

# ServiceNow® AI Platform Zurich release Upgrade Kit



# Safe harbor notice for forward-looking statements

This presentation may contain “forward-looking” statements that are based on our beliefs and assumptions and on information currently available to us only as of the date of this presentation. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expected or implied by the forward-looking statements. Further information on these and other factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled “Risk Factors,” set forth in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q and in our other Securities and Exchange Commission filings. We cannot guarantee that

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# Products and solutions

## ServiceNow AI Platform

[AI](#)  
[Workflow](#)  
[Process Mining](#)  
[Security & Privacy](#)

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## Workflow Data Fabric

### **Technology Workflows**

[IT Service Management & DevOps](#)  
[IT Operations Management & Configuration Management Database](#)  
[Asset Management](#)  
[Strategic Portfolio Management](#)  
[Collaborative Work Management](#)  
[Enterprise Architecture \(FKA: Application Portfolio Management\)](#)  
[Operational Technology Management](#)  
[Risk Products & Environmental, Social and Governance \(ESG\)](#)

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### **Core Business Services**

[HR Service Delivery](#)  
[Health and Safety](#)  
[Workplace Service Delivery](#)

## **CRM**

[Customer Service Management](#)  
[Sales and Order Management](#)  
[Field Service Management](#)

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## **Industry Solutions**

[Financial Services Operations for Banking](#)  
[Technology Industry](#)  
[Telecommunications](#)  
[Government](#)  
[Retail & Hospitality](#)  
[Manufacturing](#)

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## **Application Development**

[App Engine](#)

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## **ServiceNow Impact & Expert Services**

## **Upgrading to the Zurich release**

Upgrading to the

# ServiceNow® AI Platform

## Zurich release





# Three steps to upgrade to the Zurich release



## Discover

Get up to speed fast with [40+ What's New in the Zurich release webinars](#) on Live on ServiceNow.



## Prepare

Check out the [Zurich release notes](#)



## Act

[Schedule your upgrade](#) and attend one of our [Upgrade Clinics](#) to get your questions answered.



# Simplify upgrades with platform tools



## Automated Test Framework (ATF)

Reduce upgrade time by automating manual testing and remediation



## Upgrade Center

Preview, manage, and monitor upgrades with greater ease



## Application Manager

Explore how Application Manager can help you manage your applications in one convenient location



## Instance Scan

Get critical instance insights for smoother, worry-free upgrades



## Upgrade Plan

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



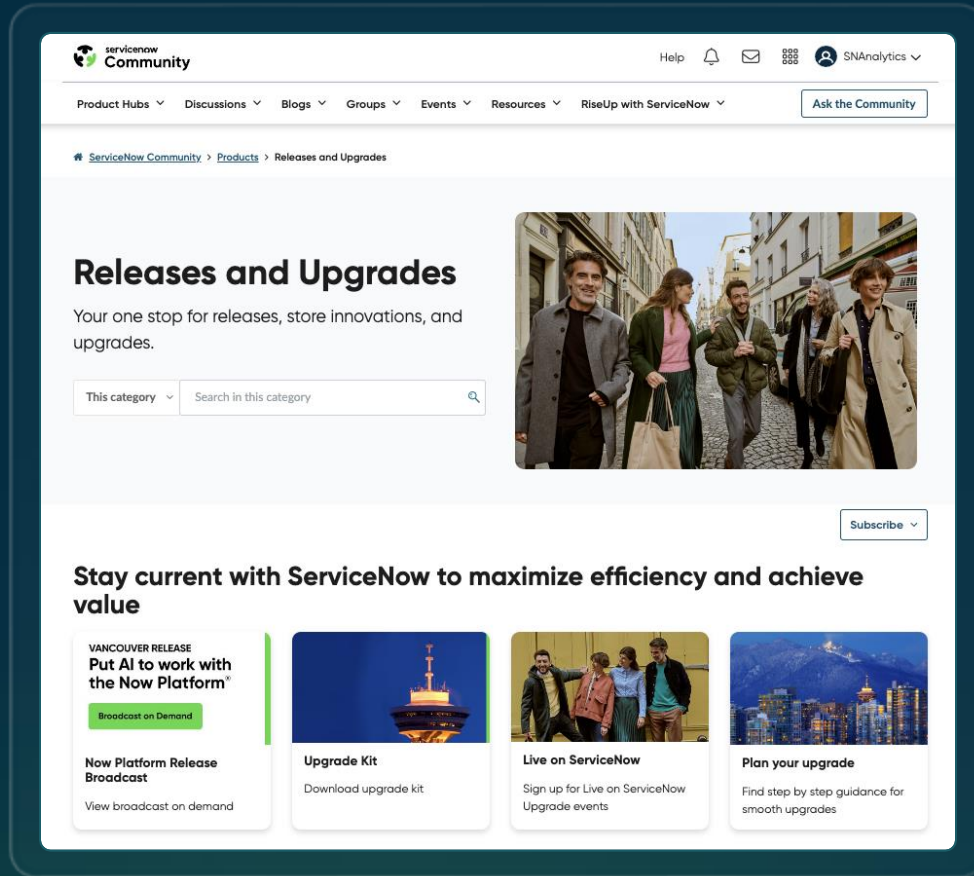
## Configuration Hub

Access configuration options for applications in one centralized location

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



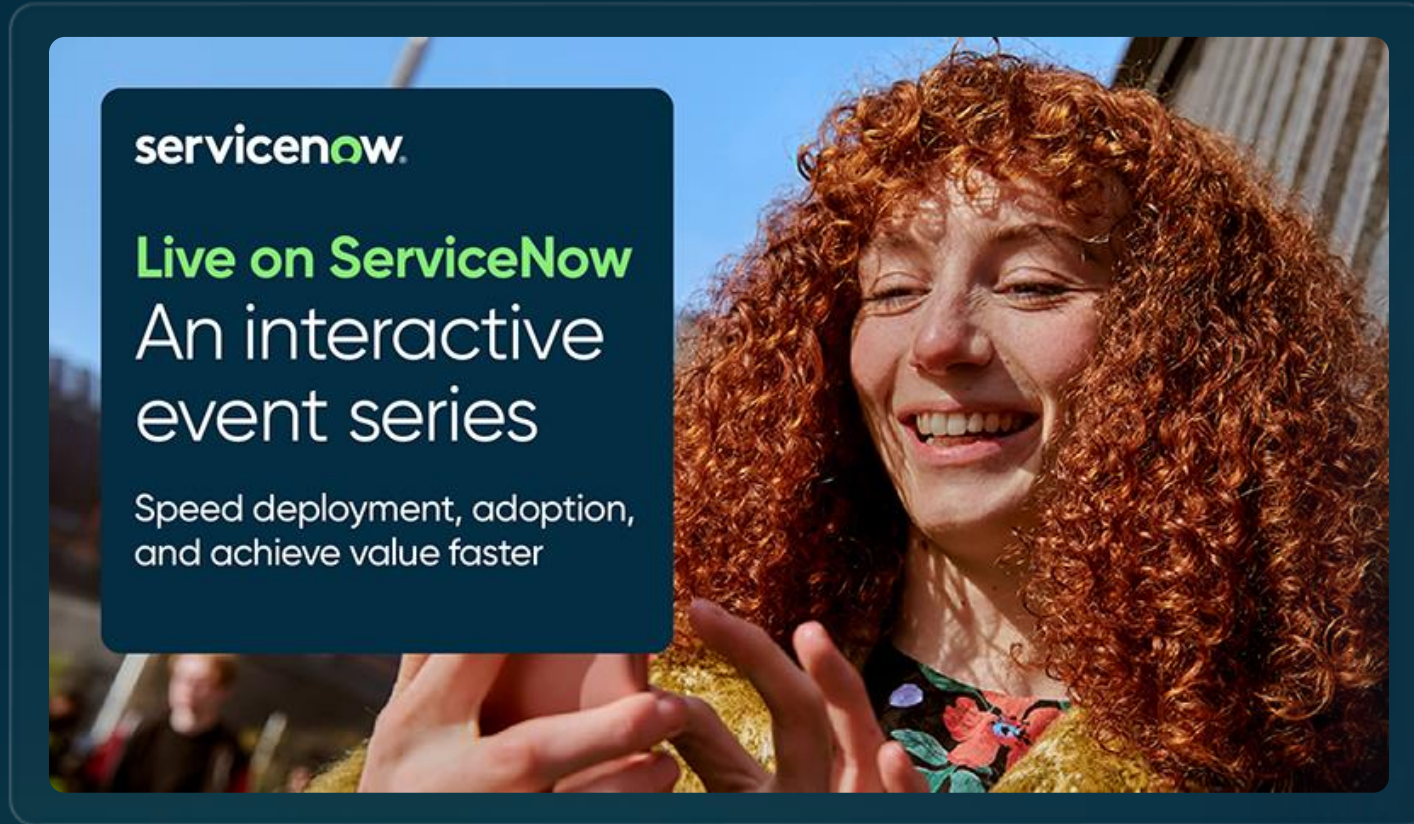
# ServiceNow Releases and Upgrades Community



## 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 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**



# Additional resources for ServiceNow Impact customers



## 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 key to digital transformation. Expert Services helps you implement, adopt and optimize ServiceNow so you can achieve your unique business goals, accelerate time to value, and lower risk.

## 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.



## ServiceNow product experts

- Practitioners with an inside perspective on product roadmap and innovative technologies, like Gen AI



## Unmatched track record of success

- Experience across thousands of customer engagements
- Deep insight into implementation strategies, practices, and processes



## A complete solution

- Step-by-step guidance from planning to delivery
- Combining our expertise with our partner ecosystem of 2,000+ partners

# ServiceNow® AI Platform Zurich release

Platform





# What's new in the Zurich release



**Proactively manage high impact work by uniting AI, data, and workflows on a single cloud platform**

## AI

- Build Agent
- AI Agent Fabric
- Model provider choice

## Workflow

- Agentic playbooks
- Reusable triggers
- Flow history

## Process Mining

- Task Mining
- Improved usability for business users

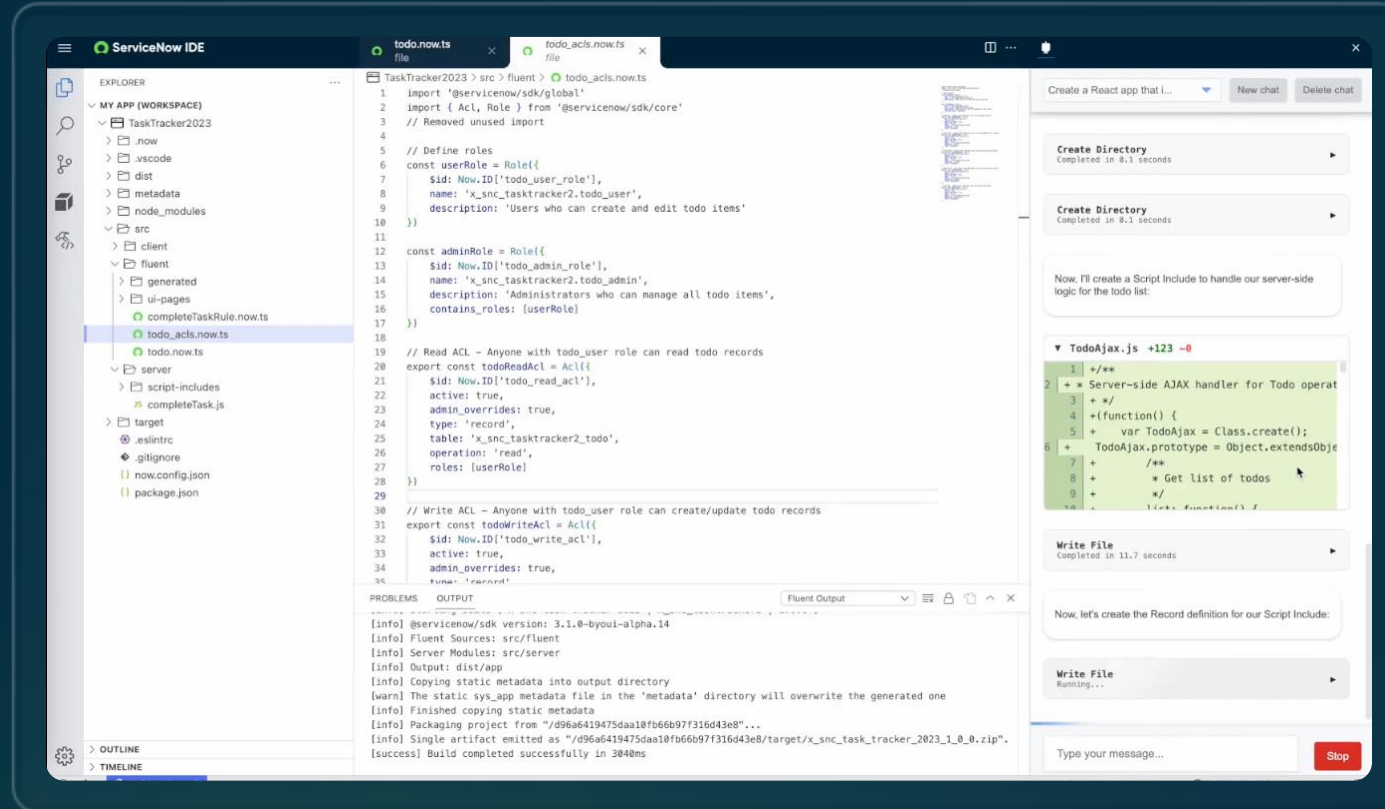
## Security and privacy

- ServiceNow Vault Console
- Data Privacy enhancements
- Field Encryption enhancements
- Machine Identity Console



# Build Agent

✨ Powered by Now Assist



## Introducing vibe coding to create and edit apps on the ServiceNow platform

- 1 Transform natural language prompts into complete, full-stack ServiceNow apps in minutes instead of days
- 2 Watch the AI agent plan, create, and edit in real-time for full transparency and control
- 3 Iteratively edit and refine existing apps with simple, conversational feedback until they are ready to deploy

# AI Agent Fabric



**servicenow** All Favorites History Workspaces Studio AI Agent Studio

Overview Create and manage Testing Settings

### Manage agentic workflows and AI agents

Create from scratch, duplicate, or manage existing agentic workflows and AI agents.

Agentic workflows AI agents

AI agents 200  
Last refreshed 1m ago

Name	Description	Tools	AI agent type	Created by	Date updated	Date created	
<a href="#">Test specialist AI Agent</a>	Get similar...	37	Chat	ServiceNow	2024-12-02	2024-10-02	
<a href="#">Retrieve policy AI Agent</a>	Get leave p...	2	External	ServiceNow	2024-10-02	2024-10-02	Active
<a href="#">Incident Categorizer AI Agent</a>	Get record...	4	Voice	ServiceNow	2024-10-02	2024-10-02	Inactive
<a href="#">Next best action AI Agent</a>	Generate r...	3	Chat	ServiceNow	2024-10-02	2024-10-02	Active
<a href="#">Wrap up AI Agent</a>	Post summ...	5	External	ServiceNow	2024-10-02	2024-10-02	Active
<a href="#">Incident resolution AI agent</a>	AI agent is...	2	Voice	ServiceNow	2020-10-02	2020-10-02	Active
<a href="#">Appointment Scheduling AI Agent</a>	Reference...	6	Chat	ServiceNow	2020-10-02	2020-10-02	Active
<input type="checkbox"/> <a href="#">Loan Status AI Agent</a>	Generate u...	1	External	Fred Luddy	2020-06-02	2020-05-02	Inactive
<input type="checkbox"/> <a href="#">Fraud Alert AI Agent</a>	Alert custo...	1	Voice	Beth Anglin	2020-04-02	2020-04-02	Active
<input type="checkbox"/> <a href="#">Preliminary Troubleshooting AI...</a>	Review inci...	3	Chat	Fred Luddy	2020-10-02	2020-07-02	Inactive
<input type="checkbox"/> <a href="#">Order Status AI Agent</a>	Track and u...	2	External	Amanda Poray	2020-03-02	2020-03-02	Inactive

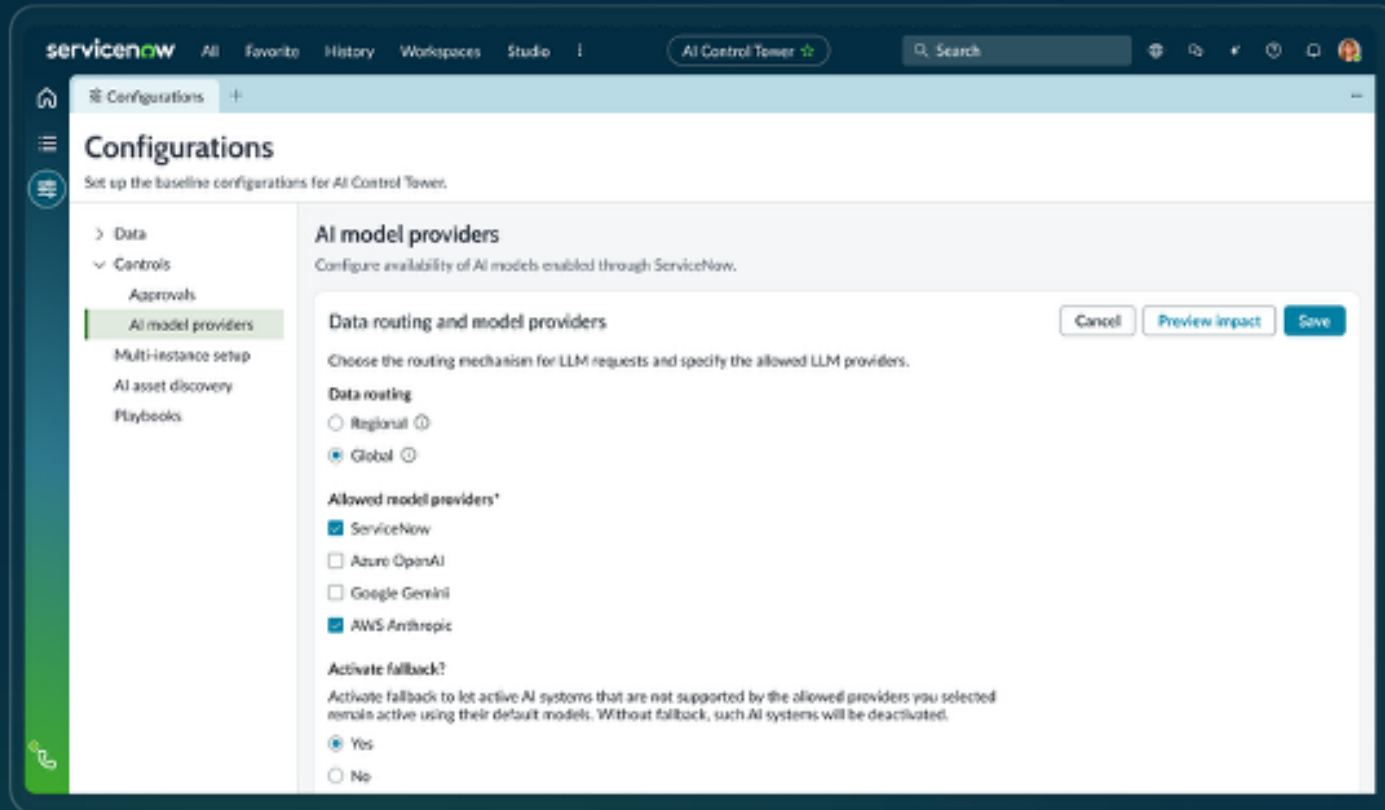
Search Filter Delete Add AI agent

Chat  
Voice  
External

**Give AI agents the context they need by connecting data and AI sources across the enterprise**

- 1 Direct access to external data sources using Model Context Protocol (MCP)
- 2 AI agents can now collaborate with other AI systems with Agent2Agent protocol
- 3 Build automations that work across your entire tech stack

# Model provider flexibility ✨



## Easily specify model provider for Now Assist or custom skills

- 1 Match each AI workflow with the ideal model provider for its specific requirements
- 2 Rapidly test, switch, and update AI skills without rewriting workflows or managing APIs
- 3 Deploy with confidence and control with built-in governance, fallback logic, and real-time monitoring in AI Control Tower

Configuring model provider in the AI Control Tower

# Agentic playbooks

✦ Powered by Now Assist

The screenshot displays the alectri CRM interface. The main window shows a workflow for 'Banco Solario contract' (SOM1092345). The 'Playbooks' tab is active, showing a list of tasks: 'Contract renewal sequ...', 'Contact customer' (Complete), 'Discovery' (Complete), 'Renewal Requested' (Complete), and 'Upsell' (2 of 4). The 'Upsell' section includes 'Upsell candidate list' (checked), 'Trade agreement signature' (selected), 'Finalize renewal discount', and 'Schedule customer meeting'. The 'Trade agreement signature' task is in progress, assigned to the user. It includes a 'docusign' activity card with a 'Document Signed' status and 'Sales instructions' to ensure international sales have an updated trade agreement signature. A user card for Bernardo Silva (VP of Software development) is also visible. The 'Now Assist' sidebar on the right provides AI-guided assistance, showing a message: 'We are mandated to get a trade agreement signature for this customer'. It then suggests an activity: 'Trade agreement signature' using 'docusign'. The sidebar also shows a confirmation: 'Ok, I found an activity that can help with that.' and 'Done, I added the activity after the "Upsell candidate list" activity.'.

