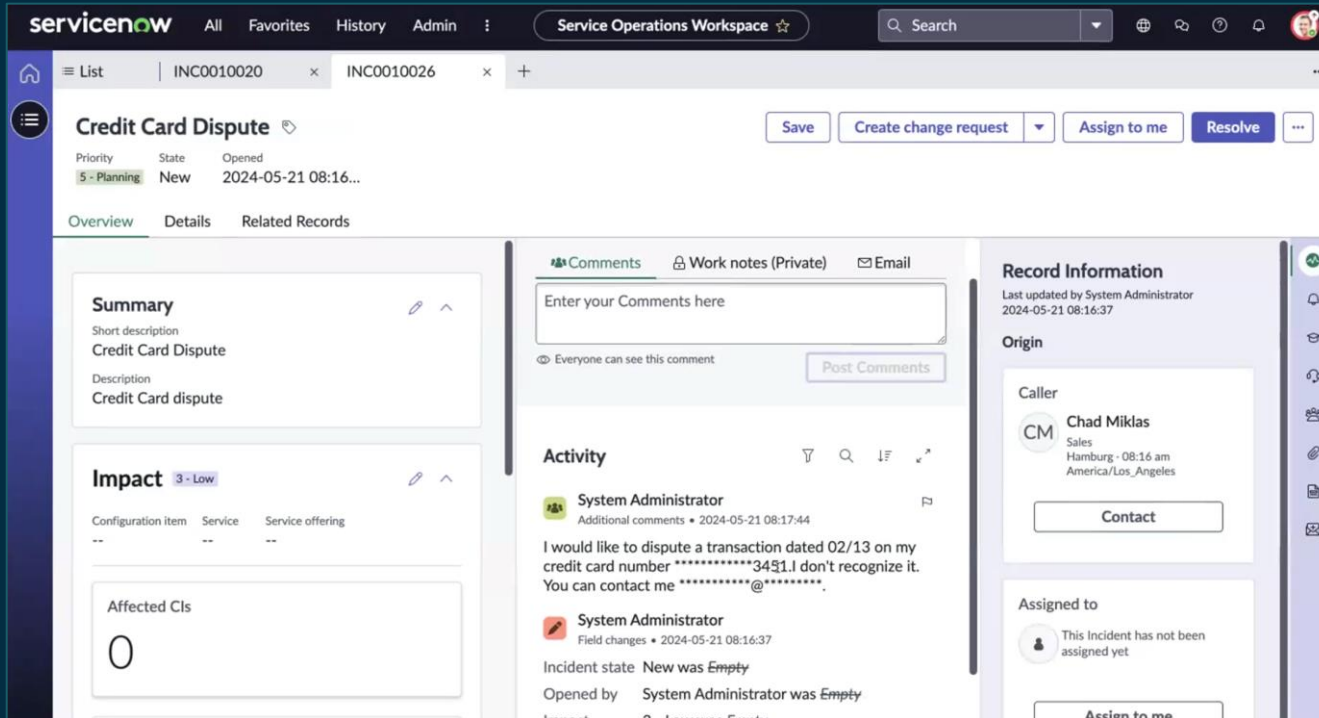
# Data Privacy enhancements



ServiceNow Vault or Standalone SKU

## Expanded discovery and anonymization capabilities

- 1 Discover and handle sensitive data in journal fields within modern UI applications
- 2 Enhanced real-time sensitive discovery to apply existing rules for discovery and anonymization tasks and inbound emails
- 3 Target specific fields that may contain Personally Identifiable Information rather than scanning a full table



The comment added by the System Administrator contains PII. Based on existing data patterns the sensitive information was anonymized in real-time.



# Access Controls enhancements

## Deny unless Access Control list

Access Control configuration interface for a record type. The configuration includes:

- Type: record
- Operation: Allow If
- Decision Type: Deny Unless
- Admin overrides: ☒
- Protection policy: -- None --
- Name: Project [pm\_project]
- Description: Deny read for records in pm\_project if the record matches the criteria (u\_private=true^EQ), unless the ACL condition (additional\_assignee\_listDYNAMIC90d1921e5f510100a9ad2572f2b477fe^EQ) evaluates to true.
- Applies To: No. of records matching the condition: 1
- Conditions: Confidential is true

Conditions section:

Access Control Rules have two decision types, and these types will behave differently depending on conditions.

1. Allow Access: Allows access to a resource if all conditions are met.
2. Deny Access: Denies access to a resource unless all conditions are met.

[More Info](#)

**Allows users to explicitly deny access to data unless the condition matches**

- 1 Create powerful and granular access policies on the platform with the combination of allow and deny unless Access Control lists
- 2 When creating an access control introduces a new decision type that denies access to a resource unless all conditions are met



# Access Analyzer enhancements

## Access Simulator

The screenshot displays the ServiceNow Access Analyzer interface. The top navigation bar includes the ServiceNow logo, navigation links (All, Favorites, History, Workspaces, Studio), a search bar, and a user profile icon. The main header reads "New simulation: Add a Role to the user" with "Start over" and "Exit" buttons. A left sidebar contains a menu with "Simulation criteria", "Preview changes", "Simulated results" (selected), and "Take action". The main content area is titled "Simulated results" and shows a table of operations for user "Linda Cox" with role "analytics\_viewer" on table "search\_analytics" as of "Nov 21, 2023 10:10:12". Below the table is a "Next" button.

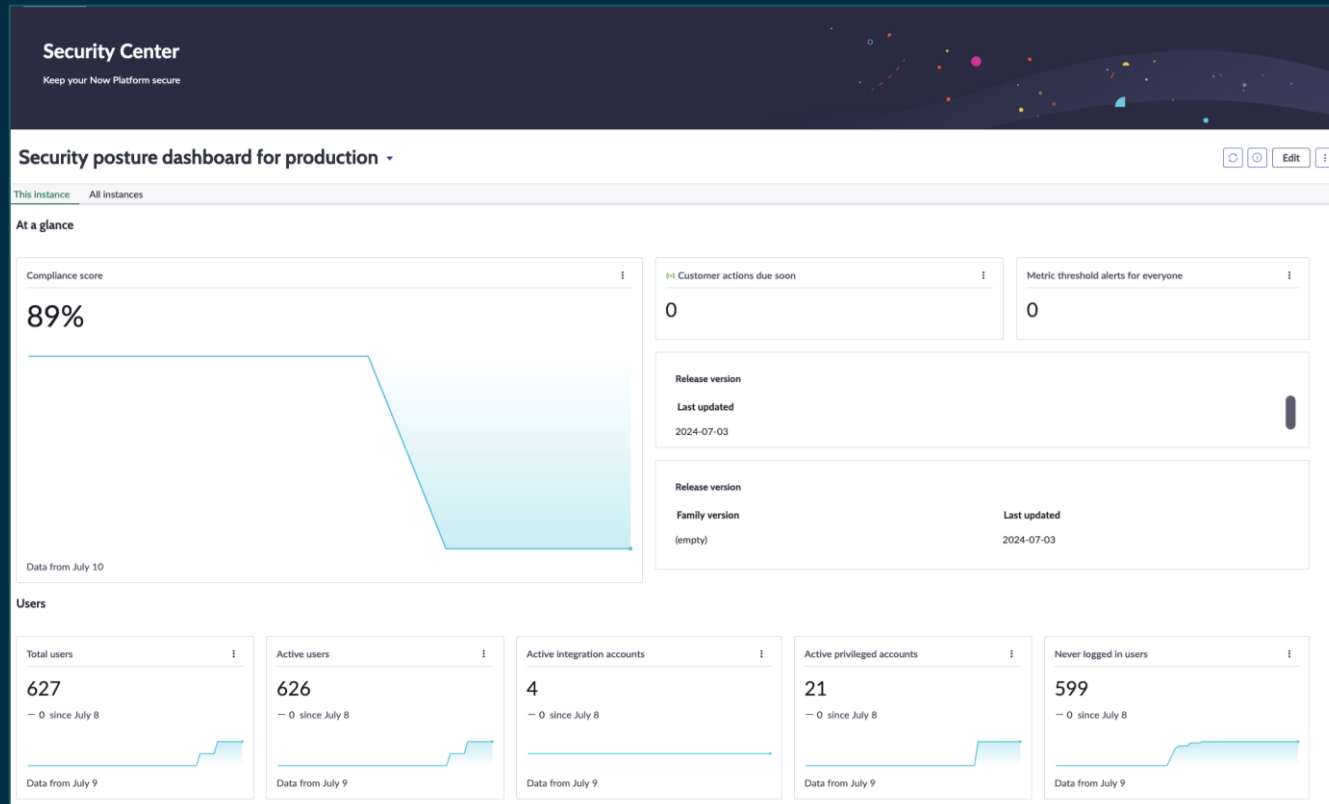
Operations	Present status	Simulated status
Read	Passed	Passed
Write	Blocked	Passed
Execute	Passed	Passed
Delete	Blocked	Blocked
Create	Passed	Passed
List edit	Passed	Passed
Report on	Passed	Passed
Report view	Passed	Passed
Save as template	Passed	Passed

## Simulate a user's access before applying role and group changes

- 1 Preview how a user's access to resource(s) would change based on the user's roles or groups membership
- 2 Verify the effectiveness of changes in order to reduce the risk of unintended access
- 3 Apply changes to group and role membership after confirming intended access is assigned



# Security Center enhancements



Security Posture Dashboard

## Gain visibility in security KPIs and create bespoke notifications on the platform

- 1 Security Posture Dashboards:** View in a single place all critical security KPIs across all instances
- 2 Security Event Notifications:** Create policies without creating code that trigger notifications when users or system accounts take action in the Now Platform
- 3 Security Banner Announcements:** Trigger new banners in instances that are visible to System Admins and inform them of new, urgent security threats with additional detail



# What's new in the Xanadu release



**ServiceNow  
Impact**

## Accelerate adoption and increase efficiency

### Speed adoption

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

### Optimize platform health

- Instance Observer – UX Insights
- Health assessment dashboard enhancements – automated insights

### Manage value


- Value blueprint enhancements



# Impact adoption accelerators

## Accelerators

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



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

### Jumpstart Your Issue Auto Resolution

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

🕒 30 days

Technical

### Jumpstart Your Document Intelligence

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

🕒 30 days

Technical

### Jumpstart Your Process Mining

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

🕒 30 days

Technical

### Jumpstart Your CSDM

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

🕒 30 days

Technical ★ Recommended

**Packages:** Guided, Advanced, Total

## Adopt new products faster

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





# Impact assessment accelerators

### Accelerators

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

#### Architecture

Follow guidance that's aligned to architectural best practices to create a platform built for scale.

#### Strategy

Upskill your team and align with organizational and governance best practices.

#### Technical

Use demonstrations, personalized coaching, and best practice tips to increase user engagement

#### Integrated Risk Management Maturity...

Assess your organization's use of Integrated Risk Management.

⌚ 30 days

Architecture

#### Software Asset Management Maturity...

Assess your organization's use of Software Asset Management (SAM).

⌚ 30 days

Architecture

#### CSDM Assessment - Technical Services

Equip your team to design and configure technical service offerings more quickly.

⌚ 30 days

Architecture

#### UX Taxonomy Review & Design

Optimize portal navigation and content structure, focusing on Knowledge and Catalog to improve and help users easily find the right information.

⌚ 30 days

Architecture

## Get the most out of your existing products

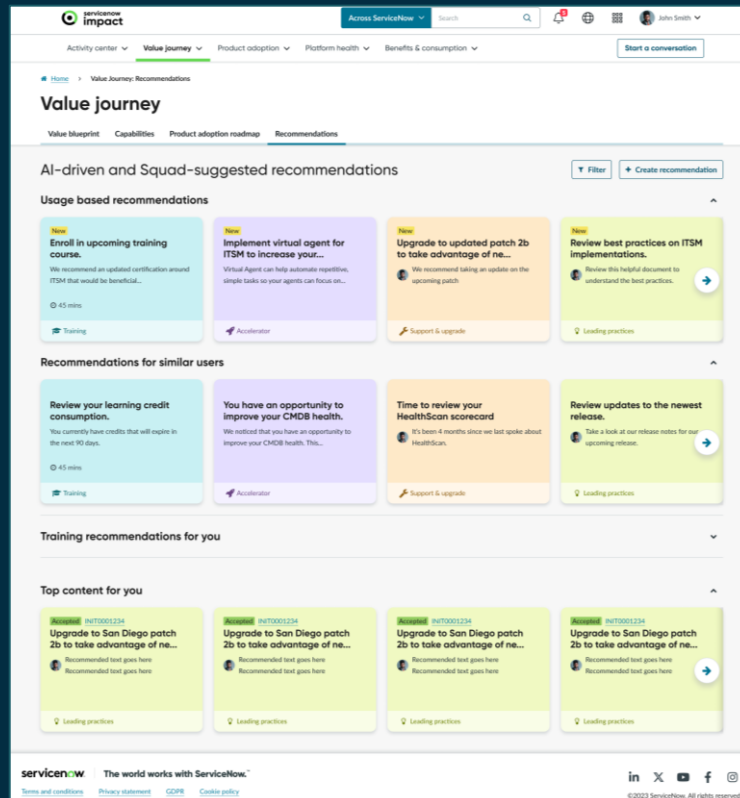
- 1
- Maximize the value of your ServiceNow investment with new assessment accelerators for:
- Integrated Risk Management <sup>A,T</sup>
  - Software Asset Management <sup>A,T</sup>
  - CSDM – Technical Services <sup>A</sup>
  - CSDM – Business Services <sup>A</sup>
  - UX Taxonomy Review & Design <sup>A,T</sup>

A = Advanced Package  
T = Total package





# AI recommendation engine enhancements



**Packages:** Guided, Advanced, Total

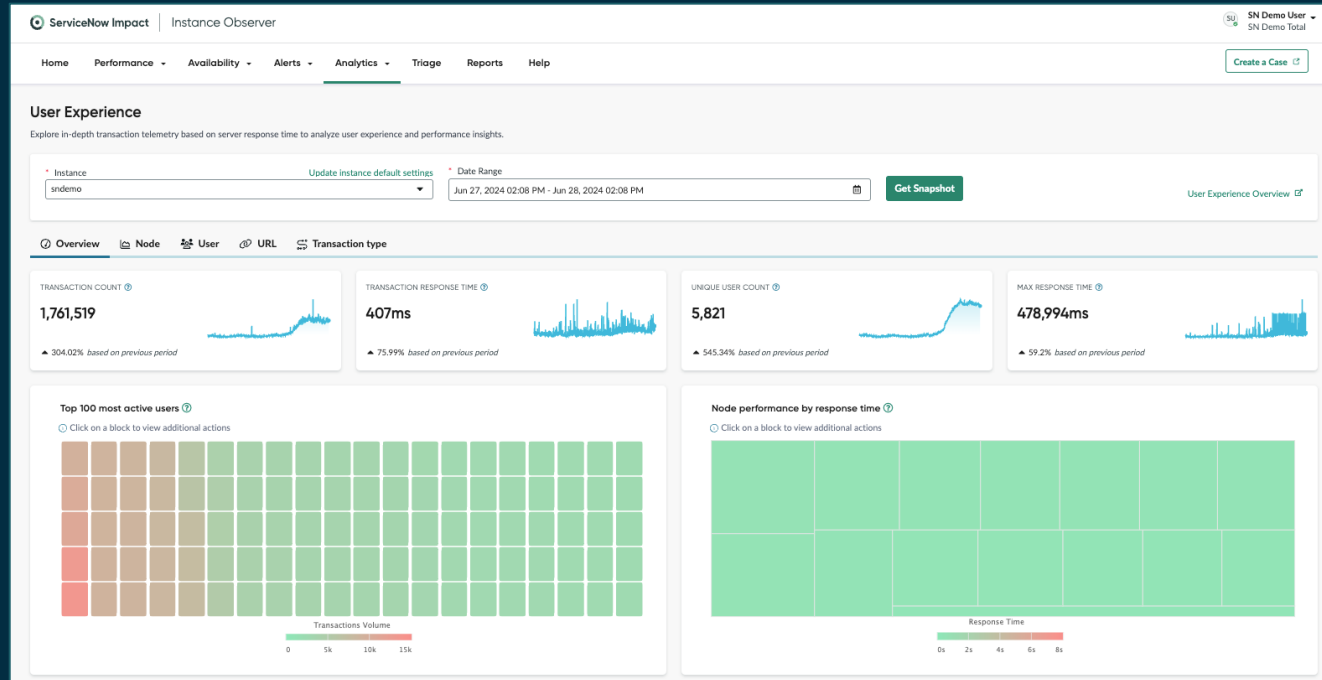
## Accelerate outcomes with more timely recommendations

- 1 Receive relevant recommendations quickly, triggered by similar or related Impact initiatives completed
- 2 See the reasons behind each recommendation on the "All Recommendations" page that features an updated UI and richer contextual detail





# Instance Observer – UX Insights



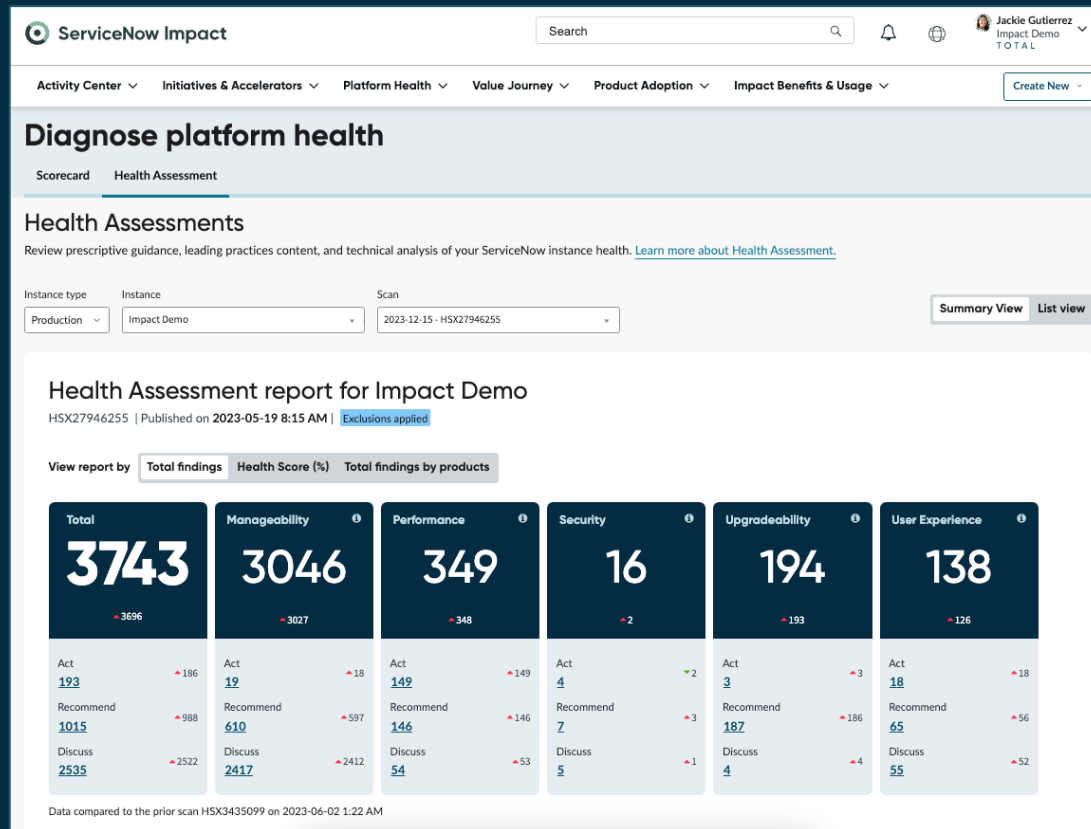
Packages: Total

**Resolve issues that affect end users faster—with more detailed data**

- 1 See how platform performance is directly impacting users by visualizing performance data at the transaction level.
- 2 View data based on these attributes:
  - URL causing increases in transaction response time
  - Node and transaction type level data for outliers
  - Users impacted by an outage or service degradation
  - Userbase visualization based on transaction volume



# Health assessment dashboard enhancements – automated insights



**Packages:** Guided, Advanced, Total

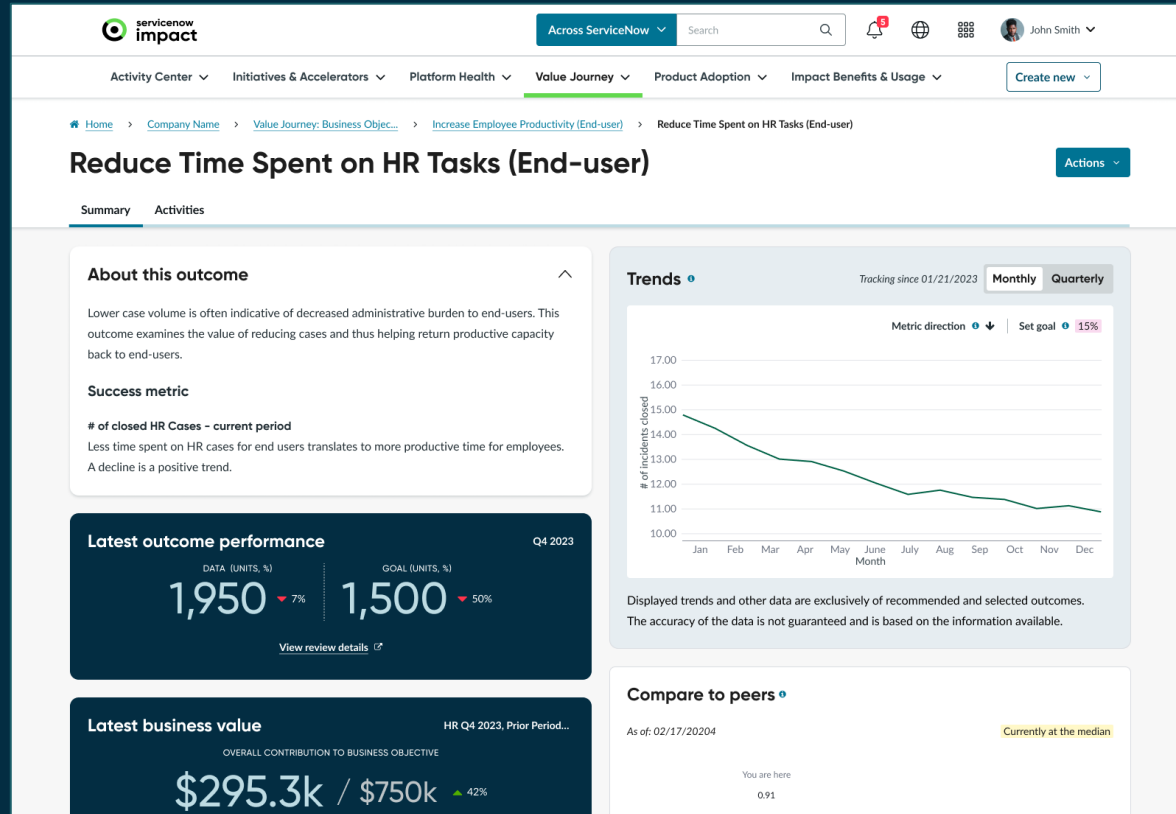
## Fix platform health issues faster with automated recommendations

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





# Value blueprint enhancements



**Packages:** Guided, Advanced, Total

## Track business value and outcomes more accurately

- 1 Generate a new value blueprint to replace one that is out of date
- 2 Build automated value blueprints for multiple instances
- 3 Automate data collection for App Engine and Enterprise Architecture (formerly APM) products





# Technology Workflows

IT Service Management &  
DevOps

IT Operations Mgmt &  
Configuration Mgmt  
Database

Asset Management

Security Operations

Strategic Portfolio  
Management

Collaborative Work  
Management

Enterprise Architecture

Operational Technology  
Management

Risk Products

Environmental, Social and  
Governance





# Now Platform® Xanadu release

IT Service Management





# What's new in the Xanadu release



## IT Service Management

### Automate and accelerate IT services and operations

#### IT Service Management

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





# Digital End-User Experience enhancements

\$ Add-on SKU

Continuously improve the technology experience for your employees

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

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

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

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





# Service Operations Workspace enhancements

The screenshot displays the Service Operations Workspace interface. The main panel shows incident details for 'vpn issues' (INC0010318). The incident is in the 'Planning' state, created on 2024-03-18 at 02:12. The description is 'vpn is not working'. The caller is 'Amos Linnan' and the location is 'Bockenheimer Landstraße 223, Frankfurt'. The channel is 'Inquiry / Help' and the category is 'Inquiry / Help'. The subcategory is 'None'. The impact is 'Low' and the priority is '5 - Planning'. The activity log shows a comment by 'apeksha.deval@snc' at 2024-03-18 02:12:25. The 'Recommended actions' panel on the right suggests several actions:

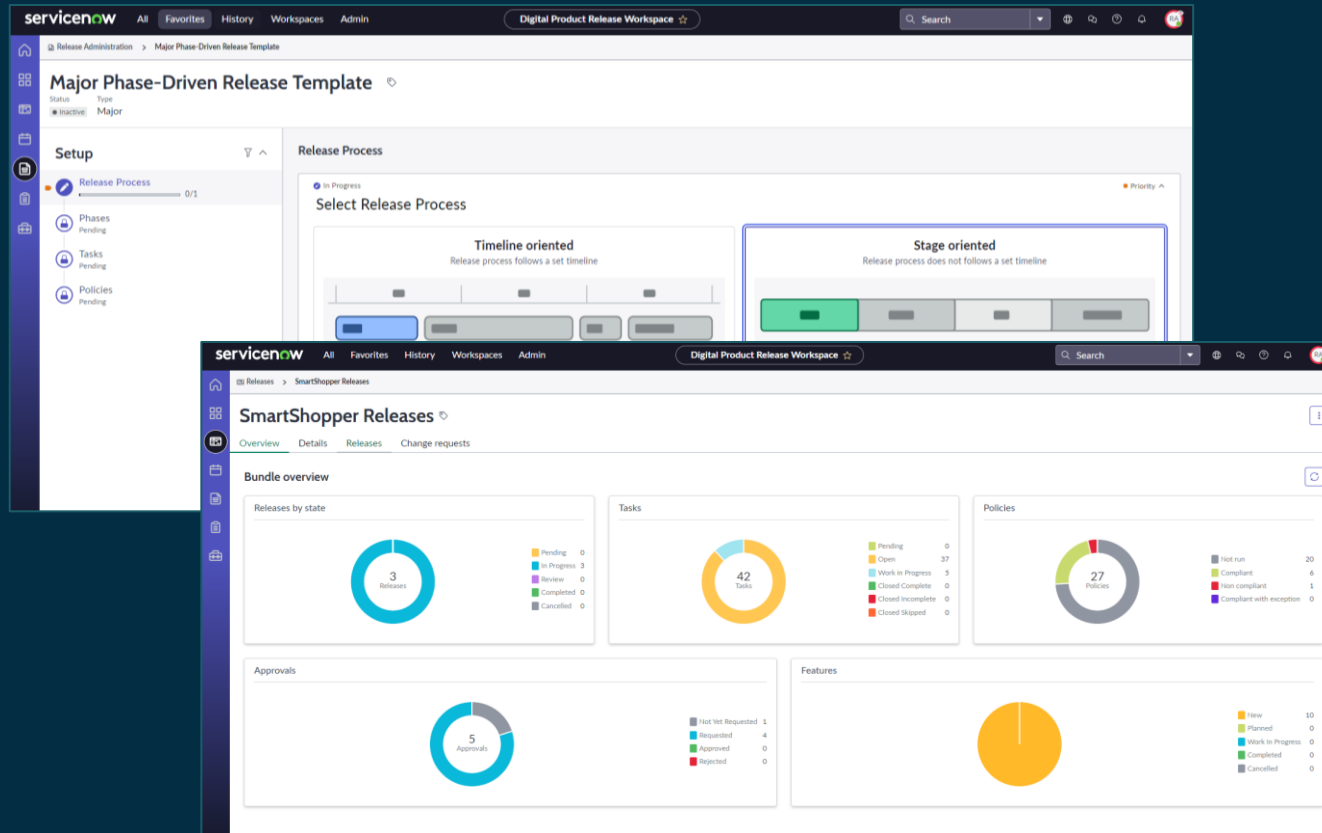
- Potential major incident candidate:** Propose a major incident. 9 similar high impact incidents have been created in the recent past. (Buttons: Dismiss, Propose)
- Knowledge:** Microsoft Outlook Issues. KB99999999. System Administrator. (Buttons: Dismiss, Review and attach article)
- Copy resolution notes:** Issue with: VPN. Incident: INC048882. Service: VPN. Configuration item: -CI not found. Solved (Permanently). (Buttons: Dismiss, Copy)
- Knowledge:** Email Interruption Tonight at 11:00 PM Eastern. (Buttons: Dismiss, Copy)

## Reduce swivel chairing and resolve incidents faster

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



# Digital Product Release



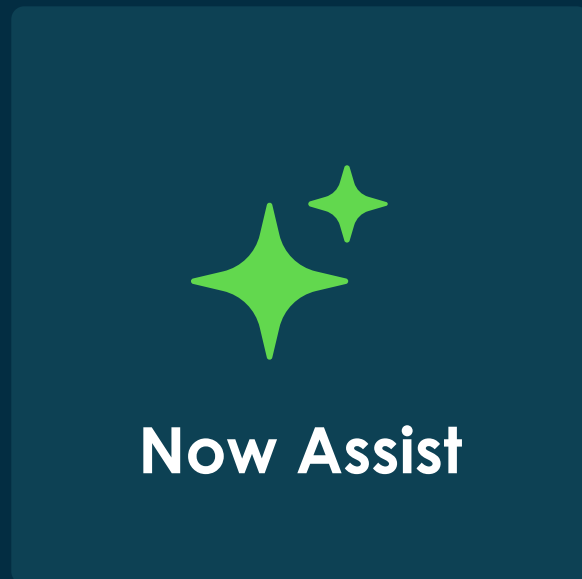
\$ Professional or Enterprise

**Gain end-to-end visibility into and automate release readiness**

- 1 Speed migration from legacy Release Management with simplified utilities
- 2 Additional flexibility to manage product releases based on a defined timeline or objective completion
- 3 Simplify release and product management and reporting by defining parent & child relationships



# What's new in the Xanadu release



## Now Assist for IT Service Management

- Change summarization
- Microsoft Copilot integration
- Knowledge article generation (multi-source)





# Now Assist for IT Service Management

✦ Powered by Now Assist

The screenshot displays the ServiceNow interface for a change request. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The main header shows 'Service Operations Workspace' and a search bar. The left sidebar contains navigation icons for 'List', 'Overview', 'Details', 'Change tasks', and 'Related records'. The main content area shows a change request titled 'TE831 table need to be updated' with a risk level of 'High' and a state of 'Closed'. Below the title, there is a progress bar with stages: New, Assess, Authorize, Scheduled, Implement, Review, Closed, and Canceled. The 'Change Request summarized by Now Assist' section is highlighted, showing a detailed summary of the change request, including the objective, plan, close notes, risk, and incidents caused by the change. The summary is generated by Now Assist and includes a 'Share to work notes' button. The bottom of the summary shows the update date 'Updated 2024-07-18 23:18:23' and a note to 'Be sure to check AI-generated summaries for accuracy.'

\$ Professional or Enterprise Plus

## Replace menial tasks with meaningful work

- 1 Quickly come up to speed by summarizing change requests and related data
- 2 Seamlessly integrate between Now Assist and Copilot to increase agent and employee productivity
- 3 Generate more accurate knowledge content by automatically drawing on information from multiple incidents



# Now Platform® Xanadu release

IT Operations Management & CMDB





# What's new in the Xanadu release



## IT Operations Management

### IT Operations Management

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



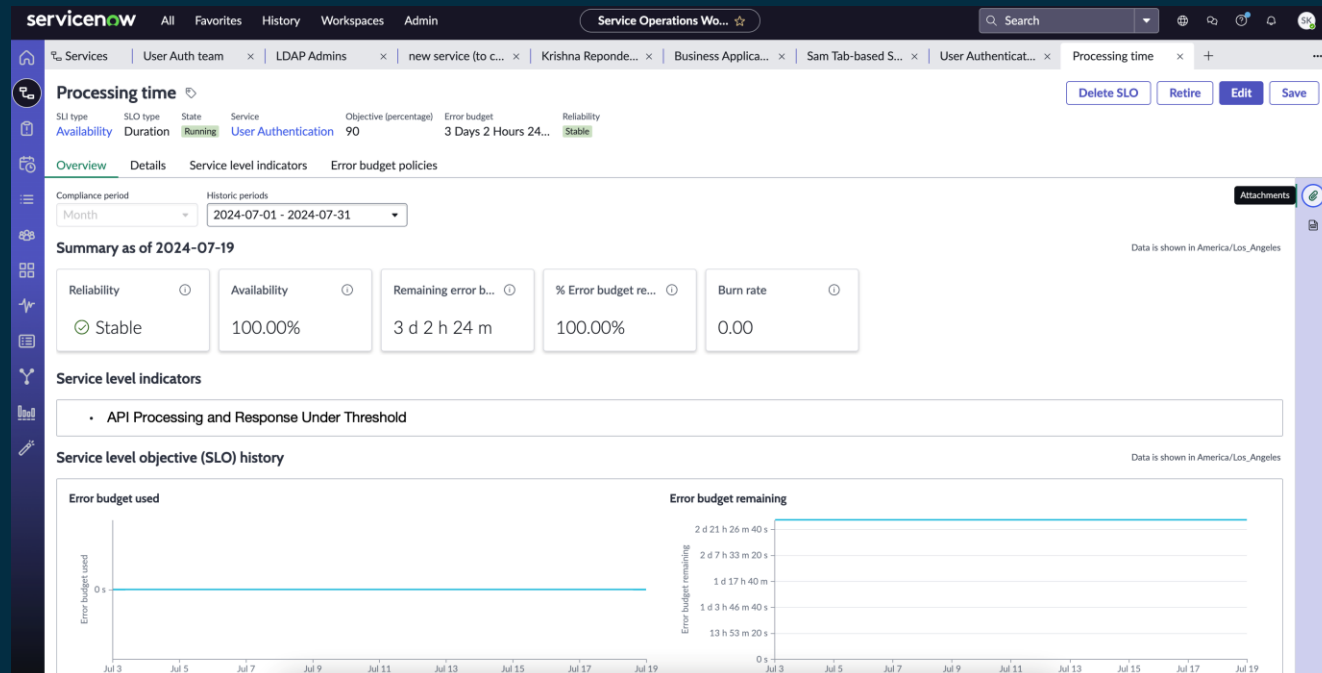


# Service Reliability Management

\$ Professional or Enterprise

## Visibility into the end-to-end performance and alerting on business critical services

- 1 Deliver proactive end-to-end tracking and alerting of business critical services to improve uptime and reliability
- 2 Empower teams to take full ownership of the services they are responsible for and improve the pace of innovation
- 3 Automatically correlate alerts to service level objectives (SLOs)



Embrace site reliability engineering best practices with SLI/SLO





# Automated alert context

**servicenow** All Favorites History Workspaces Service Operations Wo... Search

**Alert automations**  
Speed resolution time by adding service context, reducing noise, escalate and notify responders.

Automations run in the following order:  
Add service context  
Grouping  
Escalate & notify

These automations help reduce noise by grouping related alerts under an initiating (first of its type) alert.

**Grouping automations** 16 Create automation

<input type="checkbox"/> Name	Order	Active	Description	Applies To	Clustering timeframe (minutes)
<input type="checkbox"/> Group alerts with the same Application and Location [Checkout]	10	true	Group alerts with the same Application and Location [Checkout]	Global	10
<input type="checkbox"/> Group same three octets	1,000	false		Global	15
<input type="checkbox"/> Group same Application	1,000	true	Group alerts impacting the same application	Global	10
<input type="checkbox"/> Group by field assigned to	1,001	true	Correlate based on the field assigned to	Global	60
<input type="checkbox"/> Group alerts with the same CI	9,010	false	Cluster all alerts from the same CI, created in the last 10 minutes [OOB]	Global	10
<input type="checkbox"/> Group alerts with the same Node	9,020	true	Cluster all alerts from the same Node, created in the last 10 minutes [OOB]	Global	10
<input type="checkbox"/> Group alerts with the same Type, Metric and Source	9,040	false	Cluster all alerts from the same type, metric and source instance, created in the last 10 minutes [OOB]	Global	10
<input type="checkbox"/> Group alerts with the same IP address	9,050	false	Cluster all alerts from the same ip_address, created in the last 10 minutes [OOB]	Global	10
<input type="checkbox"/> Group alerts with the same Node and Metric	9,060	false	Cluster all alerts from the same node and metric, created in the last 10 minutes [OOB]	Global	10

\$ Professional or Enterprise

## Enrich, group, and escalate alerts, prior to having a mature CMDB

- 1 Enrich alerts with business context in fields and tags - enable correlation even without a fully mature CMDB
- 2 Simpler and more intuitive UX to group alerts using common fields or tags and based on exact match, fuzzy match or patterns
- 3 Easily escalate alerts to incidents and setup notifications for teams of alerts via email



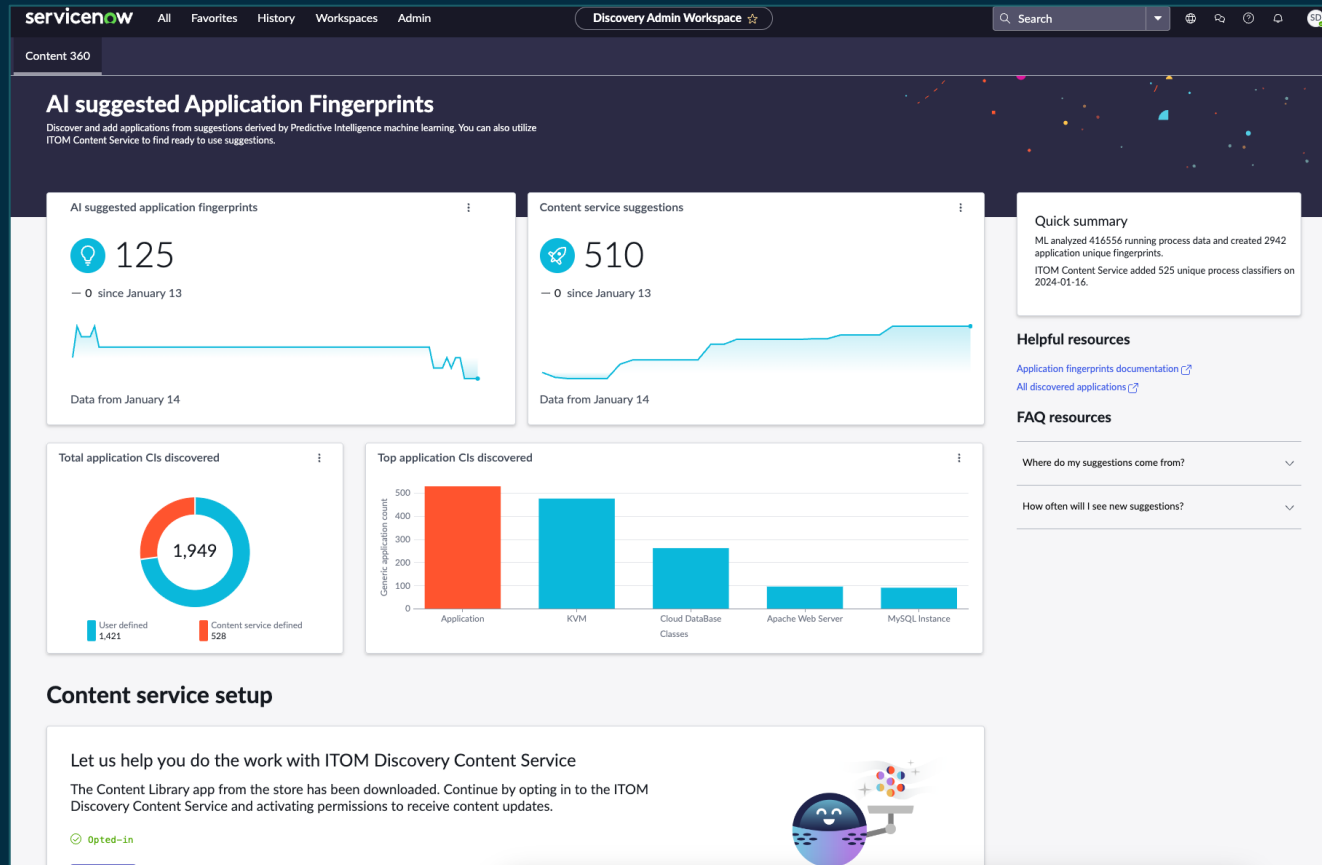


# Discovery Admin Workspace

\$ Professional or Enterprise

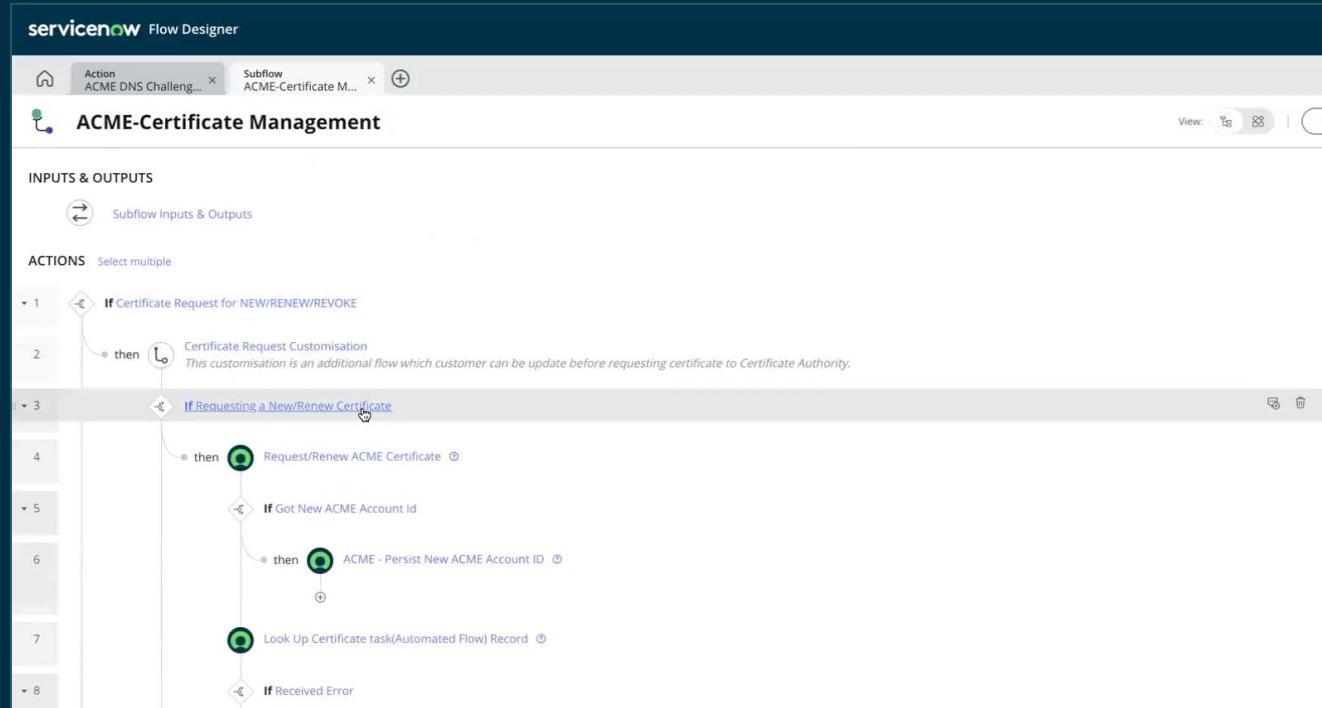
**Start by adopting a powerful content service, but don't end there**

- 1 Opt-in to a new content service to make discovery far more powerful
- 2 Take your team's discovery abilities to the next level with better visualizations of running discovery processes
- 3 Jump from discovered applications straight to the unified map for a seamless 360-degree view of what your technology does and how you know it





# Certificate management support for ACME



First release includes support for **Entrust ACME** and **Let's Encrypt**

\$ Professional or Enterprise

## Centrally manage all certificates using existing workflow or ACME

- 1 Discover and manage ACME certificates in the same framework as all other certificates
- 2 Automate DNS challenges, certificate renewals, and certificate revocation - configure once and let automated workflow take over
- 3 Create custom webhooks and configure low code scripts





# Link view on Express List

servicenow All Favorites History Workspaces Admin Service Operations Workspace

Express list

Active alerts 105

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

Alert0087185 Open

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

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

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

CMDB group of alerts

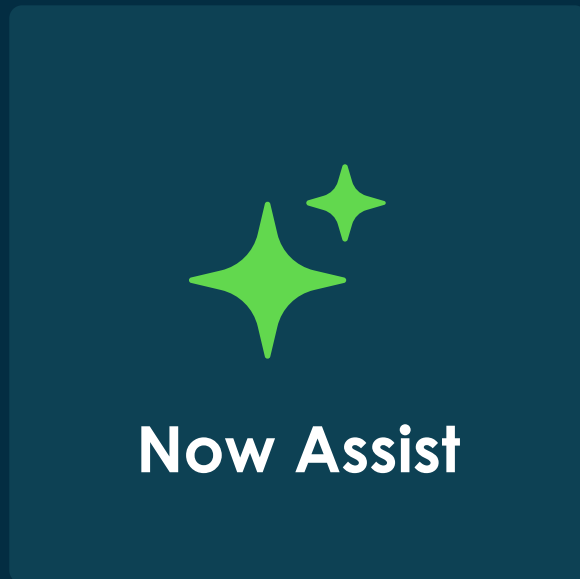
Professional or Enterprise

## See the blast radius of alerts using related tags

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



# What's new in the Xanadu release



## Now Assist for IT Operations Management

- Alert analysis and incident population





# Alert analysis and incident population

✦ Powered by Now Assist

The screenshot displays the ServiceNow 'Service Operations Workspace' interface. On the left, a sidebar shows navigation options like 'Express List', 'Active alerts', and 'Incidents'. The main area features a table of active alerts with columns for Number, Description, Duration, Severity, and Priority. The first alert, 'Alert0019407', is selected. To the right, a detailed view of this alert is shown, including its source, location, and a summary generated by 'Now Assist'. The summary explains the alert's issue and provides a clear, natural language analysis of the problem.

Number	Description	Duration	Severity	Priority
Alert0019407	LMD369056 warn - sjc4ilabvc01.itcorplab.s...	1 day	Critical	Moderate
Alert0021213	Group of alerts, Ebilling Unavailable : HTTP ...	2 hours	Critical	High
Alert0021213	cpu on i-026268c8d@prod.com The monitor...	2 days	Critical	High
Alert0012026	Group of alerts, Check HTTP Response CRIT...	2 days	Critical	High
Alert0012025	Policy Violation Warning	2 days	Critical	High
Alert0012022	Policy Violation Threshold	2 days	Critical	Moderate
Alert0012020	Response time SLA threshold	2 days	Critical	High
Alert0012019	Cloudwatch notice - monitored asset	2 days	Critical	High
Alert0012021	Container Level alert - high resource use	2 days	Critical	High
Alert0010026	The are disconnected agents from the MID L...	4 days	Critical	Moderate

**Alert0019407 Open**  
LMD369056 warn - sjc4ilabvc01.itcorplab.service-now.com VMware VM Snapshots-SJC4ILABTENAB01 AgeInHours VM SJC4ILABTENAB01 4 CPU / 8.0 GB RAM / 2 Disk(s) on VMware host sjc4ilabvc01.itcorplab.service-...  
location: PHX-1  
Info Cause (0)

**Alert summarized by Now Assist**  
**Issue:**  
VM Snapshot Age Alert on SJC4ILABTENAB01  
**Alert analysis:**  
The alert indicates that the VMware VM SJC4ILABTENAB01 has been running off a snapshot for an extended period of time, which is not recommended by VMware for performance reasons. The alert has been sent to the rule owner and the stage 1 recipients. The rule owner is responsible for investigating the alert and taking appropriate actions.  
View less  
Be sure to check AI-generated summaries for accuracy.

Duration 1 day  
2024-01-30 12:01:39  
(Initial event generation time)  
Configuration item  
Metric name  
AgeInHours

ITOM Pro Plus or ITOM AIOps Enterprise Plus

## Action alerts faster with analysis and context

- 1 Group alerts based on tags, alert text, or CMDB relationships – and explain the grouping to operators or agents
- 2 Simplify jargon-laden alerts with clear natural language provided by generative AI
- 3 Enrich technical context and help speed resolution with analysis of alerts and incidents





# What's new in the Xanadu release



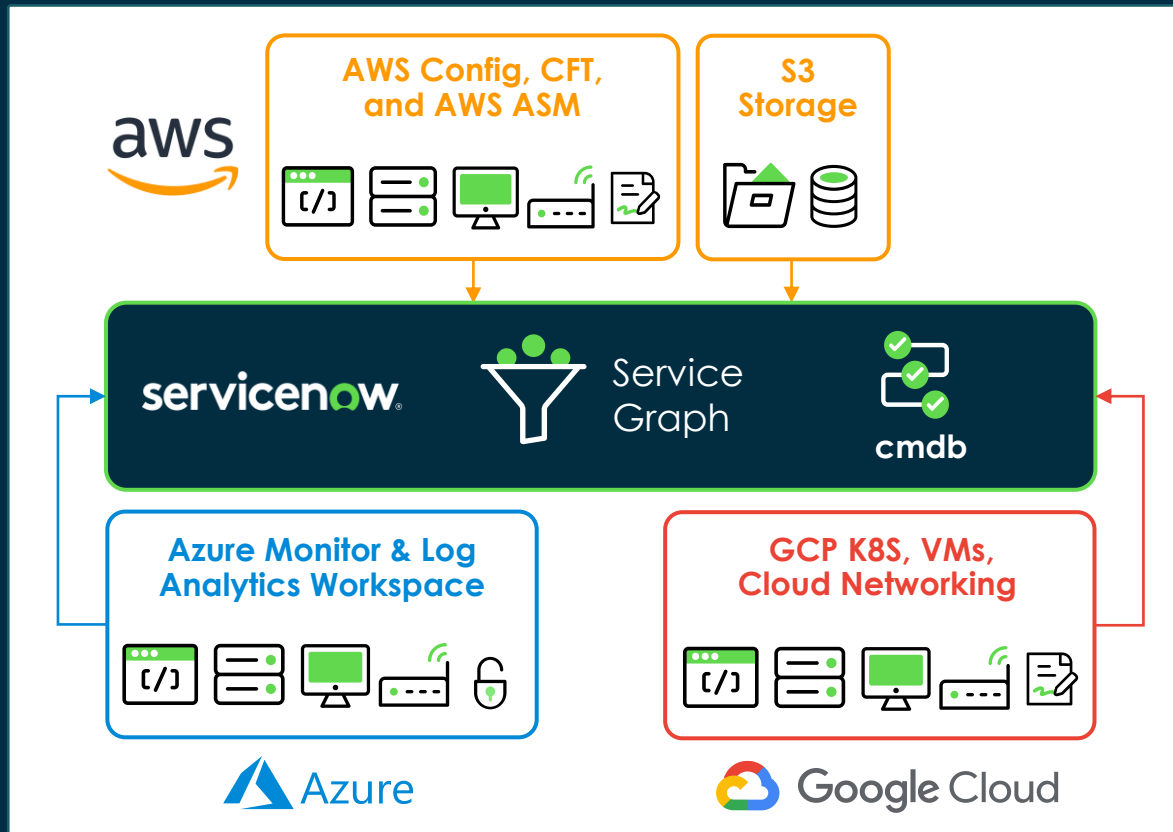
CMDB

## Connect and collaborate across the public cloud

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



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



## A plug-and-play fast lane to cloud value

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

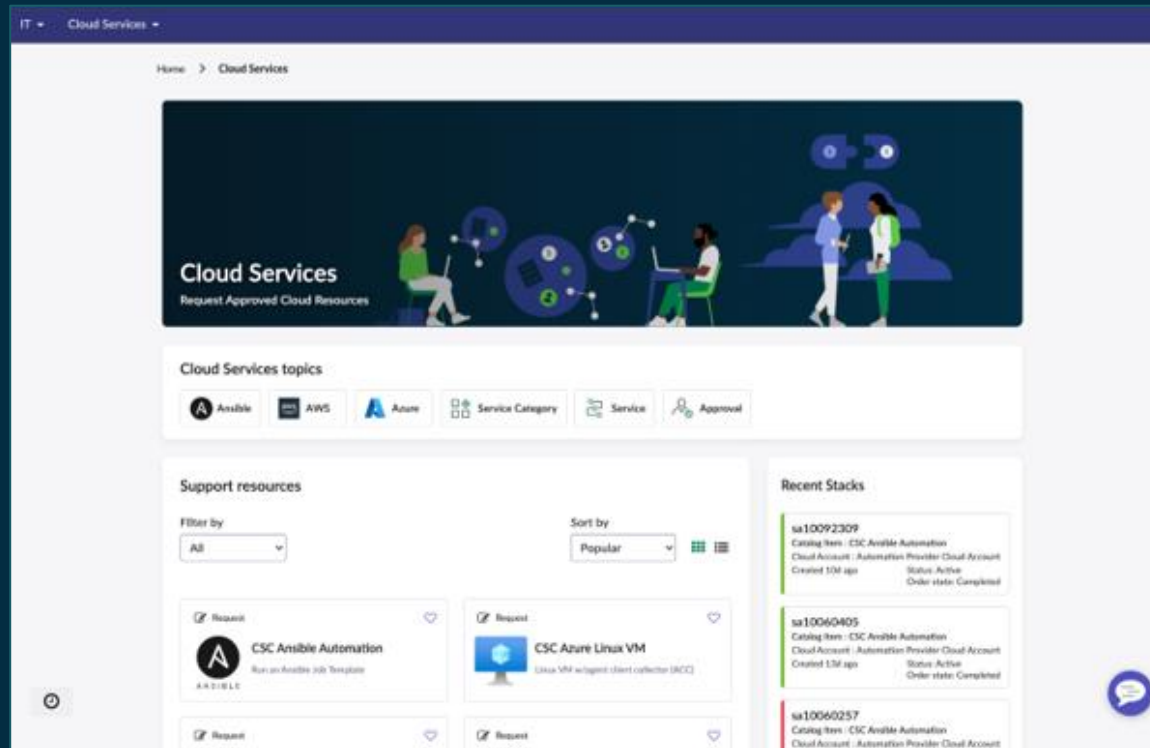


# Cloud Service Catalog support for Google Cloud Platform (GCP)

\$ Professional or Enterprise

## Quickly order GCP services with out-of-box items and workflow

- 1 Leverage Cloud Service templates to request Google Cloud resources with just a few clicks
- 2 Create your Cloud Service Catalog in minutes, with CSC Guided Setup. Easily integrate GCP
- 3 View and manage services and instances from a dashboard to optimize resource allocation across providers and thereby control costs and minimize sprawl





# Now Platform® Xanadu release

Asset Management





# What's new in the Xanadu release



## Asset Management

### Software Asset Management

- Software inventory analytics
- SAP Digital Access management

### Cloud Cost Management

- Spend management for AI services

### Hardware Asset Management

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

### Hardware Asset Management & Enterprise Asset Management

- Inventory repair
- Inventory picking with indoor maps

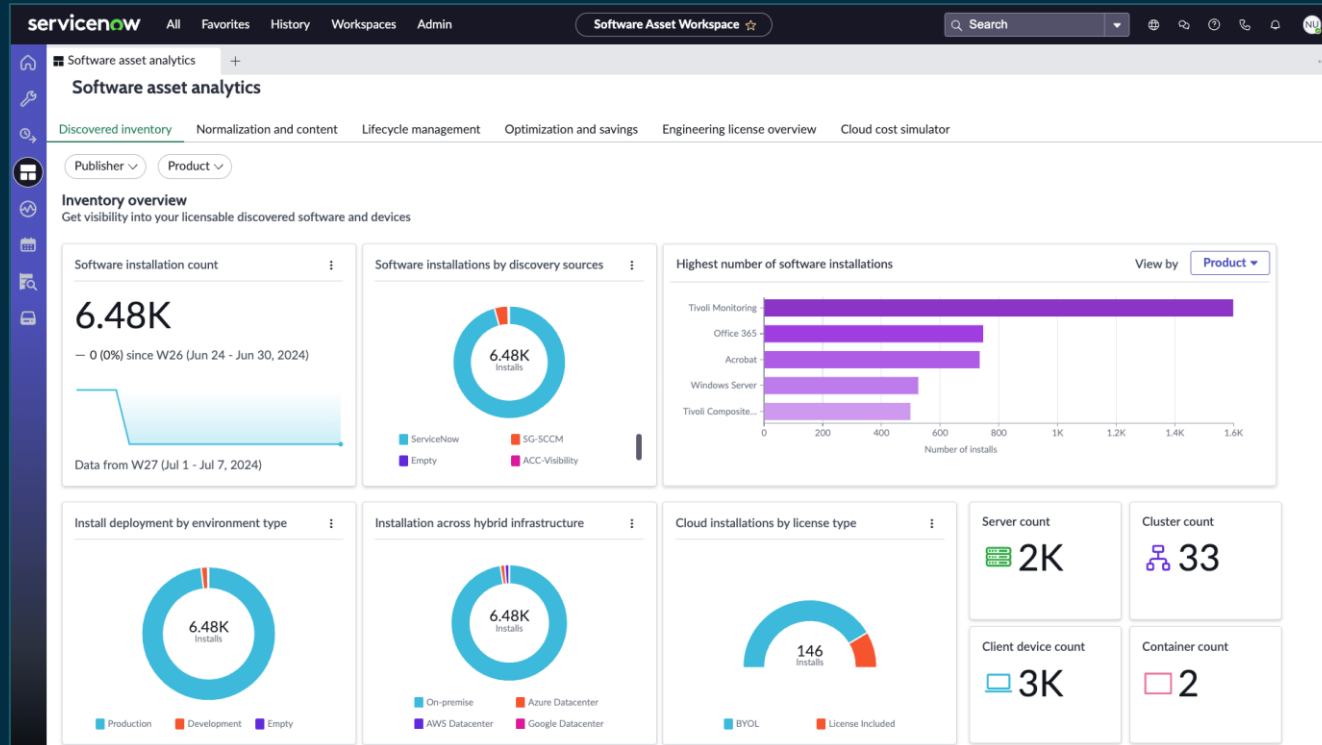
### Enterprise Asset Management

- Asset calibration
- Configurable workspaces





# Software inventory analytics



\$ Professional or Enterprise

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

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



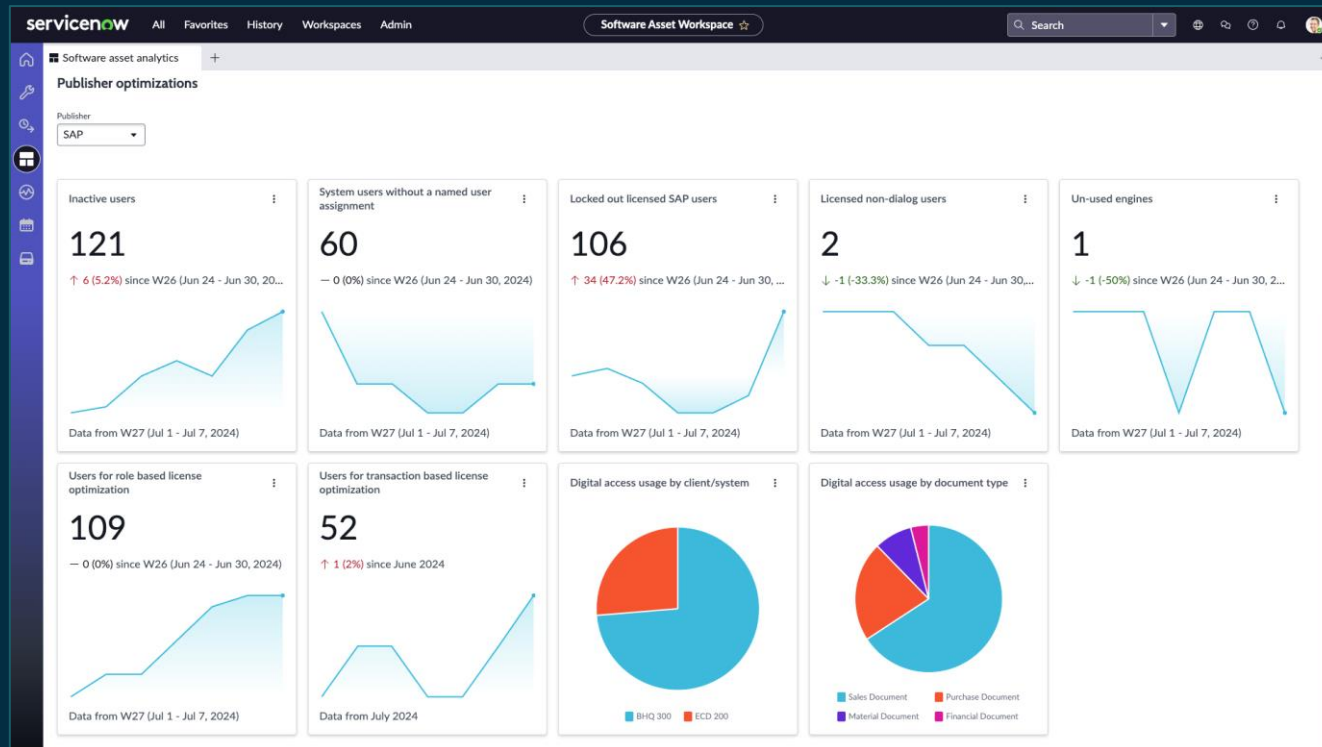


# SAP Digital Access license management

\$ Professional or Enterprise

## Manage licensing for SAP Digital Access

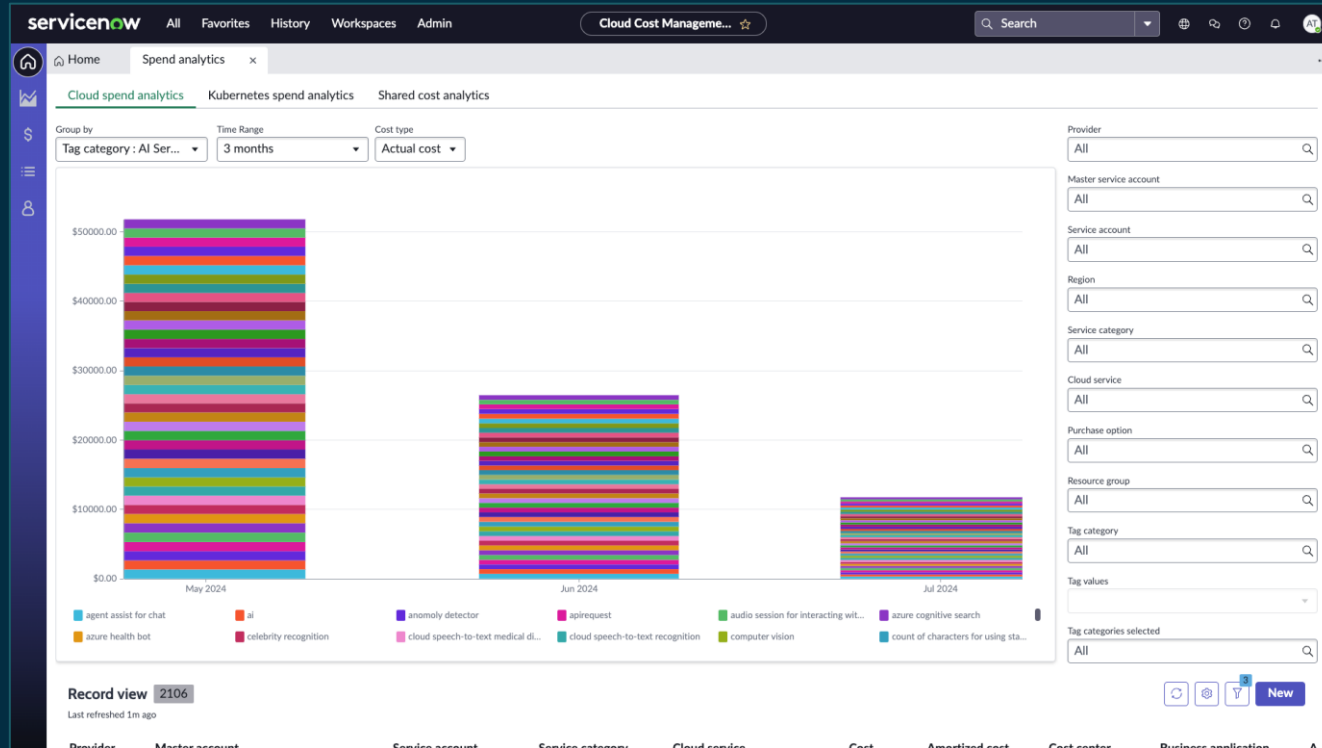
- 1 Create entitlements using new license metric for digital access
- 2 Gather document types and counts from various clients/systems for compliance view in ServiceNow
- 3 Show digital access over/under utilization and compliance with reconciliation process







# Spend management for AI services



Introducing detailed analytics and management tools for AI services spend

\$ Professional or Enterprise

## Empower cost-effective AI deployments with strategic insights

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



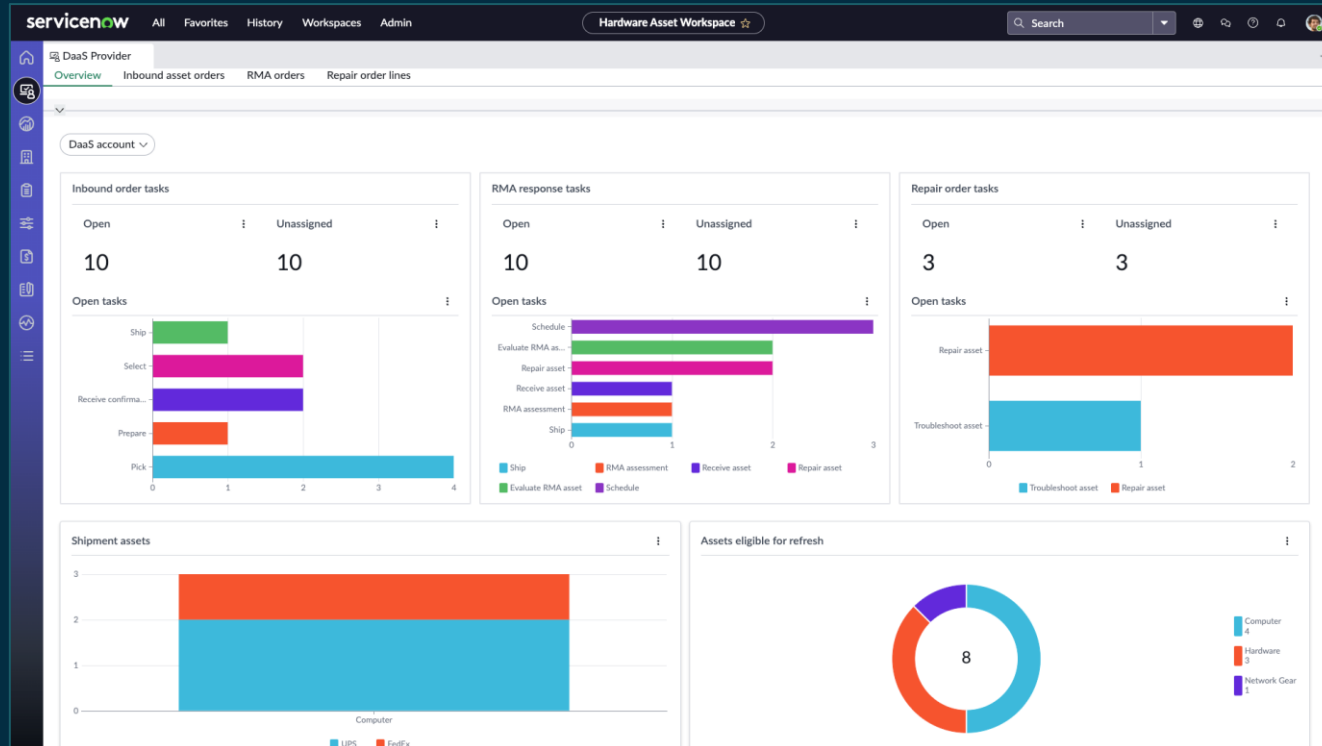


# Device as a Service (DaaS)

\$ Professional or Enterprise

## Manage DaaS offering on a single platform

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







# Zero touch request

The screenshot displays the ServiceNow interface for the Hardware Asset Workspace. The left sidebar shows a navigation menu with categories like Shipments, Procurement, Hardware asset, Contract Renewal, TCO configuration, Zero touch, and Hardware asset success. The 'Zero touch' category is expanded, showing 'Asset requests' as the selected option. The main content area displays a table titled 'Zero touch - Asset requests' with 141 items. The table columns are: Number, Item, Stage, Request, Requested for, Opened by, Due date, and Quantity. The data shows a series of requests for Apple MacBook Pro 15" laptops, all in the 'Pending Receive' stage, requested by the 'System Administrator'.

Number	Item	Stage	Request	Requested for	Opened by	Due date	Quantity
RITM0010001	Apple MacBook Pro 15"	Pending Confirmation	REQ0010001	System Administrator	System Administrator	2024-06-21 03:52:19	2
RITM0010002	Apple MacBook Pro 15"	Pending Receive	REQ0010002	System Administrator	System Administrator	2024-06-21 03:56:33	2
RITM0010003	Apple MacBook Pro 15"	Pending Receive	REQ0010003	System Administrator	System Administrator	2024-06-21 22:14:37	2
RITM0010004	Apple MacBook Pro 15"	Pending Receive	REQ0010004	System Administrator	System Administrator	2024-06-21 22:20:29	2
RITM0010005	Apple MacBook Pro 15"	Pending Receive	REQ0010005	System Administrator	System Administrator	2024-06-23 17:25:52	2
RITM0010006	Apple MacBook Pro 15"	Pending Receive	REQ0010006	System Administrator	System Administrator	2024-06-23 17:29:53	2
RITM0010007	Apple MacBook Pro 15"	Pending Receive	REQ0010007	System Administrator	System Administrator	2024-06-24 00:06:16	2
RITM0010008	Apple MacBook Pro 15"	Pending Receive	REQ0010008	System Administrator	System Administrator	2024-06-24 16:47:19	2
RITM0010009	Apple MacBook Pro 15"	Pending Receive	REQ0010009	System Administrator	System Administrator	2024-06-24 17:12:52	2
RITM0010010	Apple MacBook Pro 15"	Pending Receive	REQ0010010	System Administrator	System Administrator	2024-06-24 20:43:17	2

\$ Professional or Enterprise

## Fulfill hardware asset requests through an external vendor

- 1 Help save time and reduce logistical overhead with automated asset request
- 2 Integrate with external providers to streamline asset fulfillment without the need for local IT support
- 3 Ship assets from external vendors directly to the employee





# Inventory repair

servicenow All Favorites History Workspaces Admin Enterprise Asset Workspace

Inventory AO0010011

AO0010011

Stage In Progress Stockroom Southern Californi...

Details Repair order lines (6)

Repair order lines 6

Last refreshed just now

Number	Stage	Asset	State	Stockroom
AOL0010035	Repair	P1000807 - Apple MacBook Pro (17-inch) MD311LL/A	Work in Progress	Southern California Warehouse
AOL0010036	Completed	P1000443 - Lenovo ThinkStation S20 4105R9U	Closed Complete	Southern California Warehouse
AOL0010037	Troubleshoot	P1000433 - Lenovo ThinkStation S20 415752U	Open	Southern California Warehouse
AOL0010038	Completed	P1000551 - Apple Macbook Pro 15" MD318LL/A	Closed Complete	Southern California Warehouse
AOL0010039	Repair	P1000815 - Apple MacBook Pro (17-inch) MD311LL/A	Work in Progress	Southern California Warehouse
AOL0010040	Troubleshoot	P1000034 - Dell Inc. PowerEdge Server M710HD	Open	Southern California Warehouse

Showing 1-6 of 6

20 rows per page

\$ Professional or Enterprise

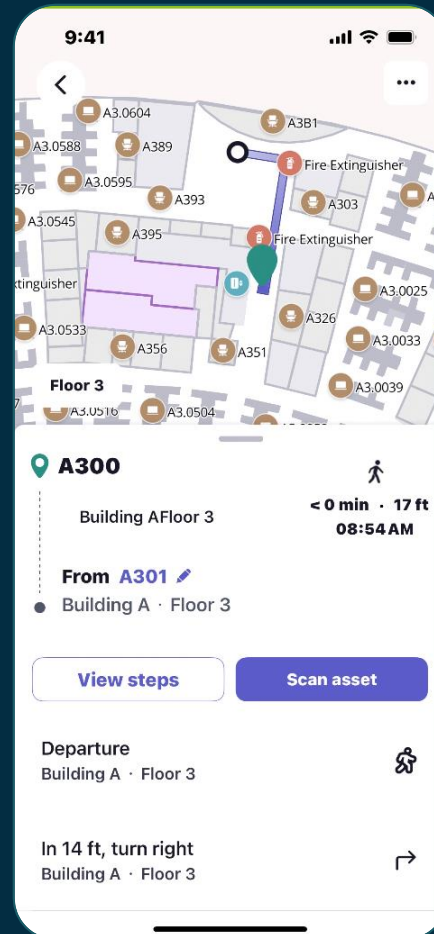
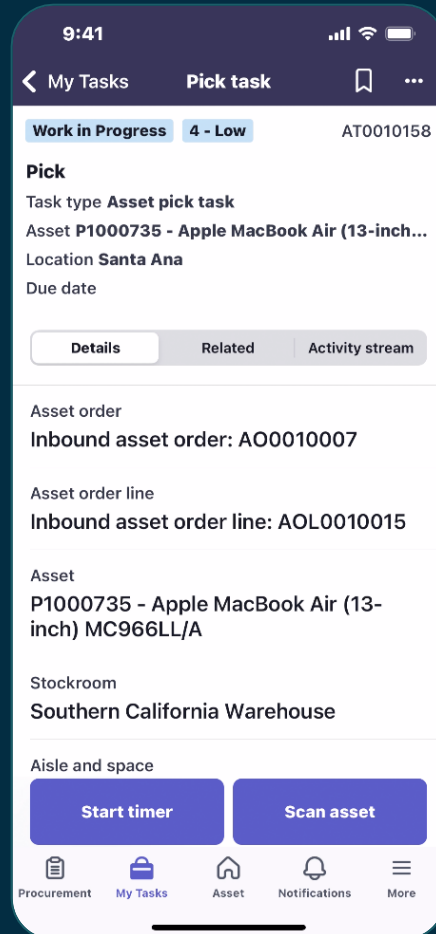
## Maximize asset investments by extending asset lifespan through onsite repair

- 1 Initiate, execute, and track asset repairs in repair deposits and warehouses
- 2 Troubleshoot to identify and resolve asset defects
- 3 Validate repaired assets to help ensure operational readiness or move them for disposal





# Inventory picking with indoor maps



\$ Professional or Enterprise

## Reduce order fulfillment time with optimized asset picking

- 1 Retrieve stock from inventory for fulfillment via interactive pick task function
- 2 Leverage floor mapping and location info to provide directions to assets
- 3 Scan to select assets and utilize mobile UI with indoor maps to streamline user experience and improve accuracy



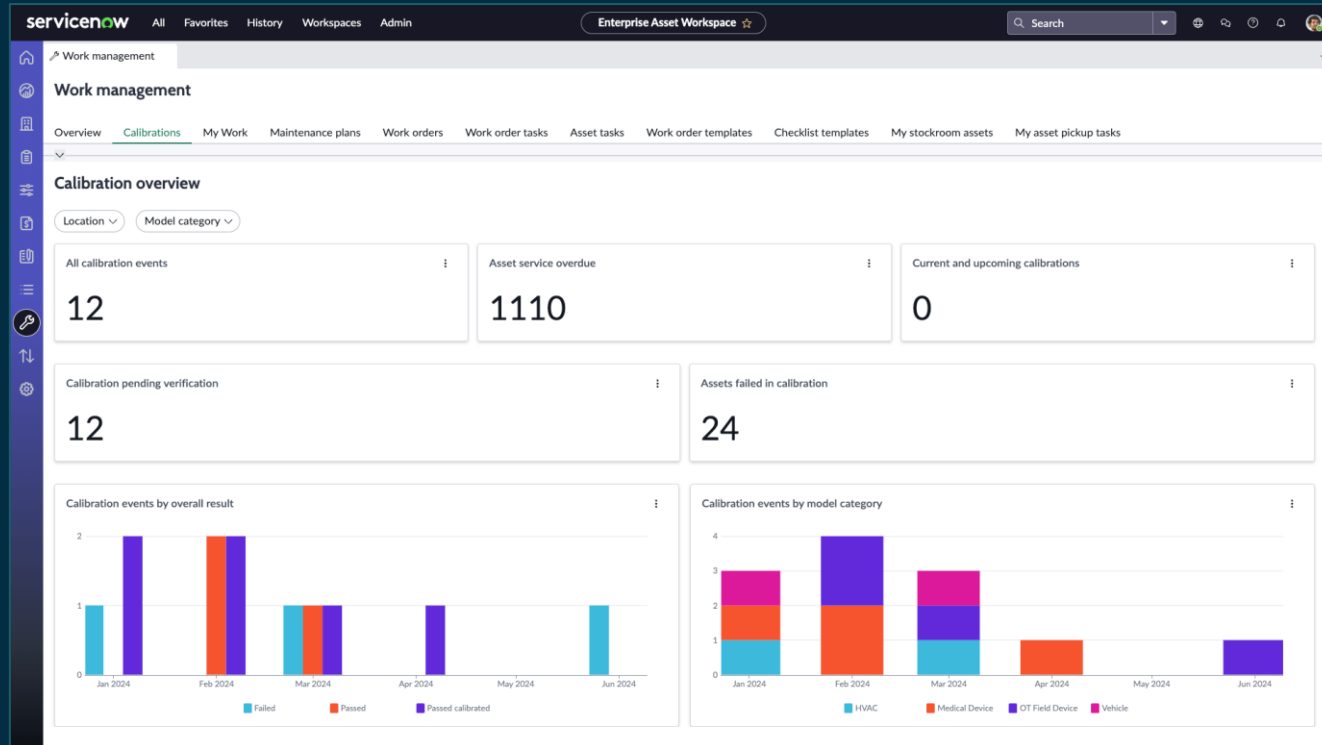


# Asset calibration

\$ Professional or Enterprise

## Manage asset calibrations and reporting to optimize asset performance

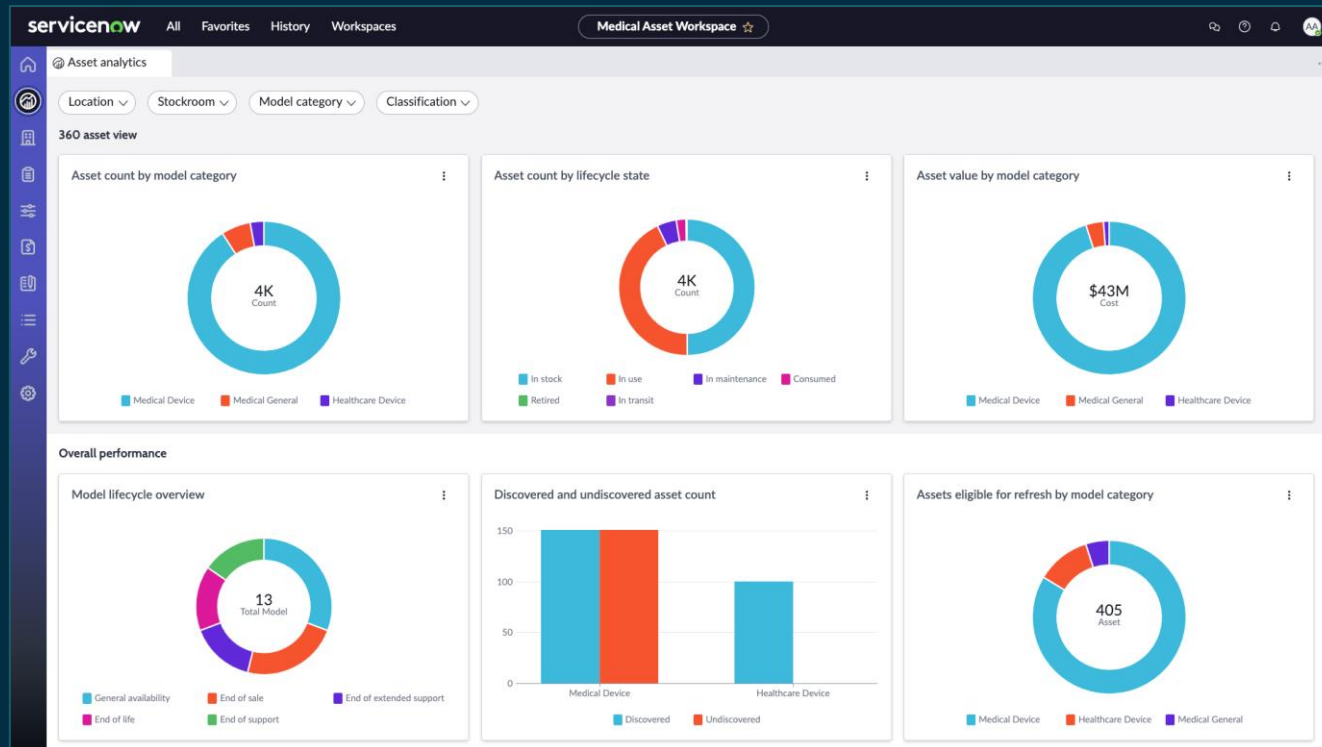
- 1 Automate calibration scheduling and tracking to reduce the risk of missed calibrations
- 2 Help ensure all assets are calibrated according to industry standards and regulations with traceability
- 3 Utilize guided experience with mobile compatibility to perform and document calibration events







# Configurable workspaces



\$ Professional or Enterprise

## Workspaces mapped to asset classes for departmentalized experience

- 1 Manage specific asset classes such as industrial, medical, and facility with tailored workspaces for functional departments
- 2 Provide a holistic view of assets managed and help ensure that users only see relevant data to their asset class
- 3 Improve productivity by providing users with workspaces designed specifically for their functional area



# Now Platform® Xanadu release

Security Operations







# What's new in the Xanadu release



## Now Assist

### Now Assist for Security Operations

- Security incident summarization
- Resolution notes generation





# Now Assist for Security Operations

✦ Powered by Now Assist

The screenshot displays the ServiceNow Security Incident management interface. The main panel shows a security warning titled "Security Warning - CrowdStrike Unusual CLI command on financial\_services\_company\_01dep832ab". The incident details include Category: Malicious code act..., Priority: 4 - Low, Risk score: 47, and State: Review. A "Security Tag" is also visible. The "Now Assist" sidebar is open, showing a list of actions: "Generate resolution notes" and "Summarize a record", both performed "just now". Below this, it displays "Here are the resolution notes for SIR0010024:" followed by a detailed summary of the incident, including the detection of an unusual CLI command, the user involved (chadmiklas2613), and the actions taken (re-image, network contain, and CBTCE-3920). The sidebar also includes a "View less" link and a "Share to work notes" button.