## Empower AI agents to automate selected workflow tasks

- 1 Optimize workflows by exposing playbooks to AI agents and conversational interfaces
- 2 Increase productivity with humans and AI working side by side on the tasks that they can each execute the best
- 3 Keep humans in the loop as needed for verification, approval, or mandatory manual steps

# Reusable triggers

## Trigger definition

Specify the data for your trigger

### Scheduling details

Set a schedule for when and how often you want your trigger to run

Trigger type \*

Recurrence

Time zone \*

(GMT +5:30 ) India Standard Time ( Asia/Kolkata)

Start date \*

2022-01-24

Start time \*

H 4 M 30 S 50

Repeat \*

Repeat weekly

Every \*

1 week(s)

\* Days of the week

S M T W T F S

End

No end date

Occurs every 2 weeks on Monday and Tuesday at 3:00:00

## Advance workflows with enhanced scheduling for triggers

1

Easily create schedules with time zone support, start/end day and time, and schedule frequency

2

Create custom external triggers that act like webhooks to launch ServiceNow automations

3

Empower low code users to reuse saved triggers without being exposed to the complexity of the overall workflow

# Flow history

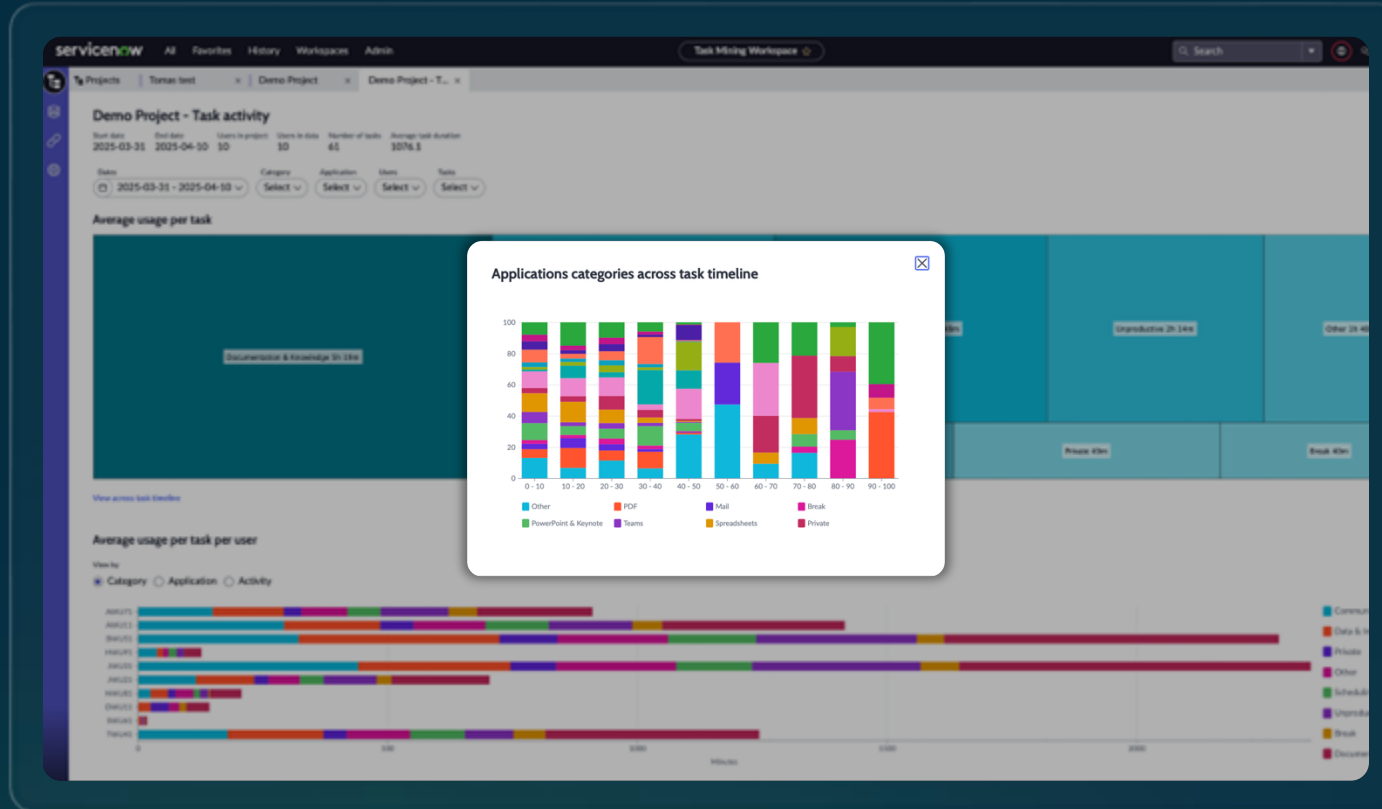
The screenshot displays the ServiceNow Flow Designer interface. On the left, a workflow is shown with a trigger 'Business Process Updated when (Life Cycle Stage changes, and Life Cycle Stage, Name is Deploy)'. The actions include 'If Verify state', 'Ask for Approval', 'If Task is approved', 'Update Business Process state', 'Else If Task is rejected', and 'Send Notification'. On the right, the 'Flow history' panel shows a list of versions. The current version is 9:15 AM by John Smith. The history includes versions from October 23rd and December 5th, 2022, with statuses like 'Activated', 'Reverted', and 'Activated/Unpublished'.

Version	Author	Status
Current version	John Smith	Activated
9:15 AM	John Smith	Activated
8:47 AM	John Smith	Activated/Unpublished
Oct 23rd, 3:08 PM	John Smith	Activated
Oct 23rd, 3:07 PM	John Smith	Activated
Oct 23rd, 3:29 PM	John Smith	Activated/Unpublished
Oct 23rd, 3:10 PM	John Smith	Activated/Unpublished
Dec 5th, 2022, 2:37 PM	Jane Doe	Activated
Dec 5th, 2022, 2:32	Jane Doe	Reverted
Dec 5th, 2022, 2:31 PM	Jane Doe	Activated/Unpublished

## Quickly iterate and improve workflows with flow versioning

- 1 Easily access and revert to earlier versions of flows or subflows
- 2 Track workflow changes for transparency and increased collaboration across teams
- 3 Streamline workflow management in a single, action-driven workspace

# Task Mining



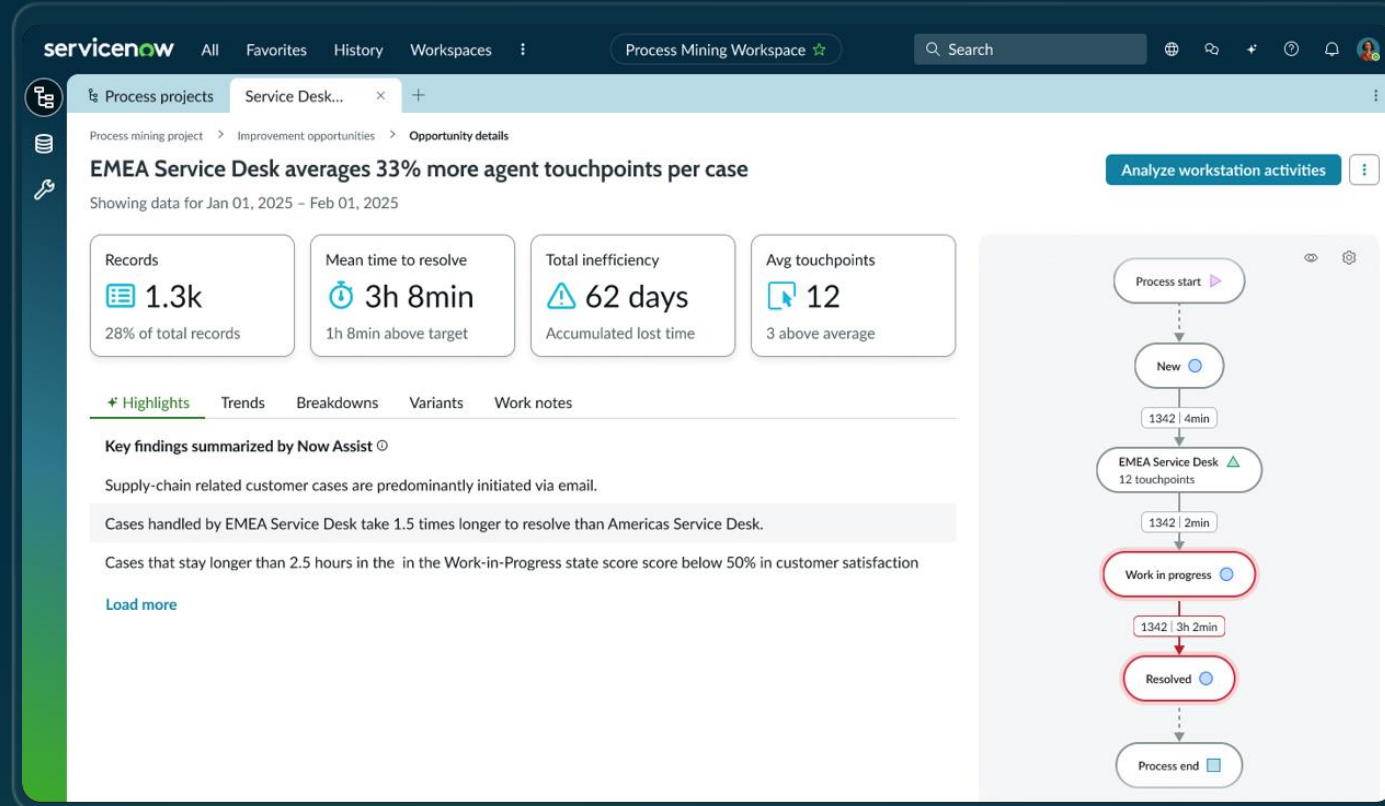
## Analyze workstation task execution for end-to-end process improvement

- 1 Extend Process Mining reach into the last mile of user-level tasks for end-to-end process visibility and improvement
- 2 Analyze how users on Windows and Mac desktops execute tasks in any app (eg Excel, SAP Business Client, browser) within broader processes for end-to-end mining
- 3 Identify and act on improvement opportunities at the desktop level for AI Agents and automation



# Process Mining enhancements

✦ Powered by Now Assist



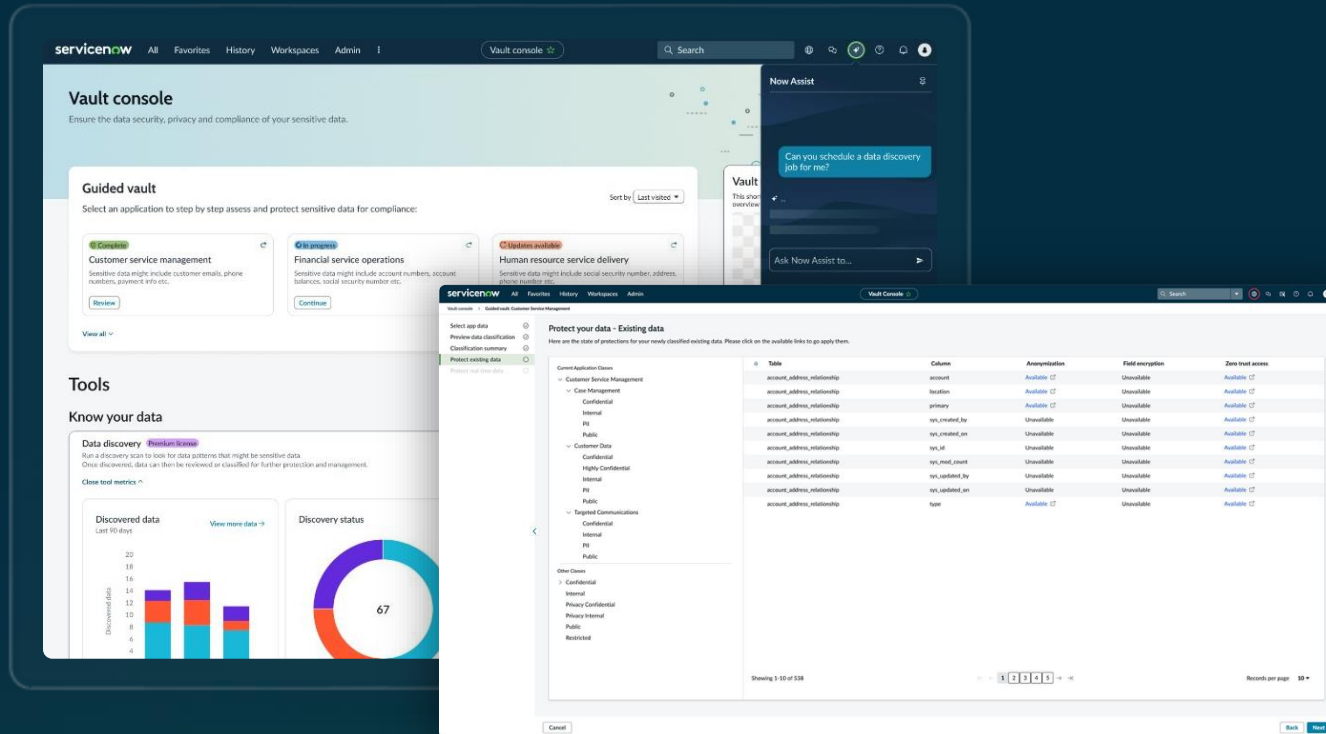
## Improve usability for business stakeholders

- 1 Surface easy to understand insights so business stakeholders can make faster, informed decisions on improvement opportunities
- 2 Accelerate legacy or low ROI app rationalization onto the ServiceNow AI Platform with Now Assist for playbook generation directly from the process map in Analyst workbench
- 3 Identify and prioritize automation and workforce optimization opportunities with touchpoint and idle time analysis





# ServiceNow Vault Console



## Templates for protecting your workflows

- 1 Enable guided data classification and protections for CSM and FSO
- 2 Leverage auto-classification and recommended actions for protecting your data
- 3 Visualize ServiceNow Vault tool performance with dashboards that showcase usage, impact and effectiveness in securing sensitive data

ServiceNow Vault Console includes a guided experience for classifying and protecting CSM and FSO workflows.

# Data Privacy enhancements

✦ Powered by Now Assist

The screenshot shows the 'New data pattern' form in ServiceNow. A modal titled 'Generate a regular expression' is open, prompting the user to describe the kind of expression they want. The modal includes a text input with the example 'Find email addresses (user@domain.com)', a section for 'Try using an example' with buttons for 'Find email addresses (user@domain.com)', 'Credit card numbers (16 digits)', 'Phone numbers with area code', 'IP addresses (IPv4 format)', and 'Date of birth (MM/DD/YYYY)'. Below this, it shows a 'Preview generated by Now Assist' for the regular expression `\b[A-Za-z0-9._%+-]+@[A-Za-z0-9.-]+\.[A-Za-z]{2,}\b` with an explanation: 'European customer email address format with various TLDs'. The modal has 'Cancel', 'Regenerate', and 'Accept' buttons. The background form has fields for 'Data pattern name', 'Description', 'Regular Expression', and 'Keywords', along with 'Test', 'Generate Regex', and 'Submit' buttons.

Customers gain the ability to generate their own regular expressions with the power of AI using Now Assist for Vault.

## Improving the sensitive data detection and anonymization for the ServiceNow AI Platform

- 1 Replace "Sensitive Data Handler" with Data Privacy to simplify and consolidate the handling of PII and PHI for Virtual Agent
- 2 Find sensitive data faster with Now Assist for Vault:
  - Create data discovery jobs
  - Use natural language to create custom regular expressions
- 3 Discover language-based data for scheduled jobs, like names, locations, groups, etc. (NER)



# Field Encryption enhancements

✦ Powered by Now Assist

**Create Encrypted Field Configurations with Row Conditions**

Define conditions for a row-level data field. Add multiple conditions at-a-time and manage all existing conditions for this field.

**Basic settings**

Type \* ☐ Column ☐ Attachment

Table \*

Column \*

Default Field Encryption module \*

☒ Active \* ☐ Allow unauthorized edits on condition fields

**Conditional encrypted configurations for this field**

Use drag and drop handle to change the condition enforcement order - the first that matches will be applied.

Name	Condition	Module	Active	State
Visible for mgr only	<long condition query goes here..>	personal_deposit_ops 1	true	in progress
Condition 2	<long condition query goes here..>	personal_deposit_ops 1	true	in progress
Condition 4	<long condition query goes here..>	personal_deposit_ops 1	true	in progress
Condition 3	<long condition query goes here..>	personal_deposit_ops 1	true	in progress

Showing 1-4 of 4

**What is Encrypted Field Configuration?**

These configurations decide which fields and/or attachment will be encrypted in a table.

Single Module Encrypted Field Configuration is the default mode where all fields in the column are encrypted by a single Field Encryption Module.

Encrypted Field Configuration with Row Conditions allows for a condition builder to be used to encrypt different fields within a column with different Field Encryption Modules.

**Resources**

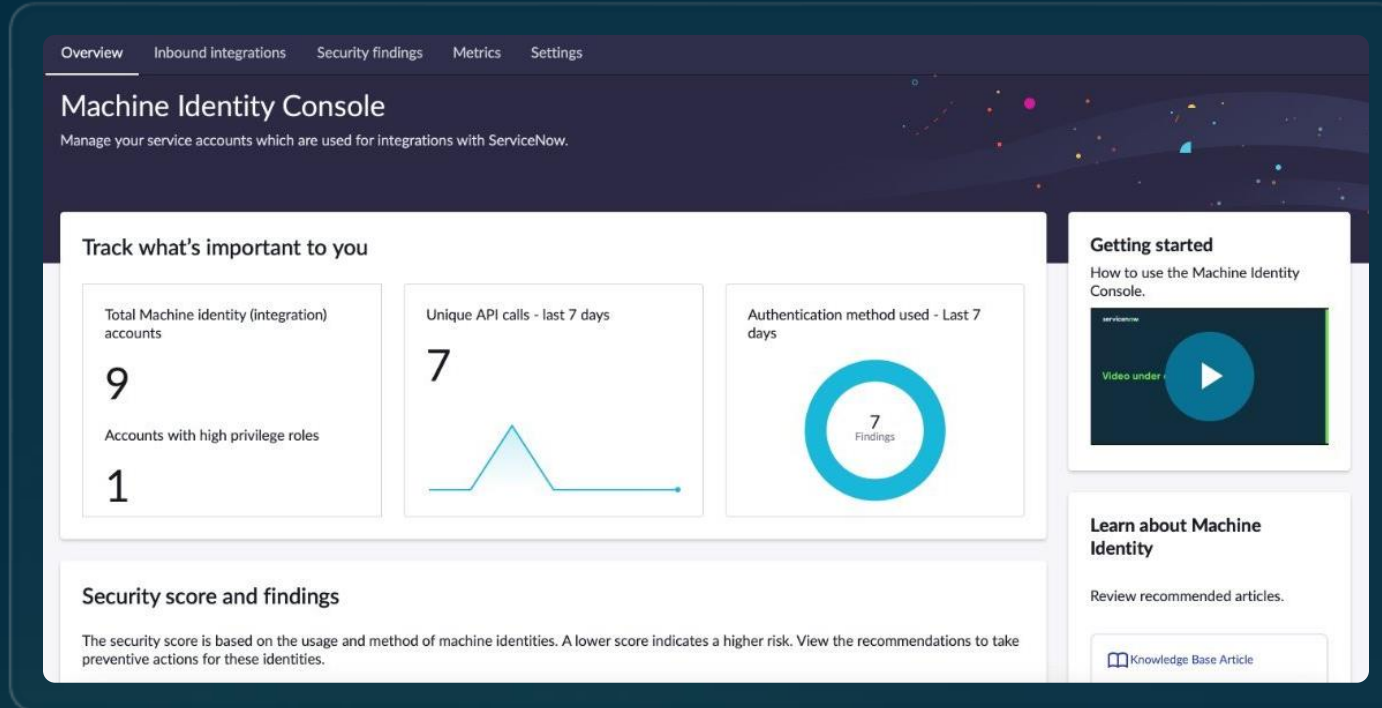
- [Product documentation](#)
- [Community forum](#)

## Complying with industry regulations just got easier

- 1 Define custom encryption rules for specific columns and rows for ease of compliance track
- 2 Assign specific keys to data within a row to allow visibility to only authorized users
- 3 Apply encryption-backed access control to the most sensitive data
- 4 View which role has access to encryption keys associated with a field, powered by Now Assist for Vault

View of encrypted field configuration with row conditions.

# Machine Identity Console



## Strengthen security posture by discovering and protecting machine identities

- 1 Discover and manage all machine identities across your ServiceNow instance
- 2 Monitor API access use and authentication methods for all integrations
- 3 Use the machine identity security score to see actions you can take to improve your machine identity security

# ServiceNow® AI Platform Zurich release

Workflow Data Fabric



servicenow®

# What's new in the Zurich release



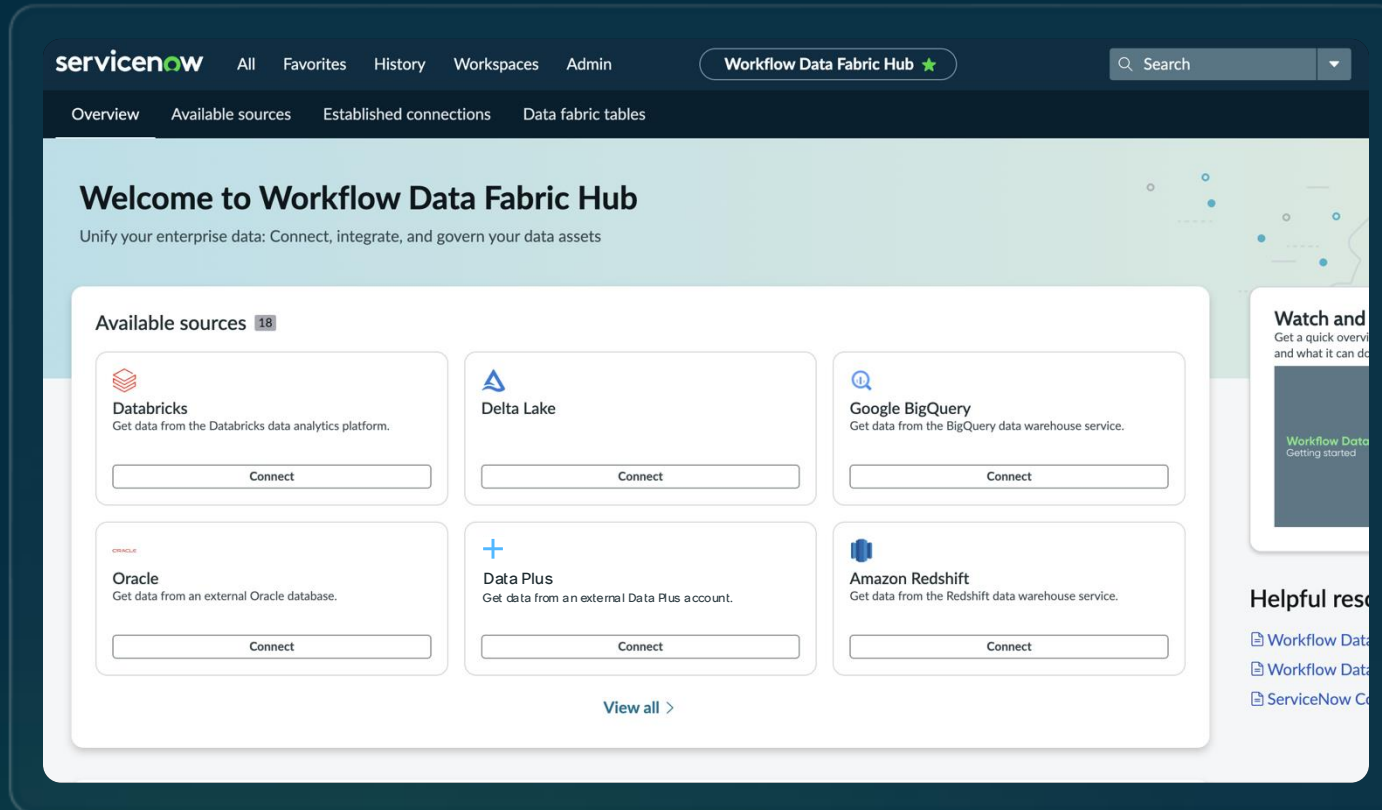
**Connect, understand, and take action on any data**

## **Workflow Data Fabric**

- Workflow Data Fabric Hub
- Zero Copy Connectors
- Zero Copy Connector for ERP
- RPA Migration Accelerator
- Workflow Data Fabric tokenization
- AI Agents for Integration Hub



# Workflow Data Fabric Hub



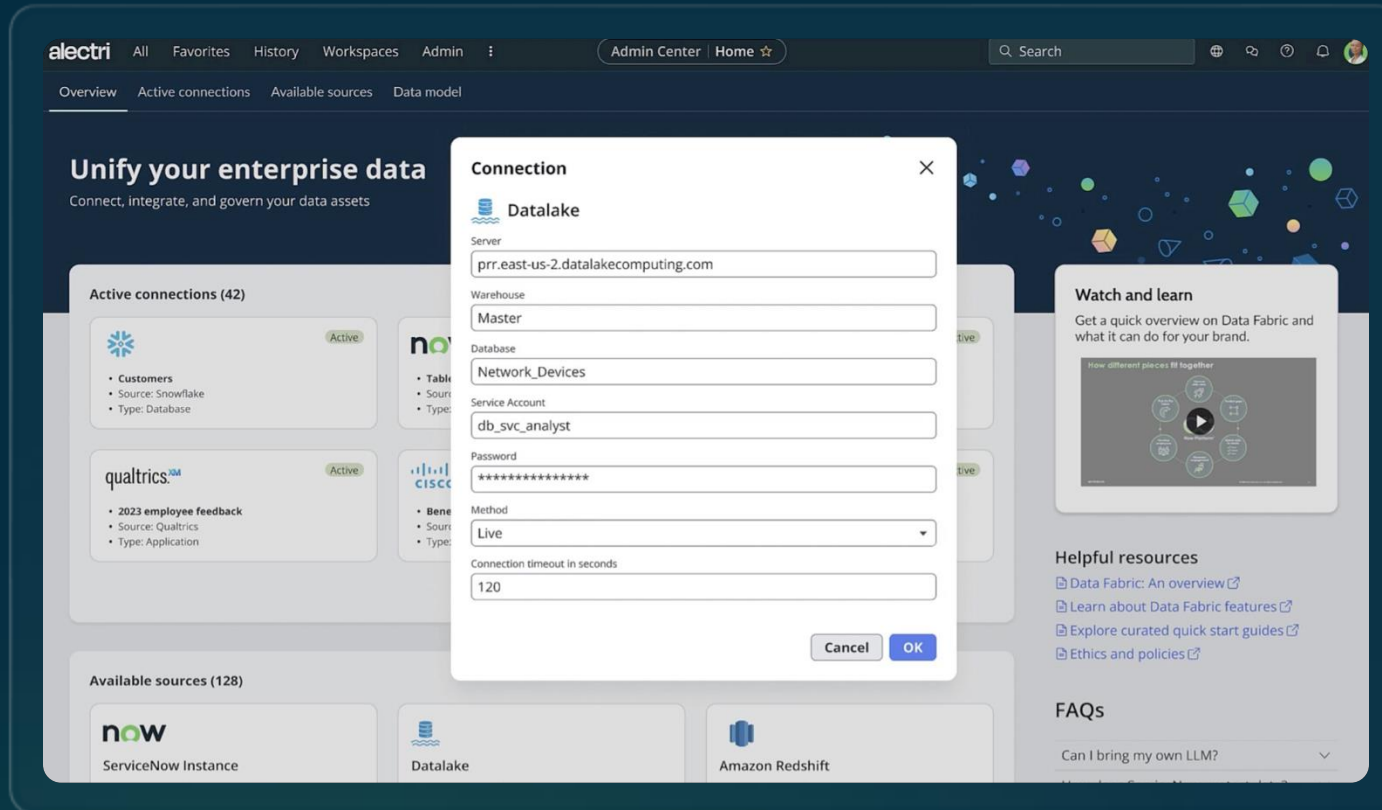
## Centralize access to external enterprise data across systems

- 1 Discover and manage external data from one interface, including Snowflake, data lakes, and data warehouses
- 2 Create data fabric tables to access external data as if it's native to the ServiceNow AI Platform
- 3 Enable zero copy to drive workflows, analytics, and AI with real-time external data





# Zero Copy Connectors



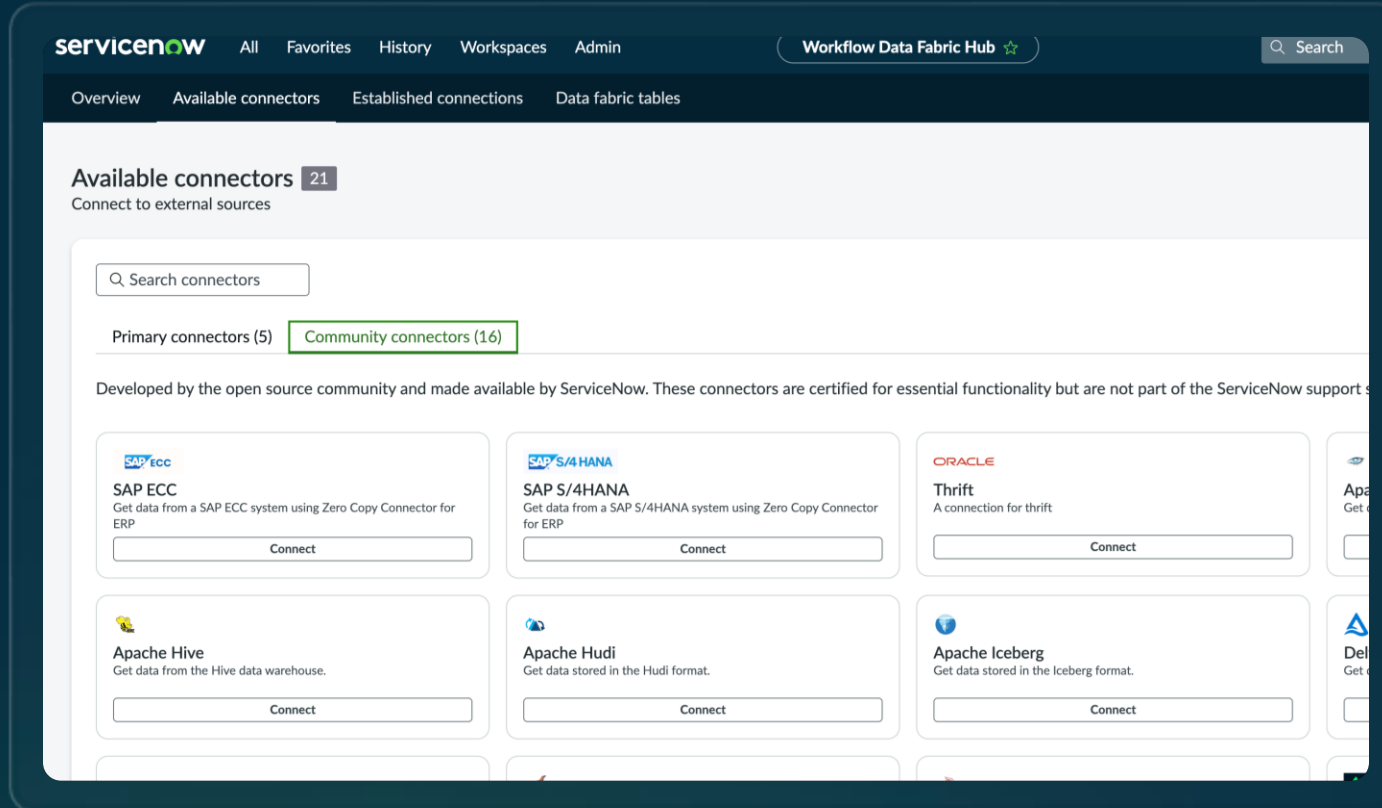
## Use external data instantly—without storing or copying it

- 1 Query external data as if local with federated SQL—no ETL, storage, or sync needed
- 2 Trigger AI and workflows in real time, acting on live, governed data without sync delays or duplication
- 3 Help protect sensitive data with scoped, time-bound access—minimizing risk and easing compliance





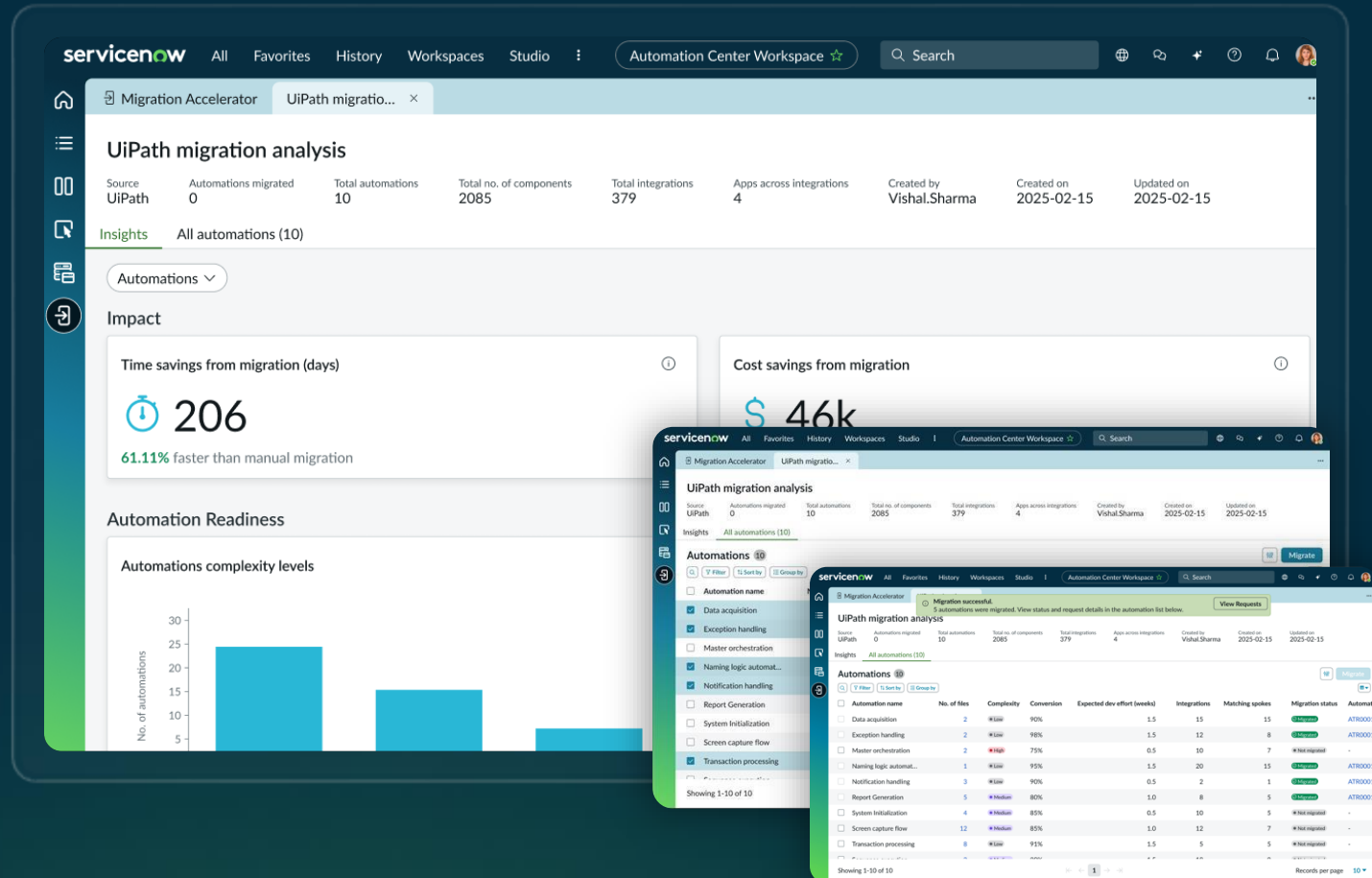
# Zero Copy Connector for ERP



## Enable bidirectional access to live ERP data

- 1 Enable bi-directional access to ERP objects—like master data and orders—as reusable data products without copying data to ServiceNow
- 2 Use data products to query or update ERP in App Engine apps or power agentic AI with built-in business logic and semantics
- 3 Let developers build workflows and AI agents without ERP expertise—helping to save time and consulting costs

# RPA Migration Accelerator

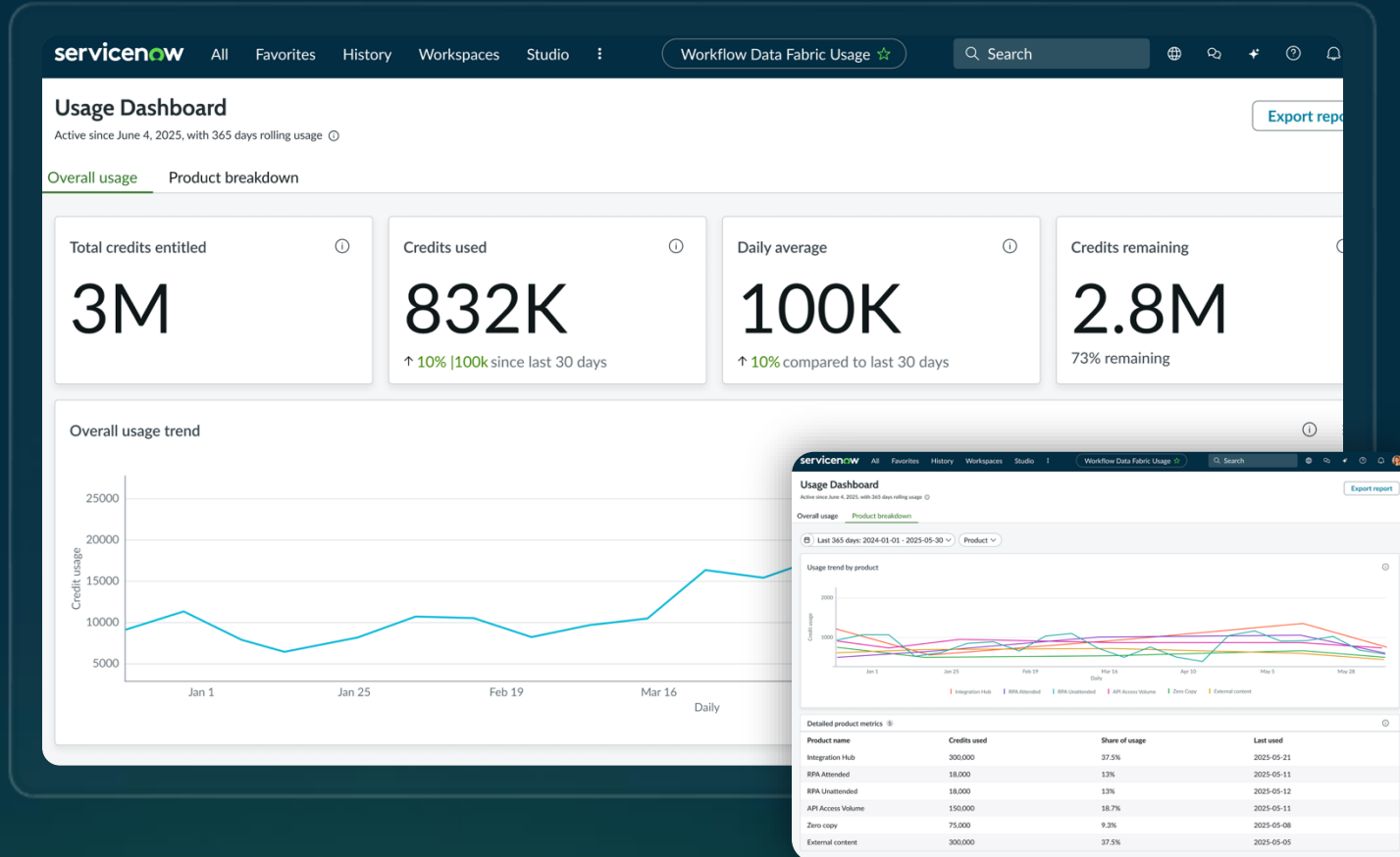


## Accelerate transition from legacy RPA platforms to ServiceNow

- 1 Scan and analyze existing bots automatically to evaluate complexity, usage, and migration readiness
- 2 Map legacy components to ServiceNow equivalents using predefined logic
- 3 Track migration progress and tasks in Automation Center with guided workflows