\$ Professional or Enterprise Plus

**Boost analyst productivity while compressing mean-time-to-contain**

- 1 Summarize security incidents (with context on threat and impact) for faster incident comprehension at any stage of the security incident
- 2 Generate resolution notes for faster incident closure
- 3 Understand incidents with on-demand incident lifecycle-driven contextualization



# What's new in the Xanadu release



## Automate and simplify Enterprise Case Management

### Security Incident Response

- Native Sidebar chat
- Security Incident Response Health dashboard





# Native Sidebar chat

The screenshot displays the ServiceNow Security Incident Response (SIR) interface. The main view shows a security incident titled "Malware infection causing data deletion on database server" with a priority of "1 - Critical" and a risk score of 54. The incident is assigned to David White and is in the "Review" state. The interface includes tabs for Overview, Details, Investigation, Response Tasks, Related Records, Other Records, and Post Incident Review. A chat sidebar is open on the right, showing a conversation with Thomas Smith. The chat messages include a status update about the database server being brought offline and malware removal, and a notification that Thomas Smith added Ibrahim Jabbar and 1 other to the discussion. The chat input field at the bottom is labeled "Write a message...".

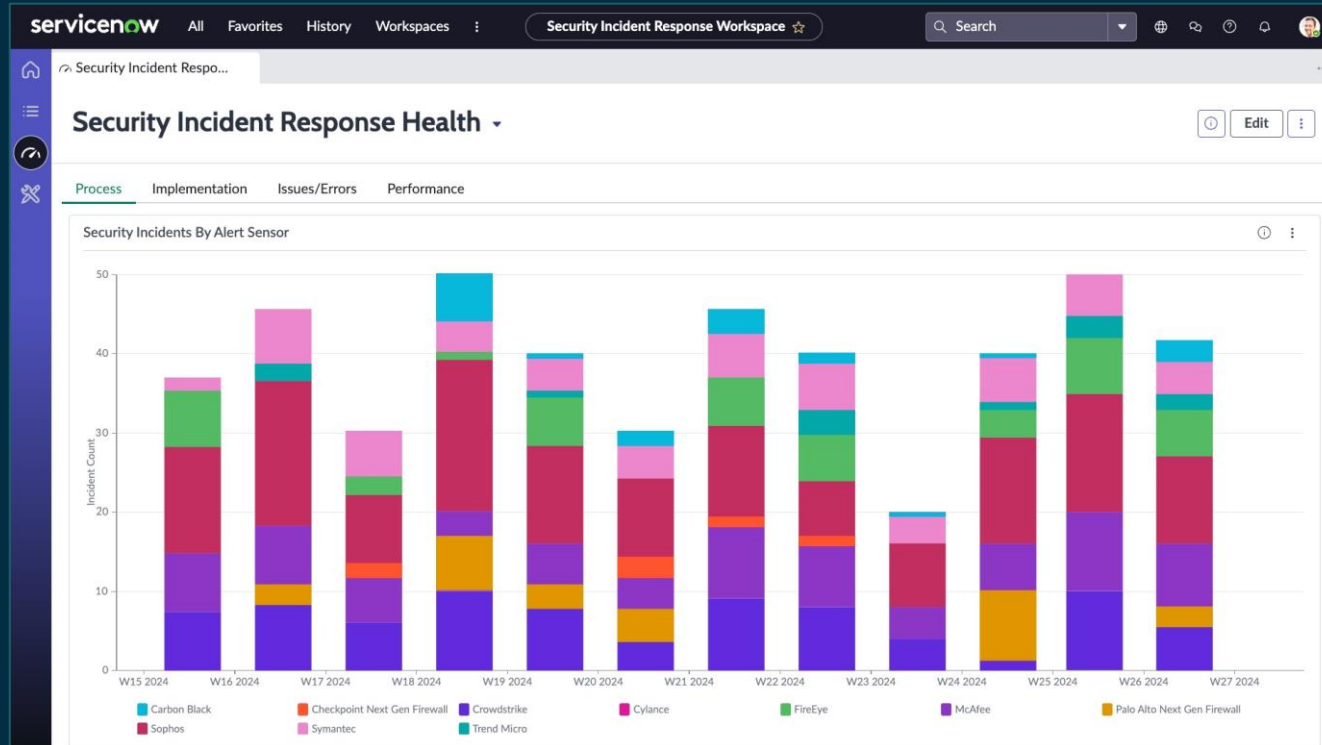
## Improve the efficiency of your Security Operations Center

- 1 Facilitates seamless transition between shifts through detailed communication of critical information, tasks, and updates
- 2 Enhances operational continuity, reduces errors, and improves overall efficiency in the workplace





# Security Incident Response Health dashboard



Standard+

## Improved reliability and visibility into the health of the product

- 1 Obtain detailed information on alert sensors and their operational performance
- 2 Gain visibility into customization
- 3 Identify and highlight any issues or errors within the environment



# Now Platform® Xanadu release

Strategic Portfolio Management







# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Strategic Portfolio Management (SPM)**

- Multi-feedback summarization
- Document summarization





# Multi-feedback summarization

✦ Powered by Now Assist

The screenshot shows the ServiceNow interface for 'Employee Products feedback'. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main header shows 'Employee Products feedback' with a 'New feedback' button. Below the header, there's a table of feedback items with columns: Name, Importance, Assigned to, Source, and Customer. The table lists 7 items, with the first three checked. A 'Feedback summary' panel on the right, titled 'Feedback summarized by Now Assist', contains three bullet points: 'Employee Experience', 'Performance Review', and 'Communication'. The summary is dated 'Updated 2024-07-03 12:44:00' and includes a 'Copy and create product idea' button.

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

Showing 1-7 of 7

Records per page 10

Feedback summary

Feedback summarized by Now Assist

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

View less

Updated 2024-07-03 12:44:00

Be sure to check AI-generated summaries for accuracy.

Copy and create product idea

\$ Professional Plus

**Build better customer-centric products with faster synthesis of feedback**

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





# Document summarization

✦ Powered by Now Assist

The screenshot displays the ServiceNow Enterprise Agile Planning interface. The left sidebar shows the 'Enterprise Agile Planning' navigation menu with options like 'Favorites', 'Agile structure', and a search bar. The main content area is titled 'Digital Onboarding' and includes tabs for 'Details', 'Docs', 'Goal/Target Relationships', 'Product idea', 'Feedback', 'Depends on', 'Dependent items', 'Related items', and 'Child items (7)'. The 'Docs' tab is active, showing a document titled 'Untitled' with a search bar and a list of pages. The document content is summarized into three sections: 'Digital employee onboarding', 'Digital Process Improves Efficiency', and 'Digital Identity Verification Improves Security'. The 'Now Assist' button is visible at the bottom of the document editor.

\$ Professional Plus

## Transform document management and efficiency

- 1 Quickly summarize, shorten or elaborate text, making information across teams more accessible and manageable
- 2 Improved productivity allowing teams to focus on strategic tasks by reducing the manual effort required for document handling



# What's new in the Xanadu release



## Strategic Portfolio Management

### Strategic Portfolio Management

- Scenario Planning
- Export roadmap to PPT





# Scenario Planning

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

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

Compare scenarios + Add scenario to compare

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

\$ Standard

## Optimize strategic planning with adaptive and flexible scenario simulations

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





# Export roadmap to PPT

The screenshot shows the ServiceNow Strategic Planning Workspace for Acme Corporation. The main view is a roadmap timeline from October 2023 to April 2024. The roadmap is organized by department: Finance and HR. Finance tasks include 'HR Service: ECH Headcount Request Form', 'HR service: 9 Box request', and 'Qualtrics Implementation and NPS Redesign'. HR tasks include 'Compensation Review', 'HR service - HRIS - Revisions (Jobvite services)', 'Contingent Worker Onboarding', 'Attendance Management System', 'Employee Transfer Process Simplification', 'Leave Management', and 'Offer Request Form'. An 'Export to PowerPoint' dialog is open on the right, showing options for template, date range, compact mode, and slide content.

\$ Standard

## Seamlessly export detailed strategic roadmaps for impactful stakeholder presentation

- 1 Enhance presentation with detailed and customizable exports
- 2 Visualize progress tracking enabled roadmaps on the presentations
- 3 Streamline stakeholder communication with clear, up-to-date timelines



# Now Platform® Xanadu release

Collaborative Work Management





# What's new in the Xanadu release



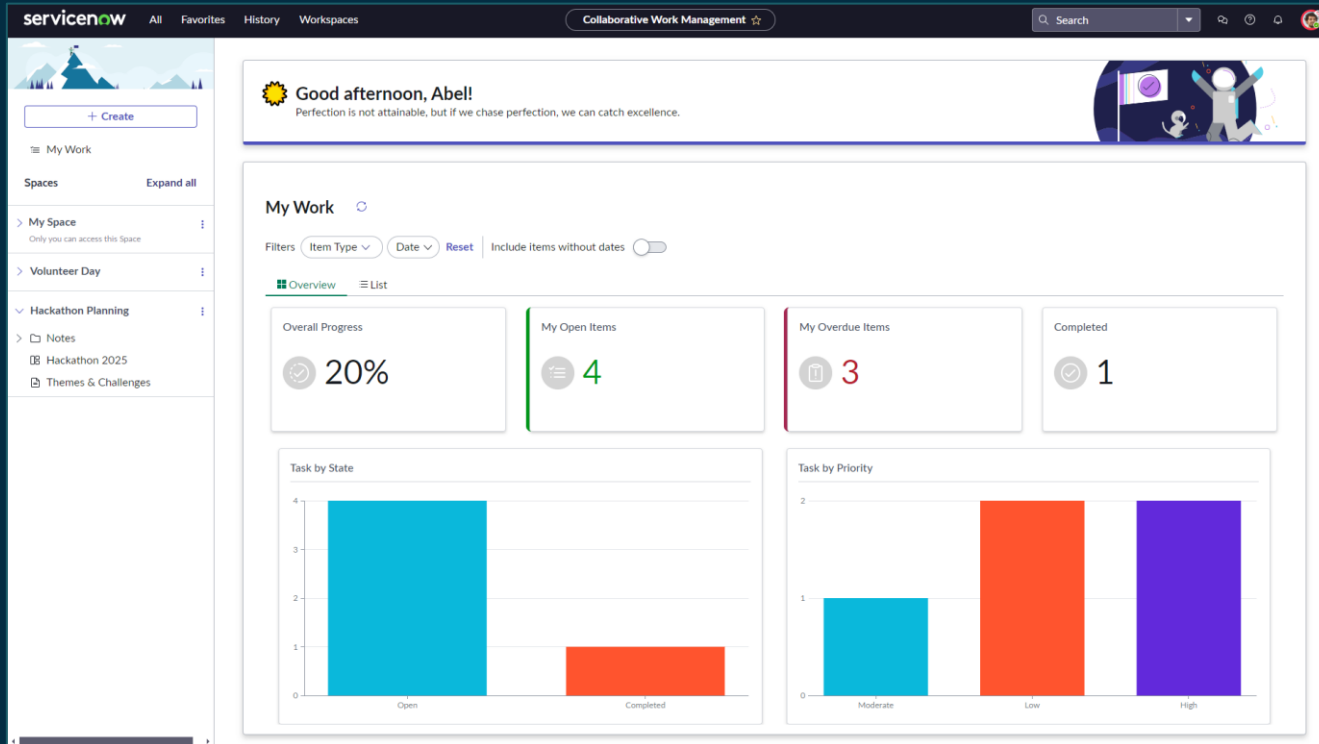
## Collaborative Work Management

### Collaborative Work Management

- My Work



# My Work



\$ Standard

## Consolidate and prioritize tasks from Collaborative Work Management and Strategic Portfolio Management

- 1 Centralize tasks from CWM, projects, demands, RIDAC, and stories in one view to streamline work management
- 2 Quickly assess the status and volume of work to optimize time management
- 3 Identify high priority and overdue tasks, or filter by task type or date range



# Now Platform® Xanadu release

Enterprise Architecture







# What's new in the Xanadu release



## Enterprise Architecture

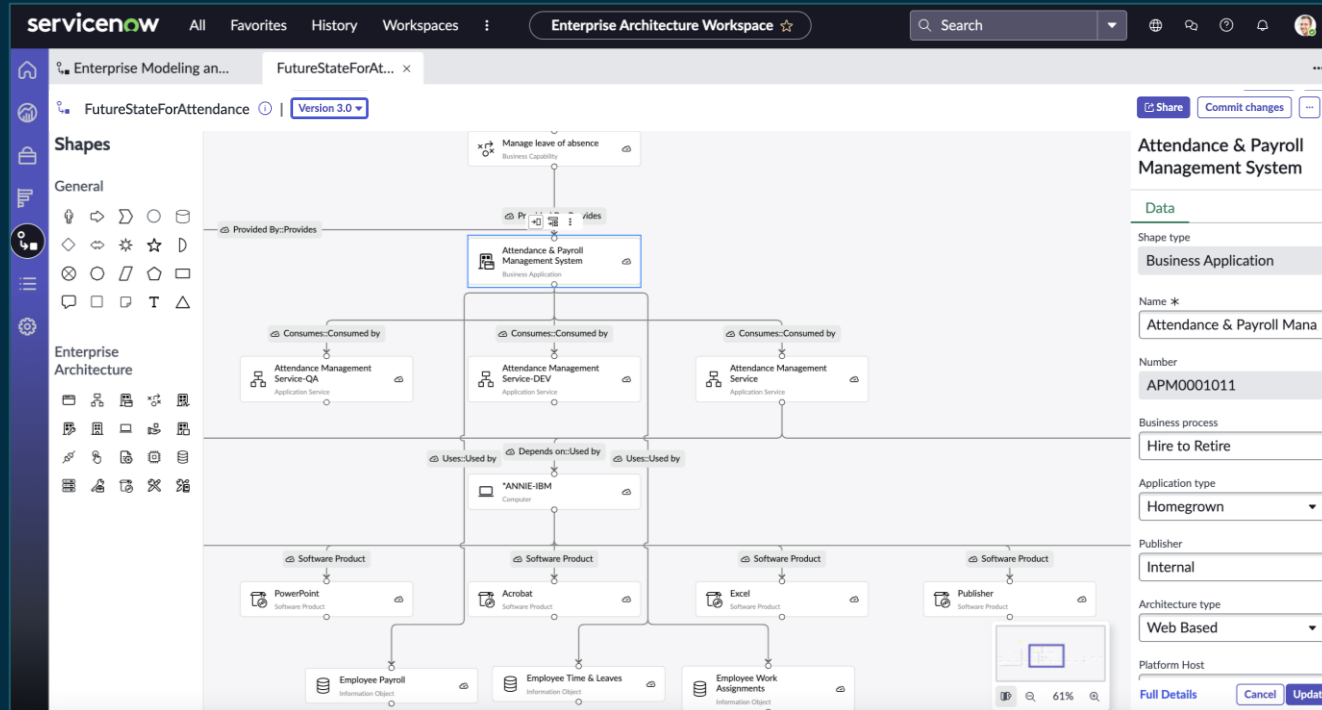
### Enterprise Architecture

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





# Enterprise Modeling & Visualization



Professional

## Seamlessly design and model architecture aligned with the CSDM

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





# Consolidated Technology Portfolio Management

\$ Professional

## Proactively mitigate risk with a consolidated technology portfolio

- 1 Set and share standards with TRM category catalog for easy access
- 2 Request new product approvals from Enterprise Architecture Workspace
- 3 Advise organizations on approved software and hardware product standards

**servicenow** All Favorites History Workspaces Enterprise Architecture Workspace

Search

Technology Portfolio

TRM catalog

Technology reference model catalog

Request TRM product

TRM products 13 Categories 5

View

TRM product category

Name	Publisher	Level	Type	TRM phase	Description	Edition	SW product type	TRM phase start date
▼ Data Mining (2)		1	Product category					
▼ Application Platform (4)		2	Product category					
> cat3 (4)		3	Product category					
HCM Cloud	Oracle		Software	Divest			Licensable	
> 1U RackMount Server (...)	Asus		Hardware	Approved				
> Macbook Pro 15" (1)	Apple		Hardware	Approved				
> SQL Server Data Quality Ser...	Microsoft		Software	Evaluation			Licensable	
▼ Web Content Management (2)		1	Product category					
☑ Microsoft R Server (3)	Microsoft		Software	Approved			Licensable	
8.0.0			Version	Evaluation				2022-08-23





# Enhanced Digital Integration Management

The screenshot displays the ServiceNow 'Enterprise Architecture Workspace' interface. The main form is titled 'Customer Portal - ServiceNow Customer Service - ServiceNow Case Interface'. It includes fields for Name, Number (DINTG0001106), Version (v1), Provider Digital Interface (ServiceNow Case Interface), Life Cycle Stage (Operational), Provider Business Application (ServiceNow Customer Service), Life Cycle Stage Status (In Use), Subscriber Digital Interface, Business Unit (IT), Subscriber Business Application (Customer Portal), and Subscriber company. An 'Activity' panel on the right shows a log of changes by 'admin\_bruno' on 2024-03-05, detailing the initiation of the application and the assignment of roles to Abel Tuter and Aileen Mottern. The description of the integration states that customers can submit and track their ACME Product-related Cases using the 'Customer Portal'.

## Visualize and comprehensively understand integration landscape

- 1 Create duplicate integrations with different applications
- 2 Reference subscriber and provider company information when creating new integrations
- 3 View and analyze past audit records in activity log



# Now Platform® Xanadu release

Operational Technology Management





# What's new in the Xanadu release



## Operational Technology Management

### Operational Technology Management

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



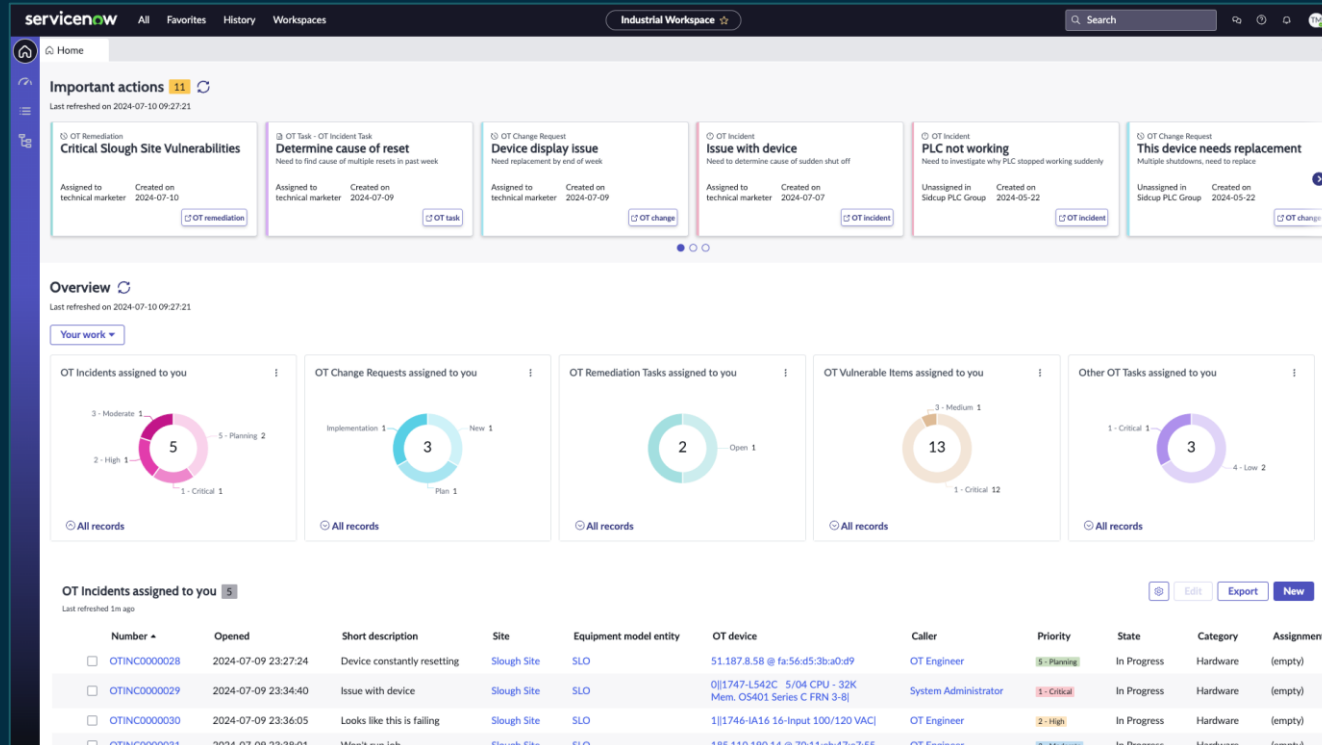


# Task-oriented landing page

Professional or Enterprise

## Role-based actions and overview of tasks

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







# Operational Technology Vulnerability Response (OTVR) solution management

\$ Professional or Enterprise

**Minimize downtime with remediation recommendations from the vendor**

- 1 Simplify workload by accessing authoritative OT recommendations directly from the vendor
- 2 Manage complex mixed-vendor ecosystems through a unified display by consolidating recommendations from multiple OEMs in one trusted source
- 3 Significantly reduce effort required to determine best action for OT vulnerabilities

The screenshot displays the ServiceNow Vulnerability Solutions interface. The top section shows a list of vulnerability solutions with columns for Number, Summary, Source, Bulletin, Risk rating, Solution type, Integration Instance, Risk score, Vulnerable items, Remaining CIs, Highest supersedece, and Date published. Below this, a detailed view of installed solutions is shown, including CSAP, ICS CERTS, Siemens Risk Feed, CVRF, Microsoft Security Response Center Solution Integration, and Red Hat Solution Integration. Each entry includes a logo, name, description, and integration status.





# OT request management

The screenshot shows the ServiceNow interface for an "OT 3rd Party Remote Access Request". The breadcrumb trail is: Home > All Catalogs > OT Service Catalog > OT Device Access > OT 3rd Party Remote Access Request. The form title is "OT 3rd Party Remote Access Request" with the subtitle "Request remote access for 3rd parties to work on OT issues". Below the title is an icon showing a globe with two computer monitors and arrows indicating remote access. To the right of the form, a box indicates "Delivery Time: 1 Day" and a "Request" button. Below that, a "Required information" section contains a link "Describe why remote access is requested". The form fields include: "\* Site" with a dropdown menu showing "Atlanta Site"; "Equipment model entity" with a dropdown menu showing "Building 42"; and "\* OT Device" with a dropdown menu showing "FEDRA-ATL-2489". A legend indicates that an asterisk (\*) denotes required fields.

## Request remote access for 3rd parties to resolve OT issues

- 1 Enable users to access OT products and service catalog to create and fulfill complex, multi-step OT requests
- 2 Provide secure 3rd party remote access request so service providers and vendors can assist with OT management
- 3 Increase visibility of OT landscape with centralized platform to track, monitor, and manage OT requests



# Now Platform® Xanadu release

Risk and Resilience products





# What's new in the Xanadu release



## Risk and Resilience

### Business Continuity Management (BCM)

- BIA and plan enhancements, task automation, nested related plans

### Integrated Risk Management (IRM)

- AI-powered regulatory change recommendations
- Cyber Risk Institute Accelerator
- Cybersecurity Executive Dashboard

### Privacy Management

- Personal Data Rights, visual data lineage

### Third-party Risk Management (TPRM)

- New third-party element sub-hierarchy, visualization features
- New Risk Intelligence framework, enhanced IRQ scoring logic



# Business Continuity Management





# BIA and plan enhancements, task automation, nested related plans

\$ BCM Standard or Professional

## Strengthen resilience and protect assets during a crisis

- 1 Enhanced tracking of RTOs, RPOs, recovery tiers, tasks and dependencies for improved continuity awareness
- 2 Speed ITDR plan execution and automate updates of plan dependencies from the CMDB
- 3 Minimize impact of a crisis event with greater visibility into task execution and asset recovery order across multiple levels of nested recovery plans

The screenshot displays the 'Asset dependencies' section within the 'My Service plan' workspace. The interface includes a sidebar with navigation options like Overview, Details, Scope, Asset dependencies (selected), Documentation, Related plans, Recovery teams, Loss scenarios (6), Parent plans, and Recovery tasks. The main content area shows a table of asset dependencies with columns for Asset, BIA, Recovery time objective, Recovery point objective, Recovery tier, and Required Recovery Time.

Asset	BIA	Recovery time objective	Recovery point objective	Recovery tier	Required Recovery Time
Business Process: Accounts Receivable (34)	My Service Importance Assessment	Immediately		Mission Critical	
Business Application: Acrobat	My Application Impact Assessment	1 Month	Immediately	Non-Essential	72 Hours
Business Application: Skype					
Business Application: Visual C++					
Business Application: WebSphere Applicatio...					
Business Process: Sales					
Company: Acer					
Company: Adobe Systems					
Company: Adtran					
Company: Altiris					

Showing 1-1 of 1



# Integrated Risk Management





# AI-powered recommendations to map incoming regulatory changes

**CFPB-2017-0015 Rules Concerning Prepaid Accounts Under the Electronic Fund Transfer Act (Regulation E) and the Truth in Lending Act (Regulation Z)**

Record type: Regulatory alert | Provider: Thomson Reuters | State: New | Overall impact: No impact

Overview | Details | Related documents (1) | Impact assessments

**Regulatory alert**

Title \*: CFPB-2017-0015 Rules Concerning Prepaid Accounts Under the Electronic Fund Transfer Act (Regulation E) and the Truth in Lending Act (Regulation Z)

Source \*: Provider | Type: Regulatory event

Description: The Bureau of Consumer Financial Protection (CFPB) has announced amendments to Regulation E, which implements Regulation Z, which implements the Truth in Lending Act, and the official interpretations to those regulations. The amendments...

Provider: Thomson Reuters

Provider url: <https://regintel.thomsonreuters.com/#accelus/ri/resolve/onedis/%7B%22docGuid%22:%22194BB5D7010F111E895...>

Regulatory body url:

Initiate impact assessment | Applicable | Not applicable | Save | 360° view | ...

AI-recommended citation ⓘ

Name: 12 C.F.R. § 1005.34

Description: s 1005.34 Procedures for cancellation and refund of remittance transfers.

Updated: 2024-06-25

Child citations	Control objectives
4	6

Authority document: 12 CFR Part 1005 - Electronic Fund Trans...

Ignore | Associate

Regulatory Change Management

\$ IRM Professional or Enterprise

## Keep pace with regulatory changes and reduce compliance risk

- 1 AI/ML-powered recommendations identify the closest match between internal documents or citations and incoming alerts
- 2 Explore additional context and insights on recommended citations
- 3 Associate only those alerts that are relevant for your organization

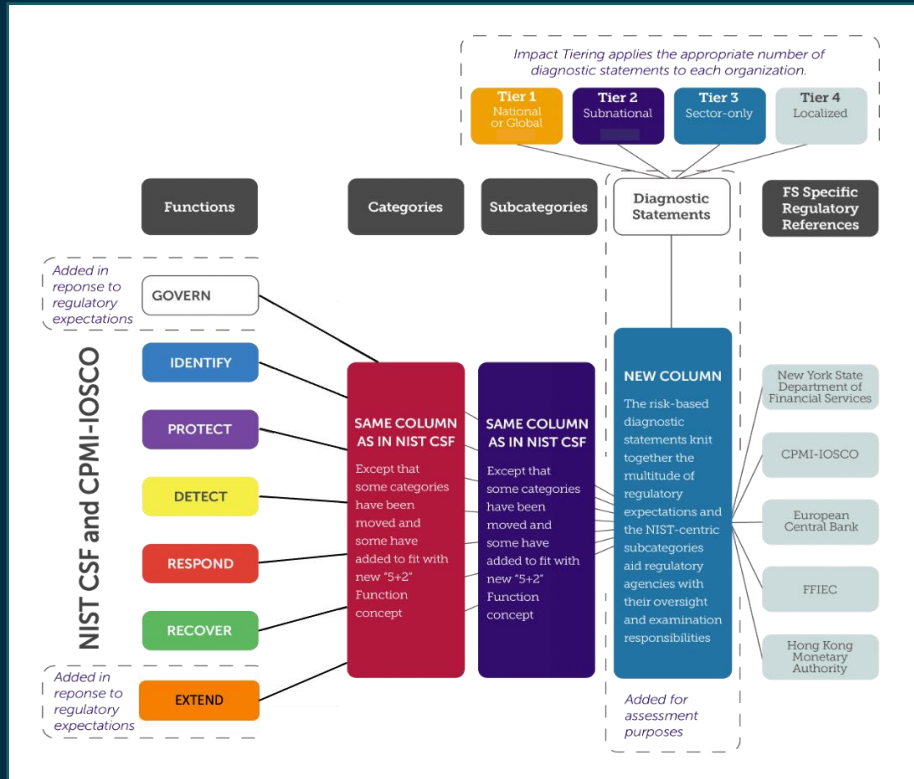


# Cyber Risk Institute Accelerator powered by Smart Assessment Engine

IRM Professional or Enterprise

**Drive efficiency and compliance: test once and comply with many**

- 1 Import CRI Profile containing related authority documents, citations and control objectives based on NIST CSF
- 2 Streamline the risk management process with automated tiering and selection of CRI assessment to be performed using the smart assessment engine
- 3 Enjoy automated control creation based on tier and a compliance score calculated from responses to the CRI assessment, rolling up to the entity level

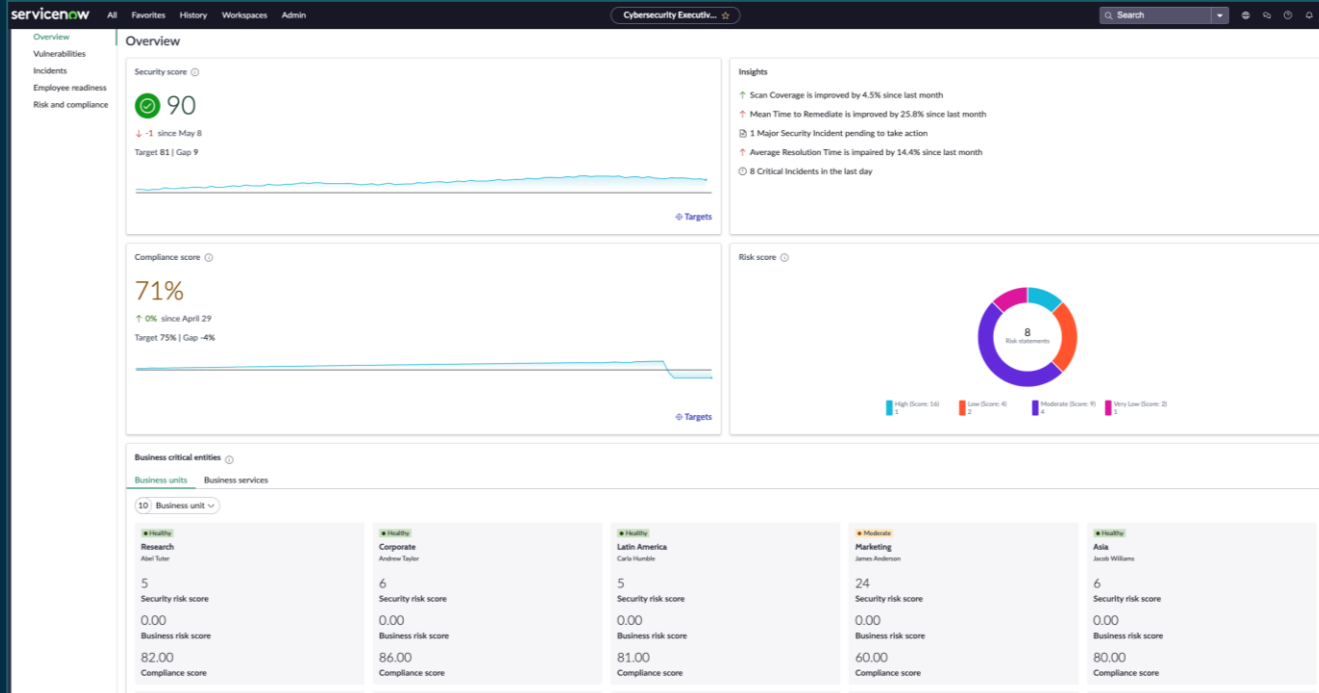


Policy and Compliance Management





# Cybersecurity Executive Dashboard



\$ IRM Standard, Professional or Enterprise

## Greater risk and security visibility enable better decision making

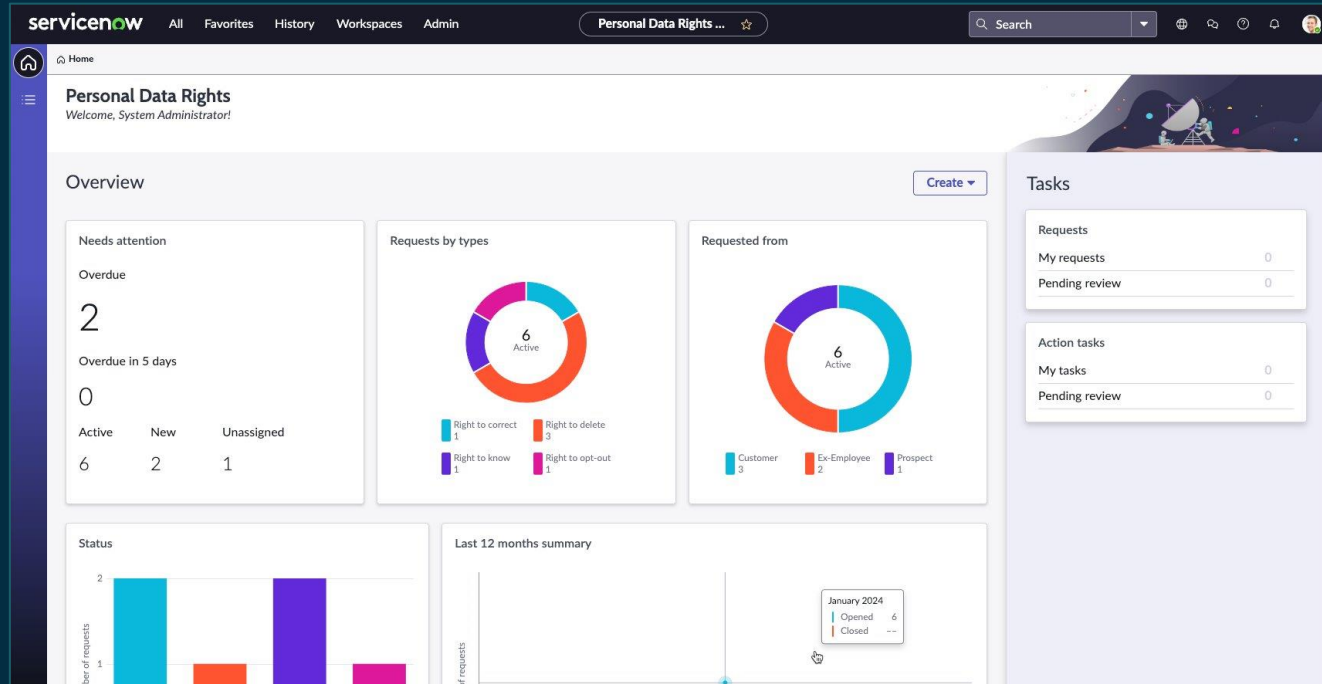
- 1 Obtain a single pane of glass with security, risk, third party, compliance, business continuity, and audit metrics
- 2 Operational dashboard to track the Quarterly goals to improve security and risk posture
- 3 Peer benchmarking of security and risk metrics to report wins & support budget planning



# Privacy Management



# Personal Data Rights, visual data lineage



Privacy Management

\$ Privacy Standard

## Greater visibility and control of your data privacy program

- 1 Efficiently collect, process, and respond to Data Subject Access Requests (DSARs) with ServiceNow Personal Data Rights
- 2 Capture and visualize data lineage spanning processing activities, business processes, applications, vendors, and more
- 3 Centralize and organize regulatory requirements and correspondence by regulatory agency, and automate breach notification based on regulator specifications



# Third-party Risk Management





# New third-party element sub-hierarchy, visualization features

The screenshot displays the ServiceNow Vendor Management Workspace interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main content area is titled 'Workfaster Service Outsourcing' and shows engagement risk components. Below this, a table lists engagement risk components with columns for Name, Risk rating, Weight, Scoring method, and Updated. The table shows three rows: Facility (1 - Very High, 10, Average Risk, 2024-06-24 06:59:36), Product (5 - Very Low, 10, Average Risk, 2024-06-24 06:50:04), and Principal (2 - High, 10, Average Risk, 2024-06-24 07:02:12). To the right, an 'Engagement overview' panel shows primary details for 'Workfaster Service Outsourcing'.

Below the main content area, a second screenshot shows the 'Third-party elements - All third-party elements' list. The left sidebar shows a navigation menu with 'Third parties' expanded, and 'Third-party elements' selected. The main content area shows a table of third-party elements with columns for Name, Classification, and Created by. The table lists five elements: AI Steve (Product, admin), Buildtools (Product, admin), John Doe (Principal, admin), Kansas city data center (Facility, admin), and Paris data center (Facility, admin).

New element structure enables multi-level assessments and scoring

TPRM Standard

## Gain deeper insight into individual elements comprising third-party risk

- 1 Leverage new flexible, user-defined third-party element sub-hierarchy for more granular risk assessments
- 2 Examine or aggregate risk scores across individual engagement elements – people, facilities, products, etc. – to make better informed decisions
- 3 Map risk at the element level to visualize risk concentration; understand potential geo-political, weather, ESG, or other global impacts to your third parties





# New Risk Intelligence framework, enhanced IRQ scoring logic

TPRM Standard

## Usability, visibility, and transparency powered by Risk Intelligence

- 1 Ingest broader Risk Intelligence content types – ex. sanction screening – for use within TPRM workspace
- 2 Leverage new Risk Intelligence framework to easily manage providers, normalize scores, order reports within the workspace for increased insights
- 3 Streamline workflow, reduce vendor fatigue with more complex IRQ logic, scoring criteria to trigger assessments

The screenshot displays the ServiceNow Vendor Management Workspace. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main content area is titled 'Risk intelligence provider setup - Provider services' and shows a table of providers with columns: Name, Provider, Score type, Risk area, and Is rating. The table lists four providers: Interos - Financial Risk, Upguard - Strategic Risk, Rapid Ratings - Overall Risk, and Rapid Ratings - Financial Risk. Below the table, there is a section for 'Engagement risk scoring rule - Software' which includes fields for Name, Description, Number, and Active status. It also features a table for 'Engagement risk component criteria' with columns for Name, Description, and Number. The table lists two criteria: 'IT Vendor Criteria' and 'All Engagement Criteria'. The 'All Engagement Criteria' row is highlighted with a red box. Below the table, there are buttons for 'Add Filter Condition' and 'Add "OR" Clause'. The bottom of the screen shows the 'Update' and 'Delete' buttons.