# Workflow Data Fabric tokenization

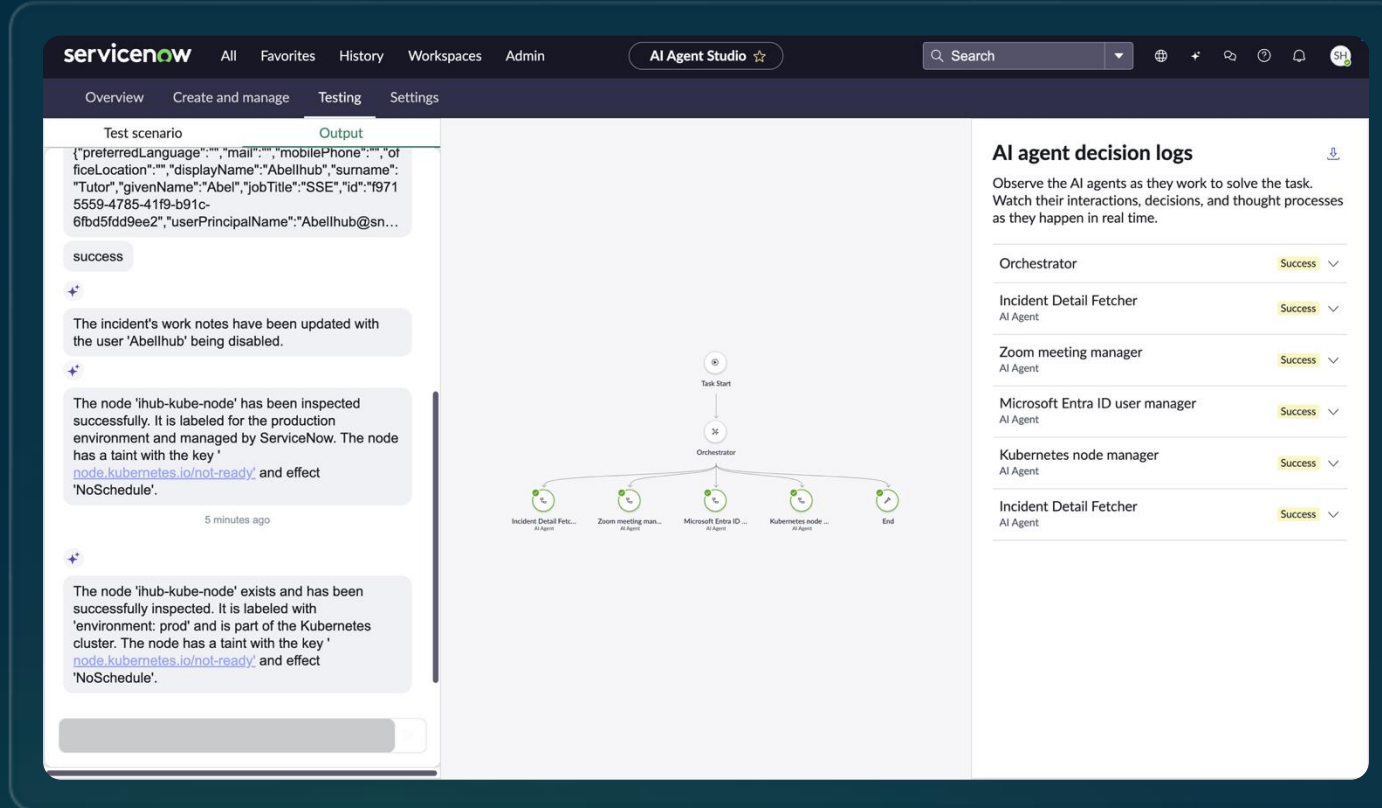


## Simplify licensing and scale usage with Workflow Data Fabric

- 1 Unify product consumption under a single fabric credit to reduce friction
- 2 Monitor usage across the Workflow Data Fabric portfolio with clear, consolidated dashboards
- 3 Activate flexible adoption with credit-based SKUs that support any Workflow Data Fabric product

# AI Agents for Integration Hub

✦ Powered by Now Assist



The screenshot displays the ServiceNow AI Agent Studio interface. The top navigation bar includes 'Overview', 'Create and manage', 'Testing', and 'Settings'. The main content area is divided into three sections:

- Test scenario:** Shows a JSON object with user details and a 'success' status. Below it, a message states: 'The incident's work notes have been updated with the user 'Abellhub' being disabled.'
- Workflow diagram:** A flowchart starting with 'Task Start', followed by an 'Orchestrator' node, which then branches into four parallel tasks: 'Incident Detail Fetch...', 'Zoom meeting man...', 'Microsoft Entra ID ...', and 'Kubernetes node ...', all leading to an 'End' node.
- AI agent decision logs:** A table listing the execution status of various agents:

Agent	Status
Orchestrator	Success
Incident Detail Fetcher	Success
Zoom meeting manager	Success
Microsoft Entra ID user manager	Success
Kubernetes node manager	Success
Incident Detail Fetcher	Success

## Automate integrations across systems using AI agents

- 1 Use out-of-the-box AI agents to trigger Integration Hub actions across systems with minimal setup
- 2 Orchestrate complex workflows using the AI Agent Orchestrator to plan and coordinate multiple agents to fulfill business goals
- 3 Automate tasks with AI agents using spokes to drive cross-enterprise workflows that connect systems, apps, and departments

# ServiceNow® AI Platform Zurich release

IT Service Management



# What's new in the Zurich release



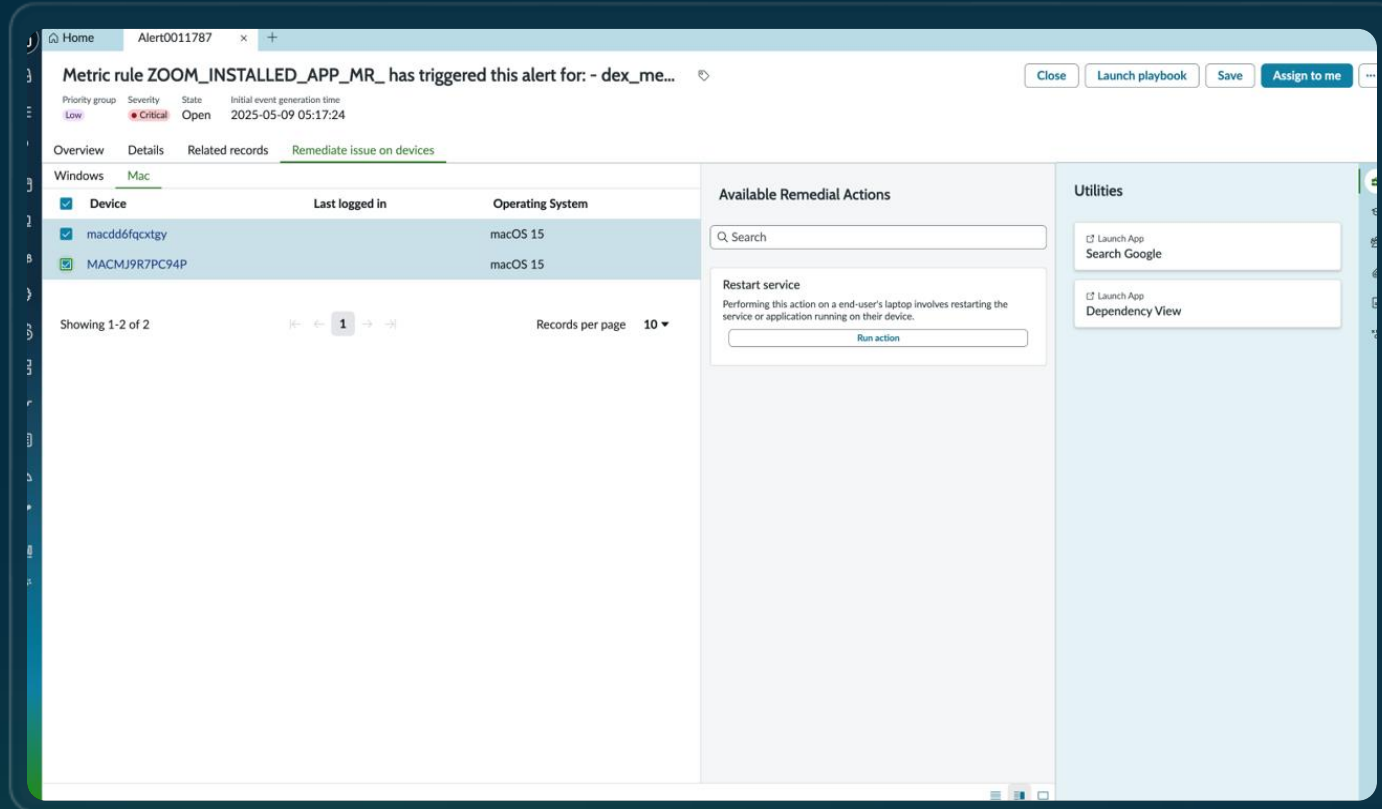
## **Modernize IT Service Management with AI, DEX, and smart automation**

### **IT Service Management**

- Digital End-User Experience (DEX)
- Digital Product Release: complex rollout plans
- Self-service in AI agent & voice
- AI agents for change management



# Digital End-user Experience (DEX)

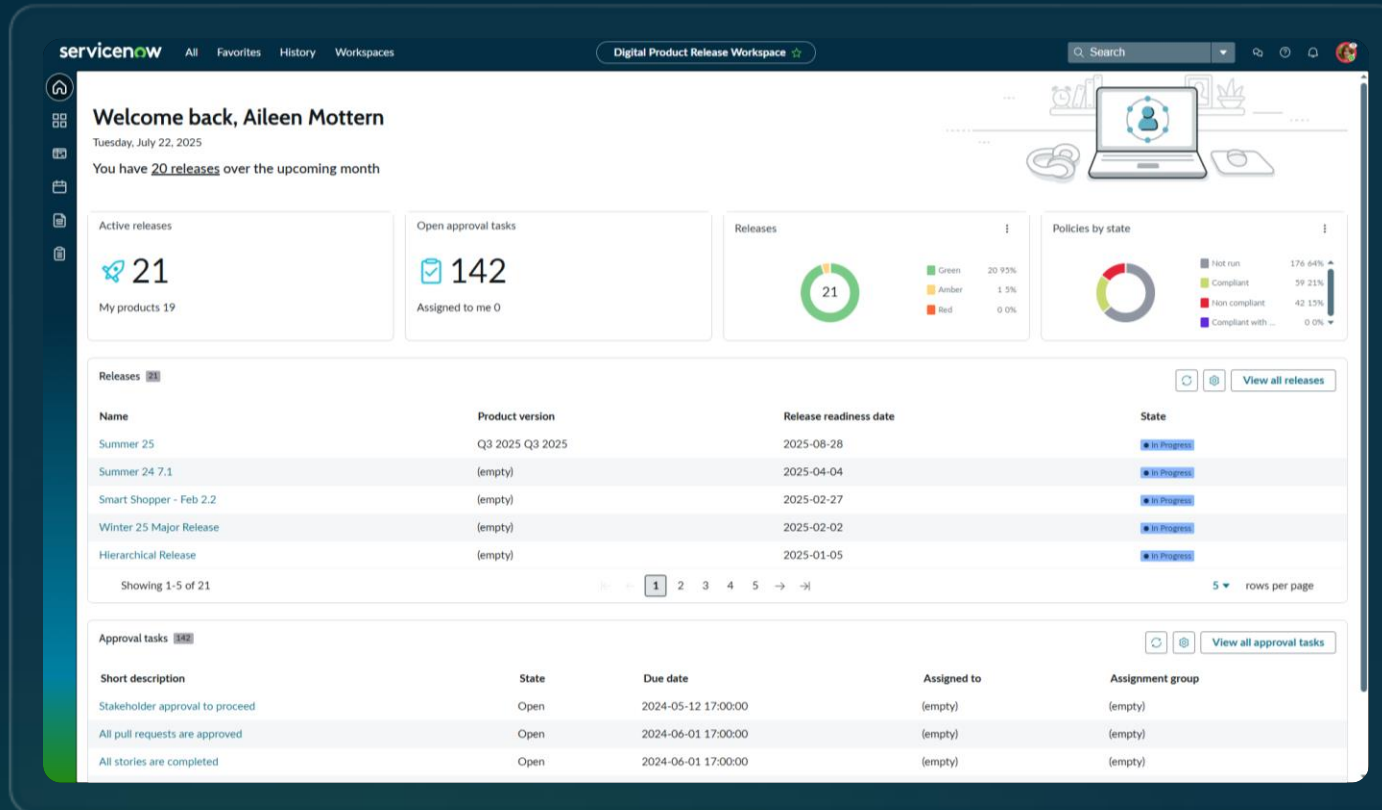


## Proactively remediate user computing issues and enable self-service

- 1 Proactively monitor and assist users with Microsoft Teams issues before they encounter problems during a call
- 2 Take remedial action in bulk on up to 1,000 devices simultaneously
- 3 Enable secure use of DEX for utility companies and government institutions within the United States through newly added GCC support



# Digital Product Release: complex rollout plans



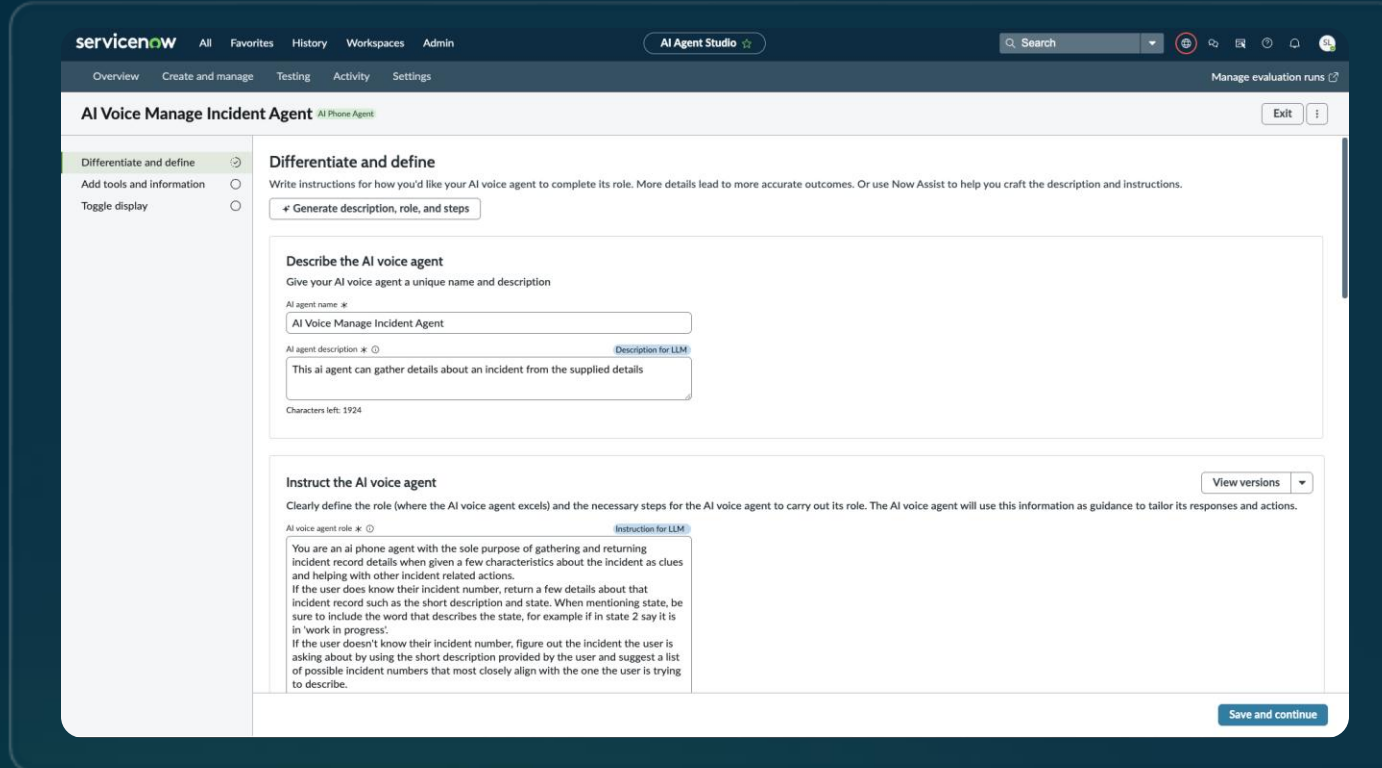
## Manage multi-phase rollouts across products, environments, and configuration items (CIs)

- 1 Differentiate between a validation release (traditional use case) and a rollout release (new use case)
- 2 Connect CIs to release phases for future use in change requests and other activities
- 3 View connected CIs in a table view with selection boxes, making it easier to attach them to change requests



# Self-service in AI agent & voice

✦ Powered by Now Assist



The screenshot shows the ServiceNow AI Agent Studio interface for an agent named "AI Voice Manage Incident Agent". The interface is divided into several sections:

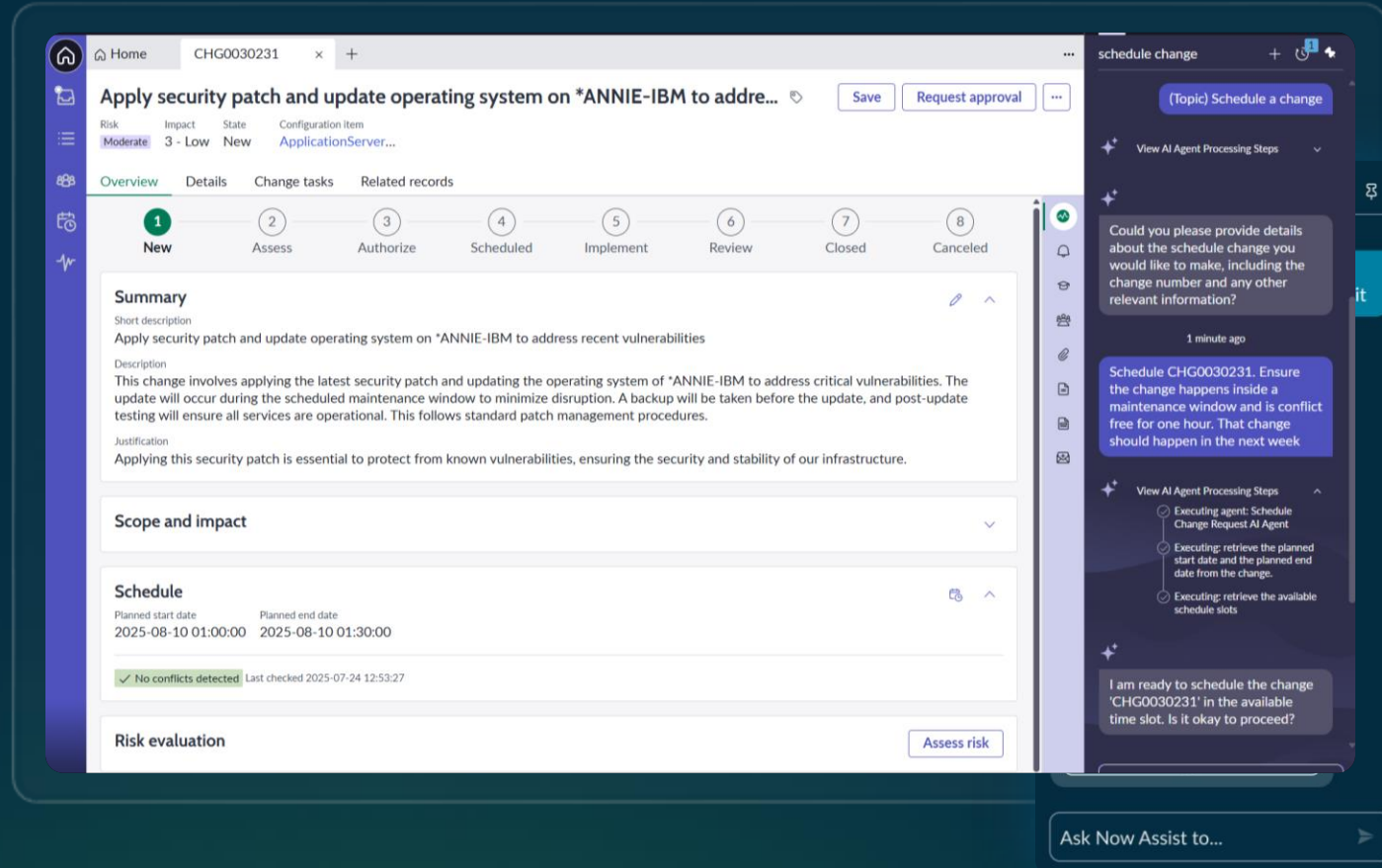
- Overview:** Includes tabs for Overview, Create and manage, Testing, Activity, and Settings.
- AI Agent Studio:** A search bar and a "Manage evaluation runs" link.
- AI Voice Manage Incident Agent:** The main configuration area, which includes:
  - Differentiate and define:** A section for writing instructions for the AI voice agent. It includes a "Generate description, role, and steps" button and a "Describe the AI voice agent" section with fields for "AI agent name" (filled with "AI Voice Manage Incident Agent") and "AI agent description" (filled with "This ai agent can gather details about an incident from the supplied details").
  - Instruct the AI voice agent:** A section for defining the role and necessary steps for the AI voice agent. It includes a "View versions" dropdown and a text area for the "AI voice agent role" (filled with "You are an ai phone agent with the sole purpose of gathering and returning incident record details when given a few characteristics about the incident as clues and helping with other incident related actions. If the user does know their incident number, return a few details about that incident record such as the short description and state. When mentioning state, be sure to include the word that describes the state, for example if in state 2 say it is in 'work in progress'. If the user doesn't know their incident number, figure out the incident the user is asking about by using the short description provided by the user and suggest a list of possible incident numbers that most closely align with the one the user is trying to describe.").