Manage Risk Intelligence providers.  
Trigger assessments based on scoring rules



# Now Platform® Xanadu release

Environmental, Social, and Governance  
ESG Management





# What's new in the Xanadu release

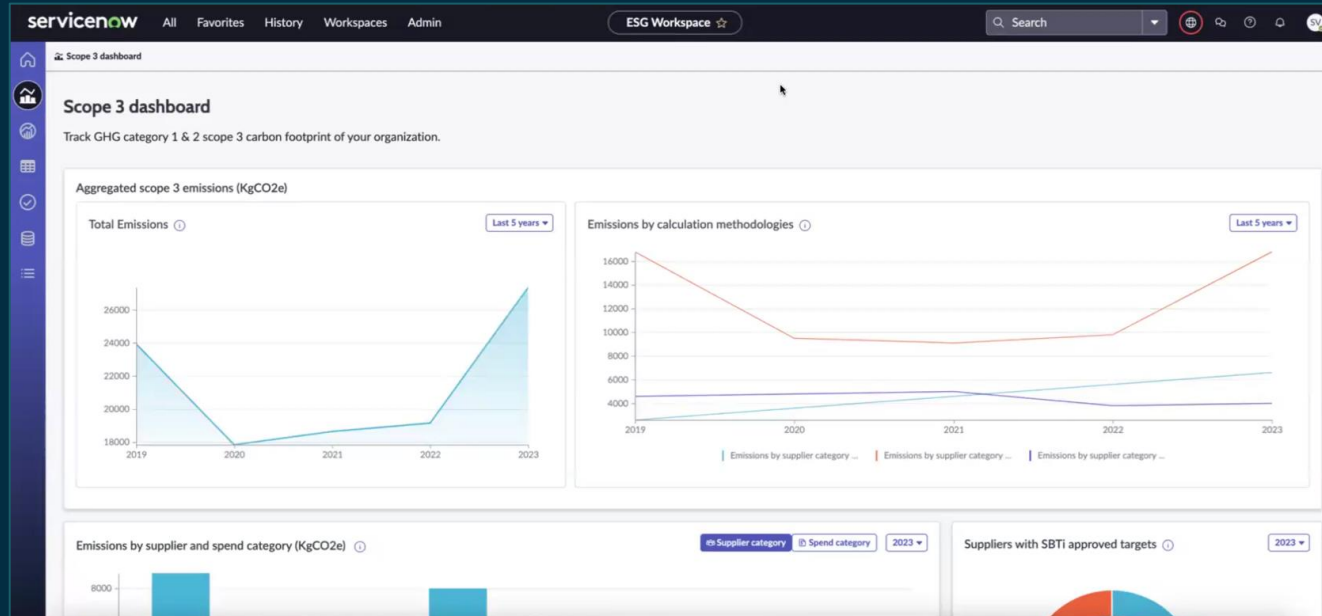


## Environmental, Social, and Governance

- Scope 3 dashboard
- Metrics enhancements
- Content and integrations



# Scope 3 dashboard



**Comprehensively track your organization's GHG emissions for customizable and reliable management**

- 1 Track your organization's GHG emissions for scope 1, 2, and 3
- 2 Define your own categories and representation of data
- 3 Utilize automated metric definitions





# Metrics enhancements

Formula builder configuration  
sn\_esg\_emission\_factor

You are editing a record in the Environmental, Social, Governance Management application (cancel)

\* Formula context: Calculation level - entity (ESG) Application: Environmental, Social, Governance Management

\* Table: Emission factor [sn\_esg\_emission\_factor]

Condition: All of these conditions must be met

-- choose field --

OR AND

New Criteria

\* Display field: Name

\* Identifier: ef

Show additional columns: ☒

\* Primary column: From unit

Secondary column: To unit

Primary column label

Secondary column label

Update Delete

servicenow All Favorites History Workspaces Admin ESG Workspace

Home > Calculated Metric Definition: Test Fb1

Test Fb1

Record type: Calculated Metric ... Frequency: Annually

Save 360° view

General Overview Details

Build formula Formula builder

Metrics Metrics

Calculated metric data Calculated Metric Data

Program setup Goals Targets

Reporting requirements Citations

Thresholds Thresholds

Formula builder

Preview Copy Reset

Emission factor

Search

212222Silver Ore MiningPerfluorocyclobutane  
From unit : USD  
To unit : kg

212321Construction Sand and Gravel MiningHFC-125  
From unit : USD  
To unit : kg

213111Drilling Oil and Gas WellsMethane  
From unit : USD

Save formula

Need help? See some best practices

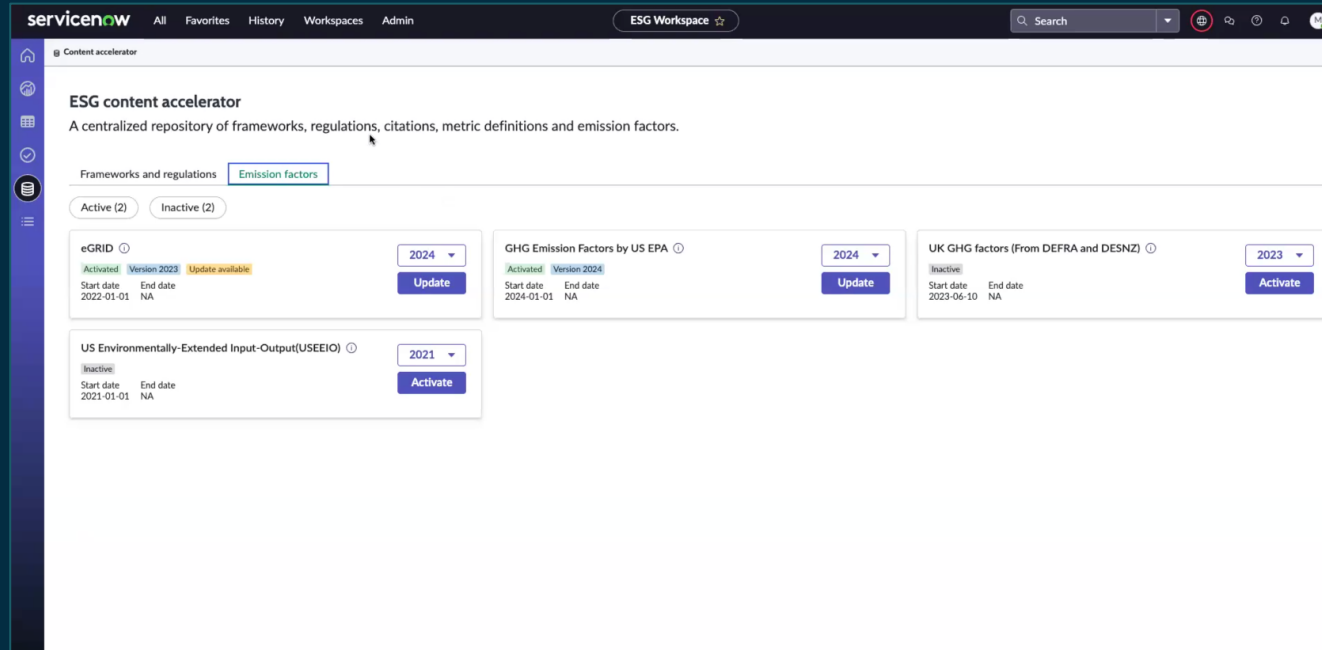
Empower greater customization, precision, and flexibility in data management and analysis

- 1 Define custom labels in formula builder and view labels while constructing formulas
- 2 Collect data in custom fiscal calendars
- 3 Run metrics on demand





# Content and integrations



## Enhance reporting capabilities to help ensure the most comprehensive and up-to-date information

- 1 Introduce additional emissions factors including emissions activity source into the content accelerator
- 2 Update the emissions factors to the most recent version
- 3 Add content for CDP, ISSB, and IFRS





# Employee Workflows

HR Service Delivery

Talent Development

Workplace Service Delivery

Legal Service Delivery



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners



# What's new in the Xanadu release



## HR Service Delivery

### HR Service Delivery

- Guided Decision Tree
- Employee Journey Management

### Employee Center Pro

- Content Engagement for Employee Center
- Guided Self-Service





# Guided Decision Trees

\$ Professional or Enterprise

**Provide decision making structures to help solve inquiries faster**

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

The screenshot displays the ServiceNow case management interface for a case titled "Vision Benefits Enrollment Inquiry for Beth Anglin". The case number is HRC0000103. The state is "Awaiting Acceptance" and the priority is "3 - Moderate". The subject is "Beth Anglin". The case is assigned to "Stephen Seifers". The "Compose" section allows for adding comments, and the "Sample Tree" section shows a decision path for "Are you here?". The "Case Details" section includes fields for Number, State, Priority, Subject, and Assigned to.

Guided Decision Trees



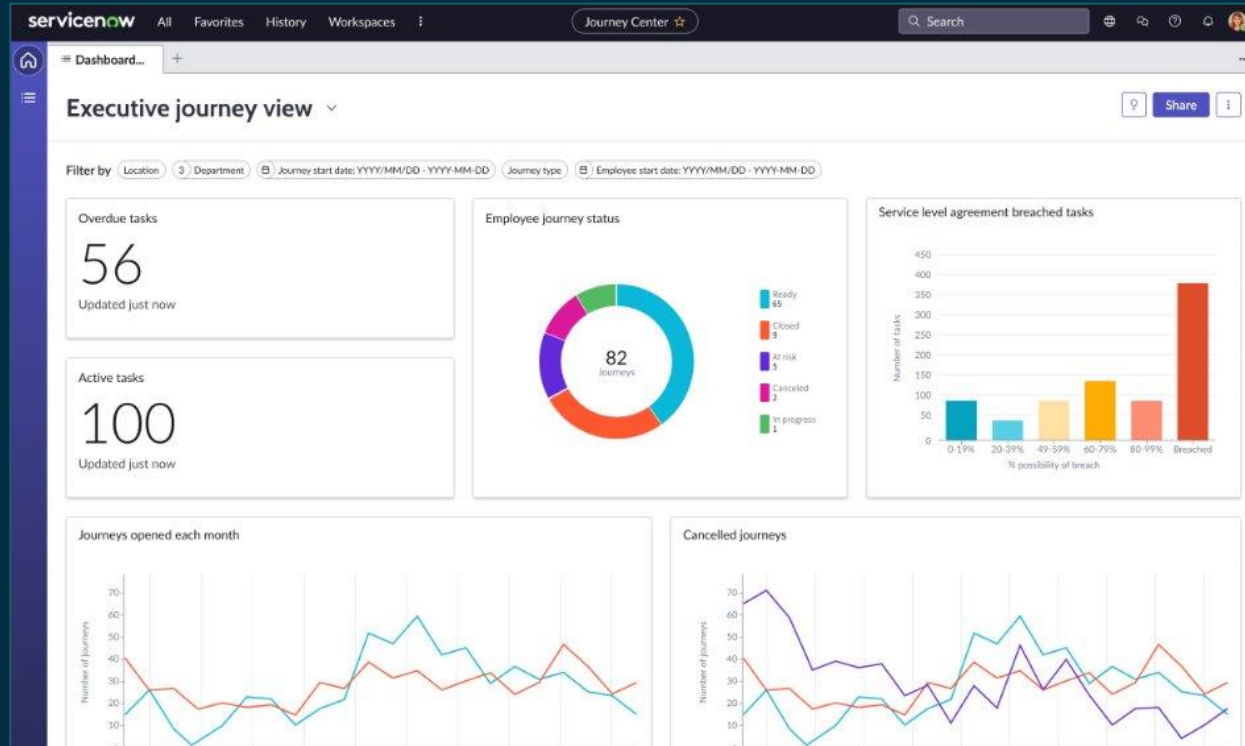


# Employee Journey Management

\$ Professional or Enterprise

## Supercharge employee journeys with data driven experiences

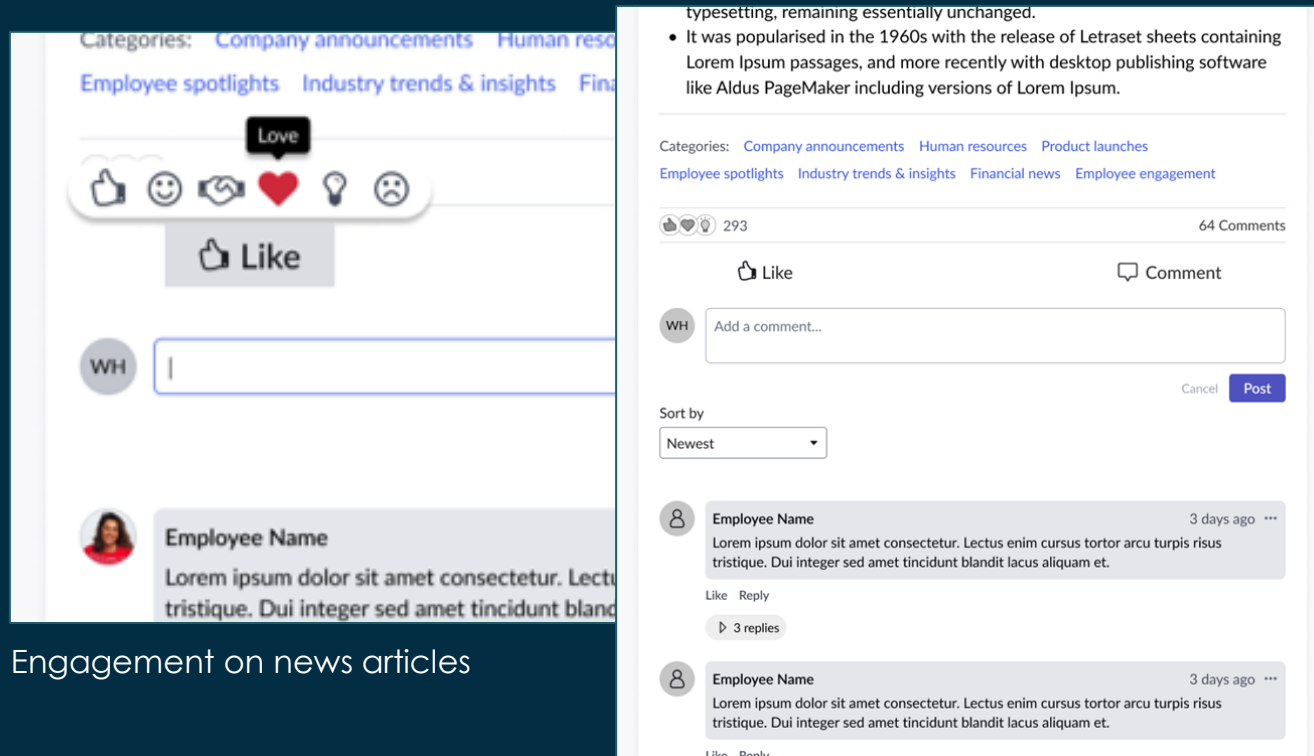
- 1 Create out of the box analytics dashboards with critical metrics and personas
- 2 Enable journey admins to create actionable analytics that drive journeys forward
- 3 Empower leaders to understand their journey with powerful metrics



Metrics for Employee Journeys



# Content engagement for Employee Center



Engagement on news articles

\$ Professional or Enterprise

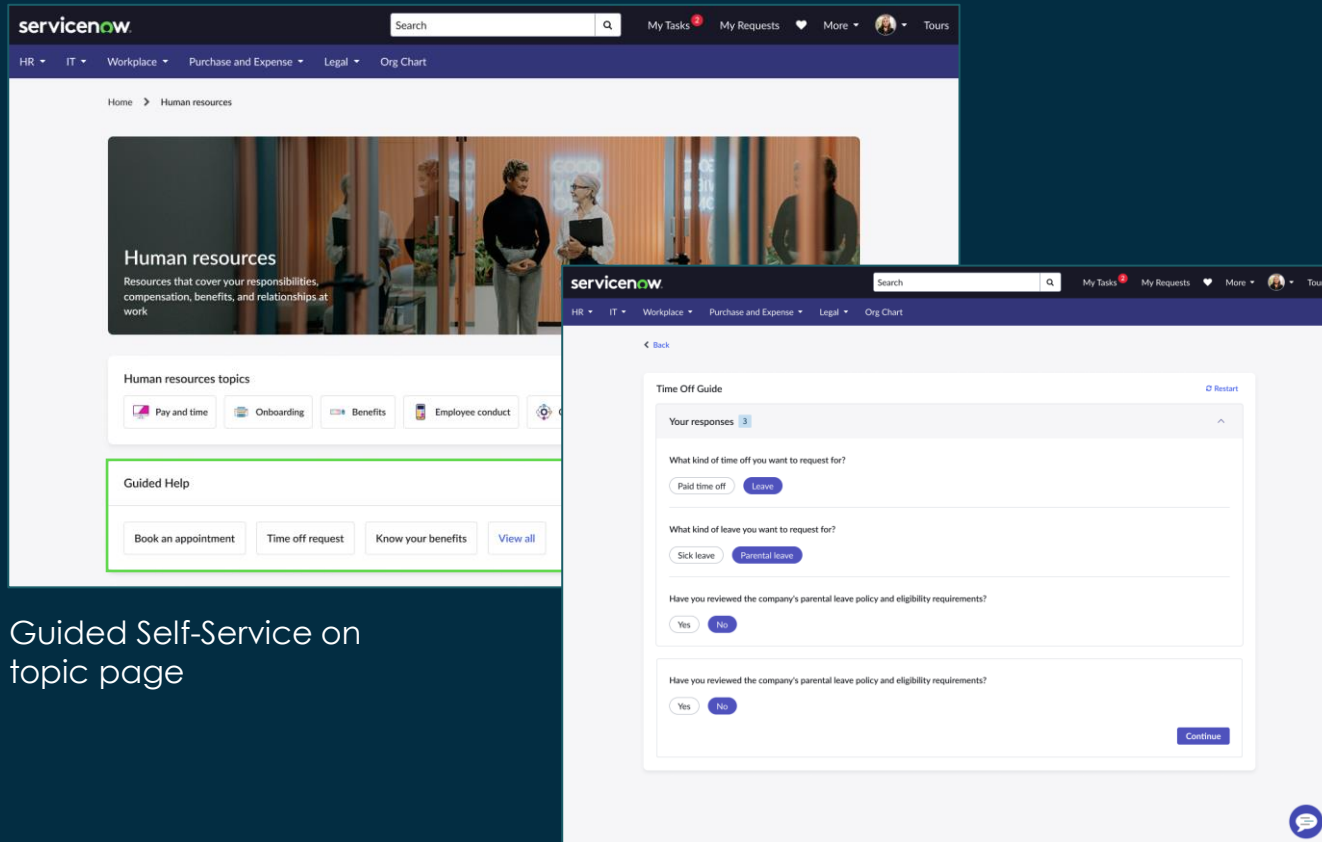
## Connect and engage employees with social integrations on News

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





# Guided Self-Service



Guided Self-Service on topic page

Visual Q&A based self-service

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

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





# What's new in the Xanadu release



## Talent Development (Formerly: Employee Growth and Development)

- Leader Hub
- Gigs & Projects



# Leader Hub



The screenshot shows the ServiceNow Leader Hub interface. At the top, there's a navigation bar with the ServiceNow logo, a search bar, and links for 'Tasks', 'Requests', 'More', and 'Tours'. Below the navigation bar, there's a 'Leader hub' section with tabs for 'At the glance', 'Org talent', and 'Org skills'. The main content area displays a greeting 'Good afternoon, Debbie' and a list of 'Insight-based suggestions' including 'Address the skill gap', 'Check in on your generative AI initiative', and 'Get to know our talent community'. There are also sections for 'Skill scores' and 'Org talent'.

## Empower organizational leaders to truly understand their talent

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

Growth engagement drill down metrics



# Gigs & Projects



**servicenow.** My Tasks 9+ My requests My Favorites More

Help center ▾ Your career ▾ Your team ▾ Org chart ▾ News center ▾ Opportunity marketplace ▾ Employee Forums ▾ NOW 751.83 USD Get support

Home > Opportunity marketplace > Other opportunities

Overview Internal jobs Other opportunities Opportunities you own

**Other opportunities** [Edit preferences](#)

Gain new skills and experiences by joining collaborative projects, taking on individual gigs, and getting involved in your company's community.

**Best fit recommendations**

**Based on your current role**

**Financial Analyst** Excellent match

Starts 8/19/24  
 1 opening  
 Posted 3/22/24

[Match analysis](#) [View details](#)

**Based on your aspirations**

**Automated Expense Tracker**

Available roles: User Experience (UX) Designer + 3 roles

Remote  
 Starts 2/3/25  
 Posted 3/22/24

[View details](#)

**Based on your skills**

**Innovation Consultant** Excellent match

Starts 8/19/24  
 1 opening  
 Posted 3/22/24

[Match analysis](#) [View details](#)

**Browse opportunities**

[Give feedback](#)

## Create opportunities for temporary help and skill development

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



# What's new in the Xanadu release



**Now Assist**

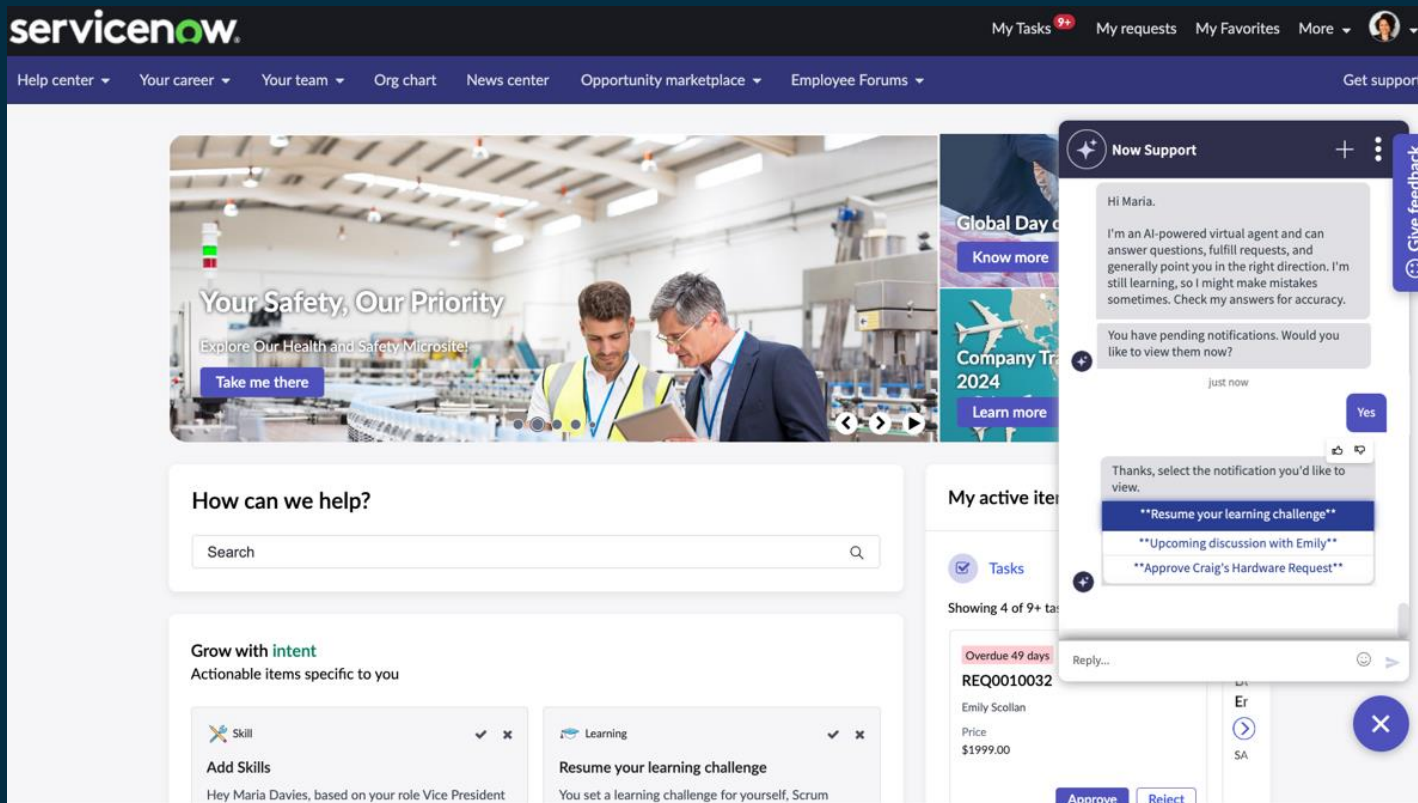
## **Now Assist for HRSD**

- LLM-based proactive prompts



# Proactive Prompts

✦ Powered by Now Assist



Proactive Prompts in Now Assist  
for HR

Now Assist for HRSD

## Support proactive employee behavior with AI-enabled prompts

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



# Now Platform® Xanadu release

Workplace Service Delivery,  
Health and Safety





# What's new in the Xanadu release



**Workplace  
Service Delivery**

## **Workplace Service Delivery**

- Workplace Services Kiosk
- Multi-building scenario planning





# Workplace Services Kiosk

The left screenshot shows the 'Home' page of the ServiceNow Workplace Services Kiosk. It features a 'servicenow.' header with a timestamp of 2024-05-17 09:00. Below the header, there's a 'Home' button and a welcome message 'Welcome, John!'. The main content area prompts the user to 'Please confirm the details of your visit below.' and displays 'Host Info' for Rhylan Johnson (Senior Product Manager) and 'Visitor Info' for John Doe (Senior Product Designer, CloudTech, Email: johndoe@exampleemail.com). A 'Back' button is at the bottom.

The right screenshot shows the 'Check-in' page. It has a 'servicenow.' header with a timestamp of 2024-05-17 09:00. Below the header, there's a 'Home' button and a 'Check-in' title. The main content area prompts the user to 'Check-in with email address' and provides an input field for 'email address'. Below the input field is a 'Continue' button. Below the 'Continue' button is the word 'or'. Below 'or' are three buttons: 'Check-in with invitation passcode', 'Check-in with phone number', and 'Check-in with your name'.

\$ Professional & Enterprise

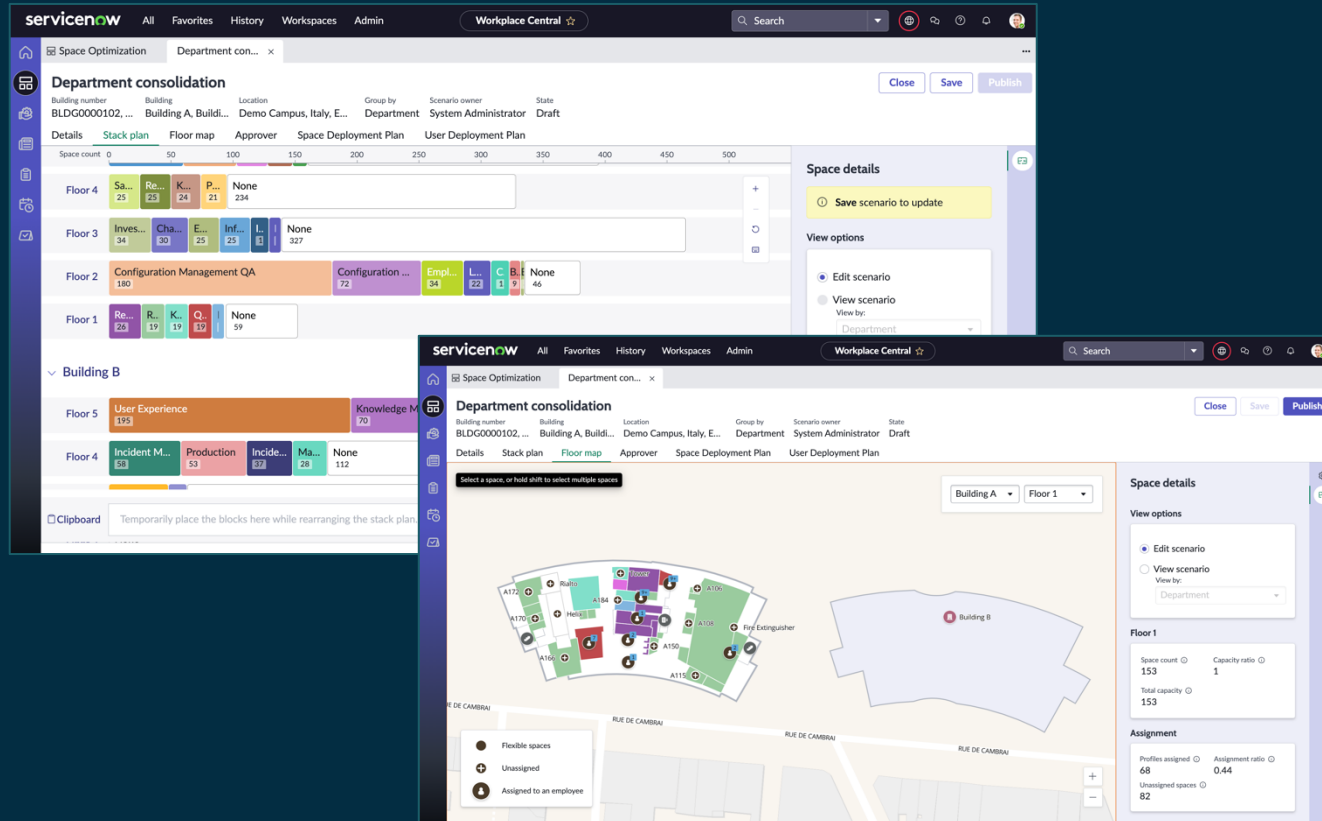
## Streamline visitor experiences in the workplace

- 1 Enable visitors to autonomously register, check-in, and check-out of the workplace
- 2 Provide flexibility for workplace admins to configure check-in flows using passcode, phone number, visitor name, or email address





# Multi-building scenario planning



Enterprise

## Enable accurate space planning across multiple buildings

- 1 Create and visualize scenario plans across multiple buildings
- 2 Facilitate granular allocation changes by accessing floor plans and stack plans of multiple buildings within the same scenario
- 3 Move departments, teams, and individuals from one building to another



# What's new in the Xanadu release



## Health and Safety

### Health and Safety

- Health and Safety Case Management
- Health and Safety Offline Inspections





# Health and Safety Case Management

The screenshot displays the ServiceNow interface for Health and Safety Case Management. The top navigation bar includes 'Cases', 'Favorites', 'History', 'Workspaces', and 'Admin'. The main content area is divided into several sections:

- Case Details:** Shows the case title 'Joe Employee Injury', priority '4 - Low', state 'Open', assigned to 'Mike Scott', and opened on '27/06/2024 06:3...'. It also includes tabs for 'Details', 'Leaves (1)', and 'Injury and illness'.
- Health and Safety case:** A form section with fields for 'Number' (CSE0001003), 'Short description' (Joe Employee Injury), 'Requested for' (Joe Employee), 'Category' (Injury / Incident related leave), 'Related incidents / observations' (HSD001003), 'Return to work case' (Yes), 'State' (Open), 'Priority' (4 - Low), 'Assignment group' (Mike Scott), 'Parent case', and 'Watch list'.
- Compose:** A section for adding comments with a text area and a 'Post Comments' button.
- Attachments:** A section for adding attachments with a message 'No Attachments Available' and a prompt to 'Drag or select files to upload'.
- Activity:** A section showing recent activity, including a comment from 'claire.russell@inc'.
- Health and Safety Question:** A form for submitting questions with fields for 'Requested For' (Joe Employee), 'Category' (General Inquiry), 'Short description' (Health and Safety question), and 'Description' (How many breaks can we get while working in the heat?). It also includes an 'Add attachments' option and a 'Submit' button.

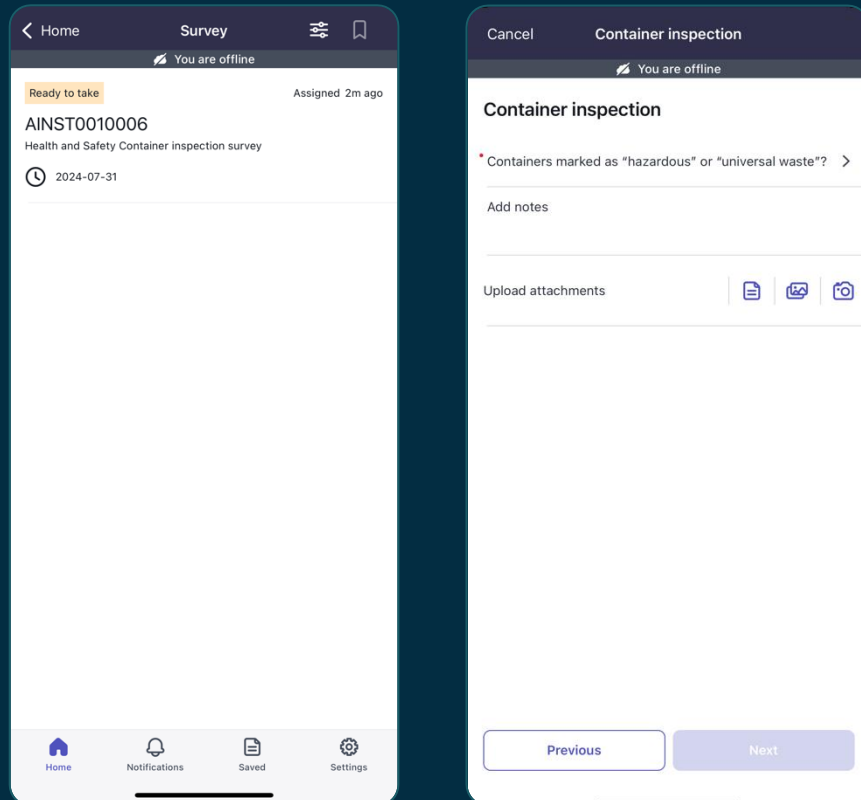
## Drive efficient case creation and resolution

- 1 Submit Health and Safety inquiries directly within Employee Center on any device
- 2 Enable safety teams to kick off the return to work process from an injury case to track medical clearance information and accommodations
- 3 Organize the return to work process cross departments with HRSD journey integrations to successfully coordinate an employees return to work





# Health and Safety Offline Inspections



Available on Agent App

## Connect employees to inspections regardless of where they work

- 1 Automatically assign scheduled Health and Safety inspections to employees
- 2 Enable employees to take Health and Safety inspections when there is no connectivity or Wi-Fi
- 3 Proactively identify hazards and reduce risk of employee incident or injuries



# What's new in the Xanadu release



## Legal Service Delivery

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





# AI-powered request categorization and routing

The screenshot displays the ServiceNow interface for a 'Legal Request' titled 'Risk assessment for Gen AI'. The request is assigned to Michael Hoefer. The interface shows various fields for categorization and routing, including 'Practice area', 'Category', 'Subcategory', 'Priority', 'Watch list', 'Collaborators', 'Assignment group', and 'Assignment group permission'. A notification banner at the top states: 'Predictions available. High-confidence predictions are automatically updated in relevant fields, while those with medium and low-confidence are displayed as suggestions. Review and make necessary updates. Show less'. The 'Activity' panel on the right shows a timeline of actions performed by Michael Hoefer, including opening the request and field changes.

High confidence predictions automatically update fields with predicted value, medium and low confidence predictions show suggested values.

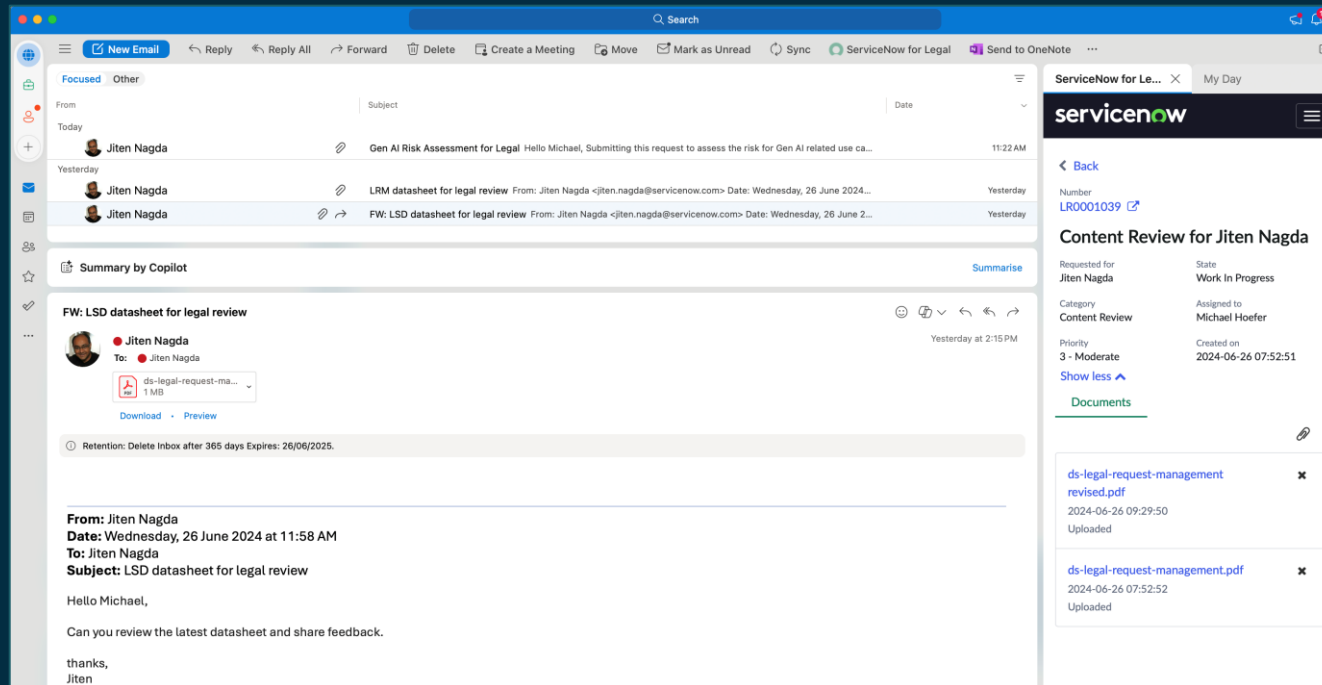
## Reduce time spent managing general legal requests

- 1 Use machine learning to automatically categorize general legal requests
- 2 Automatically route requests to legal staff based on availability, capacity, and skills with Advanced Work Assignment





# Microsoft Outlook integration



## Boost legal fulfiller productivity by enabling them to work in Outlook

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

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





# Contract Management Pro for Sales and Order Management

Contract Management Pro

Reduce time spent on configuring, pricing, and quoting processes

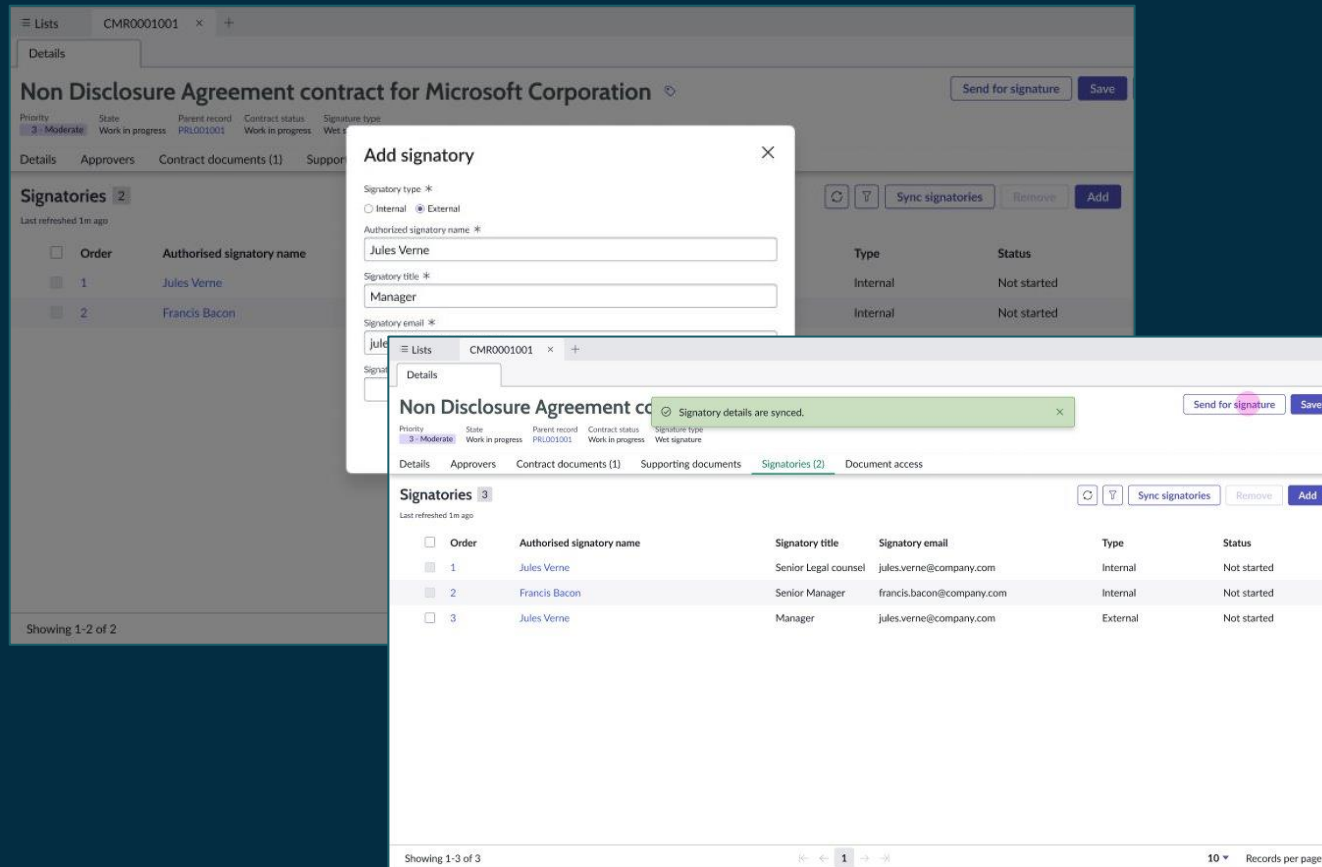
- 1 Leverage one simplified experience to seamlessly integrate the contract workflow into the sales and order management workflow
- 2 Seamlessly handle the workflow for configuring, pricing, and quoting with Sales and Order Management
- 3 Provide contract creation and review capabilities with Contract Management Pro

The screenshot displays the ServiceNow interface for a 'Contract request' form. The form is titled 'Own paper - Sales Legal Agreement contract request - CMR0001028'. It includes fields for 'Number' (CMR0001028), 'Initial request' (QT0001023), 'State' (Draft), 'Type of paper' (Own paper), 'Contract type' (Sales Legal Agreement), 'Signature type' (Electronic signature), 'Start date' (2024-08-01), and 'End date' (2025-07-31). The form also shows 'Opened by' (System Administrator), 'Priority' (4 - Low), 'Requested for', 'Assignment group', and 'Assigned to'. A 'Compose' section on the right allows for adding comments or work notes. An 'Activity' section shows a log of actions, including 'Additional comments' and 'Field changes' by the System Administrator. A 'Record Information' sidebar on the far right provides an overview of the record's details.

Contract request initiated from a quote



# Microsoft Word add-in for signature blocks



Contract Management Pro

## Reduce time spent managing signature blocks on contracts

- 1 Leverage a Word add-in to create and customize signature blocks within contract templates
- 2 Add tags to signature blocks such as external vs internal signer, name, title, and date
- 3 Enable contract requestors and fulfillers to add additional signers to contracts directly within the document





# Internal review framework

CMRTASK0001

Priority: 1 - Critical, State: Review in progress, Parent contract record: CMR0001024, Assigned to: Jeff Bezos

Details

Task details

Number: CMRTASK0001, Opened: 2024-09-03 21:35:45

Contract type: Non Disclosure Agreement, Opened by: Brain Smith

Assignment group: Litigation, State: Review in progress

Due date: 10-12-2022, Assigned to: Jeff Bezos

Priority: 1 - Critical

Document: NDA with ServiceNow - Nvidia.docx

Instructions: A detailed descriptive passage related to the task.