## Create engaging mediums for employees to self-serve

- 1 Submit tickets and requests instantly with a dynamic, conversational voice agent that eliminates tedious forms
- 2 Check, manage, and escalate tickets effortlessly via phone or Virtual Agent, keeping employees informed in real time
- 3 Troubleshoot IT issues step by step using a contextual voice agent that tailors every solution to each user's profile

# AI agents for change management

✦ Powered by Now Assist



The screenshot displays the ServiceNow Change Management interface for a change request titled "Apply security patch and update operating system on \*ANNIE-IBM to address recent vulnerabilities". The interface includes a progress bar with steps: New, Assess, Authorize, Scheduled, Implement, Review, Closed, and Canceled. The 'New' step is currently active. The 'Summary' section contains a short description, a detailed description of the change, and a justification. The 'Schedule' section shows the planned start and end dates. The 'Risk evaluation' section is at the bottom. A sidebar on the right shows the 'AI Agent Processing Steps' and a chat window with a message from the AI agent.

## Support requestors in raising high-quality changes

- 1 Streamline effective change scheduling
- 2 Facilitate high quality change data through conversational change
- 3 Understand and mitigate potential conflicts and impacts caused by changes
- 4 Identify and assess risk factors associated with a change

# ServiceNow® AI Platform Zurich release

IT Operations Management



# What's new in the Zurich release



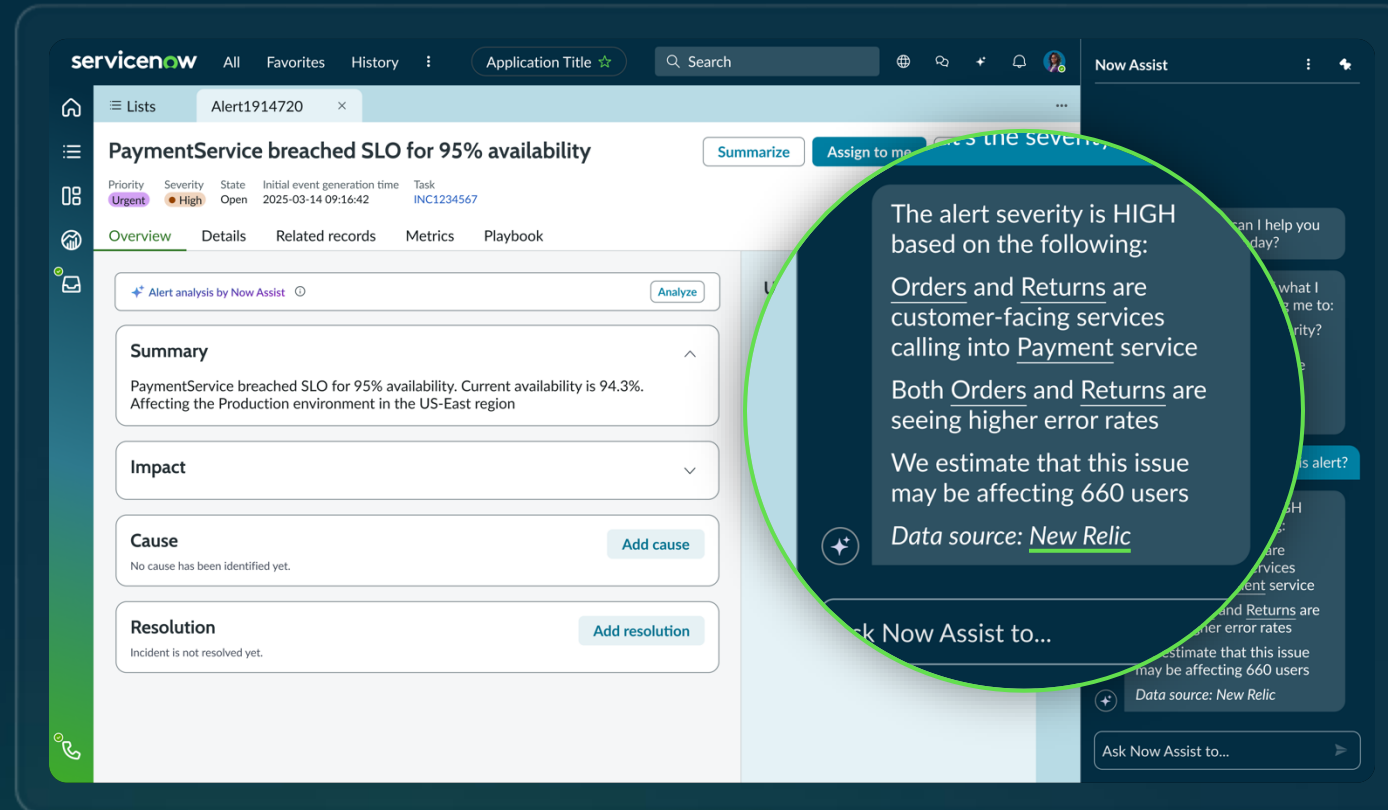
## **Amplify your technology with autonomous ops**

### **IT Operations Management**

- Impact analysis
- Kubernetes visibility agent
- Deep pattern discovery via AWS
- Simplified Health Log Analytics (HLA)
- Cloud Account Management (CAM) compliance dashboard and asset explorer
- Key integrations for Service Observability

# Impact analysis

★ Powered by Now Assist



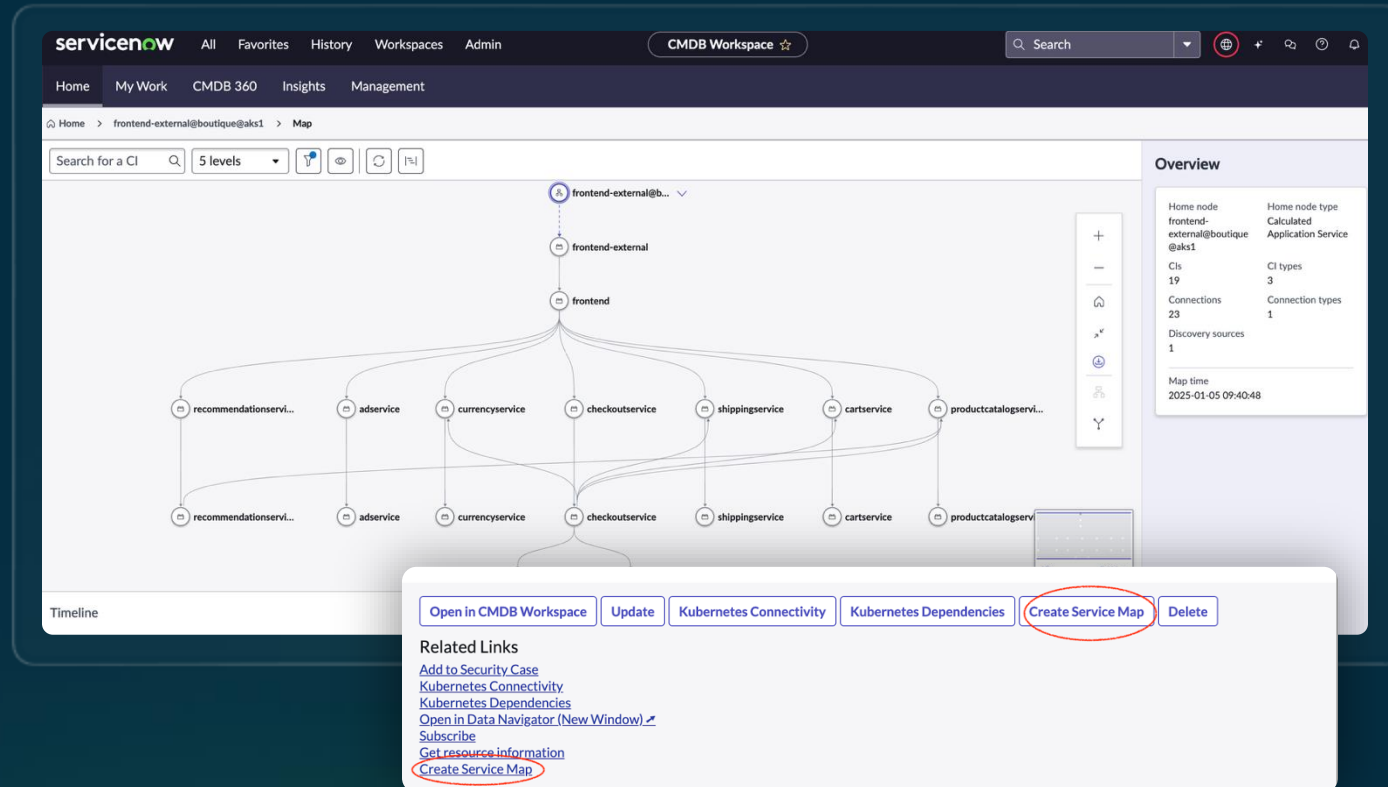
The alert severity is HIGH based on the following:

- Orders and Returns are customer-facing services calling into Payment service
- Both Orders and Returns are seeing higher error rates
- We estimate that this issue may be affecting 660 users
- Data source: New Relic

## Instantly assess the potential size of an issue

- 1 Minimize downtime of critical systems
- 2 Focus on the signal and root cause in alerts, ignore the noise
- 3 Collaborate with third party agents from leading Application Performance Monitoring (APM) and Observability solutions

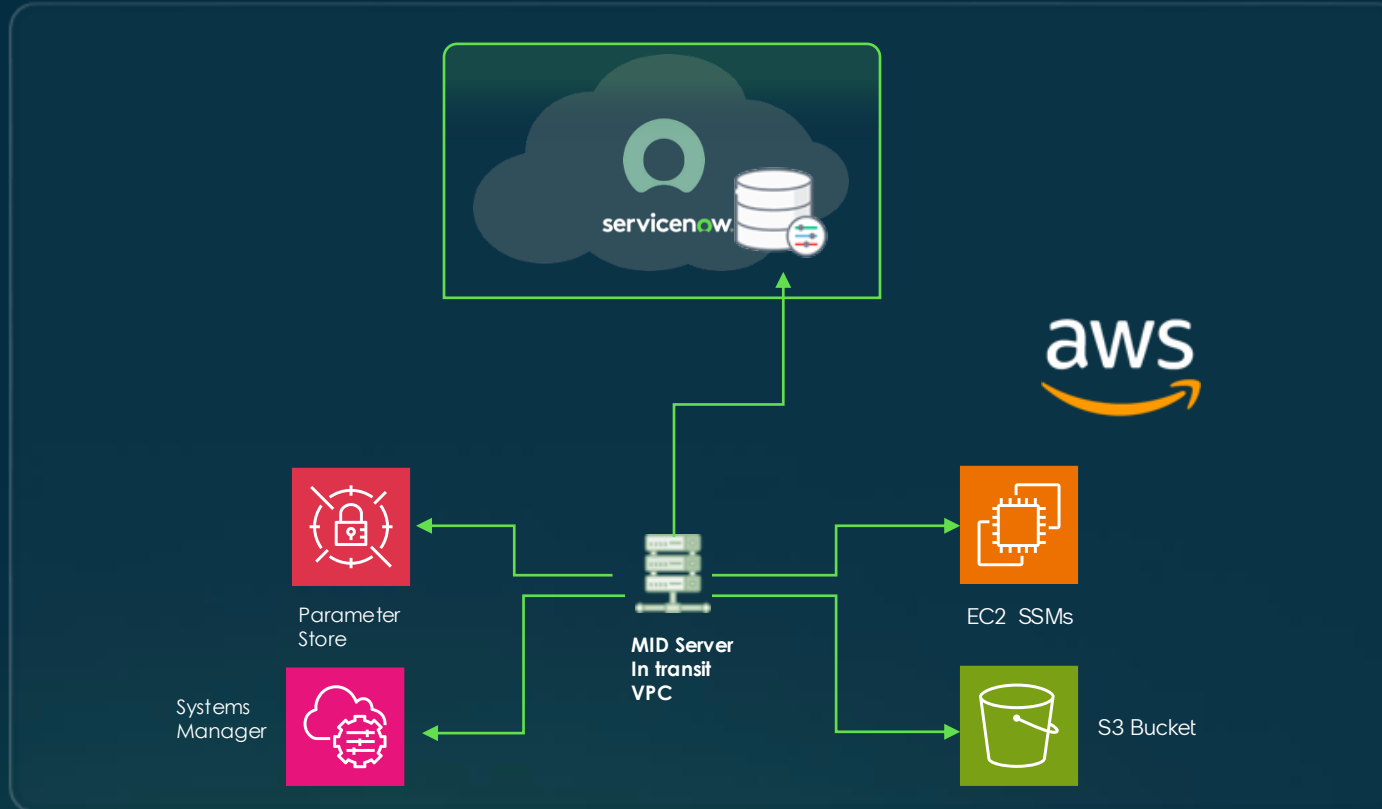
# Kubernetes visibility agent



## Map services from cloud native discovery

- 1 Map critical service relationships via a Kubernetes visibility agent (KVA) that analyzes live network traffic
- 2 Reduce CMDB noise with smart filtering and ephemeral cleanup
- 3 Deploy visibility across clusters faster with new Helm chart options

# Deep pattern discovery via AWS



## Run deep discovery in AWS—no credentials, no tradeoffs

- 1 Enrich the CMDB with AWS system agents - no additional credentials required
- 2 Discover complex software and dependencies for compliance and licensing
- 3 Eliminate the need for collectors or MID Servers for each Cloud Provider



# Simplified Health Log Analytics

The screenshot displays the ServiceNow Health Log Analytics interface. The top navigation bar includes 'now', 'All', 'Favorites', 'History', 'Service Operations Workspace', and a search bar. The main header shows 'Integration x E-banking mob x +'. The left sidebar contains icons for home, integration, and a menu. The main content area is titled 'E-banking mobile\_logs' with a 'kafka' icon and 'Active' status. Below the title are tabs for 'Overview', 'Details', and 'Data retrieval method'. A message box states: 'Map your logs according to their correct logs source and source types. Navigate to [data input mapping](#) for mapping logs that were not automatically discovered.' The 'Streaming status' section shows a flow: 'Apache Kafka (Set-up success)' → 'ServiceNow Mid server (320K avg. logs/ min)' → 'ServiceNow AI Engine (314K avg. logs/ min)' → 'ServiceNow AIOps (12 total alerts)'. The 'Logs streaming sources' table lists the following data:

Name	Last log time	Raw log-lines/sec	Presprocessed log-lines/sec	Last error
10.196.255.15	2024-06-24 02:53:45	0	0	error 9004j
acme_mid_new	2024-06-25 0138:76	0	0	0
10.196.255.15	2024-06-24 02:58:23	0	0	0
log_group_hla	2024-06-23 02:58:52	0	0	0
10.196.255.15	2024-06-25 02:53:45	0	0	0

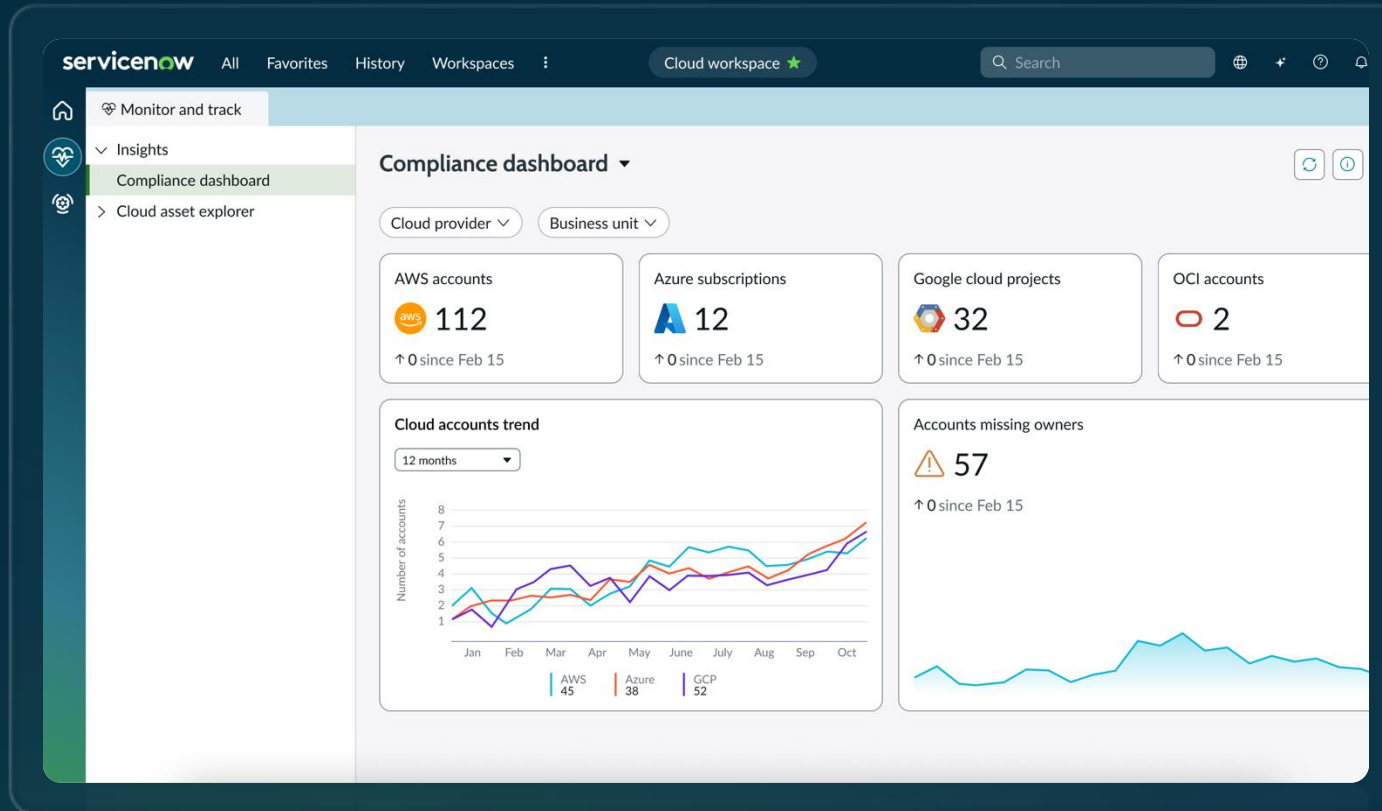
**Get your operations in orbit.  
Mature at hyper speed.**

- 1 Get value early with ServiceNow logs - then add new integrations of industry leading solutions
- 2 Enjoy more flexible ways to host HLA including on-premises and cloud friendly options
- 3 Breeze through initial steps with less set-up, smarter parsing, and more automated mapping





# Cloud Account Management compliance dashboard & asset explorer



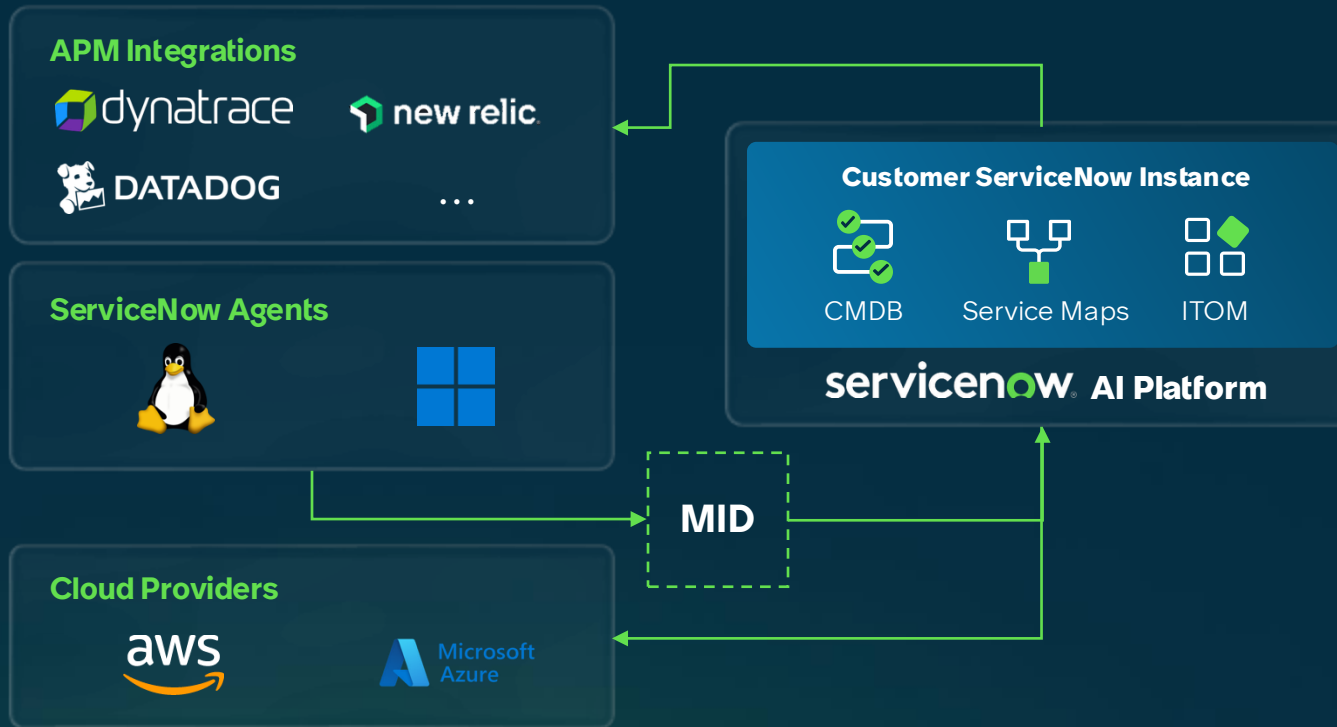
## Map cloud assets, close compliance gaps

- 1 Address ownership gaps and policy drift quickly from a single compliance view
- 2 Map the full range of cloud assets clearly across all major providers
- 3 Streamline account setup from guided, configurable request forms

Available with combined Cloud Accelerate and Cloud Governance SKUs

# Key integrations for Service Observability

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## Consolidate more intel and coordinate more action

- 1 Amass critical health metrics via new APM and Cloud integrations
- 2 Utilize new Dynatrace and LogicMonitor agentic integrations for robust triage and remediation
- 3 Coordinate intelligent action with the ITOM Agent Fleet

# What's new in the Zurich release



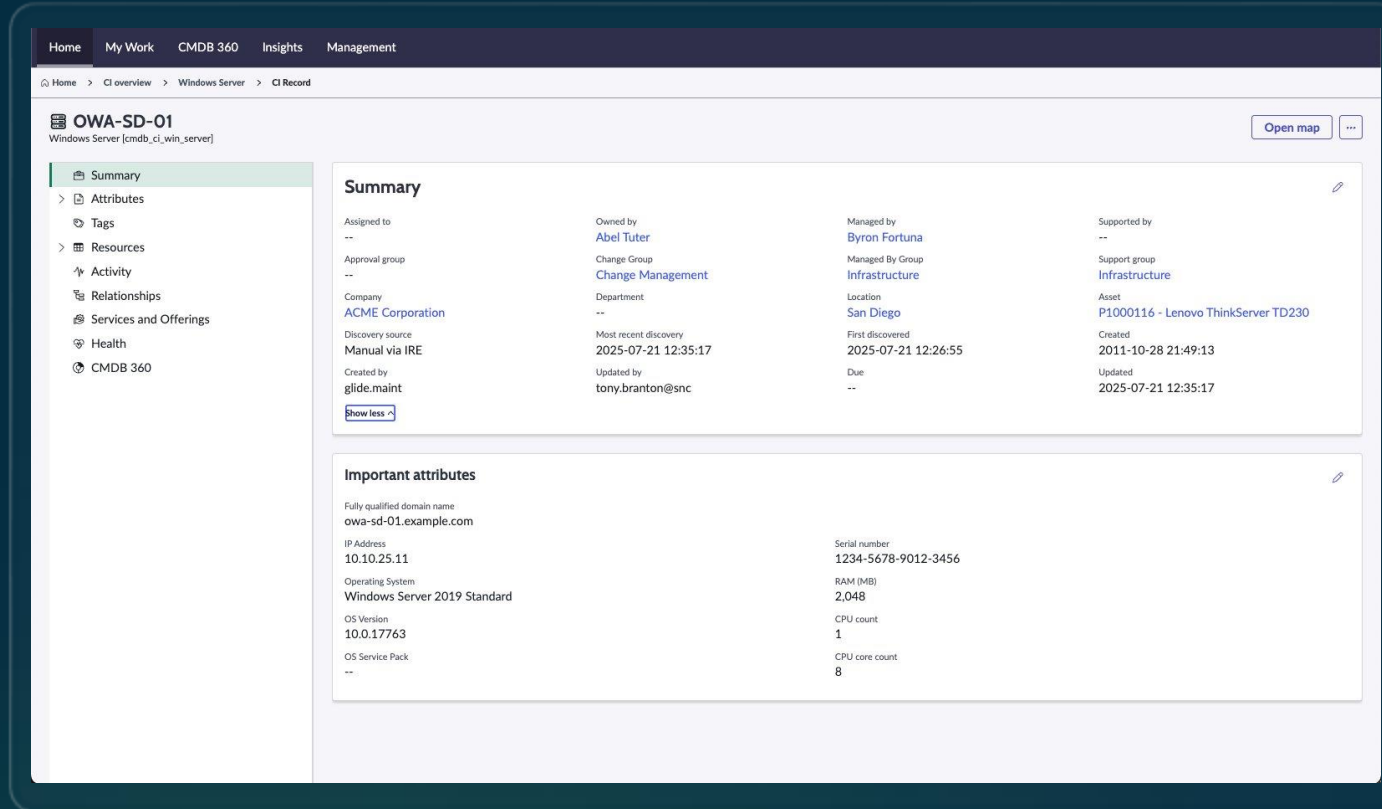
## Anchor trust in solid data foundations

### CMDB

- Retooled configuration management user experiences
- Data certification dashboard



# Retooled configuration management user experiences

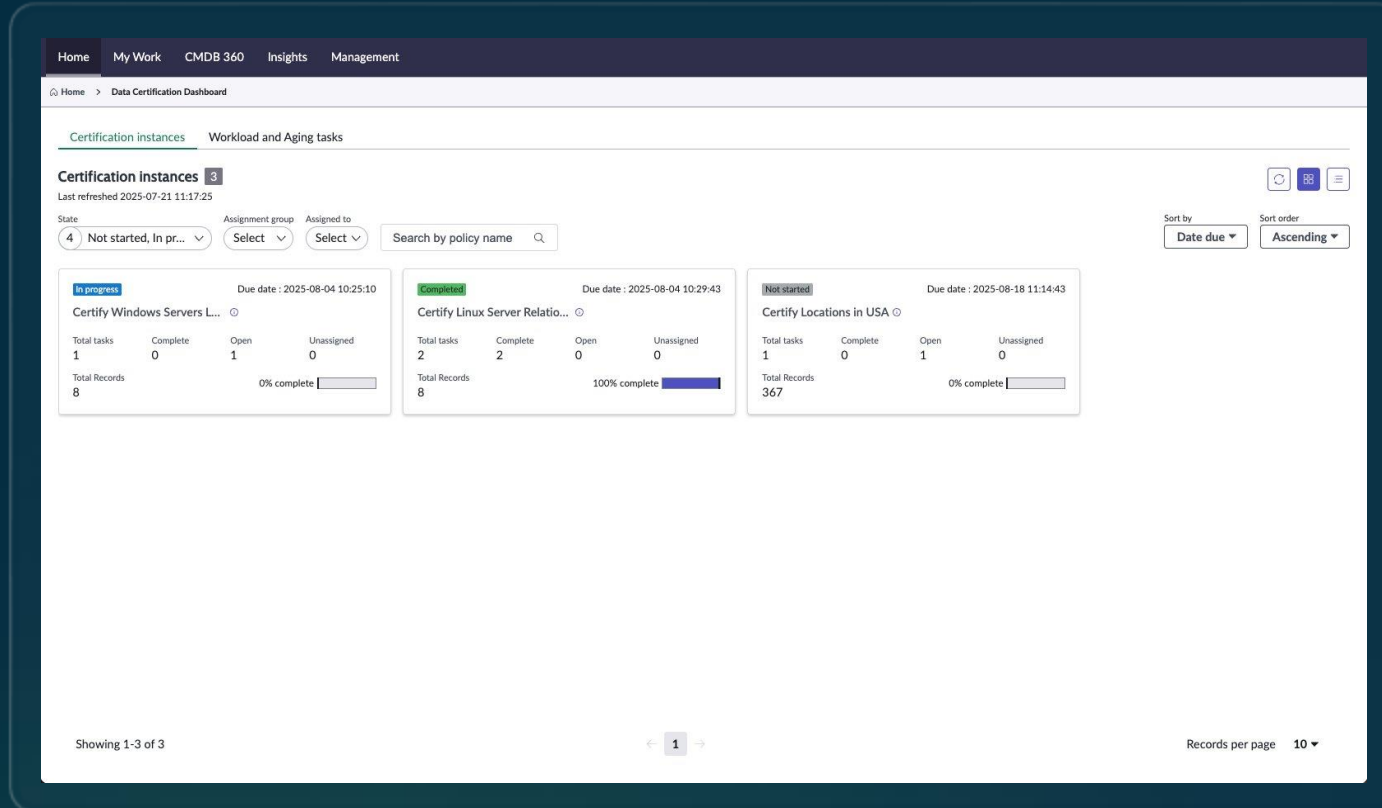


## More powerful interfaces, simplified entry points.

- 1 Cleanly record critical new technology from a streamlined layout within the CMDB Workspace
- 2 Reduce user error and training time with a simpler, more consistent UI for creating and editing records
- 3 Accelerate insight with shared presets that let teams launch Unified Maps filtered to relevant services or domains



# Data certification dashboard



## Show compliance or establish control from regularly certified data

- 1 Validate critical CI data from a focused dashboard that highlights gaps and drives accountability
- 2 Empower service and domain owners to take action with tailored views into their own data quality
- 3 Simplify audits and reporting by making certification status visible and trackable in one place

# ServiceNow® AI Platform Zurich release

Asset Management



servicenow®

# What's new in the Zurich release



## Manage all your hardware, software, and cloud assets from a single platform

### Software Asset Management

- Help manage software asset requests
- Create software reclamation rule
- Evaluate software removal candidate
- Microsoft Hyper-V virtualization support
- Adobe SaaS guided setup
- Organizational license positions
- SQL server high availability compliance

### Cloud Cost Management

- Enhanced support for MCA customers
- Robust Azure billing data exports

### Hardware Asset Management

- Help manage hardware requests
- Asset putaway
- Employee asset receiving
- Stockroom receiving
- Asset attestation remediation

### Enterprise Asset Management & Operational Technology Asset Management

- Asset conditions
- Asset performance
- Inventory demand reporting

### IT Asset Management for Financial Services

- Asset Audit Response

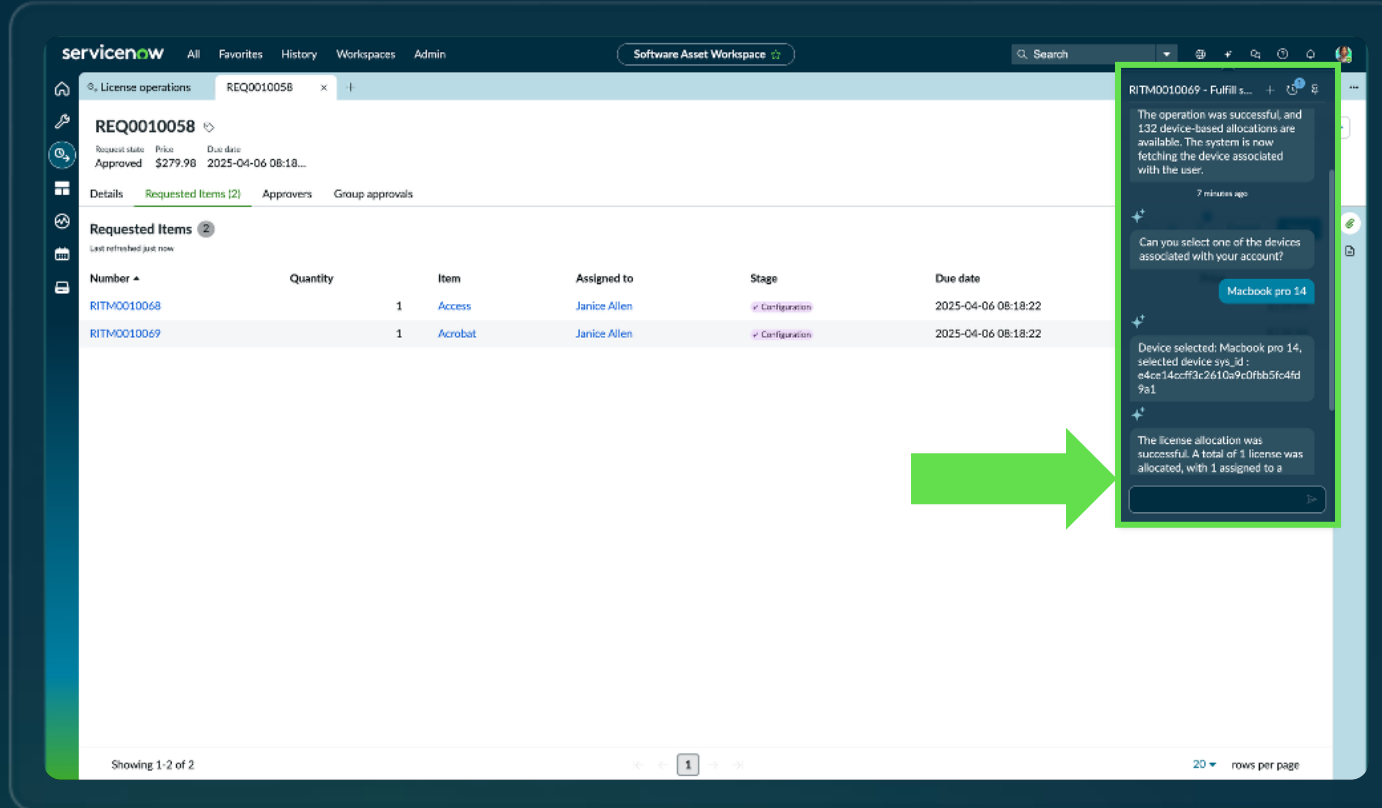


# Software Asset Management



# Help manage software asset requests

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The screenshot shows the ServiceNow Software Asset Workspace interface. The main content area displays a table of requested items for request RITM0010058. The table has columns for Number, Quantity, Item, Assigned to, Stage, and Due date. Two items are listed: RITM0010068 (Access) and RITM0010069 (Acrobat), both assigned to Janice Allen and in the Configuration stage. A green arrow points from the table to a chat panel on the right, which shows a conversation with an AI agent. The chat panel displays a message about a successful operation and a prompt to select a device, with a button labeled 'Macbook pro 14'.

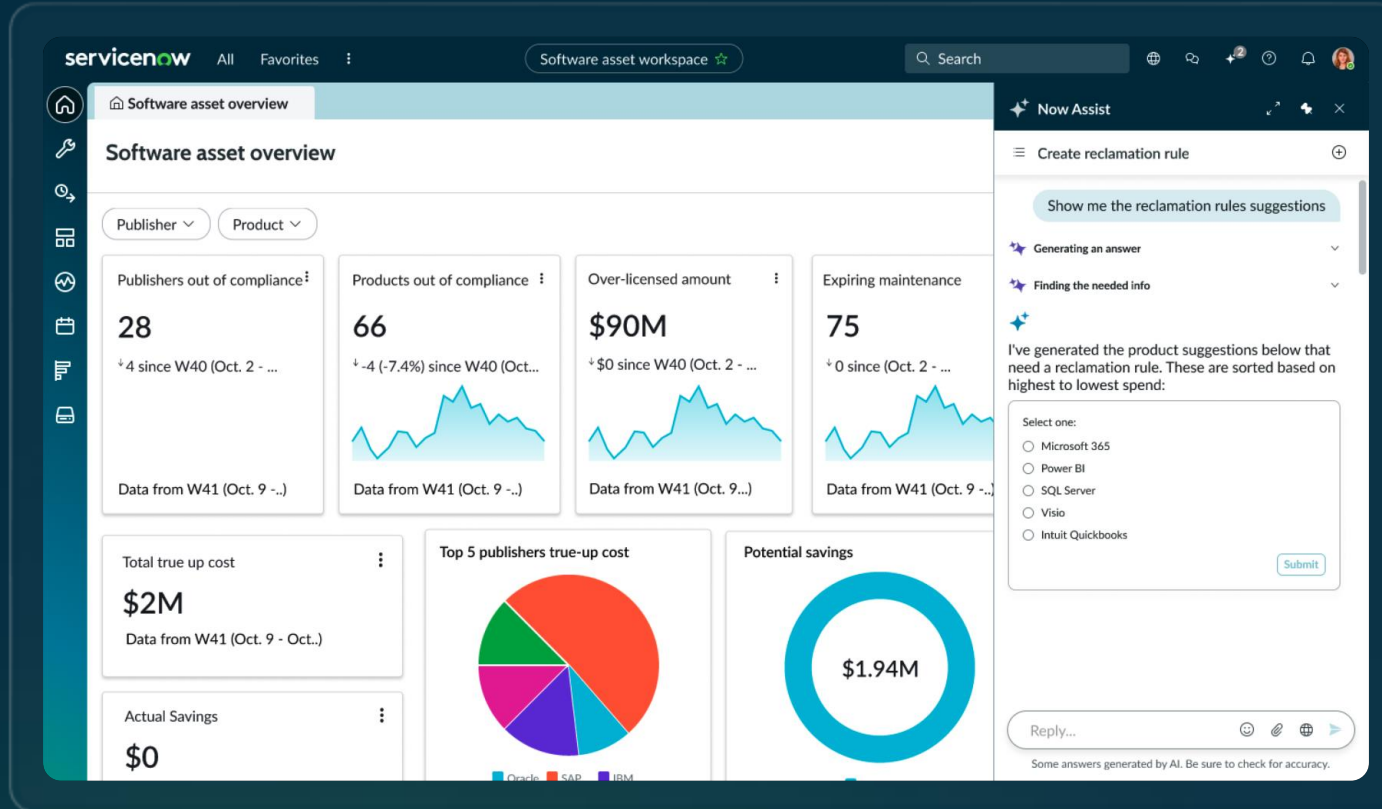
Number	Quantity	Item	Assigned to	Stage	Due date
RITM0010068	1	Access	Janice Allen	Configuration	2025-04-06 08:18:22
RITM0010069	1	Acrobat	Janice Allen	Configuration	2025-04-06 08:18:22

## Improve productivity with AI agents to fulfill software asset requests

- 1 Accelerate hardware request fulfillment time with AI agents
- 2 Enhance fulfiller experience by automating a large volume of administrative tasks associated hardware requests
- 3 Reduce operational bottlenecks and optimize workflows for improved productivity at scale