Compose

Comments, Work notes (Private)

Type your comments here

Post Comment

Activity

System Administrator

Field changes: Mon, Apr 17, 5:44 PM

Assigned to: Jeff Bezos was System Admin

Complete review

Description about the modal

Is there a document modified? Yes No

Document: NDA with ServiceNow - Nvidia\_Reviewed.pdf

Comments: I have done the review as per the instructions and subsequent conversations.

Cancel Complete

Contract Management Pro

## Streamline internal contract review processes

- 1 Easily initiate contract reviews from internal reviewers
- 2 Enable internal reviewers to accept or reject tasks and add comments to redlines
- 3 Track multiple reviews and their respective deadlines across multiple documents and reviewers





# Hyperautomation and Low Code

App Engine

Automation Engine



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and Low Code



Customer Workflows



Industry Products



Finance and Supply Chain Workflows



ServiceNow Impact™



Upgrading to Xanadu release



Partners



# Now Platform® Xanadu release

App Engine





# What's new in the Xanadu release



**Now Assist**

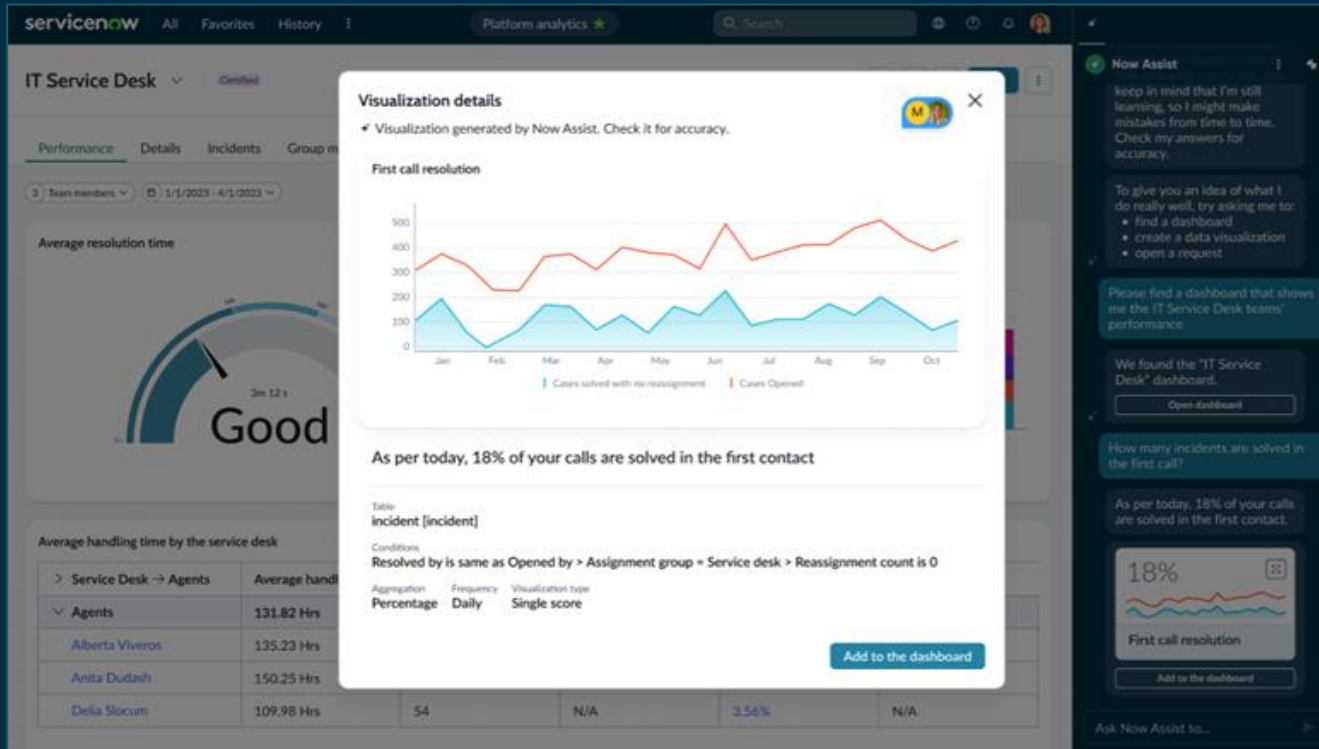
## **Now Assist for Creator**

- Data visualization generation
- Playbook generation enhancements



# Data visualization generation

✦ Powered by Now Assist



Creator Pro Plus

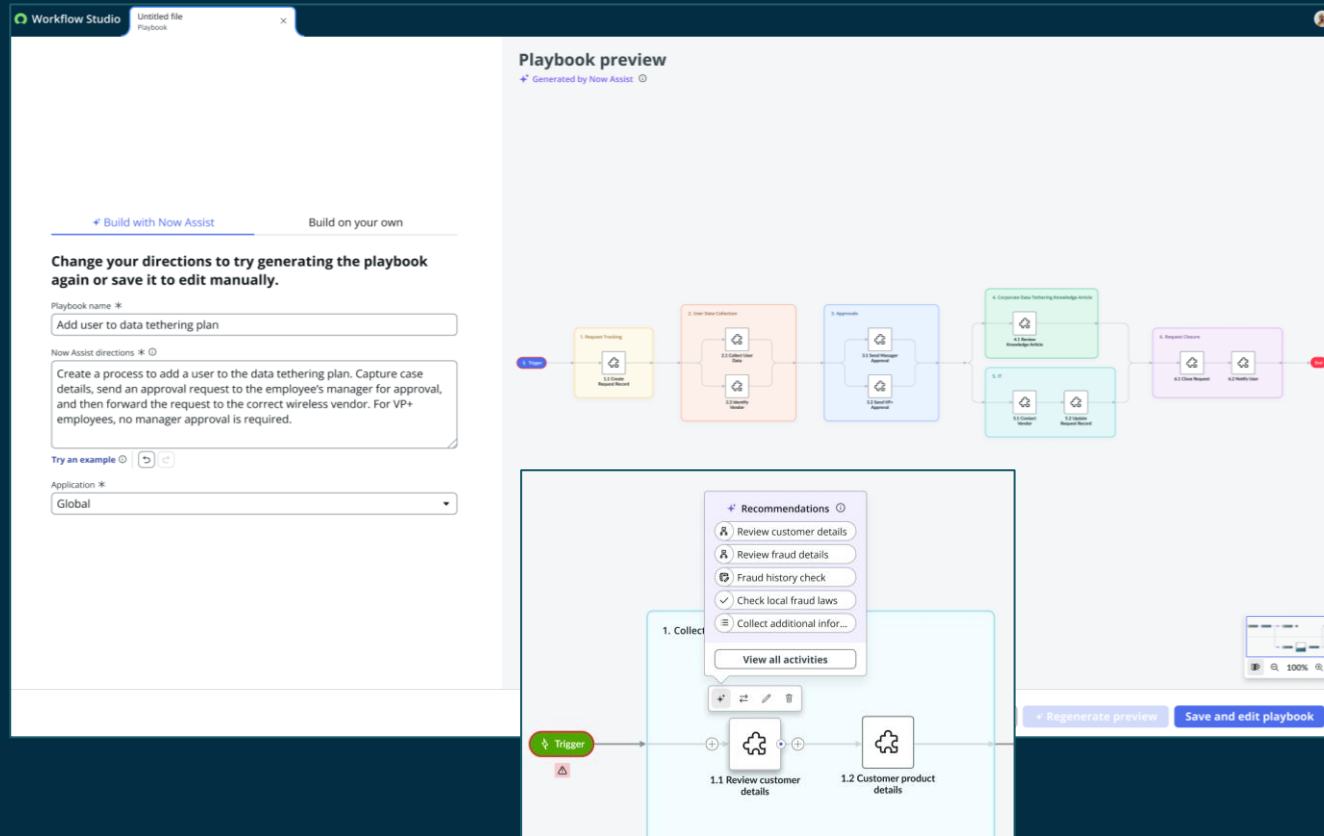
Get the data visualization you need fast, so you can make the right business decisions

- 1 Effortlessly create analytics visualizations through text, without needing to be an expert
- 2 Explore and refine analytics queries with ease for new business insight
- 3 Quickly create a data visualization from any KPI in Performance Analytics



# Playbook generation enhancements

✦ Powered by Now Assist



Creator Pro Plus

## Generate playbooks using text to automate at speed

- 1 Generate previews for quick review and prototyping to build better playbooks
- 2 Re-prompt using simple text to ideate for ideal playbook creation
- 3 Automate at speed and with confidence using GenAI recommendations for activity placeholders



# Now Platform® Xanadu release

Automation Engine





# What's new in the Xanadu release



## Low Code and Intelligent Automation

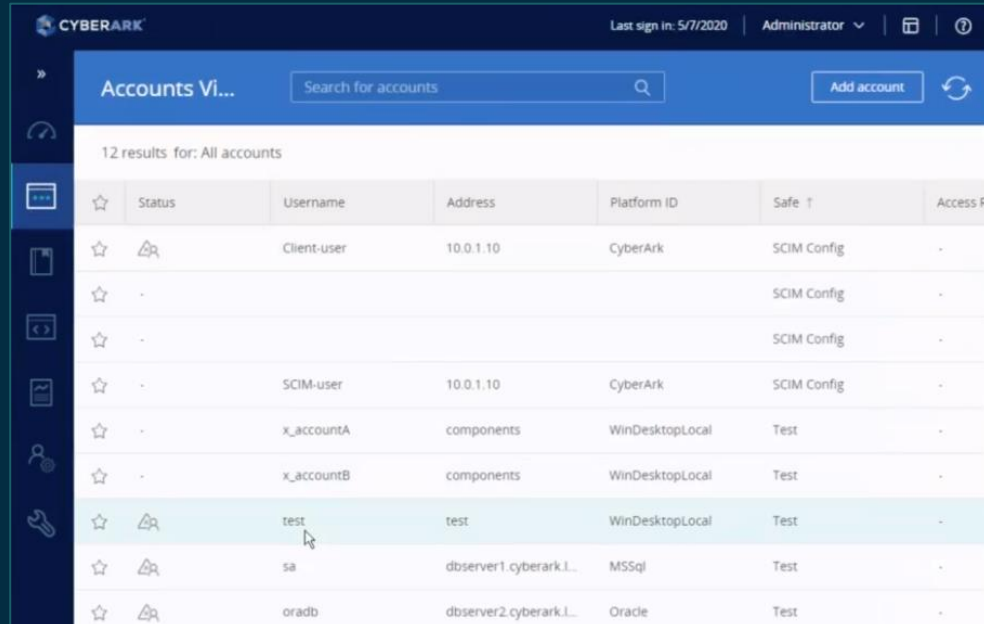
### Automation Engine

- Enhanced security in Integration Hub
- Queue efficiency tracker
- Sample automations





# Enhanced security in Integration Hub



The screenshot shows the 'Accounts View' interface in CyberArk. It displays a table with 12 results for all accounts. The table columns are Status, Username, Address, Platform ID, Safe, and Access. The 'test' account is highlighted.

Status	Username	Address	Platform ID	Safe	Access
☆	Client-user	10.0.1.10	CyberArk	SCIM Config	-
☆	-	-	-	SCIM Config	-
☆	-	-	-	SCIM Config	-
☆	SCIM-user	10.0.1.10	CyberArk	SCIM Config	-
☆	x_accountA	components	WinDesktopLocal	Test	-
☆	x_accountB	components	WinDesktopLocal	Test	-
☆	test	test	WinDesktopLocal	Test	-
☆	sa	dbserver1.cyberark.l...	MSSql	Test	-
☆	oradb	dbserver2.cyberark.l...	Oracle	Test	-

\$ Integration Hub Professional

## Enhance security with personal authentication and CyberArk integration

- 1 Use personal authentication to reduce the need for super user/admin log in credentials to access third-party systems
- 2 Achieve a zero-trust architecture by storing OAuth tokens on MID Server and mTLS certificates in CyberArk
- 3 Unlock additional use cases in industries with stringent security requirements, such as in banking and healthcare





# Queue efficiency tracker

The screenshot shows the ServiceNow Automation Center interface. A modal window titled 'Automation badging' is open, allowing users to add queues associated with an automation. The background shows the 'Granular Integration' automation details, including a list of queues: 'Skills Management Robot' and 'Surf Upgrade v12.0'. The modal contains the following fields:

Queue *	Cost saving per item	Time saving per item			
		Days	Hours	Minutes	Seconds
ABC	40	0	4	0	0
XYZ	10	0	0	30	0

Buttons: + Add queue, Map queues, + Modify queues, Save.

\$ Automation Engine Enterprise

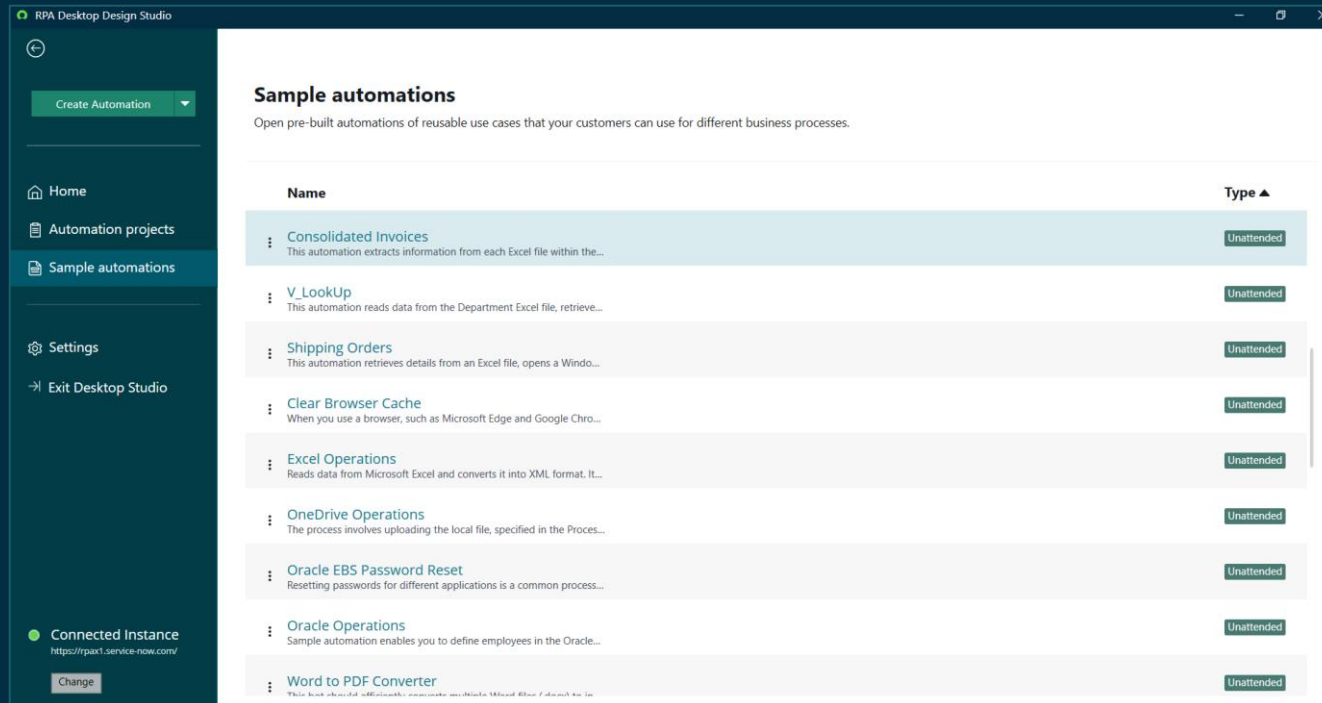
## Determine automation cost and time savings with precise granularity

- 1 Determine cost and time savings at the work-item level of an automation
- 2 Improve business processes, resource allocation, and reporting with granular automation value metrics





# Sample automations



\$ Automation Engine Professional or Enterprise

## Speed up RPA development with pre-built sample automations

- 1 Jumpstart your automation journey with a library of pre-built sample automations
- 2 Integrate sample automations in business processes to reduce effort and speed time-to-value





# Customer Workflows

Customer Service  
Management

Sales and Order  
Management

Field Service Management



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners



# Now Platform® Xanadu release

Customer Service Management





# What's new in the Xanadu release



## Customer Service Management

**Deliver great customer experiences while reducing costs**

### Customer Service Management

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





# Rich messaging in Service Catalog

The image displays three sequential screenshots of a mobile application interface for submitting a warranty claim. The interface is presented as a rich message within a chat window. The first screenshot shows a button 'I would like to submit a warranty claim' and a form titled 'Warranty Claim'. The second screenshot shows the form fields: 'Requested for \*' (Sam Collins), 'Address' (5 Concourse Parkway), 'State' (AL), and 'Zipcode'. The third screenshot shows the form fields: 'Email \*' (sam.collins@email.com), 'Model Number \*' (VX1983), 'Serial Number \*' (RU45368H), 'Purchase Date \*' (2023-12-04), and 'Purchase Receipt' (Receipt.pdf). The form has 'Cancel' and 'Submit' buttons at the bottom.

Rich Messaging – Service Catalog (via mobile)

\$ Professional or Enterprise

## Resolve customer requests faster and more directly

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





# Service model foundation: Inter-organization support

\$ Professional or Enterprise

**Give agents visibility into the business locations they support**

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

**LA City Center**

Number: IBL0000001  
Type: Business Group  
Manager: Alex Bossman  
Phone: 444-329-8461  
Email: solanacitycenter@example.com  
Street: 735 S Figueroa St  
City: Los Angeles  
State / Province: CA

**Point of contact**  
Alex Bossman  
Location Manager Fulfiller

**Products installed**  
LA City Center - Security Sy...  
Monitoring Service  
Issue reported  
Back Office Printer  
Print Solution

**Services offered**  
Background Check  
General  
Document Consent  
General  
Report Issue  
General

**Internal Business Locations**

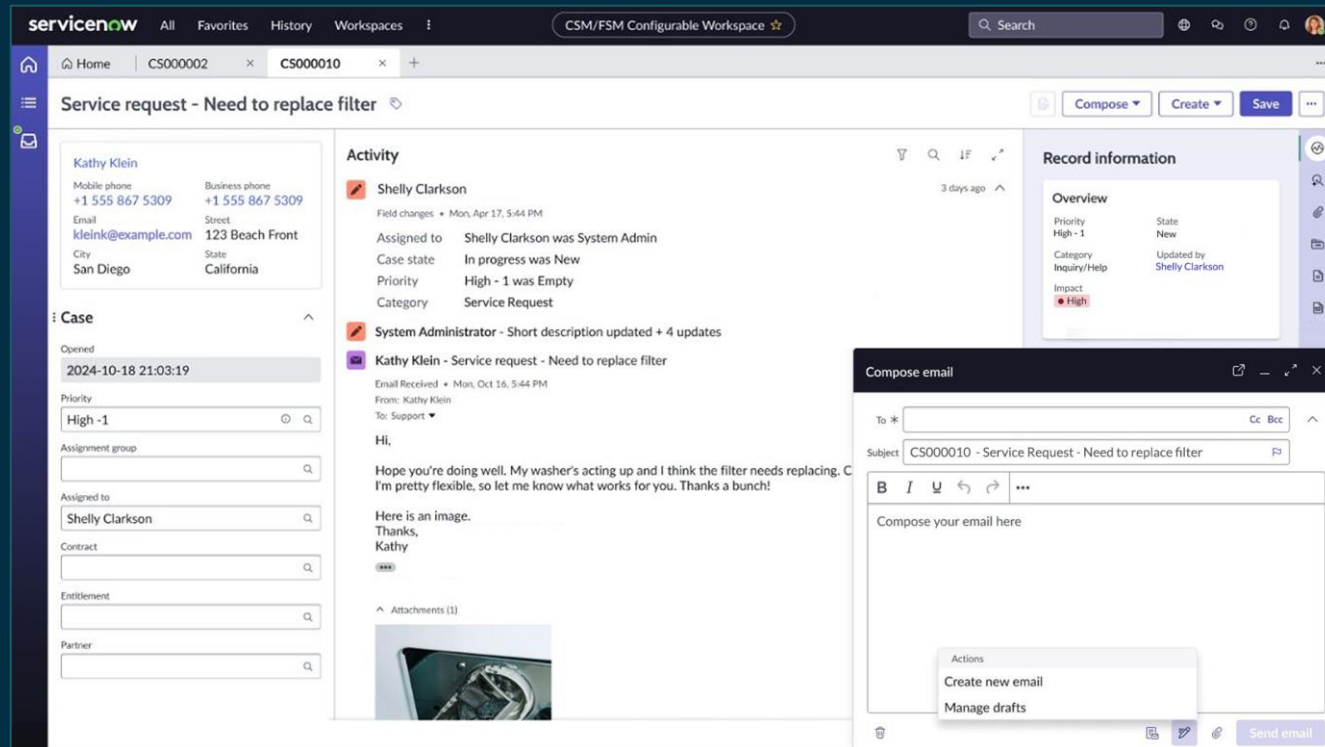
Number	Name	Type	Manager	Street	Phone	Email
IBL0000001	LA City Center	Business Group	Alex Bossman	735 S Figueroa St	444-329-8461	solanacitycenter@example.com
IBL0000002	LA City Center - East	Business Location	Alex Warran	1302 S. La Brea Ave	444-035-3376	solanacastla@example.com
IBL0000003	LA City Center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

Showing 1-10 of 10





# Email enhancements for CSM Workspace



## Provide agents with a modern email experience

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



# What's new in the Xanadu release



## Now Assist

### Now Assist for Customer Service Management

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





# Email reply recommendations

✦ Powered by Now Assist

The screenshot displays the ServiceNow 'Service request - Need to replace filter' workspace. On the left, contact details for Kathy Klein are shown. The main panel lists activity, including a message from Shelly Clarkson and a system administrator update. A 'Write with Now Assist' pop-up window is open, suggesting a personalized email reply to Kathy Klein. The suggested text reads: 'Hi Kathy, Thank you for reaching out. We expect an answer in the next few days. We will update you as soon as we have a solution. Thank you! Best, Shelly Clarkson ServiceNow Customer Support Agent'. Below the suggestion, the original email text is visible: 'Hi, Hope you're doing well. My washer's acting up and I think the filter needs replacing. Can we schedule a quick fix? I'm pretty flexible, so let me know what works for you. Thanks a bunch!'. An attachment of a washer filter is also shown.

💰 CSM Professional or Enterprise Plus

## Enable agents to easily create emails with generative AI

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





# Chat reply recommendations

✨ Powered by Now Assist

The screenshot displays the ServiceNow user interface for a chat session. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and a search bar. The main chat area shows a conversation with 'John Jason' about 'Router connection issues'. A 'Now Assist' pop-up is active, providing a suggested response to the customer. The interface also features a 'Compose' section for adding work notes and an 'Activity' section showing the chat's history.

💰 CSM Professional or Enterprise Plus

## Instantly write chat replies with generative AI

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





# Prompt configurability

✦ Powered by Now Assist

\$ CSM Professional or Enterprise Pro

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

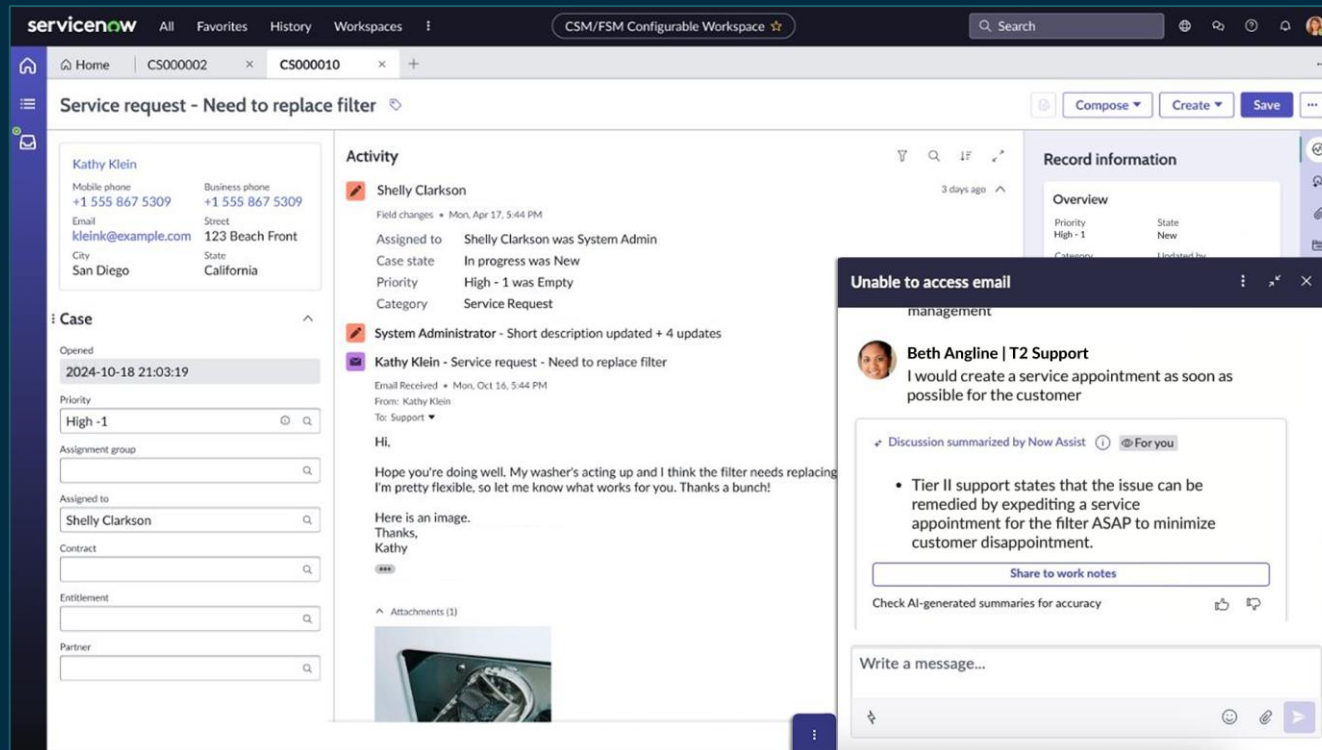
- 1 Receive more comprehensive summaries, enabling agents to respond more accurately and quicker
- 2 Handle cases more effectively with more empathy and confidence
- 3 Improve agent productivity with more complete and contextual summaries





# Sidebar summarization

✦ Powered by Now Assist



💰 CSM Professional or Enterprise Pro

## Generate summaries of Sidebar conversations in seconds

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



# Now Platform® Xanadu release

Sales and Order Management





# What's new in the Xanadu release



## Sales and Order Management

**Optimize the lead-to-cash cycle and increase revenue**

### **Sales and Order Management**

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





# Lead Management

**Convert lead to account opportunity**

**Account**

☒ Create New ☐ Choose Existing

Account Name  
Boxeo

**Contact**

☒ Create New ☐ Choose Existing

First Name: Mark Last Name: Welsh  
Email: markw@boxeo.com

**Opportunity**

☐ Do not create an opportunity upon conversion

Short description: Boxeo - Sales Opportunity Sales cycle type: Upsell  
Opportunity stage: New Assigned to: Thomas Walter

Lead stage: Qualify

Cancel Convert Lead

Convert lead to opportunity and account/contact or consumer

\$ Professional\*

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

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





# Contract Management for Sales and Order Management

\$ Professional\*

## Improve efficiency by streamlining quote to contract processes

- 1 Automate creation of legal sales contracts from quotes to reduce manual steps and errors
- 2 Generate document with quote header, line details, terms, conditions and signatories
- 3 Configurable workflows ensure company-defined approval matrices are followed
- 4 Tailor contracts based on customer and products purchased to improve customer satisfaction

The screenshot displays the ServiceNow interface for a 'Contract request' form. The form is titled 'Own paper - Sales Contract contract request - CMR0001058'. It includes a 'Details' tab and a 'Record Information' sidebar. The main form fields are organized into two columns. The left column contains fields for 'Number' (CMR0001058), 'Initial request' (QT0001001), 'State' (Work in progress), 'Type of paper' (Own paper), 'Contract type' (Sales Contract), 'Signature type' (Electronic signature), 'Start date' (2024-07-26), 'End date' (2025-07-26), 'Watch list', 'Collaborators', and 'Short description' (Own paper - Sales Contract contract request - CMR0001058). The right column contains fields for 'Opened' (2024-07-26 15:32:33), 'Opened by' ((Empty)), 'Priority' (4 - Low), 'Requested for' (Agent Sales), 'Assignment group' (Contracts Support), and 'Assigned to' (Asher Sky). The 'Record Information' sidebar on the right provides an overview of the request, including 'Priority' (4 - Low), 'State' (Work in progress), 'Contract status' (Work in progress), and 'Signature type' (Electronic signature).

Contract request initiated from a quote





# Quote Management Sales Agreements

\$ Professional\*

## Enable single-click creation of sales agreements from quotes

- 1 Quickly convert quotes to sales agreements to accelerate revenue and improve operational efficiency
- 2 Create sales agreements in ServiceNow or sync externally created agreements for a consistent, unified 360 view
- 3 Enforce agreements while creating orders by filtering catalogs and applying agreement-based prices

The screenshot displays the ServiceNow interface for creating a sales agreement from a quote. The top section shows the quote details for QT0001004, including account, contact, state, version, and pricing. A modal dialog titled 'Create sales agreement' is open, prompting the user to enter the start and end dates for the agreement. The dialog also includes a short description field and 'Cancel' and 'Create' buttons. Below the dialog, the 'Sales Agreement Lines' table is visible, listing various product offerings with their respective prices, start/end dates, quantities, and units of measure.

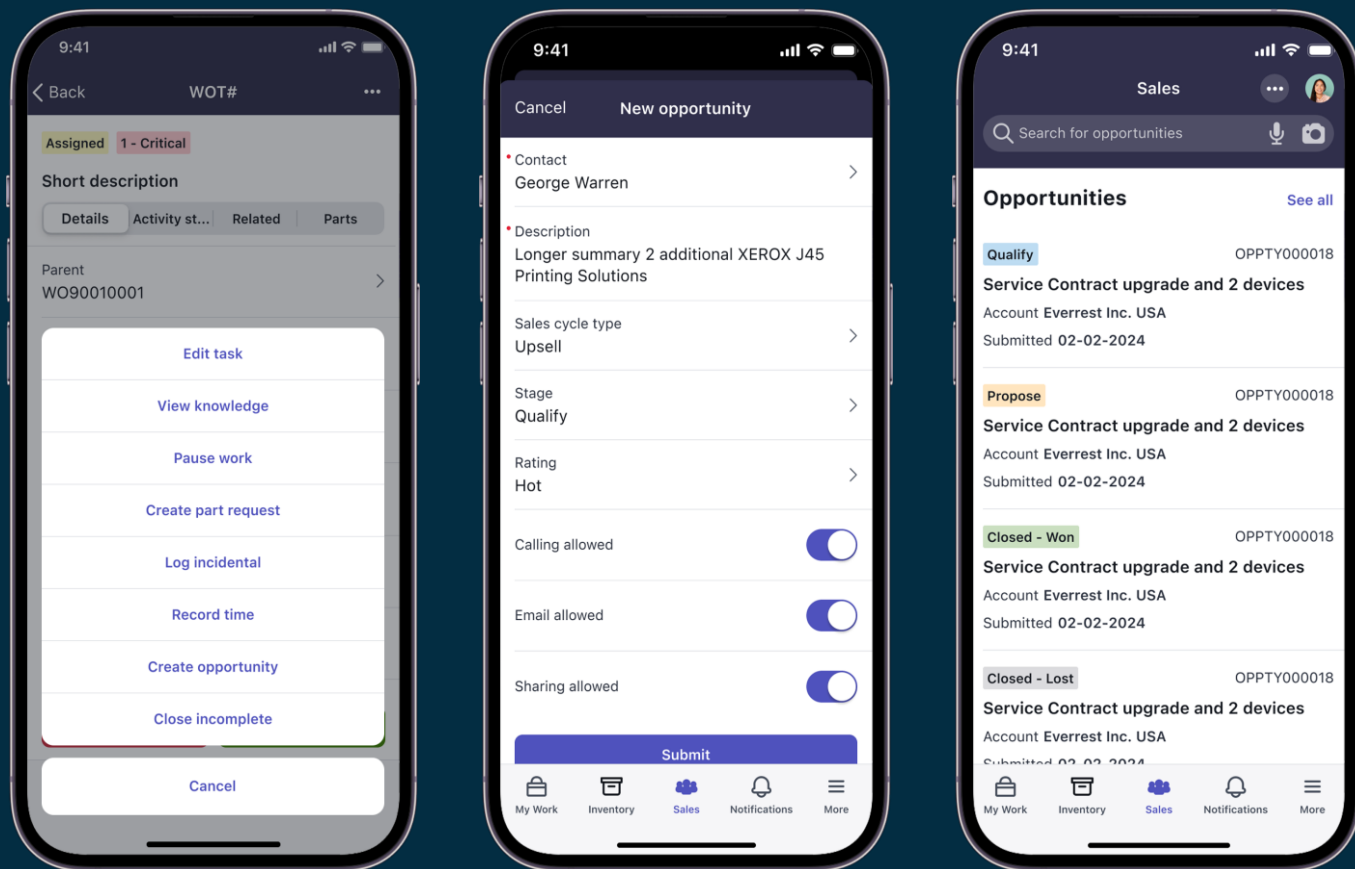
Number	Parent line	Product offering	State	Unit net price	Start date	End date	Quantity	Unit of measure
SAL0010011	(empty)	Indoor Camera	Active	\$35.00	2024-06-04	2025-06-03	150	Each
SAL0010012	(empty)	Basic Monitoring Plan	Active	\$30.00	2024-06-04	2025-06-03	50	Each
SAL0010013	(empty)	Door Sensor	Active	\$10.00	2024-06-04	2025-06-03	200	Each
SAL0010014	(empty)	Premium Monitoring Plan	Active	\$40.00	2024-06-04	2025-06-03	100	Each
SAL0010015	(empty)	Outdoor Camera	Active	\$40.00	2024-06-04	2025-06-03	200	Each
SAL0010016	(empty)	Ultimate Monitoring Plan	Active	\$50.00	2024-06-04	2025-06-03	25	Each
SAL0010017	(empty)	Window Sensor	Active	\$15.00	2024-06-04	2025-06-03	600	Each

Create sales agreement  
from quote





# Opportunity Management integration with Field Service Management



View and create opportunities from the Mobile Agent app

\$ Professional\*

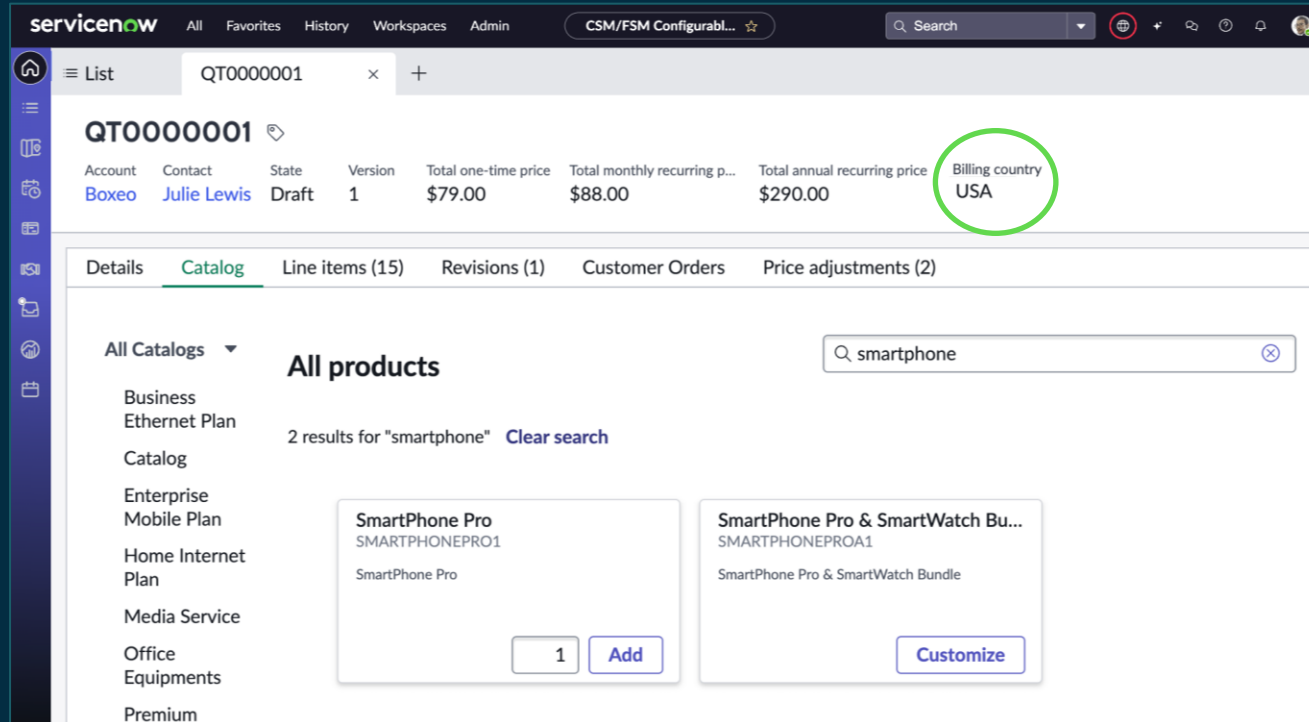
**Grow top-line revenue by enabling field agents to create opportunities**

- 1 Empower technicians to create opportunities during field engagements leveraging previously captured information
- 2 Upsell or cross-sell additional products and services during field service visits
- 3 Foster better customer relationships by identifying and capturing additional customer needs





# Product Catalog Management enhancements



Dynamically filter the Product Catalog, categories, and offers based on business rules

\$ Professional\*

## Improve order velocity and ability to handle complex offer variations

- 1 Associate product specifications to any level of product offer hierarchy to improve technical catalog mapping
- 2 Use eligibility rules to dynamically filter catalogs, categories, and product offers, increasing customer satisfaction, accuracy, and agent efficiency
- 3 Set default configurations and pre-populate values in configurator UI based on configurable criteria to improve efficiency



# Now Platform® Xanadu release

Field Service Management





# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Field Service Management (FSM)**

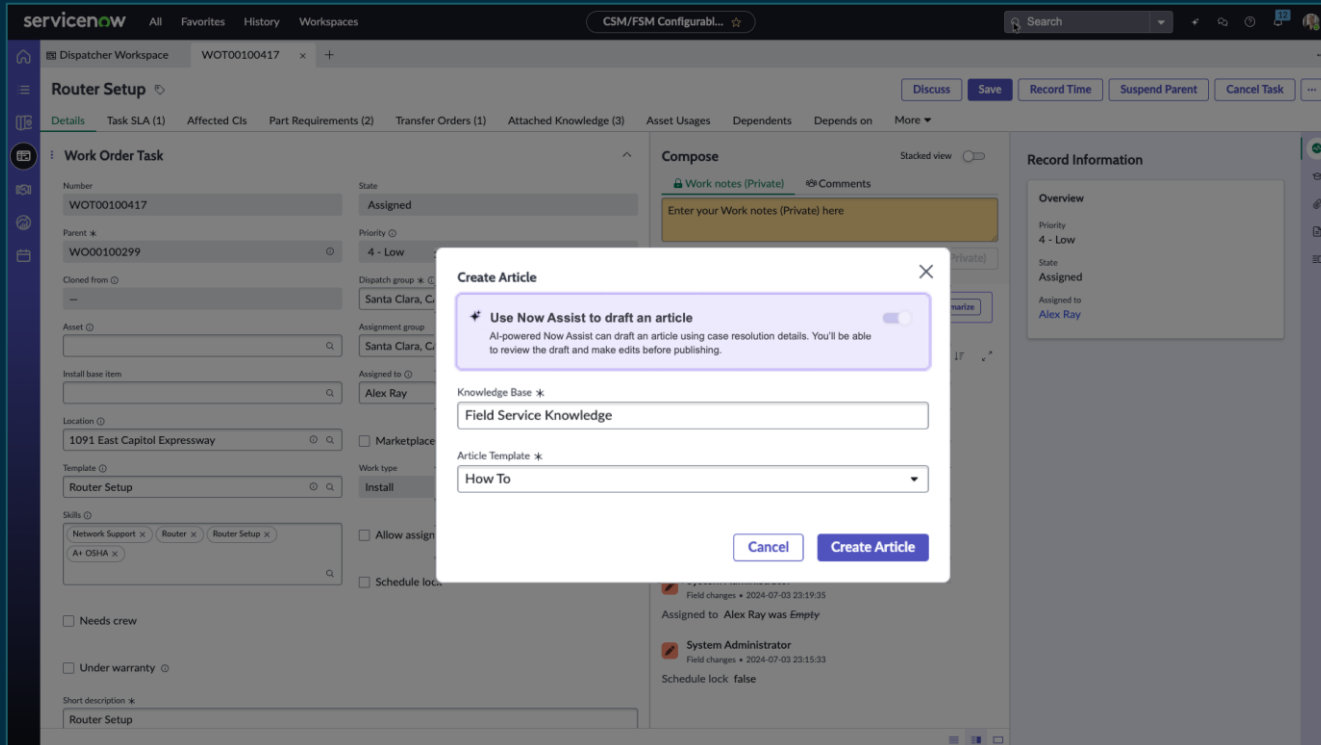
- Knowledge article generation
- Prompt configuration
- Sidebar chat summarization
- Extended work order task summary





# Knowledge article generation

✦ Powered by Now Assist



\$ Professional Plus or Enterprise Plus

## Auto-create knowledge articles with generative AI

- 1 Generate draft knowledge articles based on task finalization
- 2 Share useful information with technicians from solutions implemented to address customer issues
- 3 Reduce the need for extensive research and information gathering to shorten repair times





# Prompt configuration

✦ Powered by Now Assist

The screenshot shows the 'Work Order Task Summarization' configuration page in the ServiceNow Now Assist Admin console. The left sidebar contains navigation links: General details, View input, Customize prompt (selected), Define Availability, Select display, and Review and activate. The main content area is titled 'Customize prompt output' and includes a sub-header 'To customize prompts for each input template, add new sections that will be added to the summary. Explain this'. Below this, there's a 'Prompt' section with a 'Revert to default' link and instructions to choose sections for the generated summary. A 'Test response' section shows a 'Choose a record' dropdown with 'WOT0008015' selected and a 'Run Test' button. The 'Result' section displays the generated prompt response, including 'Issue: MRI Installation, shielding test, operation testing', 'Affected Product: N/A', and 'Part Requirement: Part Requirement 1- Model:Philips Ingenia 1.5T. Quantity required:1, Quantity reserved: 0'. At the bottom, there are 'Output length (words)' and 'LLM provider' fields, and 'Back' and 'Save and continue' buttons.