# Create software reclamation rule

★ Powered by Now Assist

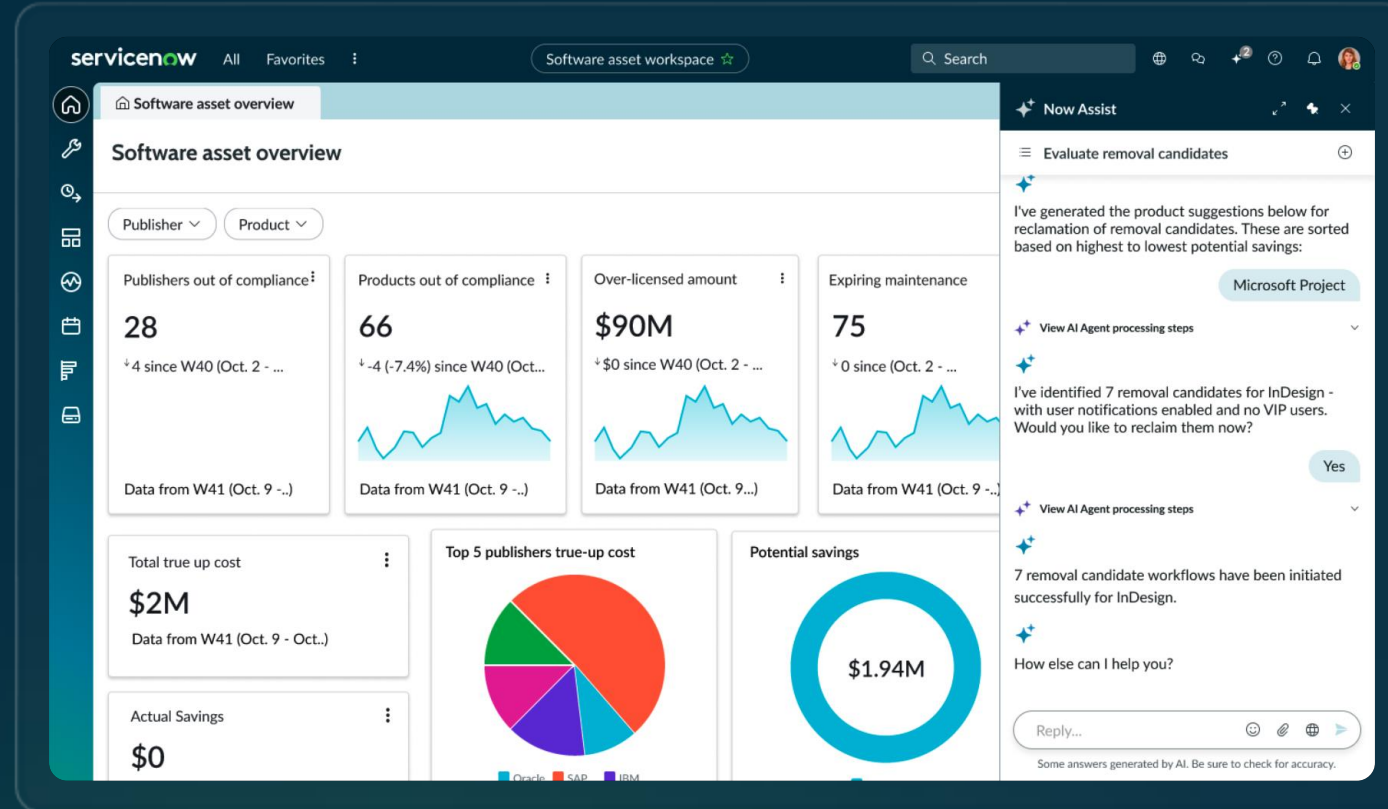


## Improve license utilization and reduce waste at scale

- 1 Provide task workflow to putaway assets into their respective granular locations (space/place) in a warehouse
- 2 Automatically update asset records after assets are secured to maintain accurate inventory data
- 3 Mitigate the risk of losing or misplacing assets and improve inventory accuracy

# Evaluate software removal candidate

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## Confidently reclaim unused software at scale

- 1 Use AI agents to identify and recommend software installations
- 2 Continuously evaluate usage data and context to ensure appropriate actions are taken
- 3 Reduce manual effort, minimize compliance risk, and increase license cost savings

# Microsoft Hyper-V virtualization support

**ServiceNow Software Asset Management**

License usage | Microsoft | Details | Licenses required

Microsoft > Windows Server > 2019 Standard > Licenses required

Details | Licenses Required By (29) | LMR Consumption Result | Installs (31)

Licenses Required By 29

Last refreshed 2m ago.

Required by (Device)	Cluster	Assigned to	Licenses required	Licensing
Cluster-H_3_Computer5	Cluster-H	(empty)	8	Licensed
Cluster-H_3_Computer3	Cluster-H	(empty)	8	Licensed
Cluster-H_0_win_host0	Cluster-H	(empty)	32	Licensed
Cluster-H_3_Computer10	Cluster-H	(empty)	8	Licensed
Cluster-H_2_Computer1	Cluster-H	(empty)	8	Licensed
Cluster-H_2_win_host0	Cluster-H	(empty)	32	Licensed
Cluster-H_3_win_host0	Cluster-H	(empty)	32	Licensed
Cluster-B-ESX-1-VM-1	Cluster-B	(empty)	8	Licensed
Cluster-H_1_win_host0	Cluster-H	(empty)	32	Licensed

Showing 21-29 of 29 | 20 rows per page

**Licenses required calculation**

Licenses required by Cluster-H\_0\_win\_host0

Total # of licenses required 32

Licensing status Licensed

Allocated not in use 0

Not allocated in use 32

**License metric**

Per Core (with CAL)

**Description**

A metric that licenses cores on a physical server as well as a number of installs in physical and/or virtual Operating System Environments (OSE), meant to be used in conjunction with Device and/or User CAL License Metrics. When reconciliation is run for a Software Model that has one or more Entitlement(s) with this License Metric, a right is consumed for every core on a physical server which has at least one install of the server software in the physical OSE or on a virtual machine hosted by the physical server. Additional checks are run to ensure that the number of installs within an OSE and the number of OSEs on a server do not exceed the specified maximums in the Metric Attributes referenced on the corresponding Software Model. If the specified number of installs and OSEs are exceeded, then a number of core rights equal to the number of cores or minimum cores on the physical server will be applied until all installs and OSEs are licensed or there are no additional rights. NOTE: (1) Rights do not span physical servers. (2) If the number of cores found during discovery is less than the specified value on either of the Metric Attributes "Minimum cores per processor" or "Minimum cores per server" referenced on the Software Model, then the minimum number of rights will be consumed.

**License Consumption Explanation**

Microsoft's per core (with CAL) licensing model for Windows Server 2019 enables licensing of individual virtual machines or hosts through either a subscription or active software assurance.

This machine - Cluster-H\_0\_win\_host0 has Microsoft Windows Server 2019 Standard installations or its downgrades.

Step 1: The factored core count is calculated by multiplying the core count (4) by the core factor (1), resulting in 4.

Step 2: The CPU core count is determined by taking the maximum of the factored core count (4) and the minimum cores per processor (8), which results in 8.

Step 3: Thus, the licensable cores are calculated as the CPU count (4) multiplied by the CPU core count (8), giving a total of 32 licensable cores.

Step 4: The minimum cores required for the server is determined by comparing the total number of cores (32) and the minimum cores specified (16) = 32. Hence, this server requires 32 rights.

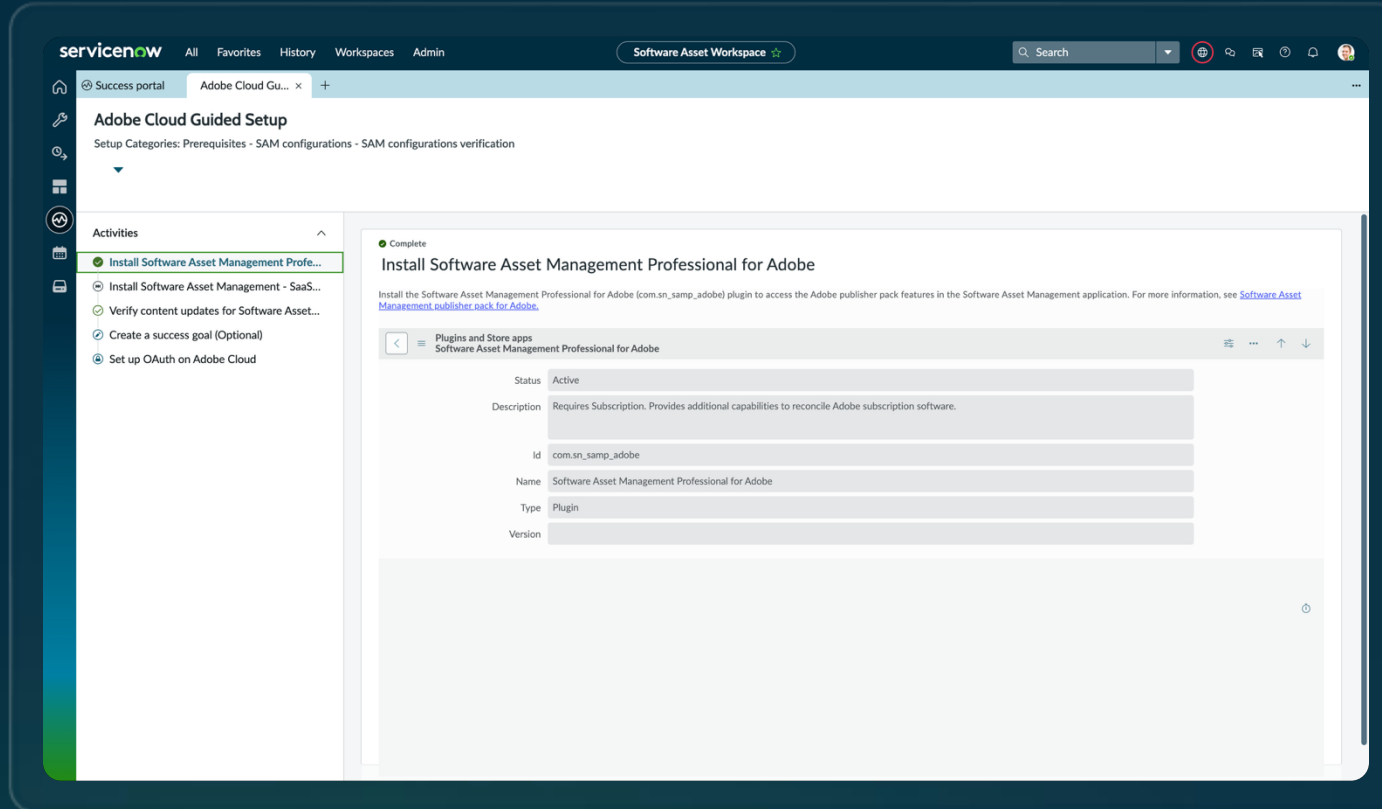
Licensing a host using **Hyper-V virtualization technology** under the **per-core (with CALs) model** with **Standard edition** (with or without Software Assurance) allows for **stacking**. According to the stacking rule, a fully licensed physical host can run up to 2 **virtual machines (VMs)**. If more than 2 VMs are required, instead of re-licensing the entire physical server which can be more expensive, you have the option to license

## Leverage optimization benefits for software deployed on Microsoft Hyper-V virtualization technology

- 1 Accurately showcase licenses required for compliance
- 2 Reduce licensing costs by performing optimization on Windows Server
- 3 Generate reports on on-premise optimization realized savings



# Adobe SaaS guided setup



## Reduce onboarding time and accelerate optimization outcomes

- 1 Configure Adobe integration with Software Asset Management with step-by-step, prescriptive guidance
- 2 Simplify complex setup process with clearly outlined setup phases
- 3 Decrease time to value by minimizing onboarding time and configuration errors



# Organizational license positions

servicenow All Favorites History Workspaces Admin Software Asset Workspace Search

License usage GR0001001

GR0001001

Details ELP Grouping Reports (60)

ELP Grouping Reports 60

Last refreshed just now.

Product	Publisher	Version	Edition	License metric	Licenses required	Average price	Total price	Group	Group value
> Product: Core Infrastructure Server Suite (1) Show all									
> Product: Exchange Server (6) Show all									
▼ Product: Microsoft 365 (6) Show all									
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	21	\$194.5808	\$4,086.1968	Cost Center: Engineering	Engineering
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	56	\$194.5808	\$10,896.5248	Cost Center: Sales	Sales
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	3	\$194.5808	\$583.7424	Cost Center: Human Resources	Human Resources
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	54	\$194.5808	\$10,507.3632	Cost Center: Customer Support	Customer Support
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	11	\$194.5808	\$2,140.3888	Cost Center: Finance	Finance
Microsoft 365	Microsoft	(empty)	Enterprise E5	User Subscription	43	\$194.5808	\$8,366.9744	Cost Center: IT	IT
> Product: Office (14) Show all									
> Product: Project (8) Show all									
> Product: SQL Server (10) Show all									
> Product: Visio (3) Show all									
> Product: Visual Studio (5) Show all									
> Product: Windows Server (7) Show all									

Showing 1-9 of 9

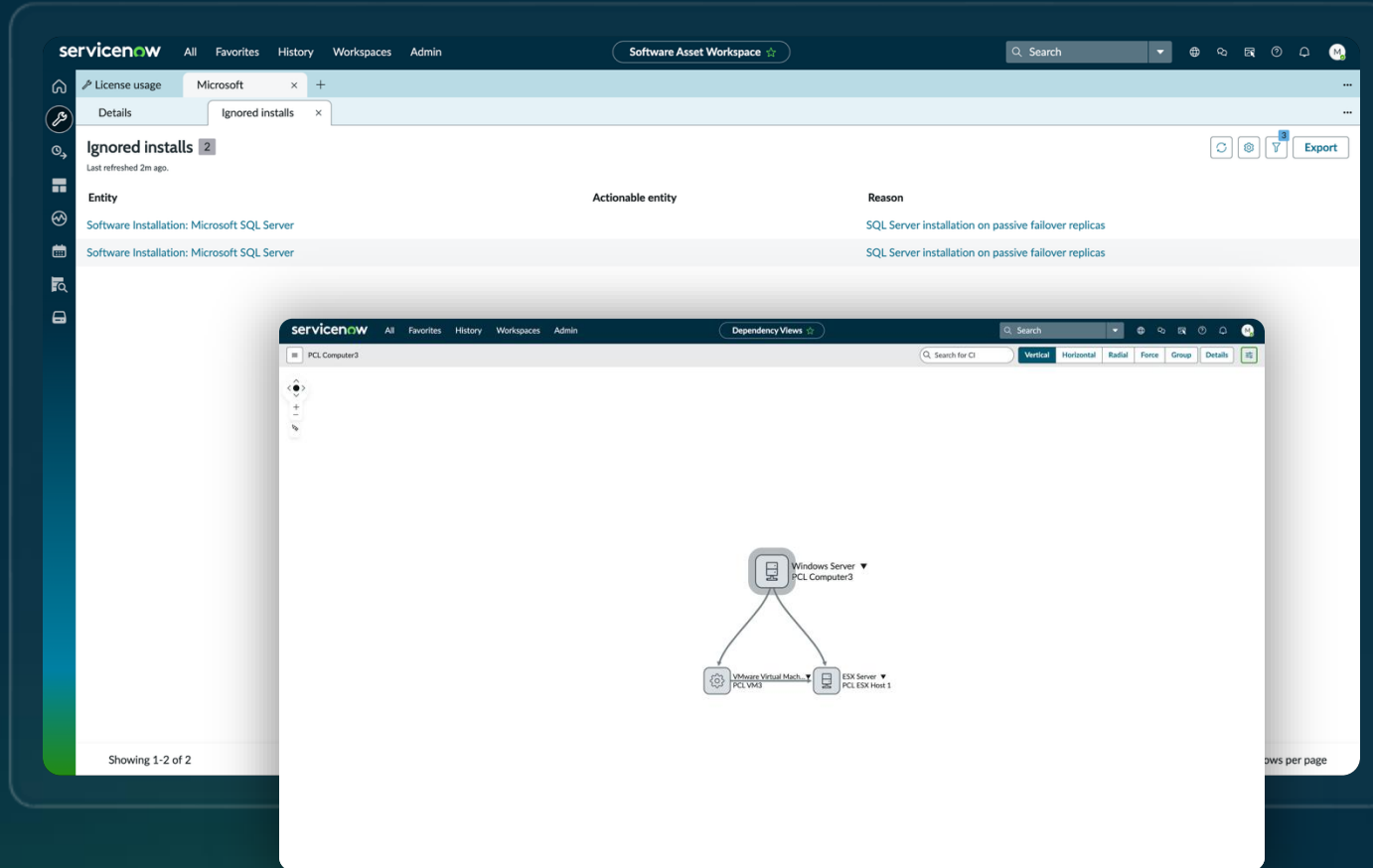
1

20 rows per group

## Track license consumption to use in chargebacks and showbacks

- 1 Use current reconciliation results in effective license position (ELP) reporting feature
- 2 Define how to group and filter license consumption by various organizational structure fields
- 3 Create and group custom fields for reconciliation results

# SQL Server high availability compliance



## Ensure precise license compliance assessments for SQL Server in high-availability environments

- 1 Capture the complete architecture and key attributes of license consumptions using ServiceNow Discovery
- 2 Automatically determine passive failover SQL instances that don't require a license
- 3 Calculate license compliance for SQL Server in always-on availability group