\$ Professional Plus or Enterprise Plus

## Easily edit and configure generative AI-powered skills

- 1 Edit input configurations and output formats to customize out-of-the-box skills
- 2 Test generated responses to help ensure accuracy and relevancy
- 3 Customize Now Assist skill availability





# Sidebar chat summarization

✦ Powered by Now Assist

The screenshot shows the ServiceNow 'Review your work' page. On the left, there's a table of assignments. On the right, there are two cards for 'Critical Tasks' and 'New Tasks', both showing 0. Below these is a section for 'Open tasks by priority'. A chat sidebar is open on the right, showing a conversation with 'Teddy Taylor'. The chat messages are summarized, showing the context of the issue and the steps taken to resolve it.

Numbers	Created	State	Priority	Short description
WOT00100357	2024-04-28 00:49:28	Assigned	3 - Moderate	Activate Network Monitoring
WOT00100235	2024-04-28 16:41:27	Assigned	4 - Low	Diagnose bandwidth degradation

Chat Summary:

- Some issue with modem too
- Teddy Taylor 7:22pm: Its not starting
- Lisa Ray 7:23pm: Did you unplug and restart
- Teddy Taylor 7:27pm: Yes, yet the issue persist
- Lisa Ray 7:28pm: Okay

\$ Professional Plus or Enterprise Plus

## Use generative AI to summarize Sidebar conversations

- 1 Minimize time spent searching and sifting through conversation histories with concise summaries
- 2 Acquire necessary information quickly to efficiently schedule and prepare tasks for completion





# Extended work order task summary

✦ Powered by Now Assist

The screenshot displays the ServiceNow interface for a Work Order Task (WOT00100494). The page is divided into several sections: 'Details' (showing task number, parent, location, and assignment group), 'Compose' (with a 'Work Order Task summary by Now Assist' button), and 'Related Search Results' (showing an article about Solana Cards and a summary generated by Now Assist). The 'Work Order Task' section includes fields for Number, Priority, Parent, State, Cloned from, Location, Template, Skills, Needs crew, Short description, and Description. The 'Compose' section has a 'Work notes (Private)' field and a 'Post Work notes (Private)' button. The 'Related Search Results' section shows an article titled 'Can I purchase Solana Cards in bulk at my local S...' and a summary generated by Now Assist.

\$ Professional Plus or Enterprise Plus

## Summarize work order tasks with generative AI

- 1 Equip technicians with essential work order task details to expedite task completion
- 2 Fine-tune prompt through configuration to improve accuracy of work order task summary
- 3 Generate a concise work order task summary, inclusive of affected products, on one screen



# What's new in the Xanadu release



## Field Service Management

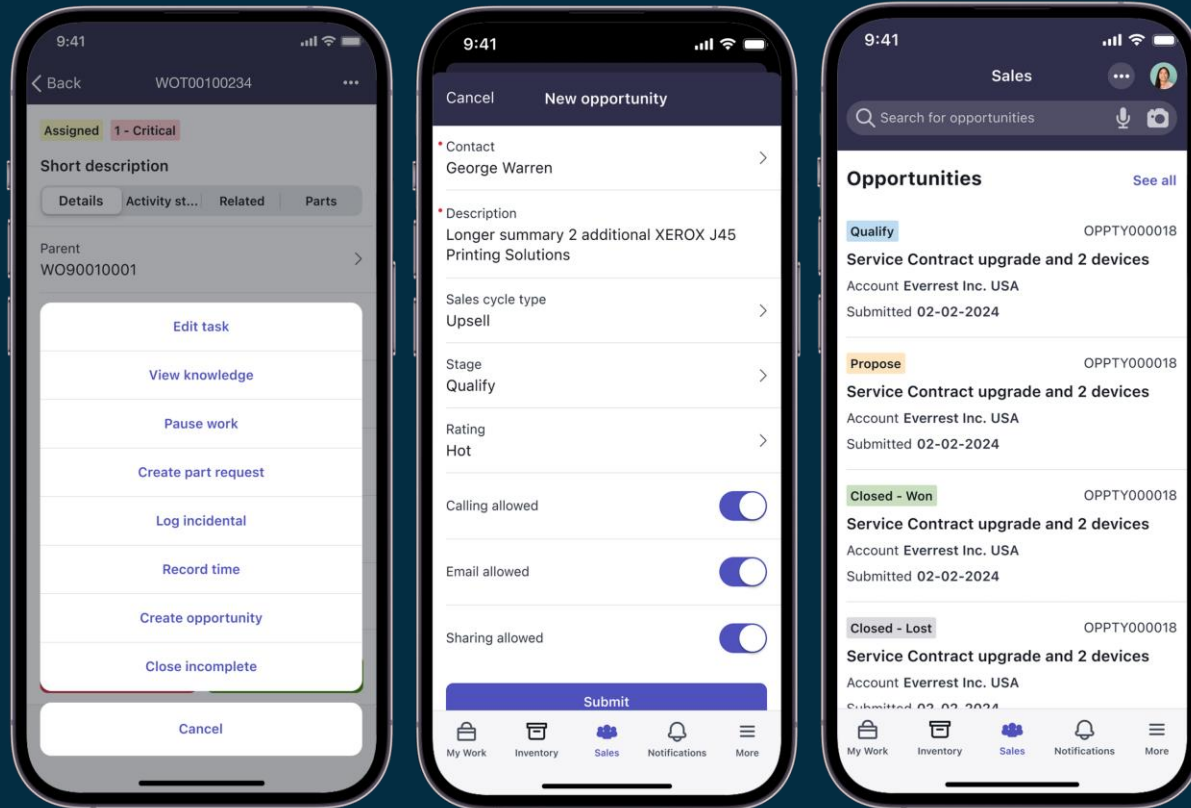
**Reduce field service costs with increased efficiency**

### Field Service Management

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



# Opportunity management with field service



\$ Professional

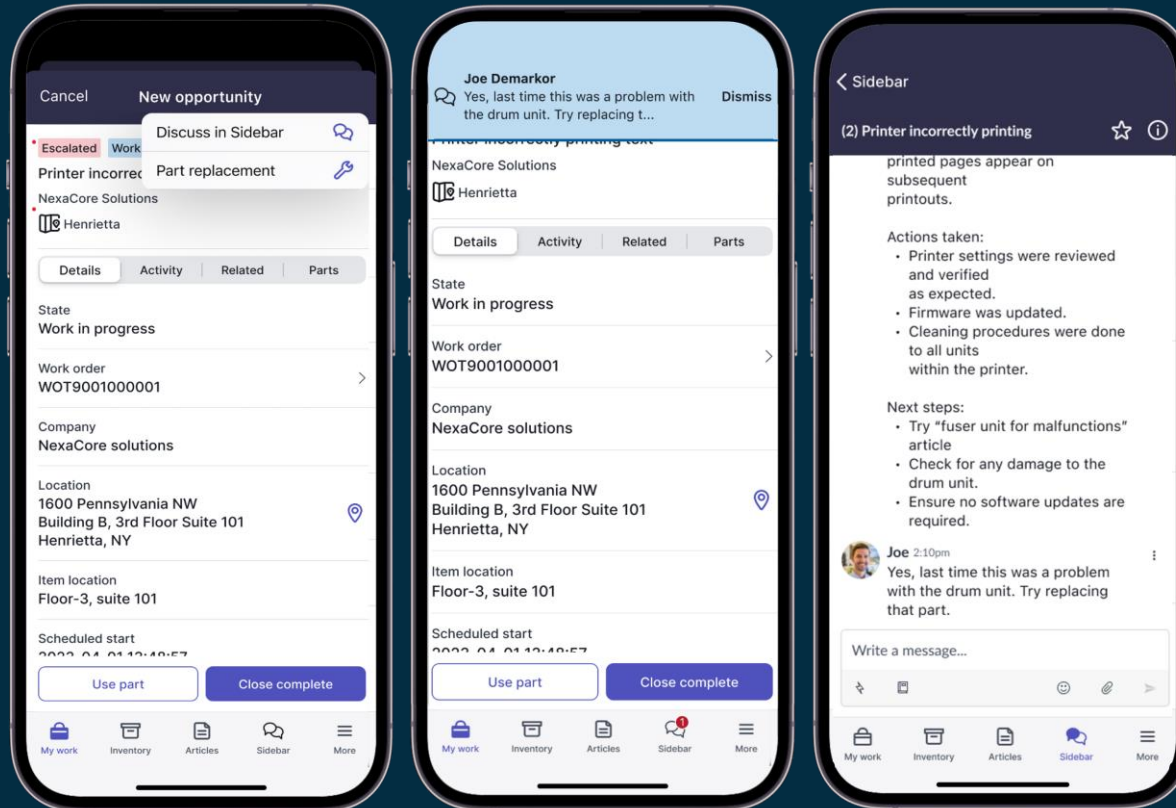
## Create opportunities from customer locations in technician mobile app

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





# Collaborative mobile sidebar



\$ Professional

## Boost collaboration with Sidebar in Mobile Agent

- 1 Communicate with relevant parties natively in the Mobile Agent app
- 2 Seamlessly engage experts for issue resolution within the context of a task
- 3 Preserve task-related conversations for ongoing process enhancement



# Temporary technician territory relocation

The screenshot displays the ServiceNow 'Territory Planning' interface for a territory named 'California'. The main form includes fields for Name, Description, Parent, Rank, Color, and Model. The 'Attachments' panel on the right is active, showing options to 'Select agents', 'Source territory', and 'Destination territory'. The 'Select agents' section includes 'Relocation start date/time' (2024-01-24 00:00:00) and 'Relocation end date/time' (2024-01-29 23:59:59). The 'Available agents' list shows Alex Ray, Stacey Dash, and Robert Downey. The 'Source territory' is set to 'California' and the 'Destination territory' is set to 'Colorado'. The 'Relocate' button is visible at the bottom of the panel.

Professional

## Temporarily relocate technicians across territories and locations

- 1 Designate destination territory, location assignment, and timeline enforcement for temporary placements
- 2 Match resource availability to task execution when addressing unscheduled work





# Dispatcher Workspace scheduling options

**Suggested agents**

Showing 1-9 of 12 available resources for WOT90010002  
Window Start: 2023-12-01 8:00:00 PST • Window Ends: 2023-12-01 15:00:00 PST

Available resources

Agent	Start time	End time	Travel time	Match rating
Robert Fox	2023-12-01 09:00 PST	2023-12-01 10:20 PST	30min/1.2m	97%
Bessie Cooper	2023-12-01 05:30 PST	2023-12-01 11:00 PST	30min/1.2m	96%
Annette Black	2023-12-01 09:30 PST	2023-12-01 12:15 PST	40min/1.2m	95%
Wane Warren	2023-12-01 10:00 PST	2023-12-01 11:30 PST	30min/1.2m	94%
Ralph Edwards	2023-12-01 10:00 PST	2023-12-01 11:45 PST	45min/1.2m	93%
Leslie Alexander	2023-12-01 10:00 PST	2023-12-01 12:00 PST	60min/1.2m	92%
Cameron Williamson	2023-12-01 11:00 PST	2023-12-01 12:20 PST	30min/1.2m	91%
Darlene Robertson	2023-12-01 11:00 PST	2023-12-01 11:30 PST	30min/1.2m	90%
Arlene McCoy	2023-12-01 11:00 PST	2023-12-01 01:30 PST	60min/1.2m	99%

Showing 1-9 of 12

Save

## View scheduling options for a single task with ease

- 1 Visualize and select work blocks in identification of the best technician available according to schedule
- 2 Schedule work order tasks from map view as opposed to hybrid mode



# Multiple work configurations

The screenshot shows the ServiceNow interface. On the left, a sidebar menu for 'field service' is visible, with 'Configuration' highlighted. The main content area displays the 'Work Configurations' table. The table has columns for Task table, Work Type Category, SM Configuration, Active, Description, and Domain. Three configurations are listed: 'Default' (Work Order Task [wm\_task]), 'Security Camera Install WC' (Security Camera Install [install\_cam]), and 'wm\_config\_breakfix' (Security Camera Breakfix [breakfix\_canon]).

	Task table	Work Type Category	SM Configuration	Active	Description	Domain
Default	Work Order Task [wm_task]	(empty)	Field Service	true	This is the default work configuration 0...	global
Security Camera Install WC	Security Camera Install [install_cam]	(empty)	SecurityCameraIntalISM	true		global
wm_config_breakfix	Security Camera Breakfix [breakfix_canon]	breakfix_canon_cat	SM Security Camera Breakfix	true		global

\$ Professional

## Configure different processes by work type within the same instance

- 1 Define distinct processes based on work type to execute tasks more accurately
- 2 Configure business rules, service level agreements, and questionnaires to improve data collection
- 3 Centralize enterprise processes within a single instance to avoid workflow consolidation





# Industry Products

Financial Services  
Operations for Banking

Financial Services  
Operations for Insurance

Manufacturing

Technology Industry

Telecommunications

Government

Retail and Hospitality



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners



# Now Platform® Xanadu release

Financial Services Operations for Banking





# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Financial Services Operations (FSO)**

- Dispute summarization





# Now Assist for FSO

## Dispute summarization

✦ Powered by Now Assist

The screenshot shows the ServiceNow interface for a 'Resolve payment dispute' case. The interface is divided into several sections:

- Header:** ServiceNow logo, navigation tabs (All, Favorites, History, Workspaces), and a search bar.
- Case Details:** A sidebar on the left shows the case ID 'CDS0000504' and various tabs (List, Details, Task SLAs (1), Tasks (7), Card disputes transactions (3), Interactions, Emails).
- Main Content Area:** Displays the 'Resolve payment dispute' case. It includes a summary of the issue, actions taken, and the resolution. A 'Now Assist' summary is highlighted, providing a concise overview of the case.
- Right Sidebar:** Contains 'Record Information' with details like 'Overview', 'Account', 'Financial account', 'Stage', 'State', and 'Total refund'.

\$ Professional or Enterprise Plus

## Accelerate dispute resolution with Generative AI

- 1 Improve customer satisfaction with faster, informed communication
- 2 Boost agent productivity by automating tedious work, like digging through voluminous case details
- 3 Promote collaboration and seamless hand-offs amongst agents by automatically providing role-specific case details





# What's new in the Xanadu release



## Financial Services

### Financial Services Operations for Banking

- Verifi integration: Cardholder Dispute Resolution Network (CDRN)
- Dispute rules content pack for Visa – rules update
- Dispute rules content pack for Mastercard
- Cardholder dispute portal
- Dispute content pack for US regulations



# Verifi integration

## Cardholder Dispute Resolution Network (CDRN)

Financial Services Operations Built with Visa, Professional or Enterprise

### Help prevent chargebacks with early resolution

- 1 Bolster customer trust by handling disputes quickly, with timely merchant communications
- 2 Save money on operational costs with real-time notifications to merchants for pre-dispute resolutions
- 3 Consolidate systems with the flexibility to resolve Visa and non-Visa dispute cases on a single platform

[Homepage](#)
[Operations](#)
[Integrations](#)

[Playbooks](#)
[Flows](#)
[Subflows](#)
[Actions](#)
[Data streams](#)
[Decision tables](#)

[New](#)

Actions 12

Last refreshed 43m ago

<input type="checkbox"/> Name	Application	Active	Updated	Updated by
CDRN Eligibility Request Builder	Verifi Spoke	true	2024-07-02 23:26:48	abhilashkumar.ks@snc
CDRN Eligibility Response Parser	Verifi Spoke	true	2024-07-02 23:28:14	abhilashkumar.ks@snc
Create Case Request Builder	Verifi Spoke	true	2024-07-02 23:28:08	abhilashkumar.ks@snc
Create Case Response Parser	Verifi Spoke	true	2024-07-02 23:26:46	abhilashkumar.ks@snc
Get Rest Call	Verifi Spoke	true	2024-07-04 05:25:54	abhilashkumar.ks@snc
Look up Case Request Builder	Verifi Spoke	true	2024-07-02 23:28:10	abhilashkumar.ks@snc
Look up Case Response Parser	Verifi Spoke	true	2024-07-02 23:26:43	abhilashkumar.ks@snc
Look up Multiple Cases Request Builder	Verifi Spoke	true	2024-07-02 23:26:49	abhilashkumar.ks@snc
Look up Multiple Cases Response Parser	Verifi Spoke	true	2024-07-02 23:28:06	abhilashkumar.ks@snc
Post Rest Call	Verifi Spoke	true	2024-07-04 05:23:51	abhilashkumar.ks@snc
Update Case Request Builder	Verifi Spoke	true	2024-07-02 23:28:03	abhilashkumar.ks@snc
Update Case Response Parser	Verifi Spoke	true	2024-07-02 23:28:12	abhilashkumar.ks@snc

Showing 1-12 of 12

1

20 rows per page





# Dispute rules content pack for Visa

(updated for October rules change)

Financial Services Operations Built with Visa, Professional or Enterprise

## Embed auto-updated rules in disputes process

- 1 Leverage proactive dispute resolution and the automated assignment of reason codes to drive faster resolutions
- 2 Decrease dispute costs with optimized processes that determine chargeback eligibility immediately, ahead of the submission network
- 3 Reduce IT costs on Visa rules updates with pre-configured integration and built-in ongoing rules maintenance





# Dispute rules content pack for Mastercard

\$ Professional or Enterprise

## Embed auto-updated rules in your disputes process

- 1 Leverage proactive dispute resolution and the automated assignment of reason codes to drive faster resolutions
- 2 Decrease dispute costs with optimized processes that determine chargeback eligibility immediately, ahead of the submission network
- 3 Reduce IT costs on Mastercard rules updates with pre-configured integration and built-in ongoing rules maintenance

The screenshot displays the ServiceNow Financial Services Workspace interface for resolving card disputes. The main area shows a table of disputes, with one entry highlighted: CDTX0001041, \$4,853.53, 2020-06-28, Hotel Charge, New, No credit. A pop-up message indicates 'Eligibility criteria failed' due to a 90-day chargeback timeframe. The right sidebar shows the 'Activity stream' with a 'Compose' section for adding comments and an 'Activity' section showing system and user actions.







# Cardholder dispute portal

\$ Professional or Enterprise

## Improve experiences with self-service and intuitive dispute intake

- 1 Improve customer experience through reduced back and forth with agents and self-service visibility on dispute status
- 2 Reduce contact center volumes by allowing customers to initiate a dispute through self-service, requiring sufficient details for the case agent
- 3 Minimize total time to resolve disputes by capturing all the relevant case details from the customer at the start

The screenshot shows the 'Report a dispute' page in the ServiceNow portal. The page has a dark blue header with the ServiceNow logo and navigation links. The main content area is titled 'Report a dispute' and includes a sidebar with 'Activities' (Select transaction, Fill dispute questionnaire, Document upload, Submit dispute). The main section is 'Select transaction' and includes a 'Select a card account' section with two options: 'Adv Saving Account SA-ASA-6847' and 'Freedom Credit Card CC-FCC-3696'. Below this is a 'Please choose a transaction to dispute' section with a search bar and date filters. Three transactions are listed: 'Insurance premium' (\$230.00), 'Utility bill payment' (\$700.00), and 'Service fee' (\$10.00). Each transaction shows the transaction date time and posting date time.

servicenow. Tours Anu Raj

Knowledge Requests My Lists Get Help Support

Home > Report a dispute

Report a dispute

Activities

- Select transaction
- Fill dispute questionnaire
- Document upload
- Submit dispute

In Progress Select transaction Priority

Select a card account

Adv Saving Account  
SA-ASA-6847  
Balance  
\$103,650.00

Freedom Credit Card  
CC-FCC-3696  
Remaining balance  
\$45,990.00

Please choose a transaction to dispute

Search description Start date End date

Apply Clear

Insurance premium \$230.00  
Transaction date time 2024-05-31 07:36:22 Posting date time 2024-05-31 07:36:32

Utility bill payment \$700.00  
Transaction date time 2024-05-30 07:36:22 Posting date time 2024-05-30 07:36:32

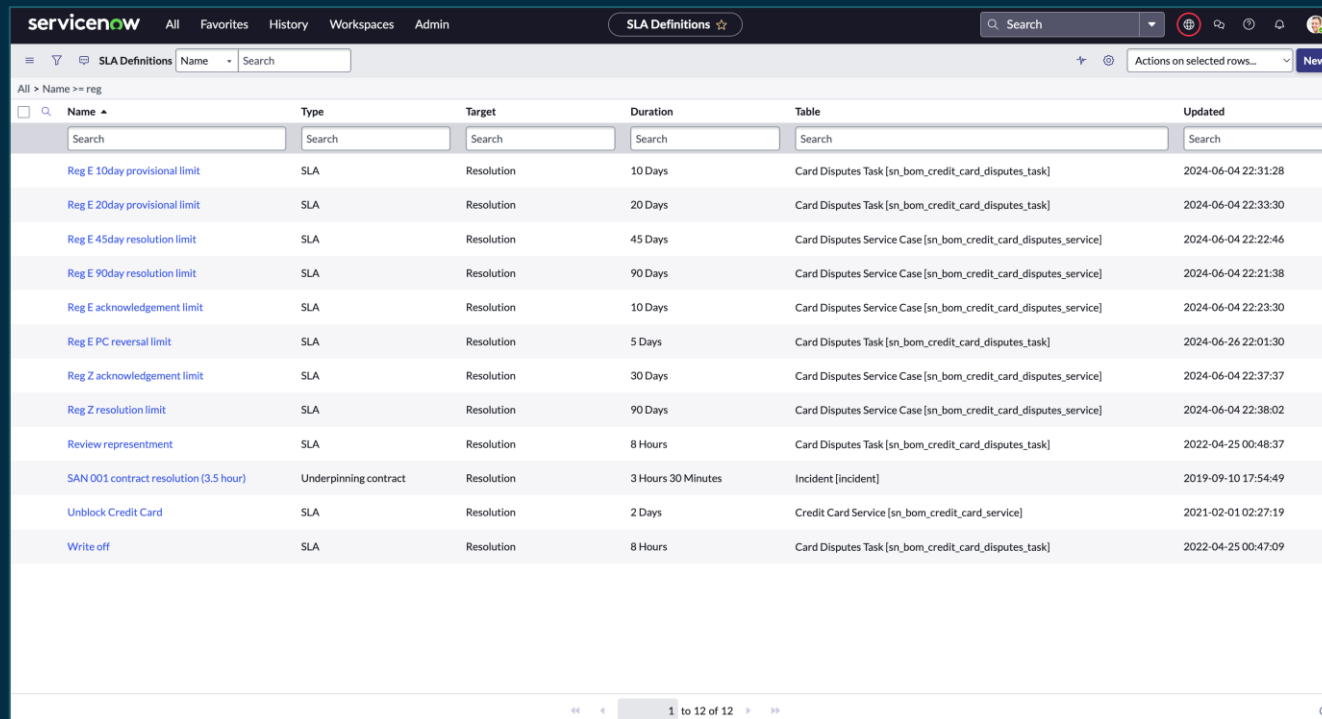
Service fee \$10.00  
Transaction date time 2024-05-30 07:36:22 Posting date time 2024-05-30 07:36:32





# Dispute content pack for US regulations

Expanded Reg E / Reg Z compliance coverage



Name	Type	Target	Duration	Table	Updated
Reg E 10day provisional limit	SLA	Resolution	10 Days	Card Disputes Task [sn_bom_credit_card_disputes_task]	2024-06-04 22:31:28
Reg E 20day provisional limit	SLA	Resolution	20 Days	Card Disputes Task [sn_bom_credit_card_disputes_task]	2024-06-04 22:33:30
Reg E 45day resolution limit	SLA	Resolution	45 Days	Card Disputes Service Case [sn_bom_credit_card_disputes_service]	2024-06-04 22:22:46
Reg E 90day resolution limit	SLA	Resolution	90 Days	Card Disputes Service Case [sn_bom_credit_card_disputes_service]	2024-06-04 22:21:38
Reg E acknowledgement limit	SLA	Resolution	10 Days	Card Disputes Service Case [sn_bom_credit_card_disputes_service]	2024-06-04 22:23:30
Reg E PC reversal limit	SLA	Resolution	5 Days	Card Disputes Task [sn_bom_credit_card_disputes_task]	2024-06-26 22:01:30
Reg Z acknowledgement limit	SLA	Resolution	30 Days	Card Disputes Service Case [sn_bom_credit_card_disputes_service]	2024-06-04 22:37:37
Reg Z resolution limit	SLA	Resolution	90 Days	Card Disputes Service Case [sn_bom_credit_card_disputes_service]	2024-06-04 22:38:02
Review representation	SLA	Resolution	8 Hours	Card Disputes Task [sn_bom_credit_card_disputes_task]	2022-04-25 00:48:37
SAN 001 contract resolution (3.5 hour)	Underpinning contract	Resolution	3 Hours 30 Minutes	Incident [incident]	2019-09-10 17:54:49
Unblock Credit Card	SLA	Resolution	2 Days	Credit Card Service [sn_bom_credit_card_service]	2021-02-01 02:27:19
Write off	SLA	Resolution	8 Hours	Card Disputes Task [sn_bom_credit_card_disputes_task]	2022-04-25 00:47:09

\$ Professional or Enterprise

**Help maintain compliance through automation and real-time data**

- 1 Support timely resolutions of high priority disputes through automated prioritization, tracking, and reporting
- 2 Maintain compliance and provide customers with dispute status visibility through email templates, complete with in-process triggers aligned to regulation requirements
- 3 Help avoid fines and penalties by providing dispute agents with a convenient method to refund fees, interest, and issue provisional credits



# Now Platform® Xanadu release

Financial Services Operations for Insurance





# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Financial Services Operations (FSO)**

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





# Claim summarization

✦ Powered by Now Assist

The screenshot displays the ServiceNow 'Financial Services Workspace' interface. A prominent overlay window titled 'Personal Auto Claim Case summarized by Now Assist' is shown. This window contains the following information:

- Incident description:**
  - On January 15, 2024, at 09:11:31 AM, the car was parked under a tree when a large tree branch fell during a storm and struck the roof of the car, breaking the rear window and causing damage to the sunroof.
  - The claim participant involved is Rick Porter, who served as both the reporter and the owner of the damaged property, 2017 TOYOTA RAV4.
- Claim settlement:**
  - The claim is currently in the Adjuster review stage and is being managed by Oscar Nomman.
  - There has been no payment issued on the claim to date.

Below the summary, there is a 'View less' link, a 'Share to work notes' button, and a timestamp 'Updated 2024-07-05 15:31:04'. A disclaimer at the bottom states: 'This summary is intended for informational purposes only and should not materially influence an outcome or decision. Be sure to check AI-generated summaries for accuracy and appropriateness.'

The background interface shows a sidebar with 'List', 'Personal', and 'Claim summary' options. The main content area includes a 'Record Information' panel with details like 'Consumer: Rick Porter', 'Insurance policy: AP109876019', 'Incident date: 2024-01-15 09:11:31', 'Status: Work in Progress', and 'Stage: Adjuster review'. It also shows a 'Consumer' section with 'RP: Rick Porter' and contact details.

💰 Now Assist for Financial Services Operations

## Improve claim response time with generative AI

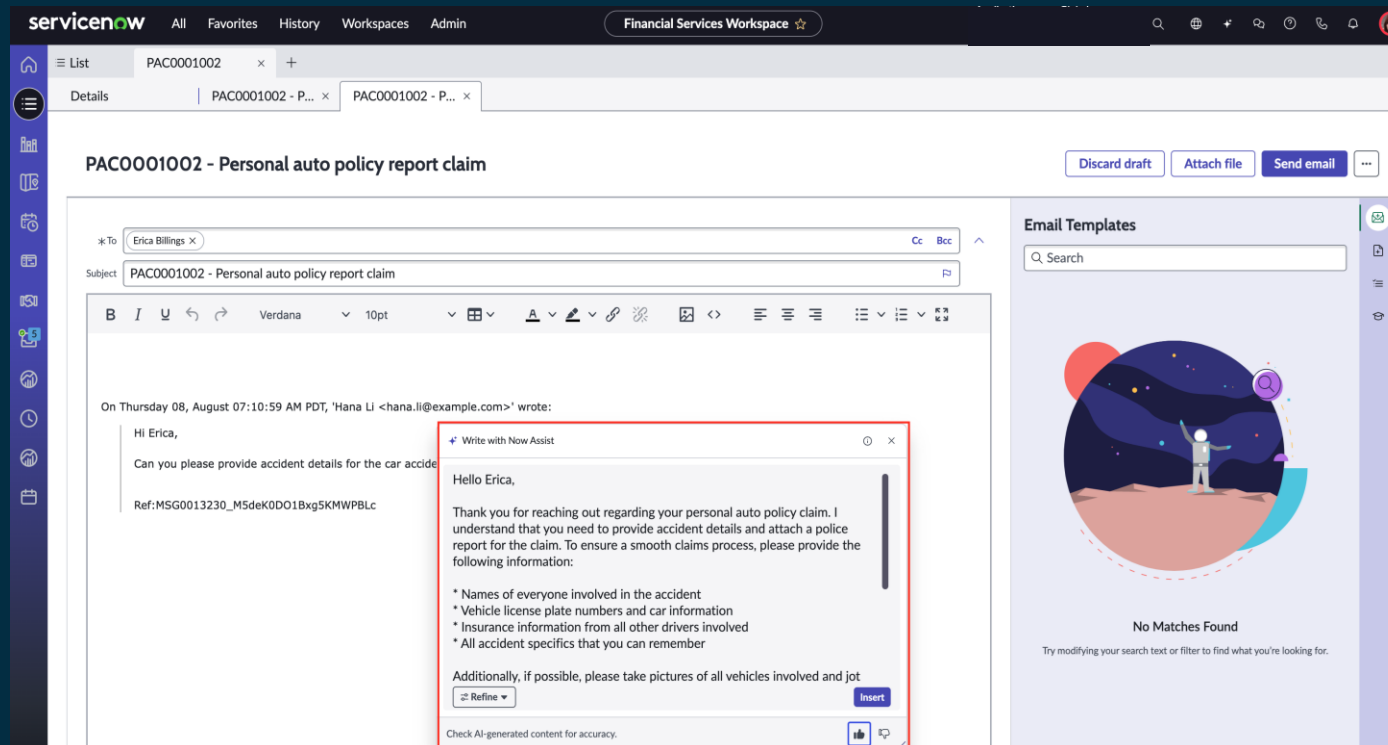
- 1 Provide users with crucial case context through straightforward and concise claim summaries
- 2 Boost customer satisfaction with better informed agents, minimizing the need to ask repeat questions to customers
- 3 Promote transparency and consistency across personas by easily inserting a synthesis of claim work and history directly into the claim file





# Email reply recommendations

✦ Powered by Now Assist



💰 Now Assist for Financial Services Operations

## Enable users to easily create and rewrite emails

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





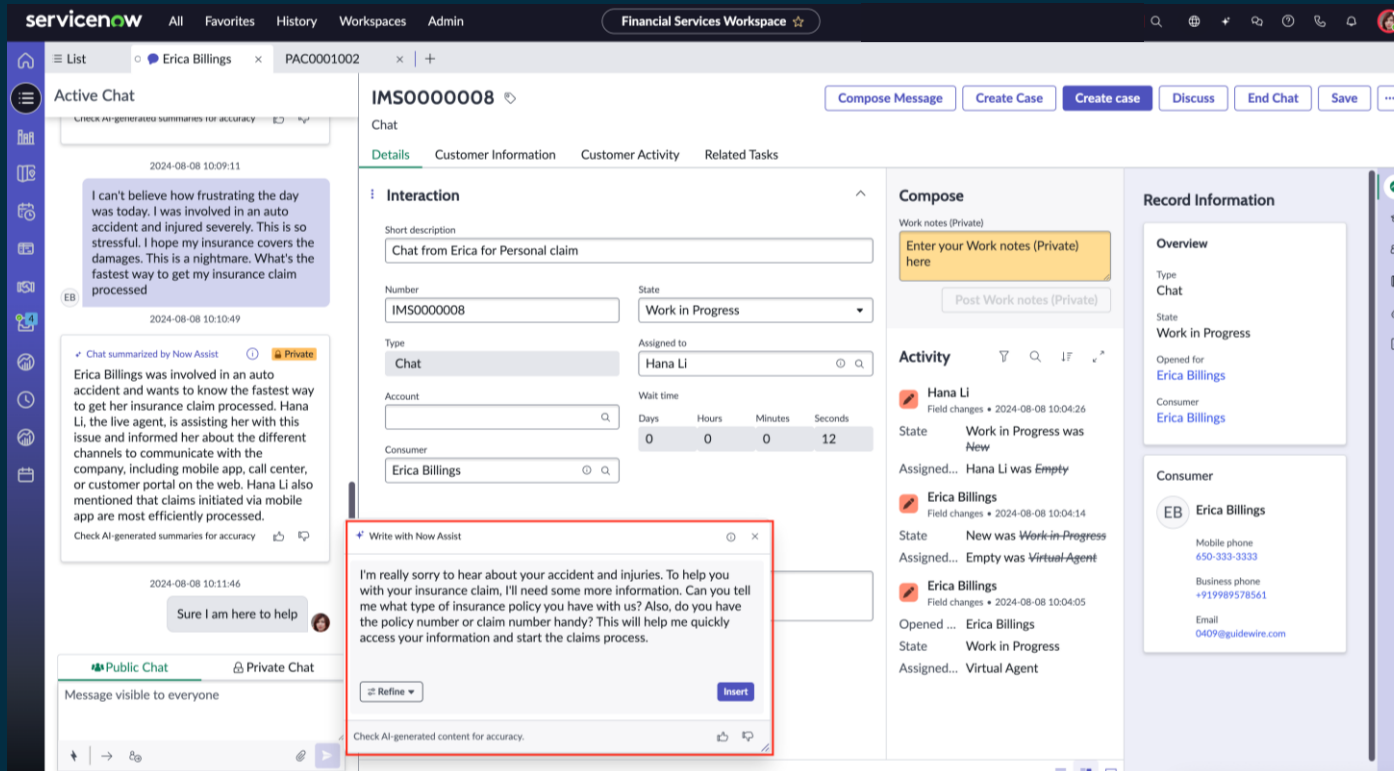
# Chat reply recommendations

 Powered by Now Assist

 Now Assist for Financial Services Operations

## Instantly generate and rewrite chat messages

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



The screenshot displays the ServiceNow Financial Services Workspace interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The current workspace is 'Financial Services Workspace'. The main area shows an 'Active Chat' with a customer named Erica Billings (PAC0001002). The chat history shows a message from Erica Billings dated 2024-08-08 10:09:11, stating: 'I can't believe how frustrating the day was today. I was involved in an auto accident and injured severely. This is so stressful. I hope my insurance covers the damages. This is a nightmare. What's the fastest way to get my insurance claim processed'. A response from Hana Li is shown, dated 2024-08-08 10:10:49, summarizing the issue and offering assistance. A 'Now Assist' pop-up is visible, suggesting a response: 'I'm really sorry to hear about your accident and injuries. To help you with your insurance claim, I'll need some more information. Can you tell me what type of insurance policy you have with us? Also, do you have the policy number or claim number handy? This will help me quickly access your information and start the claims process.' The interface also includes a 'Compose' section for writing messages and a 'Record Information' section for tracking the interaction.





# Prompt configurability

✦ Powered by Now Assist

**Case summarization**

**View input data**  
View all input tables and fields being used to define the prompt that will determine where to pull data from.

**Input templates**  
Case view

**Case view**

1. Add base input table fields.  
Each row refers to a base input table and input fields with descriptions to provide context for the LLM to generate a response.

Base input table	Post description
sn_customercontact_case	
New input field is Description	Description of case, provides detailed info about the case
New input field is Short description	Short description of case, provides quick info about the case
New input field is State	State of the case
New input field is Mark notes	Internal logging notes
New input field is Additional comments	Notes shared with requester
New input field is Priority	Priority

2. Add rule conditions to the input template.  
Rule conditions determine when the input template is used. By default, record state determines which input template the LLM uses.

State is State

Back Save and continue

\$ Now Assist for Financial Services Operations

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

- 1 Receive better summaries, enabling users to know how and when best to act
- 2 Handle cases more effectively with more empathy and confidence
- 3 Improve user productivity with more complete summaries with full context



# What's new in the Xanadu release



**Financial  
Services**

## **Financial Services Operations for Insurance**

- Life claims foundation





# Life claims foundation

\$ Professional or Enterprise

## Digitize life claims for streamlined processes and better experiences

- 1 Relieve employees of time-consuming tasks with automation and task orchestration capabilities for the end-to-end life claims process
- 2 Avoid confusion and allow for quicker processing with multiple policies and beneficiaries supported from a single claim file
- 3 Increase speed to market with a robust foundation and data model that allows customers to easily expand use cases

**Individual life insurance claim**

Claim workspace Customer information Fraud score Summary Emails Interactions

Case summarized by Now Assist

**Claim details**

PLC0001120  
Policy snapshot: LI109876019, AD10982487  
Priority: High  
Stage: Adjuster review  
Report date: 10-11-2023  
Assignment group: Default  
Assigned to: Alyssa

**Deceased details**

Deceased: Uma Jones  
Date of death: 2022-11-04 14:16:32  
Type of Death: Natural  
Incident location: 9745 First Ave, Brooklyn, NY 12222  
Incident description: She died of natural causes at her home

**Beneficiary information**

**Other claim participants**

Name: Alistair Campbell  
Add Participant

**Case assignment**

Assigned to: [ ] Assignment Group: [ ]

**Tasks**

Overdue Add claim task

**Related claims**

PLC0001121  
Policy snapshot: LI109876019  
Stage: Adjuster review  
Settle claim

**Coverages**

Whole life legacy  
Claim coverage: Whole life (PA... Limit: \$500,000  
Add reserve

**Loss reserve 1**

Reserve status	Reserve type	Reserve amount	Add payments
Approved	Loss	\$500,000	

**Payments**

Status	Pay to	Loss amount	Expense amount
Approved	Catherine Grimes	\$250,000	\$0
Approved	Catherine Grimes	\$250,000	\$0

**Accidental 65**

Claim coverage	Insured	Limit	Add reserve
Accidental (PACB19130)	Uma Jones	\$250,000	

**Customer history**

Today

- George Warren added a work note CS000128 • 3 mins ago  
Possibly have the customer check their WAN settings, there should be a KB article to give him steps.
- You added a comment CS000128 • 20 mins ago  
Are you able to connect to the internet with the device?
- George Warren viewed a Knowledge article KB000128 • 2 hrs  
Issue connecting router to internet.
- George Warren added a work order CS000128 • 2 hrs  
Possibly have the customer check their WAN settings, there should be a KB article to give him steps.

Yesterday

- John Jason created a case CS000128 • 11 June  
Connection to device no longer working.
- George Warren searched portal CS000128 • 11 June  
Issue with router connecting to internet.

23 July

- John Jason created a case CS000128 • 11 June  
Connection to device no longer working.
- George Warren searched portal CS000128 • 11 June  
Issue with router connecting to internet.



# Now Platform® Xanadu release

Manufacturing Commercial Operations





# What's new in the Xanadu release



## Manufacturing

Optimize sales, support, and service processes to deliver exceptional experiences and help accelerate revenue growth

### Manufacturing Commercial Operations

- Service Bridge enhancements
- Now Assist enhancements
- Configure Price Quote (CPQ) enhancements
- Lead and Opportunity Management





# Service Bridge enhancements

Remote task definition  
Test 1

Checkout Copy Retire

Name Test 1 Application Global

State Published Send attachments ☒

Provider table Change Request [change\_request] Copy attachment to parent ☒

Consumer table Change Request [change\_request] Maintain SysID ☒

Compatibility 2.0.x+

Short description Test 1

Description test 1

Checkout Copy Retire

Inbound fields (1) Outbound fields (1) Consumer criterias (1) Remote task variables (1) Revisions (1)

Revision Search Actions on selected rows... Archive

Remote task definitions

State	Name	Revision	Created
Inactive	Test	1	2024-04-25 08:19:36

1 to 1 of 1

## Improve experiences without costly integrations

- 1 Streamline Service Catalog management across internal and provider requests
- 2 Enable real-time access to provider data during service request submissions
- 3 Facilitate seamless task-to-task integration between provider and consumer instances
- 4 Support version mismatches to allow providers to update while maintaining consumer compatibility
- 5 Empower consumers to control data synchronization timing for improved service quality





# Configure Price Quote enhancements

\$ Professional\*

## Improve efficiency by streamlining quote-to-contract processes

- 1 Automate creation of legal sales contracts from quotes to reduce manual steps and errors
- 2 Generate comprehensive contract documents including quote details, terms, and signatories
- 3 Enable single-click conversion of quotes to sales agreements for faster revenue realization
- 4 Enforce agreement terms during order creation with filtered catalogs and agreement-based pricing
- 5 Enhance product catalog management with improved technical mapping and eligibility rules

Contract request initiated from a quote



# Lead and Opportunity Management

Convert lead to opportunity and account/contact or consumer

\$ Professional\*

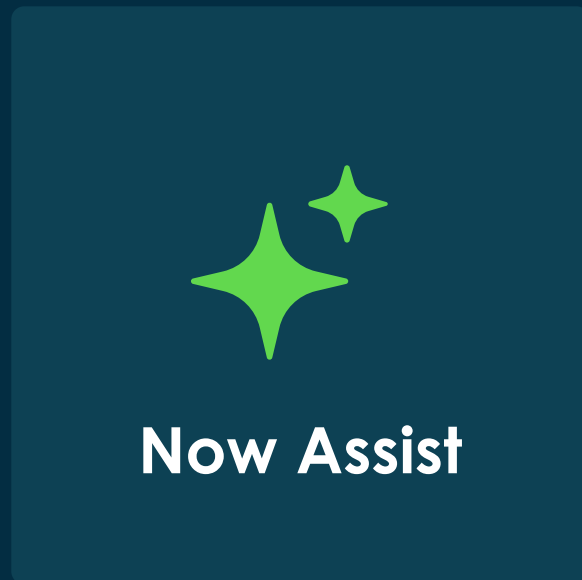
## Drive revenue growth by managing lead-to-order on a single platform

- 1 Manage the complete lead lifecycle with Kanban view and needs analysis questionnaires
- 2 Quickly convert qualified leads to opportunities and map to accounts or contacts
- 3 Enable field service technicians to create sales opportunities during customer visits
- 4 Foster better customer relationships by identifying and capturing additional needs on-site
- 5 Improve upsell and cross-sell capabilities during field service engagements





# What's new in the Xanadu release



Now Assist enhancements





# Now Assist enhancements

## ✦ Powered by Now Assist

The screenshot shows the ServiceNow 'Create New Knowledge' interface. The left sidebar contains fields for 'Knowledge base' (Customer Service), 'Category', 'Workflow' (Draft), 'Language' (English), 'Short description' (Multiple instances facing firmware upg), 'Source Task' (CS0002001), 'Scheduled publish date', and 'Valid to' (2100-01-01). The main content area displays a draft article titled 'Multiple Instance Firmware Updates'. A message at the top of the article body states: 'Use Now Assist to create this article. Now Assist can create a draft of the article based on the case for you to review, edit, and publish. For better articles generated with Now Assist, we recommend that the source task be in English, have a minimum of 300 characters/words.' The article body text includes an introduction, a section titled 'What are Multiple Instance Firmware Updates?' describing the scenario, and a section titled 'Significance:' discussing the importance of efficient management.

\$ Professional Plus or Enterprise Plus

## Use generative AI to auto-generate knowledge articles

- 1 Automatically create draft knowledge articles from case records to reduce manual effort
- 2 Offer support in multiple languages without creating new content
- 3 Provide instant summaries of customer calls to streamline agent workflows
- 4 Deflect common issues by proactively recommending relevant solutions
- 5 Enhance agent efficiency by automating documentation and reducing repetitive tasks



# Now Platform® Xanadu release

Technology Industry





# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Telecom, Media, and Technology (TMT)**

- Customer Service Problem Management





# Now Assist for TMT Customer Service Problem Management

✨ Powered by Now Assist

The screenshot displays the ServiceNow interface for a customer service case titled "Unstable internet speed". A modal window titled "Speed test" is open, showing test results for "Home internet\_100mb". The test results include:

- TX Optical signal level: 65.536 dBm (50dBm to 0dBm)
- Optics module voltage: 655.37 V (-655.36 V to +655.38)
- Flow speed: 3000 sec (1000 to 2500 sec)
- Laser bias current: 20374 uAmps (0 uAmps to +131074 uAmps)
- RX optical level: 29dBm

The modal also includes a "Summary" section stating: "The test value of 3000 for Flow speed is greater than the target lower value of 2500 as per the rule violation description." The test result is marked as "Fail". There is an option to "Override result" with a dropdown menu set to "Pass".

\$ Professional or Enterprise Plus

Help agents quickly understand service problems and resolve issues faster

- 1 Self-service summaries make handoffs easier and provide both agents and customers real-time status updates as problems get resolved
- 2 Quickly and easily interpret test results in plain language and automate test results, diagnosing issues faster, and speeding up resolution
- 3 Save time with clear, concise resolution summaries that speed up case wrap-up, keep customers informed, and serve as future reference for agents



# What's new in the Xanadu release



## Technology Industry

### Technology Provider Service Management (TPSM)

- Account Lifecycle Events enhancements
- Customer Service Problem Management
- Service Bridge enhancements

### Sales and Order Management for Technology Providers (SOMTP)

- Service Bridge enhancements
- Order Management enhancements



# Technology Provider Service Management





# Account Lifecycle Events

## Customer Success

**Engagement details**

**Xenova**

Contract Value: \$608K  
Health Score: Healthy  
Stage: Adoption  
Renewal Date: 3 months, 2 weeks

**Key customer contact**

**Gita Bau**  
Mobile Phone: +1 858 867 5309  
Email: steve.rogers@solana.com  
City: San Diego  
State: California

**Customer Team**

- Jinan Ayla - Senior Enterprise Architect | Product Owner
- Dominik Rogerio - Channel Specialist | Channel Manager
- Abraham Hildegard - Senior Project Director | Executive Sponsor
- Alina Volund - Lead Qualification Agent | Lead Qualifier

**Squad**

- Jessica Wilson

**Upcoming Touchpoints**

Touchpoint ID	Priority	Event	Due Date
TCHPT0001255	3 - Medium	Monthly checkin	Due 3/15/24
TCHPT0001378	1 - Critical	Q1 2024 QBR	Due 5/15/24

**Success initiatives**

Keep on top of strategic work on the success plan.

Number	Priority	Success outcome	Days remaining	Customer contact
SIN001234	1 - Critical	Improved detecti...	34	Charlotte McAllen
SIN001004	1 - Critical	Strengthened Fire...	12	Steve Rogers
SIN001257	1 - Critical	Enhanced User A...	11	Charlotte McAllen
SIN001309	1 - Critical	Enhanced User A...	26	Charlotte McAllen
SIN002542	2 - High	Enhanced User A...	58	Steve Rogers

Showing 1-10 of 12

**Success case**

Track and monitor the unplanned work being done in support of the customer.

**Activity Stream**

**Compose**

Comments Work notes (Private)

Type your comments here

Post Comment

**Activity**

- Steve Rogers - Sent email: Success story offer (1 week ago)
- Chet Brown - Internal (2 weeks ago)
- Michael Braski - Sent email: Your Q2 Zoom Impact Report (2 months ago)
- Michael Braski - Internal (2 months ago)
- Michael Braski - Added comment: Xenova's adoption rate is exceeding our benchmark! Preparing some case study material. (3 days ago)

Unified view for engagement details

\$ Professional or Enterprise

**Improve customer satisfaction, retention, and renewal by managing the end-to-end journey**

- 1 Understand engagement details such as success initiatives, touchpoints, and risks in a single workspace
- 2 Empower customer success managers with automated, easy-to-trigger workflows without requiring technical knowledge
- 3 Increase customer lifetime value by ensuring product adoption, achieving business objectives, and measuring tangible success results





# Customer Service Problem Management

\$ Standard or Professional

## Implement a standardized and efficient approach to manage service problems

- 1 Implement a structured approach to identify and resolve issues efficiently with diagnostic framework
- 2 Optimize service management by navigating through four core stages: Service Verification, Service Diagnostics, Resolution, and Test & Closure
- 3 Utilize a defined diagnostic framework to effectively handle service issues

The screenshot displays the ServiceNow interface for a Customer Service Problem Management case. The case is titled "Internet Connectivity Issue" and is currently in the "Diagnose" stage. The interface includes a navigation bar with tabs for "Verify", "Diagnose", "Repair", "Test & Resolve", and "Close". The "Diagnose" tab is active, showing a "Perform diagnostics" section with a "Speed Test" and an "OAM Test". The "Speed Test" is currently in progress. The "OAM Test" is also available. The "Activity stream" on the right shows a "Compose" section for adding comments and a list of activities, including a comment by "mubashir.ahmed@snc" dated 2024-06-26 01:25:06. The "Issue" section on the left provides a summary of the problem and key actions taken, such as "Verified network cables and connections" and "Reviewed network logs for errors or anomalies".

Navigate service problems efficiently



# Service Bridge

## Mismatched version support and configuration revisions

The screenshot shows the 'Remote task definition - IncidentToIncident - upgraded' configuration page in ServiceNow. The page includes fields for Name, State, Application, Provider table, Consumer table, Compatibility, Short description, and Description. Below these fields are tabs for Inbound fields (2), Outbound fields (2), Consumer criterias (1), Remote task variables (2), and Revisions (2). The 'Revisions (2)' tab is active, displaying a table of revisions.

State	Name	Revision	Created
Inactive	IncidentToIncident - upgraded	2	2024-07-11 15:46:51
Inactive	Copy of IncidentToIncident	1	2024-07-11 12:21:42

Support different application versions of Service Bridge

\$ Standard or Professional

## Seamlessly onboard more customers across all versions without interruptions

- 1 Improve scalability for providers and enhance customer support by accommodating different versions of Service Bridge
- 2 Empower providers to develop and deliver new capabilities to customers on recent application versions
- 3 Enhance deployment and support of Service Bridge entitlements with configuration revisions



# Service Bridge

## Consumer pre-flows

Next Experience

\$ Standard or Professional

**Make it easier for consumers to use Service Bridge in their existing environments**

- 1 Enable consumers to initiate a flow before synchronizing Remote Record Producer requests with providers
- 2 Empower consumers with the ability to control if and when a request is synchronized

The screenshot displays the ServiceNow Flow Designer interface for a 'Consumer Pre Flow Template'. The main workspace shows a sequence of two actions:

- Wait for 01 minute(s) 30 second(s)**: A standard wait action.
- Update Provider task Record**: An action configured with the following details:
  - Action**: Update Record
  - Record**: Input -> Provider Task
  - Table**: Provider task [sn\_sb\_con\_provider\_task]
  - Fields**: (Optional) Drop in a template to define your field values. A 'Sync' checkbox is visible and checked.

At the bottom of the workspace are buttons for 'Delete', 'Cancel', and 'Done'. The right-hand pane shows the 'Data' section with a tree view of the flow's data structure, including 'Flow Variables', 'Subflow Inputs', and 'Subflow Outputs'.

Add pre-defined consumer workflows



# Sales and Order Management for Technology Providers



# Service Bridge

## Order Management support

Provider instance

Consumer instance

\$ Professional

**Give customers the ability to submit, manage, and monitor their service orders**

- 1 Providers can publish product and service offerings to Service Bridge connected customers as remote record producers
- 2 Order and manage product offerings published as RRP's on the customer instance
- 3 Facilitate new, disconnect, suspend, and resume product and service orders





# Order Management

## Change orders for location changes

The screenshot displays the ServiceNow CSM/FSM Configurable Workspace for order **ORD0001325**. The interface includes a sidebar with navigation options like **Funco Intl**, **Order breakdowns**, and **Order overview**. The main area shows a table of **Order Tasks** with columns for Number, Short description, Order line item, Priority, State, and Assigned to.

Number	Short description	Order line item	Priority	State	Assigned to
OMTASK000001975	Prepare and Build EVC Configuration	ORDL0002312	4 - Low	Closed complete	(empty)
OMTASK000001974	Approve New Service Design	ORDL0002312	4 - Low	Closed complete	(empty)
OMTASK000001976	Ship CPE packaging to collect old CPE	ORDL0002312	4 - Low	Closed complete	(empty)
OMTASK000001977	Ship CPE	ORDL0002312	4 - Low	In progress	(empty)
OMTASK000001985	Configure EVC Service	ORDL0002312	4 - Low	In progress	(empty)
OMTASK000001978	Prepare and Build Network Interface Profile	ORDL0002312	4 - Low	In progress	(empty)
OMTASK000001988	Complete EVC Configuration	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001987	Assign EVC Configuration to Customer EVC	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001991	Configure Modem Settings and Store Activation Server	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001979	Complete UNI Configuration	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001981	Get Customer Acceptance	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001980	Test and Activate Edge Device	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001986	Approve Profile Configuration Change	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001983	Change Interface profile to UNI	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001984	Configure UNI Speed	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001982	Change interface profile	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001990	Return ship CPE	ORDL0002312	4 - Low	Draft	(empty)
OMTASK000001989	Remove model (from old location)	ORDL0002312	4 - Low	In progress	(empty)

The table shows 18 tasks in total, with the first 18 displayed. The interface also includes a search bar, navigation tabs, and a footer indicating 'Showing 1-18 of 18' and '20 rows per page'.

Change order tasks

\$ Standard

## Seamlessly move services from one location to another

- 1 Empower customers to easily request a service move via the channel of their choice
- 2 Streamline the process to validate and confirm the change order is feasible
- 3 Seamlessly disconnect and reconnect services to ensure smooth transitions between locations



# Now Platform® Xanadu release

Telecommunications Industry





# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Telecom, Media, and Technology (TMT)**

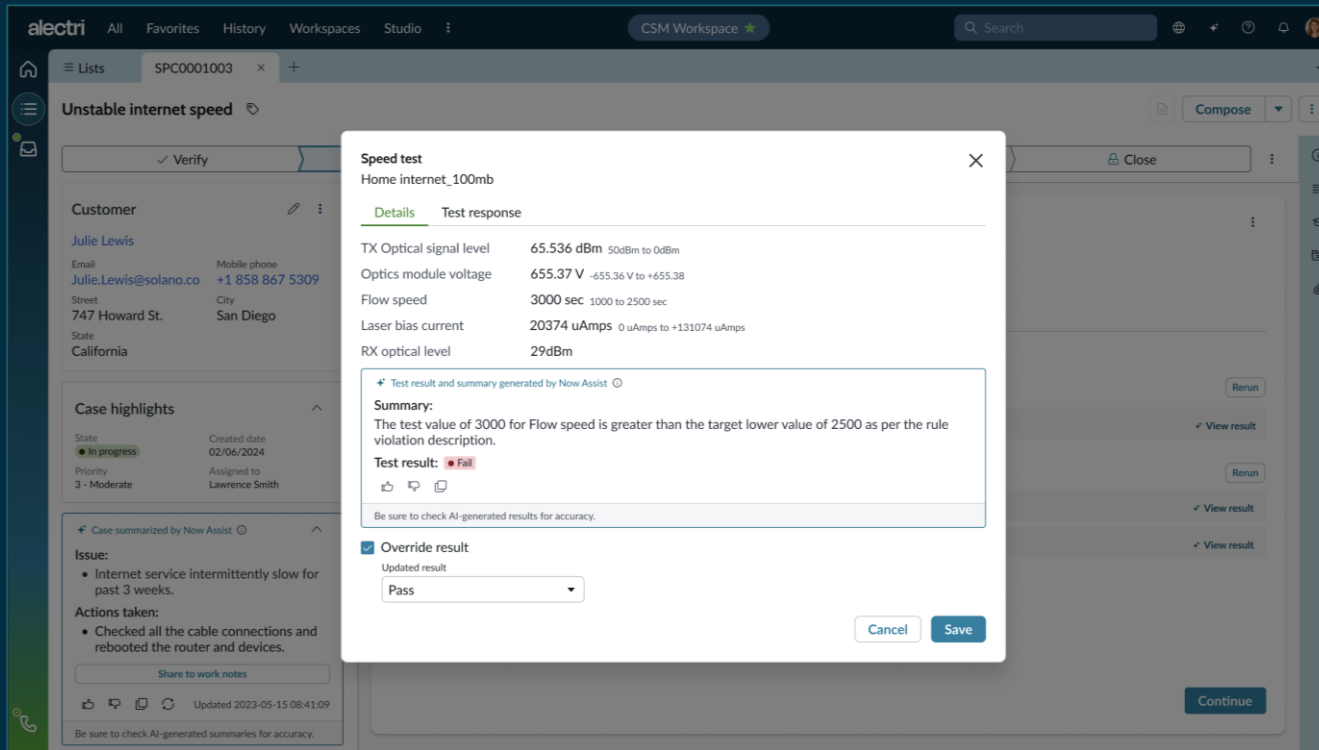
- Customer Service Problem Management



# Now Assist for TMT

## Customer Service Problem Management

✨ **Powered by Now Assist**



\$ Professional or Enterprise Plus

## Help agents quickly understand service problems and resolve issues faster

- 1 Self-service summaries make handoffs easier and provide both agents and customers real-time status updates as problems get resolved.
- 2 Quickly and easily interpret test results in plain language and automate test results, diagnosing issues faster, and speeding up resolution.
- 3 Save time with clear, concise resolution summaries that speed up case wrap-up, keep customers informed, and serve as future reference for agents.



# What's new in the Xanadu release



## Telecommunications

### Telecom Service Management (TSM)

- Account Lifecycle Events: Customer Success
- Customer Service Problem Management
- Service Bridge: Mismatched Version Support and Configuration Revisions
- Service Bridge: Consumer Pre-flows

### Telecom Network Inventory (TNI)

- Enhanced Circuit Visualization
- Enhanced Planned Revision
- Enhanced Rack Management User Interface

### Sales and Order Management for Telecom (SOMT)

- Service Bridge: Order Management Support
- Order Management: Change orders for location changes



# Telecommunications Service Management



# Account Lifecycle Events: Customer Success

\$ Professional or Enterprise

**Improve customer satisfaction, retention, and renewal by managing the end-to-end journey**

- 1 Understand engagement details such as success initiatives, touchpoints, and risks in a single workspace
- 2 Empower customer success managers with automated, easy-to-trigger workflows, requiring no technical knowledge
- 3 Increase customer lifetime value by ensuring product adoption, achieving business objectives, and measuring tangible success results

The screenshot displays the ServiceNow Xenova workspace for account ENG000789. The interface is divided into several sections:

- Engagement details:** Shows account information for Xenova, including Contract Value (\$608K), Health Score (Healthy), Stage (Adoption), and Renewal Date (3 months, 2 weeks).
- Key customer contact:** Lists contact information for Gita Bau, including Mobile Phone (+1 858 867 5309) and Email (steve.rogers@solana.com).
- Customer Team:** Lists team members: Jinan Ayla (Senior Enterprise Architect | Product Owner), Dominik Rogerio (Channel Specialist | Channel Manager), Abraham Hildegard (Senior Project Director | Executive Sponsor), and Alina Volund (Lead Qualification Agent | Lead Qualifier).
- Upcoming Touchpoints:** Displays a list of touchpoints with details like ID, title, priority, and due date.
 

ID	Title	Priority	Due Date
TCHPT0001255	Monthly checkin	3 - Medium	Due 3/15/24
TCHPT0001378	Q1 2024 QBR	1 - Critical	Due 5/15/24
- Success initiatives:** A table showing strategic work on the success plan.
 

Number	Priority	Success outcome	Days remaining	Customer contact
SIN001234	1 - Critical	Improved detecti...	34	Charlotte McAllen
SIN001004	1 - Critical	Strengthened Fire...	12	Steve Rogers
SIN001257	1 - Critical	Enhanced User A...	11	Charlotte McAllen
SIN001309	1 - Critical	Enhanced User A...	26	Charlotte McAllen
SIN002542	2 - High	Enhanced User A...	58	Steve Rogers
- Activity Stream:** A feed of recent activities, including comments and work notes, such as "Steve Rogers - Sent email: Success story offer" and "Chet Brown - Internal: Added worknote: Xenova meeting went smoothly..."

Unified view for engagement details

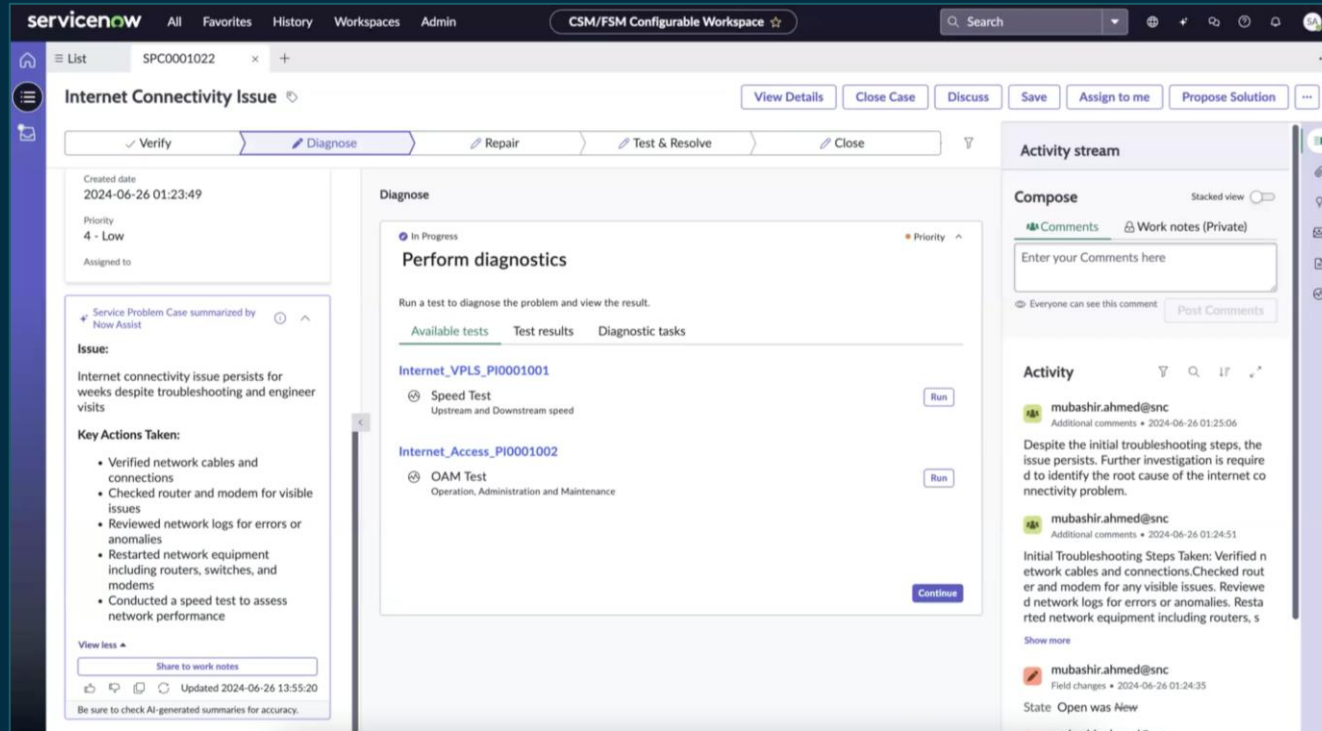


# Customer Service Problem Management

\$ Standard or Professional

## Implement a standardized and efficient approach to manage service problems

- 1 Implement a structured approach to identify and resolve issues efficiently with diagnostic framework
- 2 Optimize service management by navigating through four core stages: Service Verification, Service Diagnostics, Resolution, and Test & Closure
- 3 Utilize a dedicated case type based on the TM Forum-defined framework



Navigate service problems efficiently



# Service Bridge: Mismatched Version Support and Configuration Revisions

Remote task definition - IncidentToIncident - upgraded

Search

Checkout Copy Retire

Name: IncidentToIncident - upgraded Application: Global

State: Published Send attachments: ☒

Provider table: Incident [incident] Copy attachment to parent: ☒

Consumer table: Incident [incident] Maintain SysID: ☒

Compatibility: 2.0.x+

Short description

Description

Checkout Copy Retire

Inbound fields (2) Outbound fields (2) Consumer criteria (1) Remote task variables (2) Revisions (2)

Revision - Search

Actions on selected rows... Archive

State	Name	Revision	Created
Inactive	IncidentToIncident - upgraded	2	2024-07-11 15:46:51
Inactive	Copy of IncidentToIncident	1	2024-07-11 12:21:42

1 to 2 of 2

Support different application versions of Service Bridge

\$ Standard or Professional

**Seamlessly onboard more customers across all versions without service interruptions**

- 1 Improve scalability for providers and enhance customer support by accommodating different versions of Service Bridge
- 2 Empower providers to develop and deliver new capabilities to customers on recent application versions
- 3 Improve deployment and support of Service Bridge entitlements with configuration revisions



# Service Bridge: Consumer Pre-flows

\$ Standard or Professional

**Make it easier for consumers to use Service Bridge in their existing environments**

- 1 Enable consumers to initiate a flow before synchronizing Remote Record Producer requests with providers
- 2 Empower consumers with the ability to control if and when a request is synchronized

The screenshot displays the ServiceNow Flow Designer interface for a 'Consumer Pre Flow Template'. The main workspace shows a sequence of two actions:

- Wait for 01 minute(s) 30 second(s)**: A standard delay action.
- Update Provider task Record**: A record update action configured with the following details:
  - Action**: Update Record
  - Record**: Input -> Provider Task
  - Table**: Provider task [sn\_sb\_con\_provider\_task]
  - Fields**: A section for defining field values, currently showing 'Sync' with a checkmark and a '+ Add field value' button.

On the right, the 'Data' pane shows the flow variables, including 'Provider Task' (Record), 'Total Duration' (Duration), 'Scheduled End date/time' (Date/Time), and 'Update Record' (Record, Table, Object). At the bottom, there are 'Delete', 'Cancel', and 'Done' buttons.

Add pre-defined consumer workflows



# Telecommunications Network Inventory

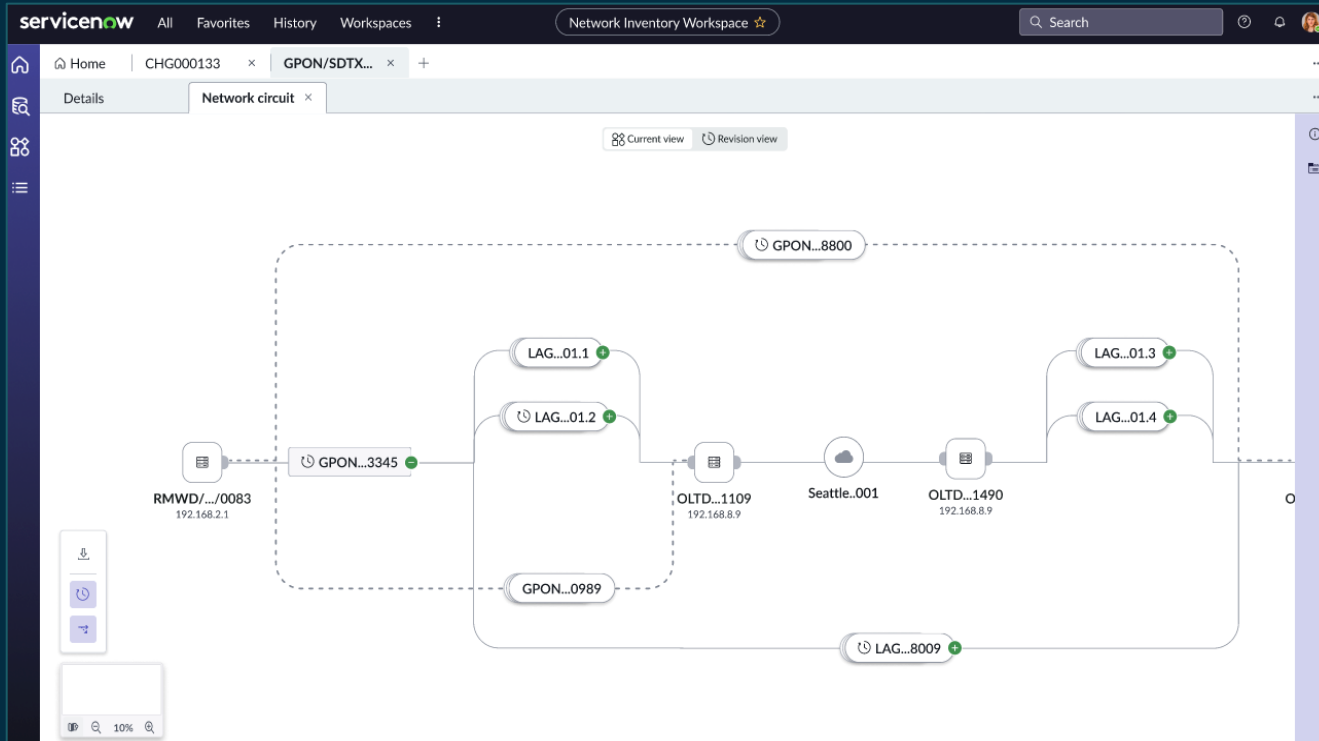


# Enhanced Circuit Visualization

Professional

## Make sense of complex circuits and build reliable networks

- 1 View current and historical designs of connections for informed decision-making during network upgrades
- 2 Display and manage redundancy paths of connections and deliver reliable networks
- 3 Assign card, slot, and port for connection elements and maintain accurate circuit data
- 4 Easily identify route topology connection points



Circuit redundancy path



# Enhanced Planned Revision

The screenshot displays the ServiceNow Network Inventory Workbench interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. A search bar is present on the right. The main header shows 'AM/MCXX/840571//SW' with a 'View connection' button and a 'Save' button. Below the header, there are tabs for 'Overview', 'Details', 'Connection elements (6)', 'Order information', 'Change Requests', 'Change Tasks', 'Teams', 'Number Elements', 'Inventory Groups', and 'More'. The 'Overview' tab is active, showing a summary of the connection elements. On the left, there are sections for 'A End' and 'Z End' with details like Equipment, Site, Bandwidth, and Port. The main table lists the connection elements with columns: Connection element, Route, Sequence, End, Site, and Equipment.

Connection element	Route	Sequence	End	Site	Equipment
AM/MCXX/840571//SW/A-SIDE	1	1		DALLAS TX CO/HUB	DLLSTXMR/FDP/010
101LG/LAG/DLLSTXMR0AW/DLLSTXMR0L0 (AZ/ZA)	1	2	A	DALLAS TX CO/HUB	DLLSTXMR/ESS7450
101LG/LAG/DLLSTXMR0AW/DLLSTXMR0L0 (AZ/ZA)	1	2	Z	DALLAS TX CO/HUB	DLLSTXMR/OLT7360
101LS/PON/DLLSTXMR0L0/1-1-1-2	1	2	A	DALLAS TX CO/HUB	DLLSTXMR/OLT7360
101LS/PON/DLLSTXMR0L0/1-1-1-2	1	2	Z	PFP LOC F-800	F800/SPLITTER/001
101LS/PON/DLLSTXMR0L0/1-1-1-2-1	1	3	A	PFP LOC F-800	F800/SPLITTER/001
101LS/PON/DLLSTXMR0L0/1-1-1-2-1	1	3	Z	270 RUMWOOD MAIN	ONT/SFU/160 RUMWOOD/010
ONT TO RG PHYCON-01	1	5	A	270 RUMWOOD MAIN	ONT/SFU/160 RUMWOOD/010
ONT TO RG PHYCON-01	1	5	Z	270 RUMWOOD MAIN	ONT/SFU/160 RUMWOOD/010
AM/MCXX/840571//SW/Z-SIDE	1	6		270 RUMWOOD MAIN	DLLSTXMR/FDP/010

Logical connection details

Professional

Plan circuit changes and better anticipate issues for error-free deployments

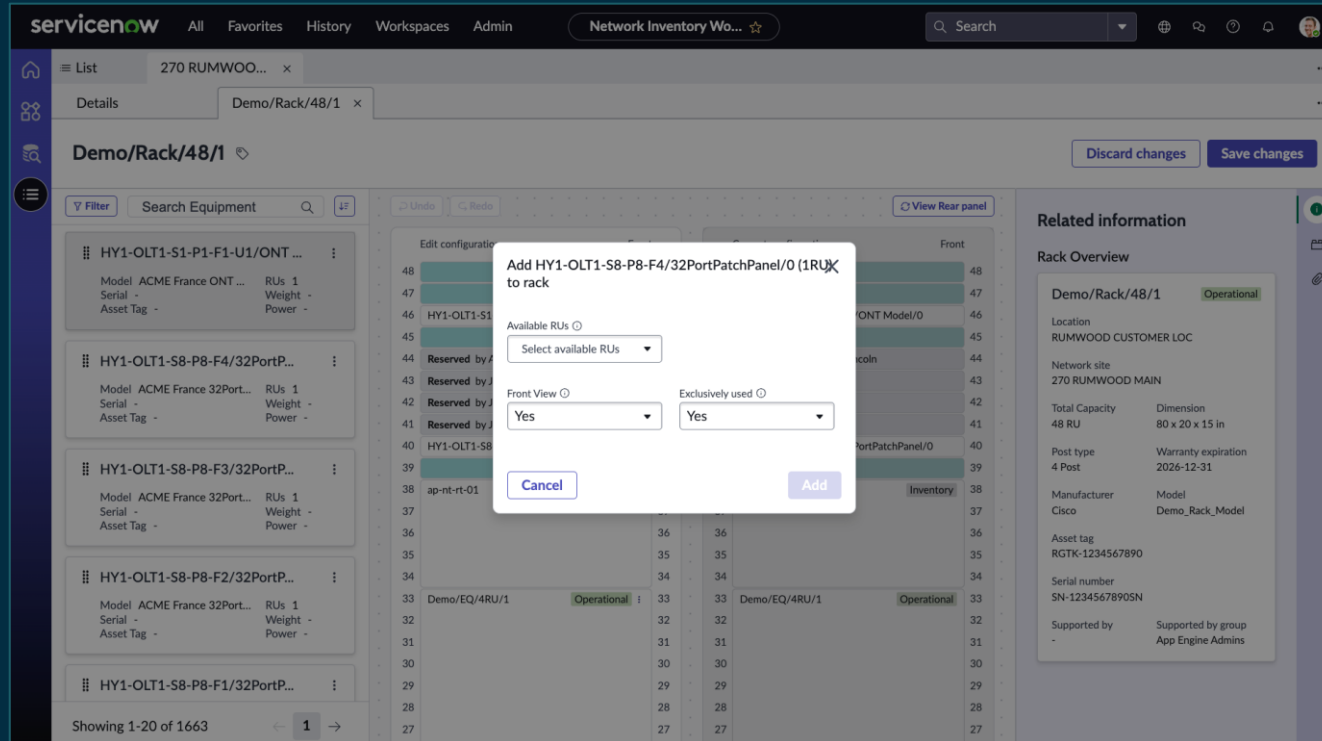
- 1 Display logical connection details and connection elements in a single circuit overview page for accurate planning
- 2 Validate revised designs against the original design for a clear understanding of changes
- 3 Keep one year record of circuit design changes for historical reference and troubleshooting



# Enhanced Rack Management User Interface

\$ Professional

**Maintain accurate rack inventory with confidence and improve operational efficiency**



Edit equipment rack configuration

- 1 Add, move, or remove rack equipment with ease and increased flexibility and scalability to maintain rack inventory
- 2 Reserve rack units for future implementation or un-reserve when not required
- 3 View rack edits side-by-side to the current rack layout prior to saving edits and increase inventory accuracy
- 4 Display rack power and weight KPIs and monitor rack limitation



# Sales and Order Management for Telecommunications



# Service Bridge: Order Management Support

Next Experience

\$ Professional

**Give customers the ability to submit, manage, and monitor their service orders**

- 1 Providers can publish product and service offerings to Service Bridge connected customers as remote record producers
- 2 Customers gain easy access to order and manage product offerings published as RRP's on the customer instance
- 3 Facilitates new, disconnect, suspend, and resume product and service orders

Provider instance

Consumer instance





# Order Management: Change orders for location changes

\$ Standard

## Seamlessly move service from one location to another

- 1 Empower customers to easily request a service move via the channel of their choice
- 2 Streamline the process to validate and confirm the change order is feasible
- 3 Seamlessly disconnect and reconnect services to ensure smooth transitions between locations

The screenshot displays the ServiceNow Order Management interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The main header shows the order ID 'ORD0001325' and a search bar. The left sidebar contains navigation links for 'List', 'Order type', 'State', 'Priority', 'Cancel Order', and 'Reprice'. The main content area is titled 'Order Line Items (1)' and 'Order Tasks (18)'. It shows a table of tasks with columns: Number, Short description, Order line item, Priority, State, and Assigned to. The tasks are listed in a table with 18 rows, showing various tasks like 'Prepare and Build EVC Configuration', 'Approve New Service Design', 'Ship CPE packaging to collect old CPE', etc. The bottom of the screen shows 'Showing 1-18 of 18' and '20 rows per page'.

Number	Short description	Order line item	Priority	State	Assigned to
OMTASK000001975	Prepare and Build EVC Configuration	ORDL0002312	4 - Low	Closed complete	(empty)
OMTASK000001974	Approve New Service Design	ORDL0002312	4 - Low	Closed complete	(empty)
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Change order tasks



# Now Platform® Xanadu release

Public Sector Digital Services





# What's new in the Xanadu release



## Government

### Public Sector Digital Services

- Information Request playbook enhancements



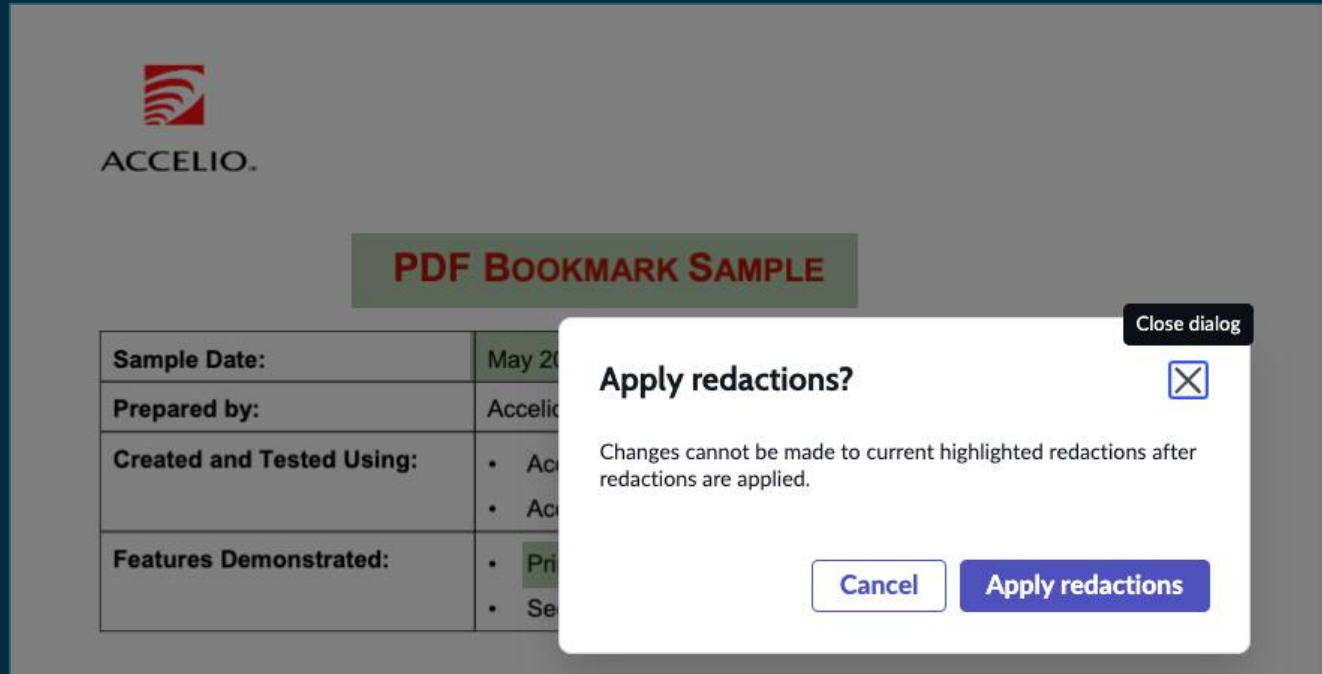


# Information Request playbook enhancements

\$ Professional or Enterprise

## Deliver records of information securely with built-in document redaction

- 1 Process record requests efficiently with out of the box document redaction embedded directly into workflows
- 2 Reduce administrative burden with easy document search, text masking, change previews and version control
- 3 Securely obscure the sensitive and classified information in public records







# What's new in the Xanadu release



**Now Assist**

## **Now Assist for Public Sector Digital Services (PSDS)**

- Case summarization





# Case summarization

✦ Powered by Now Assist

The screenshot displays the ServiceNow case management interface for a case titled "Federal Contracting Budget in 2020". The interface is divided into several sections:

- Header:** Includes the ServiceNow logo, navigation tabs (List, Favorites, History, Workspaces, Admin), and a search bar.
- Case Details:** Shows the case number (IRC0001140), short description (Federal Contracting Budget in 2020), stage (Decision), and state (Closed).
- Activities:** A list of actions including "Release information", "Mail information", "Resolve", and "Close".
- Case Summarized by Now Assist:** A section providing a summary of the case, including the issue, key actions taken, and the resolution.
- Release Information:** A section for managing the release of information, including fields for Number, Priority, State, and Assigned to.
- Record Information:** A section for managing the record, including fields for Number, Short description, Stage, State, and Business contact.
- Timeline:** A visual representation of the case history, showing the progression of the case over time.

Now Assist for Public Sector Digital Services

Improve agent productivity with overviews that help them work quickly

- 1 Empower agents with a summary of prior actions and recommended next steps for a seamless flow of work
- 2 Speed resolution times by reducing the effort required for agents to start working



# Now Platform® Xanadu release

Retail & Hospitality





# What's new in the Xanadu release



## Retail Operations & Retail Service Management

**Elevate your retail experience with end-to-end connectivity, empowering staff and delivering exceptional customer service from HQ to the store level**

- Retail Data Model
- Retail Base Case





# Retail Data Model

The screenshot shows the ServiceNow interface for configuring a retail organization. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and a search bar. The breadcrumb trail is 'List' > 'MiamiMart'. The page title is 'MiamiMart' with a 'Save' button. Below the title are tabs: 'Details', 'Members (4)', 'Company Owned', 'Franchise', 'Cases Assigned to Organ... (1)', and 'Install Base Items'. The 'Details' tab is active, showing the 'Retail Organization' section. This section contains fields for 'Identification number' (GMART0000061), 'Type' (Business Location), 'Name' (MiamiMart), 'Retail subtype' (Store), 'Ownership' (Company owned), and 'Manager' (Frank Chapman). There is also a 'Parent Internal Business Location' dropdown set to 'GlobalMart South-East' and a 'Flagship' checkbox. Below this is the 'Contact Information' section with fields for 'Street' (719 Main St), 'City' (Miami), 'State / Province' (Florida), 'Country' (USA), 'Zip / Postal code' (99999), 'Phone', 'Email', and 'Website'.

## Model retail organizations with a dedicated data model

- 1 Reduce time to value with retail specific attributes within OOTB retail fields
- 2 Improve admin experience by including important retail attributes during configuration
- 3 Increase operational efficiency by providing foundational data required for retail cases and future automation





# Retail Base Case

**servicenow** All Favorites History Workspaces Admin CSM/FSM Configurabl... Search

List RC0000006 x +

**False Fire Alarm** Close Case Discuss Save Assign to me Create Work Order Propose Solution ...

Details Business Location Work Orders Escalations

**Retail Case**

Number: RC0000006  
Opened: 2024-06-05 06:37:11  
Requested by: James Bennett  
State: Open  
Requesting retail organization: BostonMart  
Supporting retail organization: BostonMart  
Priority: 3 - Moderate  
Assignment group:   
Assigned to: William Watson  
Short description: False Fire Alarm  
Description: Today, during a busy shopping period, the fire alarm unexpectedly went off, leading to a full store evacuation. Investigation required.

**Notes**

Watch list: System Administrator x  
Work notes list:   
Additional comments (Customer visible):

**Compose** Stacked view

Comments Work notes (Private)  
Enter your Comments here  
Everyone can see this comment Post Comments

**Activity**

System Administrator  
Additional comments • 2024-06-05 06:46:27  
Today, during a busy shopping period, the fire alarm unexpectedly went off, leading to a full store evacuation. Investigation required.

System Administrator  
Field changes • 2024-06-05 06:46:27  
State: Open  
Assigned to: William Watson  
Impact: 3 - Low  
Priority: 3 - Moderate

## Streamline retail cases to simplify support

- 1 Reduce time to value with a retail case type for OOTB usage and to reduce customization needs
- 2 Improve agent experience by displaying key retail content for store support use cases
- 3 Improve store worker experience by tailoring default case submission forms to store use cases





# Finance and Supply Chain Workflows

Source-to-Pay Operations



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners



# What's new in the Xanadu release



## Finance & Supply Chain

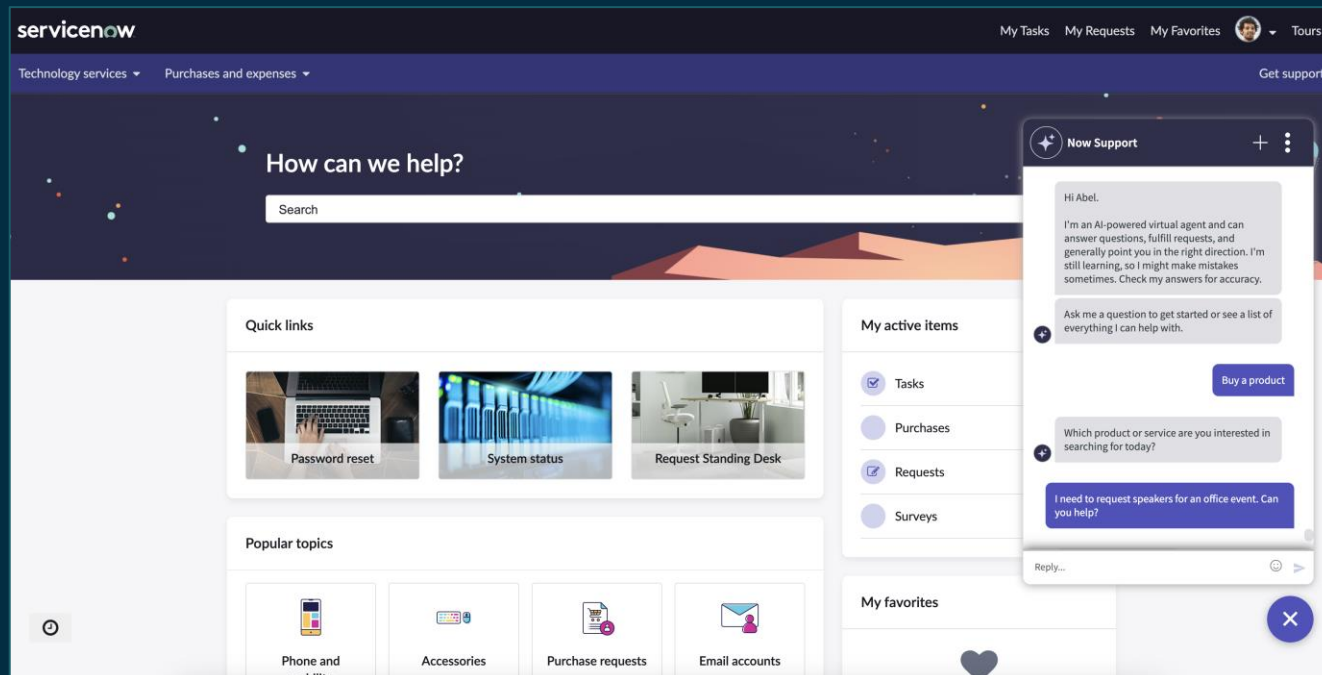
### Source-to-Pay Operations

- Now Assist for Sourcing and Procurement Operations
- Sourcing & Procurement Operations + Contract Management Pro



# Now Assist for Sourcing and Procurement Operations

✦ Powered by Now Assist



\$ Sourcing and Procurement Operations

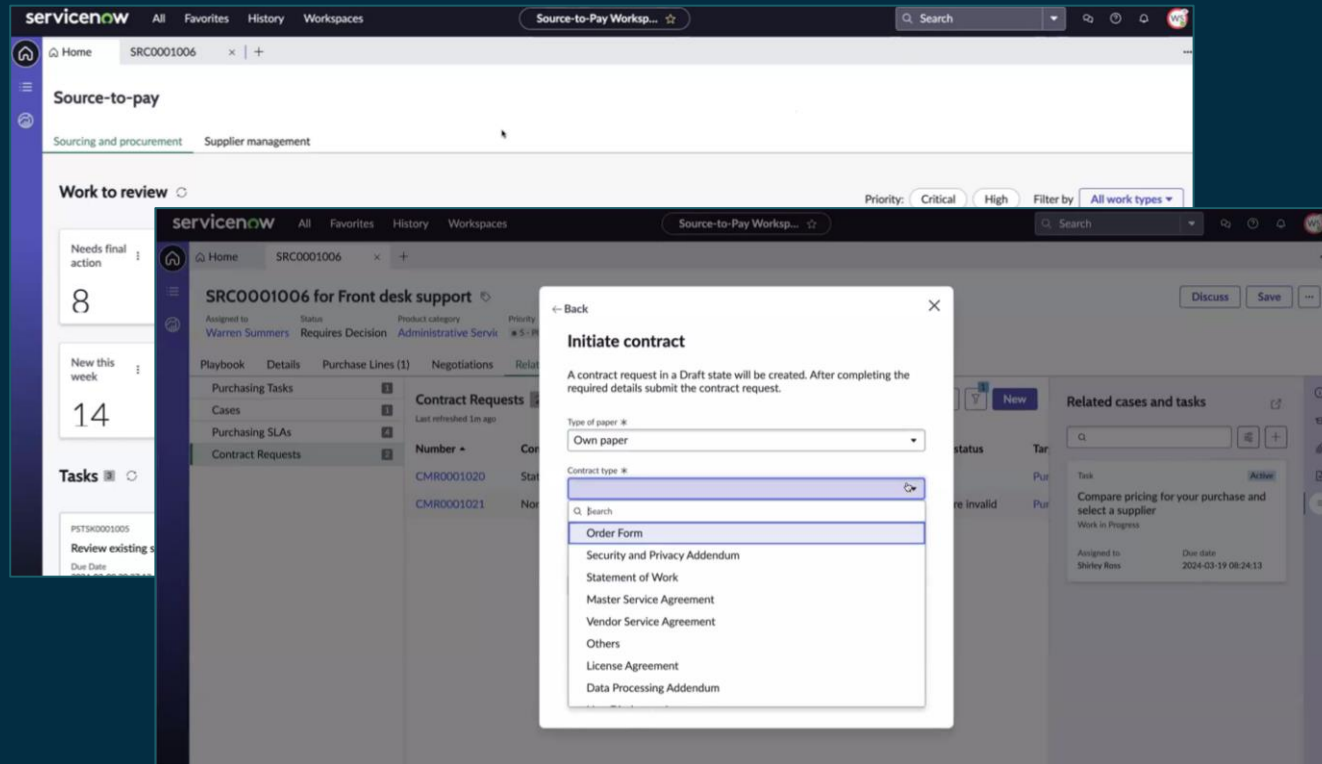
## Make procurement requests easy for everyone

- 1 Guide requesters using natural language to easily find and order the right products and services from the best suppliers.
- 2 Create better procurement intake experience at scale without relying on experts or manual processes.
- 3 Reduce costs, errors, and cycle times by automating the intake and fulfillment of requests.





# Sourcing & Procurement Operations + Contract Management Pro



Sourcing and Procurement Operations works Contract Management Pro to make the contracting experience easier

📌 Add-on SKU to Legal Service Delivery

## Collaborate more effectively with suppliers and legal counterparts

- 1 Streamlines contracting requests and creates an efficient end-to-end process
- 2 Reduces manual work and keeps teams focused on productive activities
- 3 Reduces risks by integrating compliance and risk mitigation into a collaborative contract lifecycle





# ServiceNow Impact

ServiceNow Impact



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners



# What's new in the Xanadu release



**ServiceNow  
Impact**

## Accelerate adoption and increase efficiency

### Speed adoption

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

### Optimize platform health

- Instance Observer – UX Insights
- Health assessment dashboard enhancements – automated insights

### Manage value

- Value blueprint enhancements






# Impact adoption accelerators

## Accelerators

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



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

### Jumpstart Your Issue Auto Resolution

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

🕒 30 days

Technical

### Jumpstart Your Document Intelligence

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

🕒 30 days

Technical

### Jumpstart Your Process Mining

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

🕒 30 days

Technical

### Jumpstart Your CSDM

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

🕒 30 days

Technical ★ Recommended

**Packages:** Guided, Advanced, Total

## Adopt new products faster

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






# Impact assessment accelerators

## Accelerators

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



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

### Integrated Risk Management Maturity...

Assess your organization's use of Integrated Risk Management.

⌚ 30 days

Architecture

### Software Asset Management Maturity...

Assess your organization's use of Software Asset Management (SAM).

⌚ 30 days

Architecture

### CSDM Assessment - Technical Services

Equip your team to design and configure technical service offerings more quickly.

⌚ 30 days

Architecture

### UX Taxonomy Review & Design

Optimize portal navigation and content structure, focusing on Knowledge and Catalog to improve and help users easily find the right information.

⌚ 30 days

Architecture

## Get the most out of your existing products

1 Maximize the value of your ServiceNow investment with new assessment accelerators for:

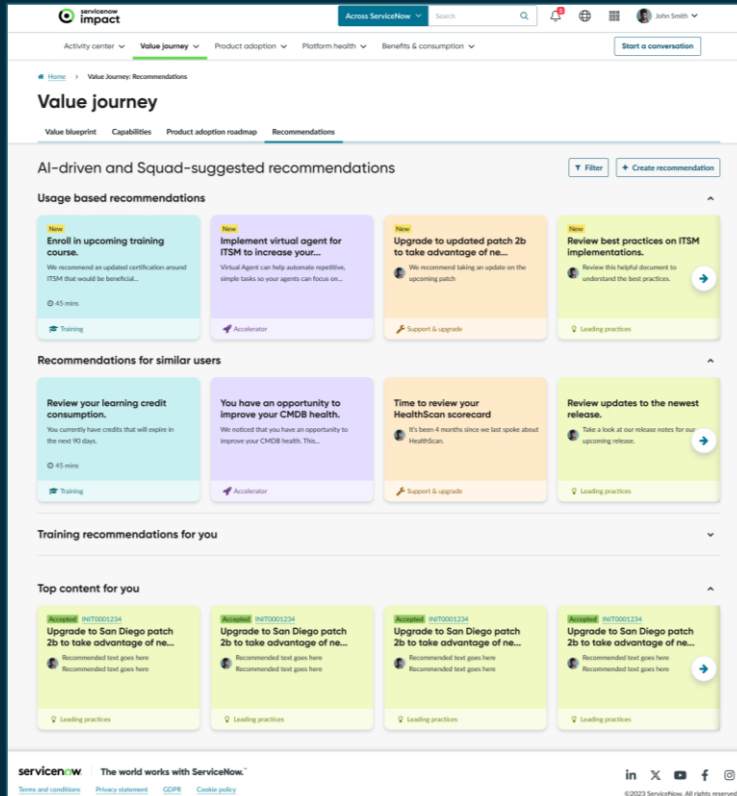
- Integrated Risk Management <sup>A,T</sup>
- Software Asset Management <sup>A,T</sup>
- CSDM – Technical Services <sup>A</sup>
- CSDM – Business Services <sup>A</sup>
- UX Taxonomy Review & Design <sup>A,T</sup>

A = Advanced Package  
T = Total package





# AI recommendation engine enhancements



**Packages:** Guided, Advanced, Total

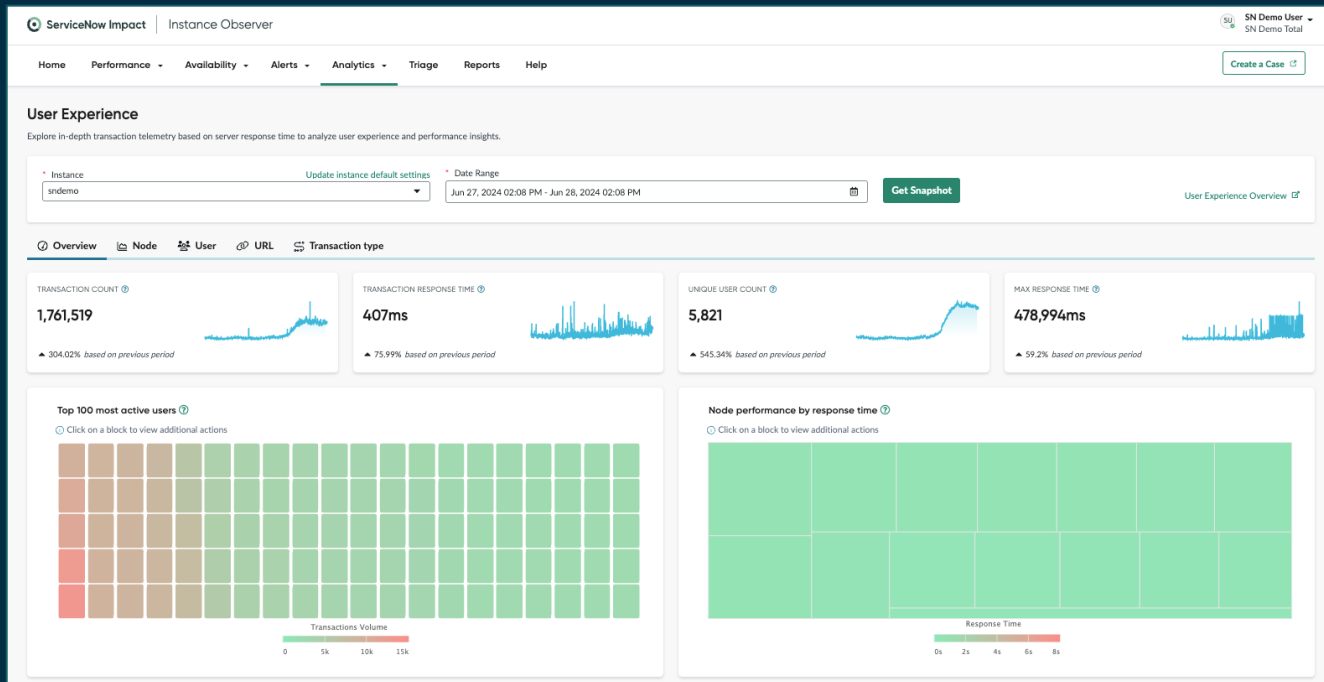
## Accelerate outcomes with more timely recommendations

- 1 Receive relevant recommendations quickly, triggered by similar or related Impact initiatives completed
- 2 See the reasons behind each recommendation on the "All Recommendations" page that features an updated UI and richer contextual detail





# Instance Observer – UX Insights



Packages: Total

**Resolve issues that affect end users faster—with more detailed data**

- 1 See how platform performance is directly impacting users by visualizing performance data at the transaction level.
- 2 View data based on these attributes:
  - URL causing increases in transaction response time
  - Node and transaction type level data for outliers
  - Users impacted by an outage or service degradation
  - Userbase visualization based on transaction volume



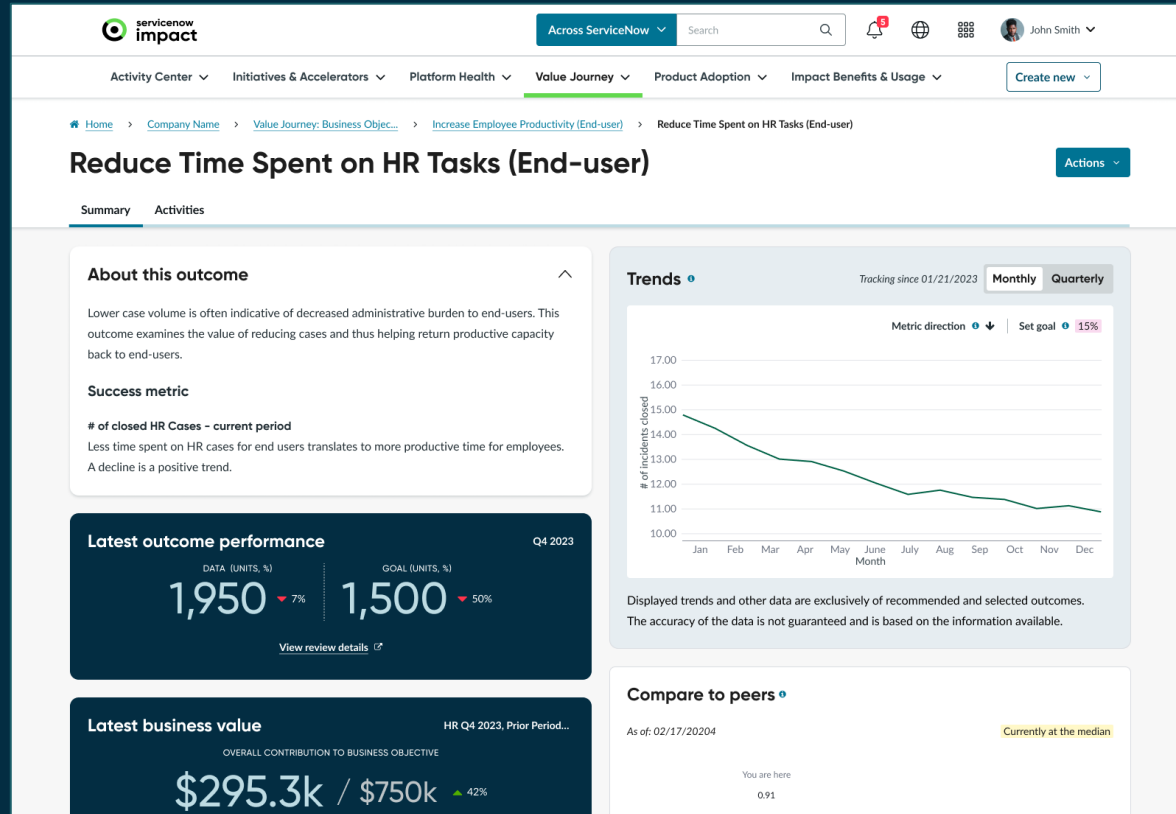


- 1 Act swiftly on detailed findings quickly after completing a health scan
- 2 Mitigate conflicting actions effectively
- 3 Begin work more quickly with streamlined prioritization process





# Value blueprint enhancements



**Packages:** Guided, Advanced, Total

## Track business value and outcomes more accurately

- 1 Generate a new value blueprint to replace one that is out of date
- 2 Automate data collection for App Engine and Enterprise Architecture (formerly APM) products





# Upgrading to Xanadu release

Now Platform tools

Releases and Upgrades  
community

Live on ServiceNow  
Community events

Xanadu release upgrade  
kit

Additional resources for  
Impact customers

ServiceNow Expert Services



Now Platform®



Technology Workflows



Employee Workflows



Hyperautomation and  
Low Code



Customer Workflows



Industry Products



Finance and Supply  
Chain Workflows



ServiceNow Impact™



Upgrading to  
Xanadu release



Partners





# Simplify upgrades with Now Platform tools



## Automated Test Framework (ATF)

Reduce upgrade time by automating manual testing and remediation.



## Instance Scan

Get critical instance insights for smoother, worry-free upgrades.



## Upgrade Center

Preview, manage, and monitor upgrades with greater ease.



## Upgrade Plan

Reduce manual effort by packaging applications, customizations, and skip records to easily apply to multiple instances.



## Application Manager

Navigate Application Manager faster with improved performance and less wait time.



## Configuration Hub

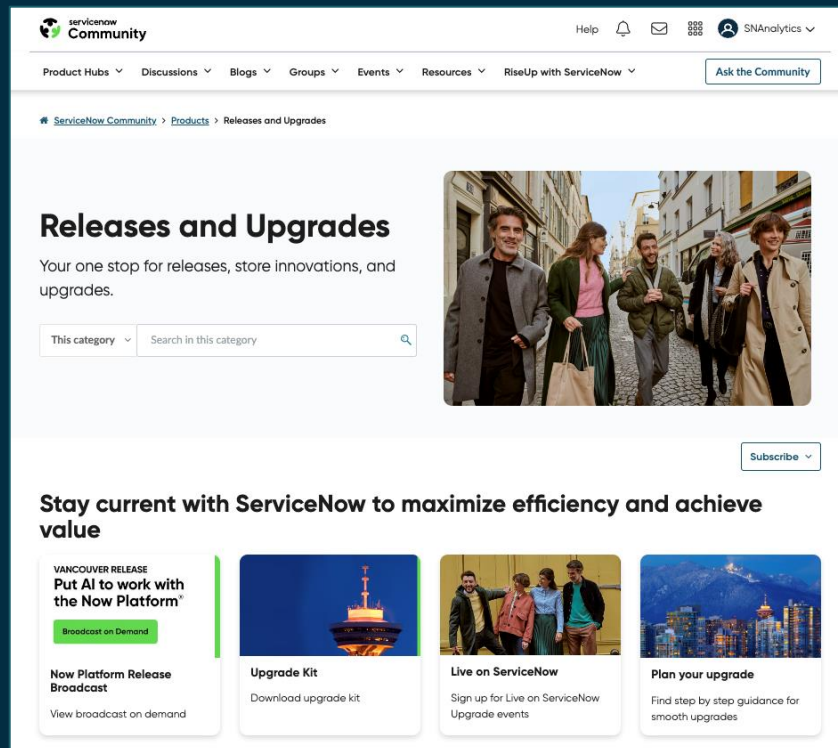
Access configuration options for any application in one centralized location.

---

Learn more about these capabilities in our [product documentation](#).



# ServiceNow Releases and Upgrades community



## Community forum dedicated to supporting customers with releases and upgrades

- 1 Ask questions and get answers from ServiceNow experts and peers
- 2 Get the latest best practices and resources
- 3 Sign up for upcoming events





# Live on ServiceNow Community events



- Learn what is new in ServiceNow
- Gain prescriptive guidance and pro tips for implementing, managing, and upgrading ServiceNow products
- Connect and engage with the ServiceNow community

Scan here to sign up for events





Go to the [Release and Upgrades](#) forum on the Community.

## What's in the kit?

## Summary of new innovations in the Xanadu release

Playlist of  
valuable links,  
demos, blogs,  
and more

## Resources to simplify upgrades





# Additional resource for ServiceNow Impact™ customers



For more information, reach out to your ServiceNow Impact Squad, Customer Service Manager or your Account Executive to learn how to request this accelerator.

## Request the Jumpstart Your Upgrade accelerator

- 1 Provides current ServiceNow Impact customers with guidance, tips, and tools to execute a ServiceNow upgrade
- 2 Includes a personalized one-on-one session designed to help you get started with upgrades
- 3 View what your instance looks like upgraded in a temporary instance

[Learn more at Product Documentation](#)



# ServiceNow Expert Services

**Successful implementation** is the key to digital transformation. Expert Services helps you implement and optimize ServiceNow so you can achieve your unique business goals, accelerate time to value, and lower risk.



## ServiceNow product experts

- Practitioners with an inside perspective on product roadmap and innovative technologies



## Unmatched track record of success

- Experience across 8,500+ customer engagements
- Deep insight into implementation strategies, practices, and processes



## Leading practices

- Library of 1,100 assets developed and proven in customer engagements by seasoned experts



## A complete solution

- Step-by-step guidance from planning to delivery
- Different engagement models to adapt to your requirements

## We can help with your upgrade strategy:

- ✓ Assess your current environment
- ✓ Evaluate new features and functionality
- ✓ Plan for testing and validation
- ✓ Develop a rollout plan

Our experts and guidance help you realize results faster and capture the value of ServiceNow innovations and features.



**Generative AI**



**Automation**





# Partners

Microsoft



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# Now Platform® Xanadu release

What's New with Microsoft





# What's new in the Xanadu release



## IT Operations Management

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

## Legal Service Delivery

- Microsoft Outlook integration
- Microsoft Word add-in for signature bloc

## Now Platform

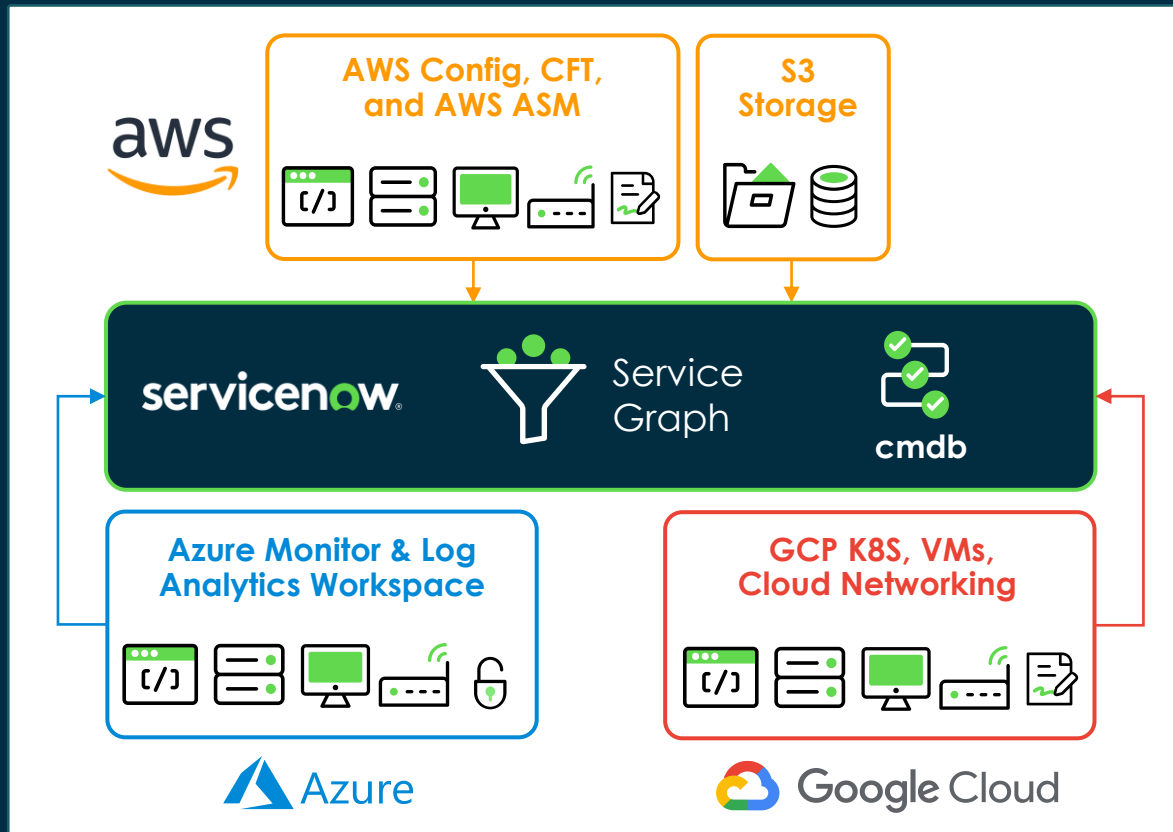
- Now Assist and Copilot for M365

## Strategic Portfolio Management

- Export roadmap to PPT



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



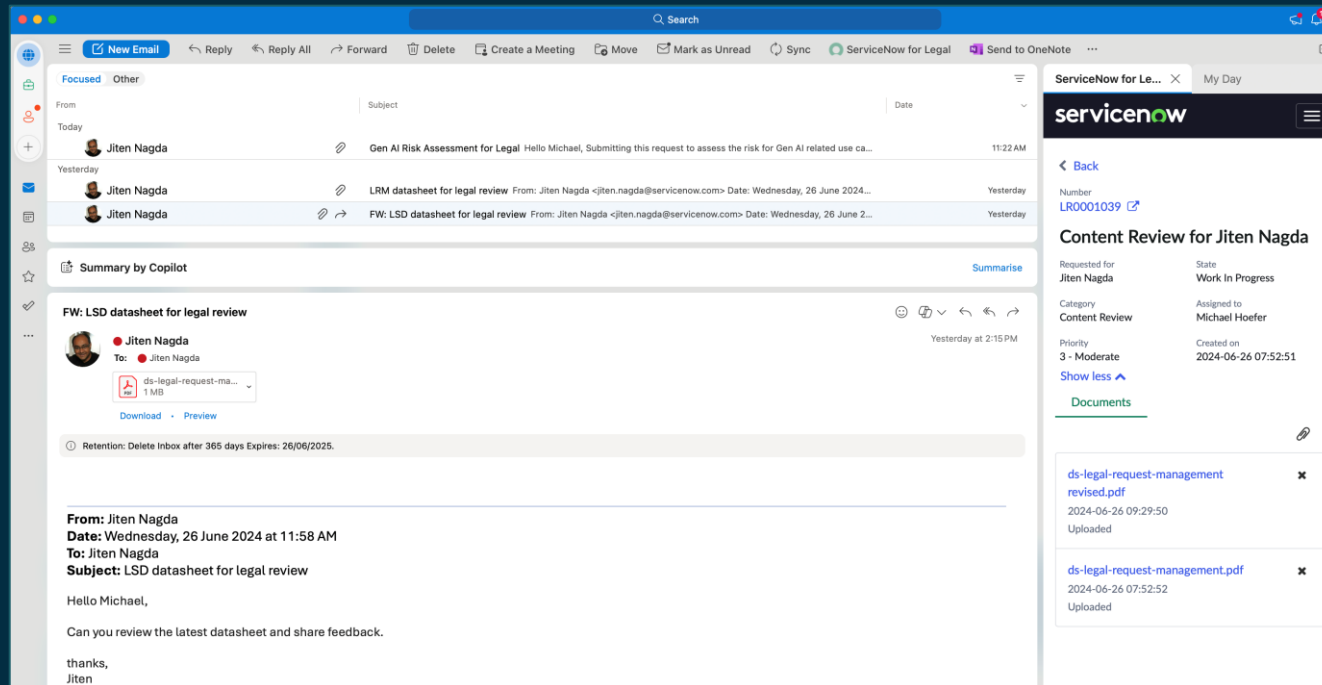
## A plug-and-play fast lane to cloud value

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





# Microsoft Outlook integration



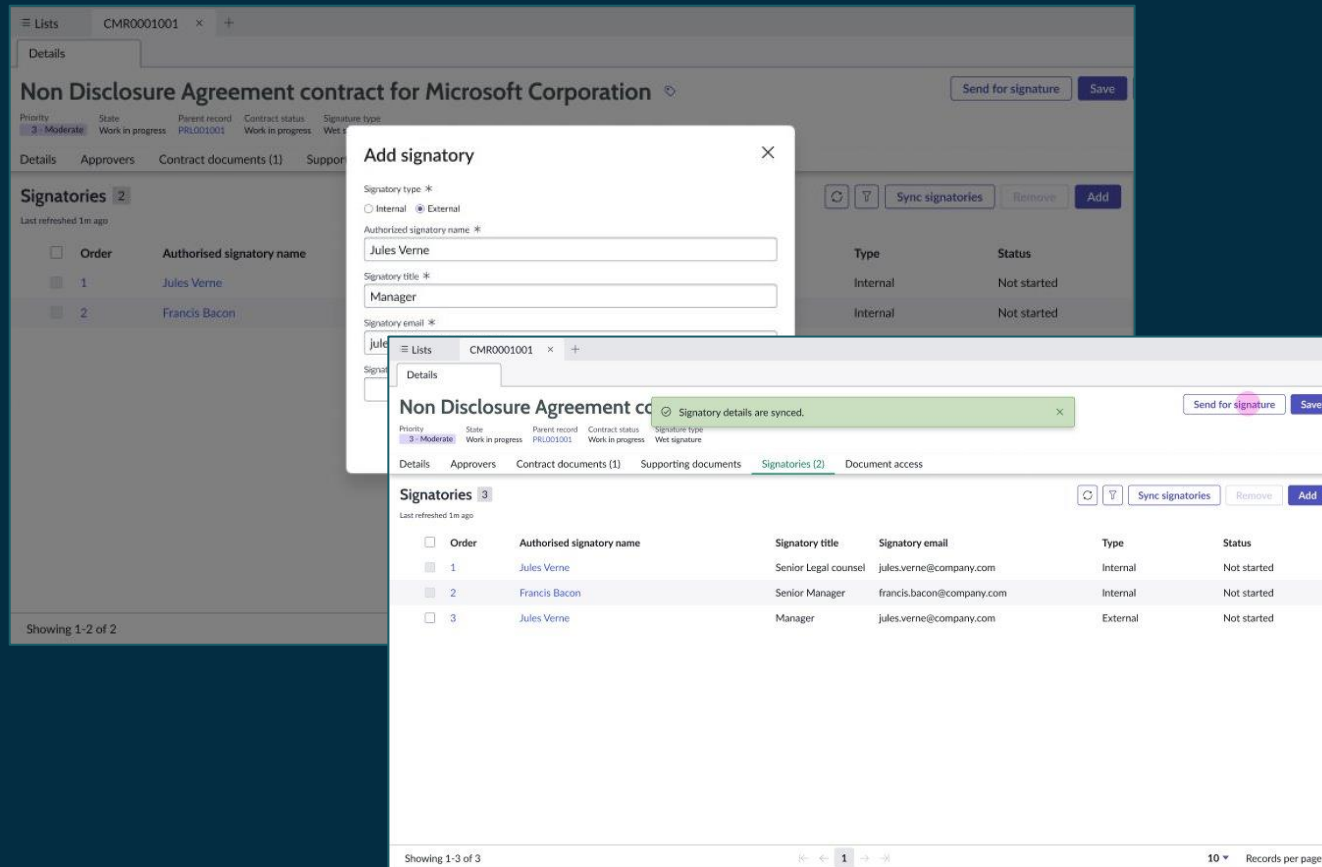
Microsoft Outlook add-In for Legal panel shows the legal request related to this email. Fulfillers can add or remove attachments at any time.

## Boost legal fulfiller productivity by enabling them to work in Outlook

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



# Microsoft Word add-in for signature blocks



Contract Management Pro

## Reduce time spent managing signature blocks on contracts

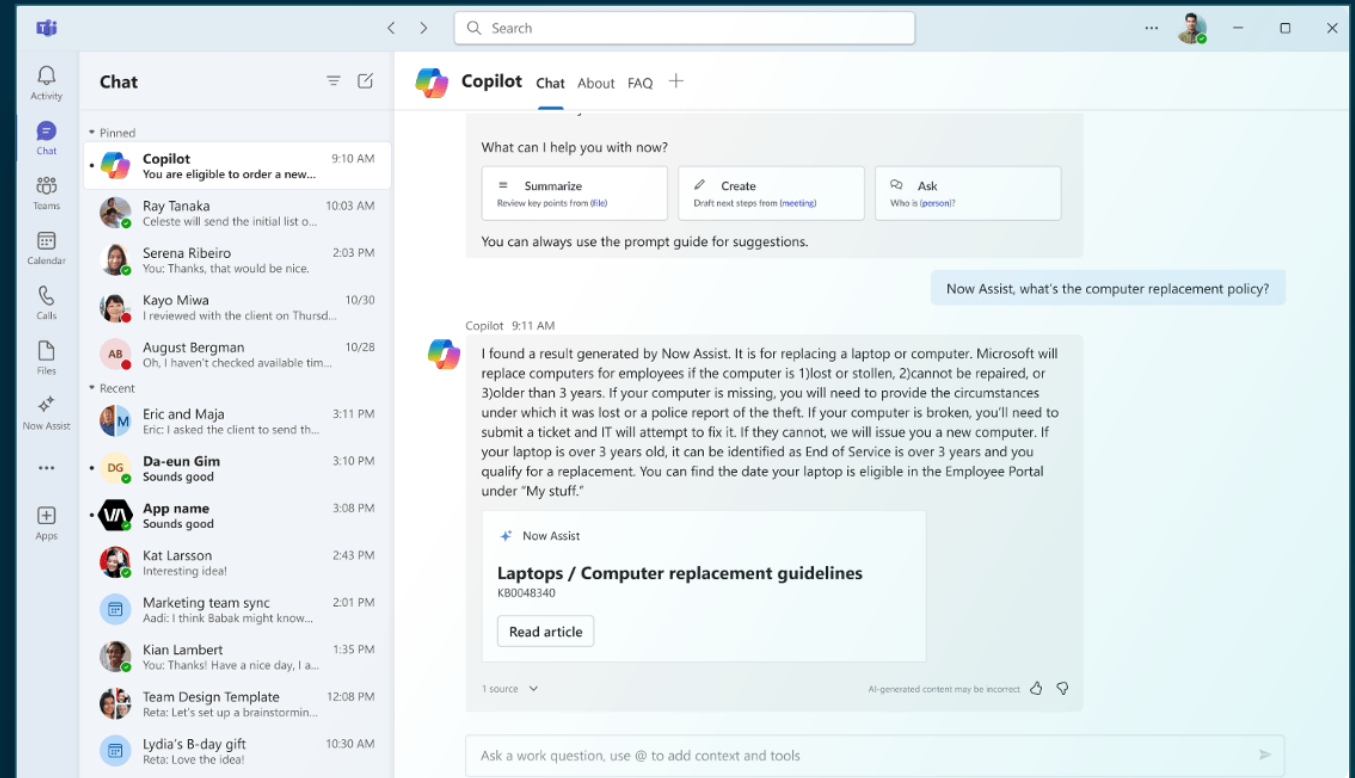
- 1 Leverage a Word add-in to create and customize signature blocks within contract templates
- 2 Add tags to signature blocks such as external vs internal signer, name, title, and date
- 3 Enable contract requestors and fulfillers to add additional signers to contracts directly within the document



# Introducing the Now Assist & Microsoft Copilot integration

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

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



 **Now Assist** +  **Copilot for M365**





# Export roadmap to PPT

The screenshot shows the ServiceNow Strategic Planning Workspace for Acme Corporation. The main view is a roadmap timeline from October 2023 to April 2024. The roadmap is organized by department: Finance and HR. Finance tasks include 'HR Service: ECH Headcount Request Form', 'HR service: 9 Box request', and 'Qualtrics Implementation and NPS Redesign'. HR tasks include 'Compensation Review', 'HR service - HRIS - Revisions (Jobvite services)', 'Contingent Worker Onboarding', 'Attendance Management System', 'Employee Transfer Process Simplification', 'Leave Management', and 'Offer Request Form'. An 'Export to PowerPoint' dialog is open on the right, showing options for template, date range, compact mode, and slide content.

\$ Standard

## Seamlessly export detailed strategic roadmaps for impactful stakeholder presentation

- 1 Enhance presentation with detailed and customizable exports
- 2 Visualize progress tracking enabled roadmaps on the presentations
- 3 Streamline stakeholder communication with clear, up-to-date timelines



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