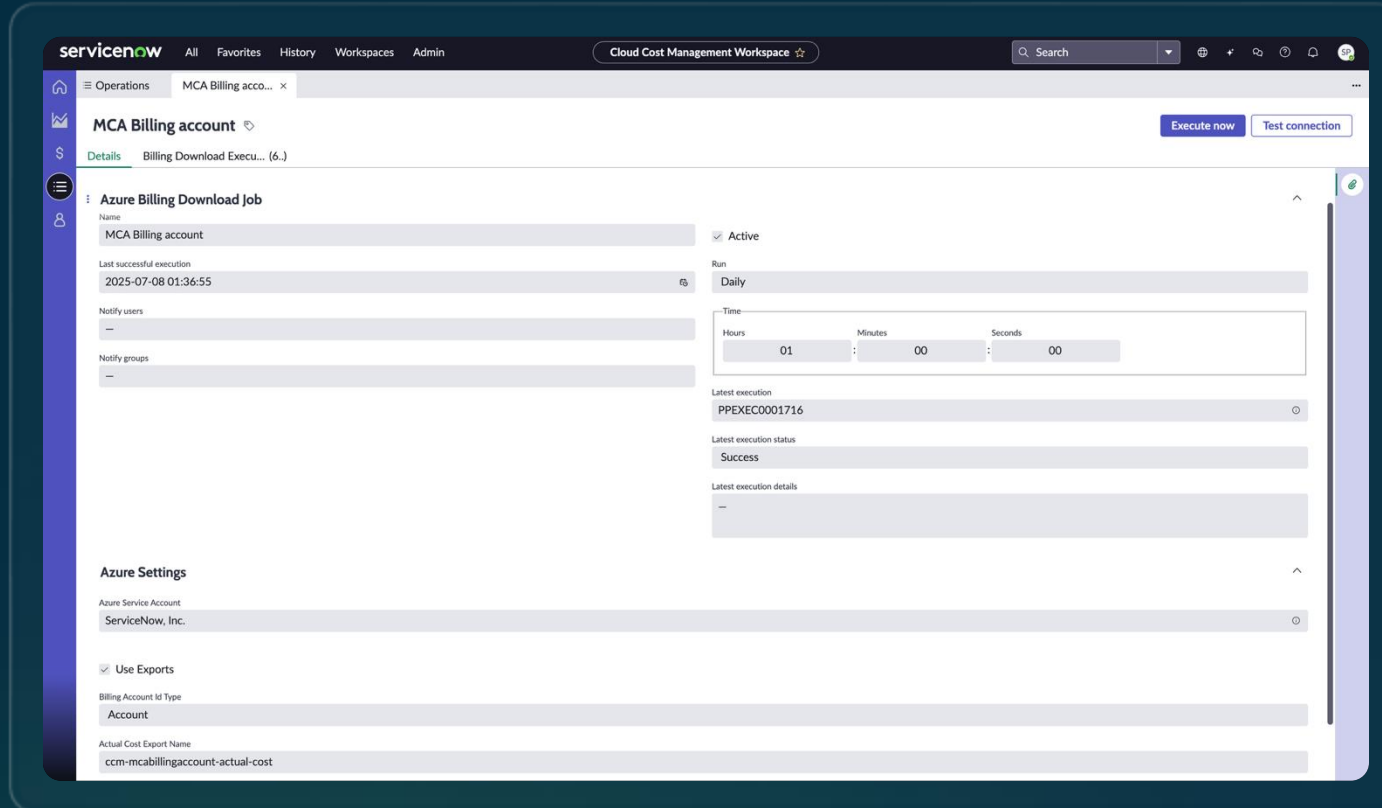


# Cloud Cost Management





# Enhanced support for MCA customers

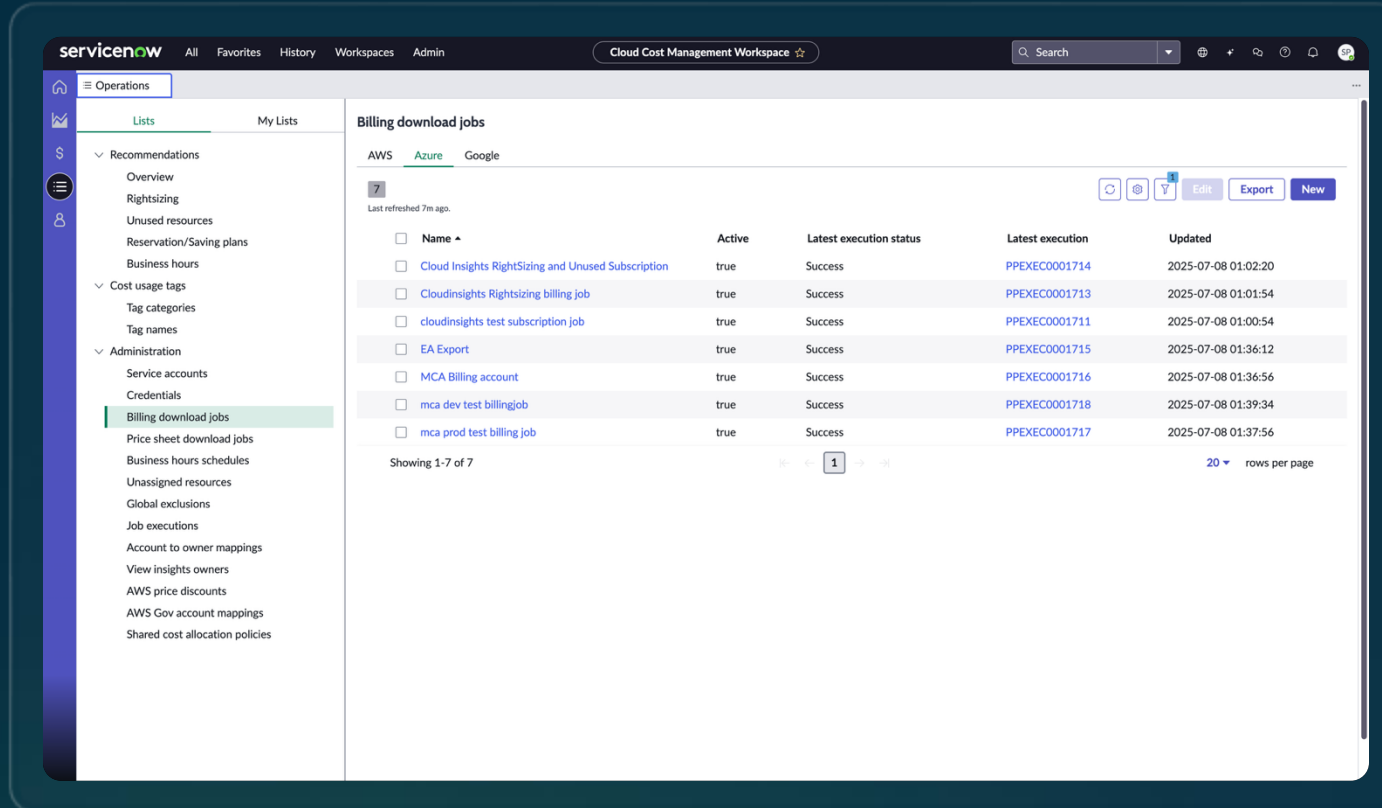


## Scalable support for Azure customers migrating to MCA

- 1 Enable out-of-the-box support for Azure Microsoft Customer Agreement (MCA) accounts
- 2 Support automated ingestion and mapping of billing data tied to the MCA model
- 3 Reduce onboarding time and eliminate the need for customer configuration



# Robust Azure billing data exports



## Scalable and reliable ingestion path for Azure billing data

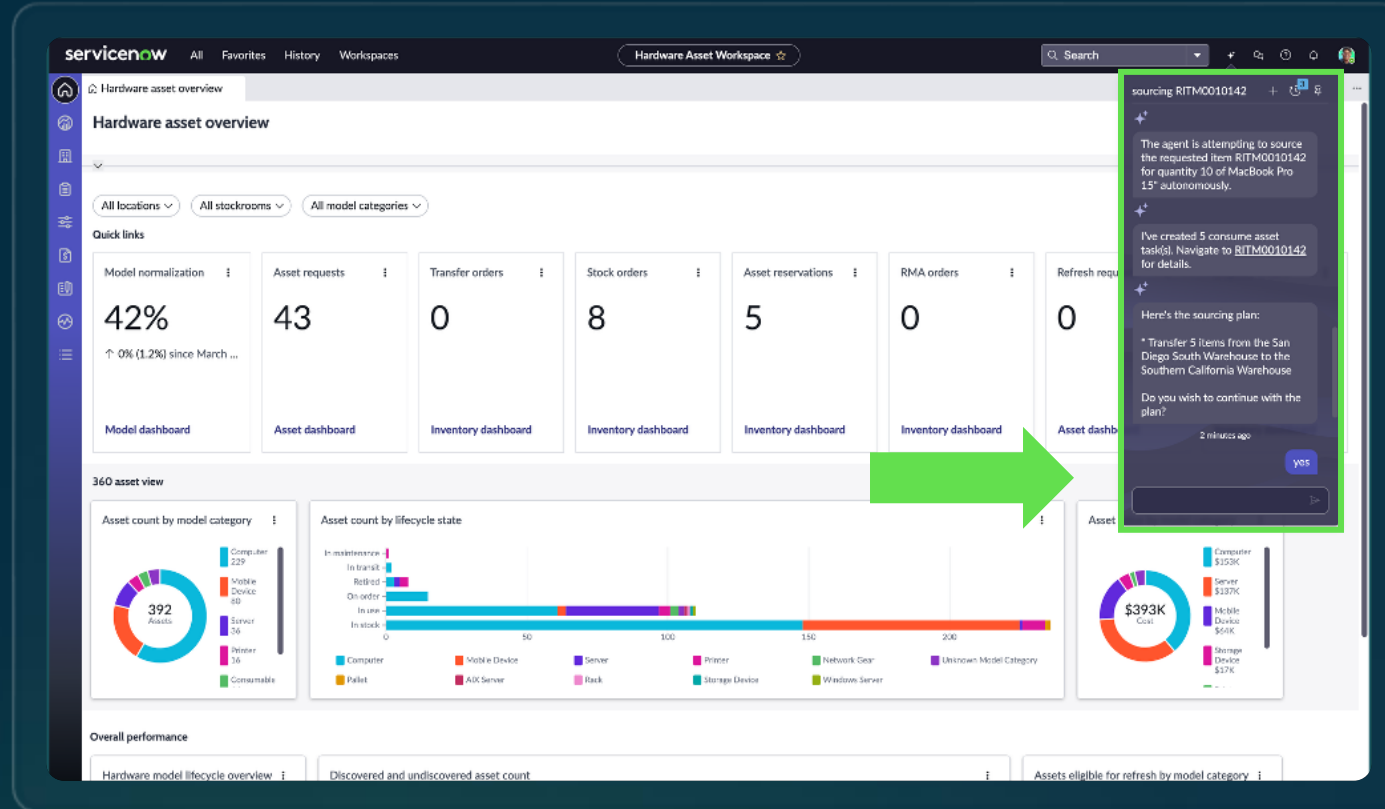
- 1 Schedule actual or amortized cost exports in Azure and use CCM to directly retrieve them from Azure Blob Storage
- 2 Reduce reliance on throttled APIs and provide more predictable ingestion timing
- 3 Improve billing data visibility and reduce troubleshooting



# Hardware Asset Management

# Help manage hardware asset requests

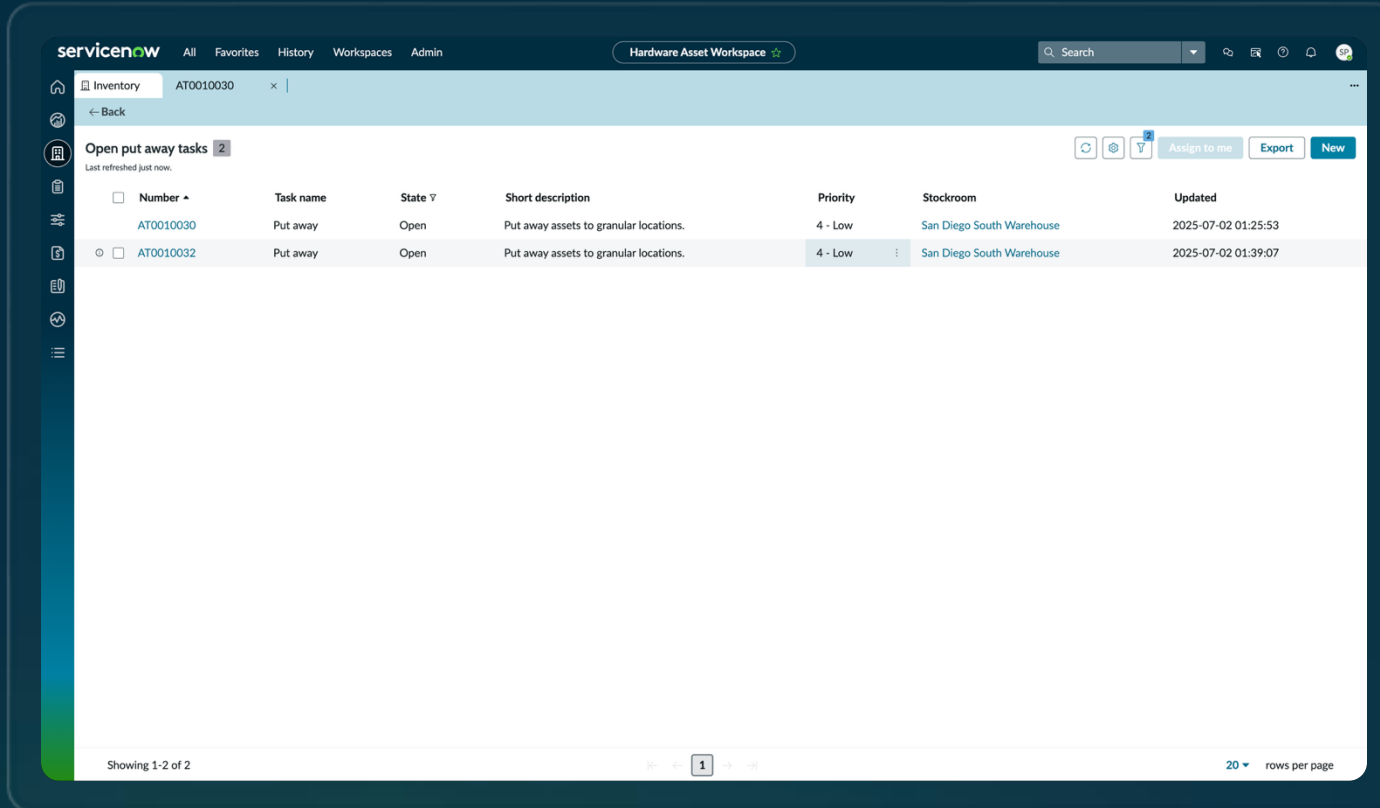
✦ Powered by Now Assist



## Improve productivity with AI agents to fulfill hardware asset requests

- 1 Accelerate hardware request fulfillment time with AI agents from sourcing to procurement
- 2 Enhance employee experience in managing large volume of hardware requests and administrative tasks
- 3 Reduce operational bottlenecks and optimize workflows for improved productivity at scale

# Asset putaway



The screenshot displays the ServiceNow interface for the 'Hardware Asset Workspace'. The main section is titled 'Open put away tasks' and shows a table of tasks. The table has columns for Number, Task name, State, Short description, Priority, Stockroom, and Updated. Two tasks are listed, both with the state 'Open' and priority '4 - Low'. The tasks are for assets AT0010030 and AT0010032, both located in the 'San Diego South Warehouse'. The tasks are to 'Put away assets to granular locations.' The interface includes a search bar, a 'Back' button, and a 'New' button. The bottom of the screen shows 'Showing 1-2 of 2' and '20 rows per page'.

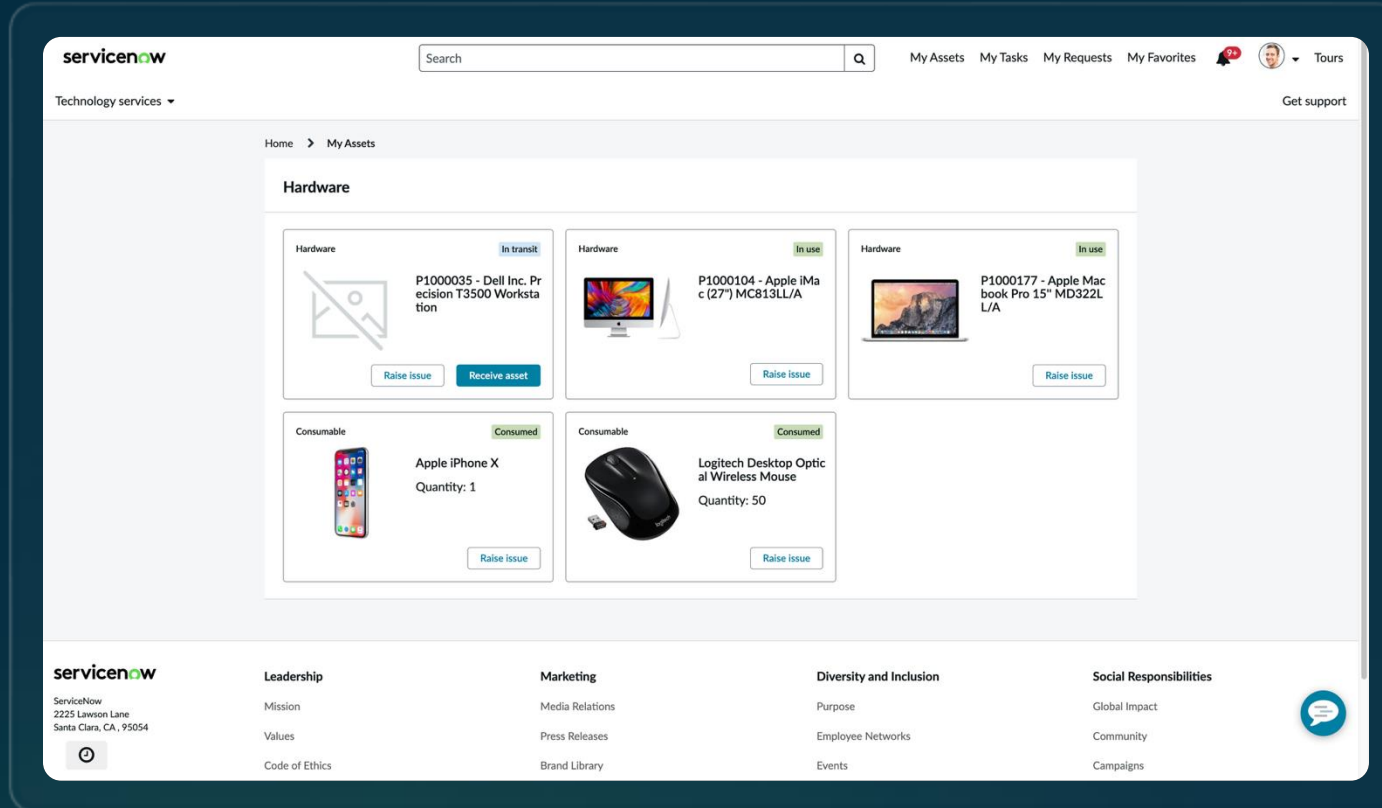
Number	Task name	State	Short description	Priority	Stockroom	Updated
AT0010030	Put away	Open	Put away assets to granular locations.	4 - Low	San Diego South Warehouse	2025-07-02 01:25:53
AT0010032	Put away	Open	Put away assets to granular locations.	4 - Low	San Diego South Warehouse	2025-07-02 01:39:07

## Reduce gaps between shipping and inventory with task-based guidance

- 1 Provide task workflow to putaway assets into their respective granular locations (space/place) in a warehouse
- 2 Automatically update asset records after assets are secured to maintain accurate inventory data
- 3 Mitigate the risk of losing or misplacing assets and improve inventory accuracy



# Employee asset receiving

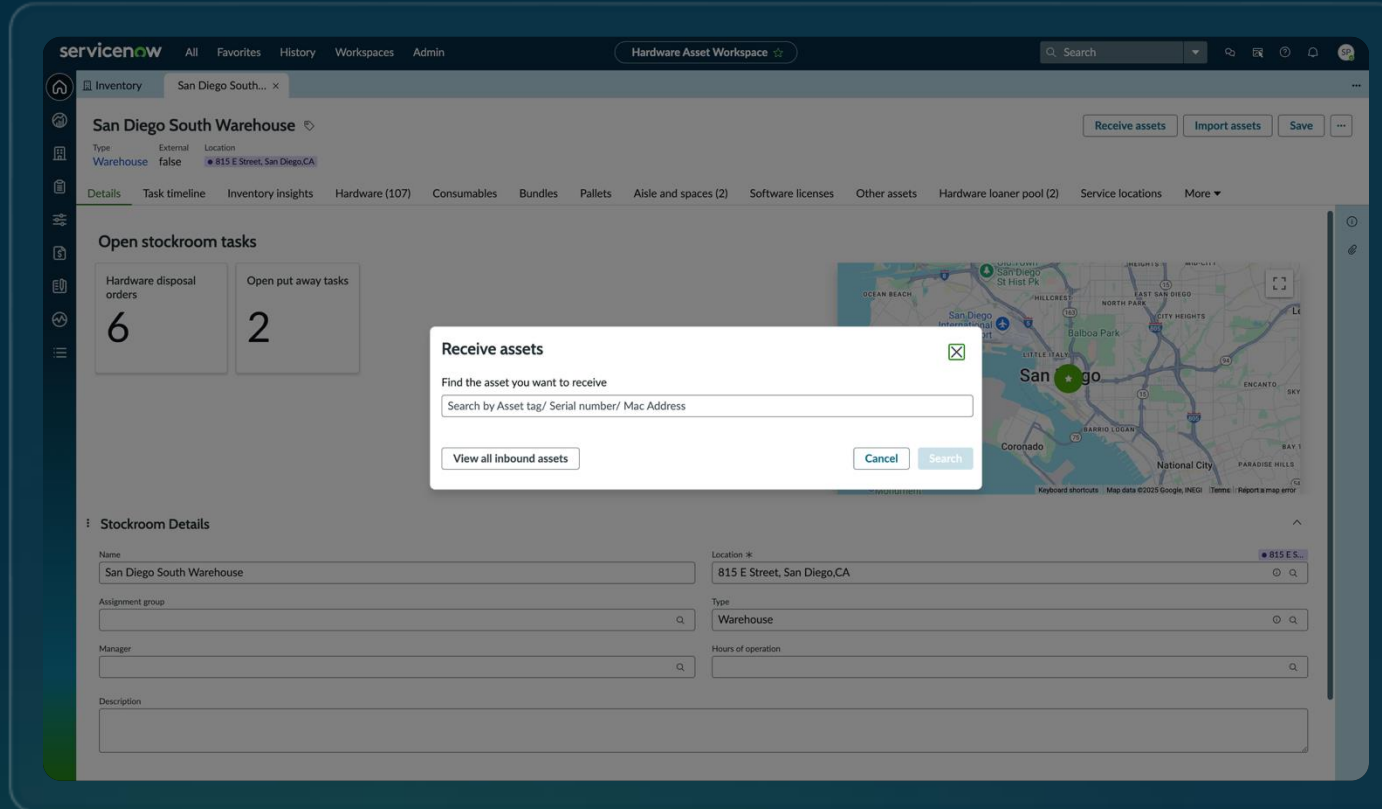


## Improved efficiency and accuracy for employees receiving assets

- 1 Prompt employees to receive assets in transit from Employee Center notifications
- 2 Automatically update any related PO, shipment, or asset task after an employee receives an asset
- 3 Increase data accuracy with real-time updates to asset records upon receipt



# Stockroom receiving



## Streamline asset receiving process and improve data accuracy

- 1 Standardize the receiving process with an intuitive UI to reduce time spent receiving assets
- 2 Support flexible receiving to meet asset managers' needs, including bulk and import options
- 3 Improve quality of data with prompts to encourage filling in blank data spots or creating assets upon receipt

# Asset attestation remediation

The screenshot shows the ServiceNow interface for 'Provide attestation details'. The left sidebar lists the workflow steps: 'Provide attestation details' (0/1), 'Select users', 'Select model category', and 'Attestation completed'. The main form area is titled 'Provide attestation details' and includes a 'Schedule number' field with the value 'ATSC0001016'. The 'Mode' is set to 'Recurring'. There are input fields for 'Schedule name', 'Frequency (days)', 'Schedule start date', and 'Schedule end date'. A 'Mark Complete' button is at the bottom right of the form.

## Empower asset managers with remediation flows for attestation

- 1 Initiate, execute, and track asset attestation request from inventory workspace via playbook experience
- 2 Provide remediation tasks to investigate assets rejected by users
- 3 Introduce attestation via the Now Mobile application

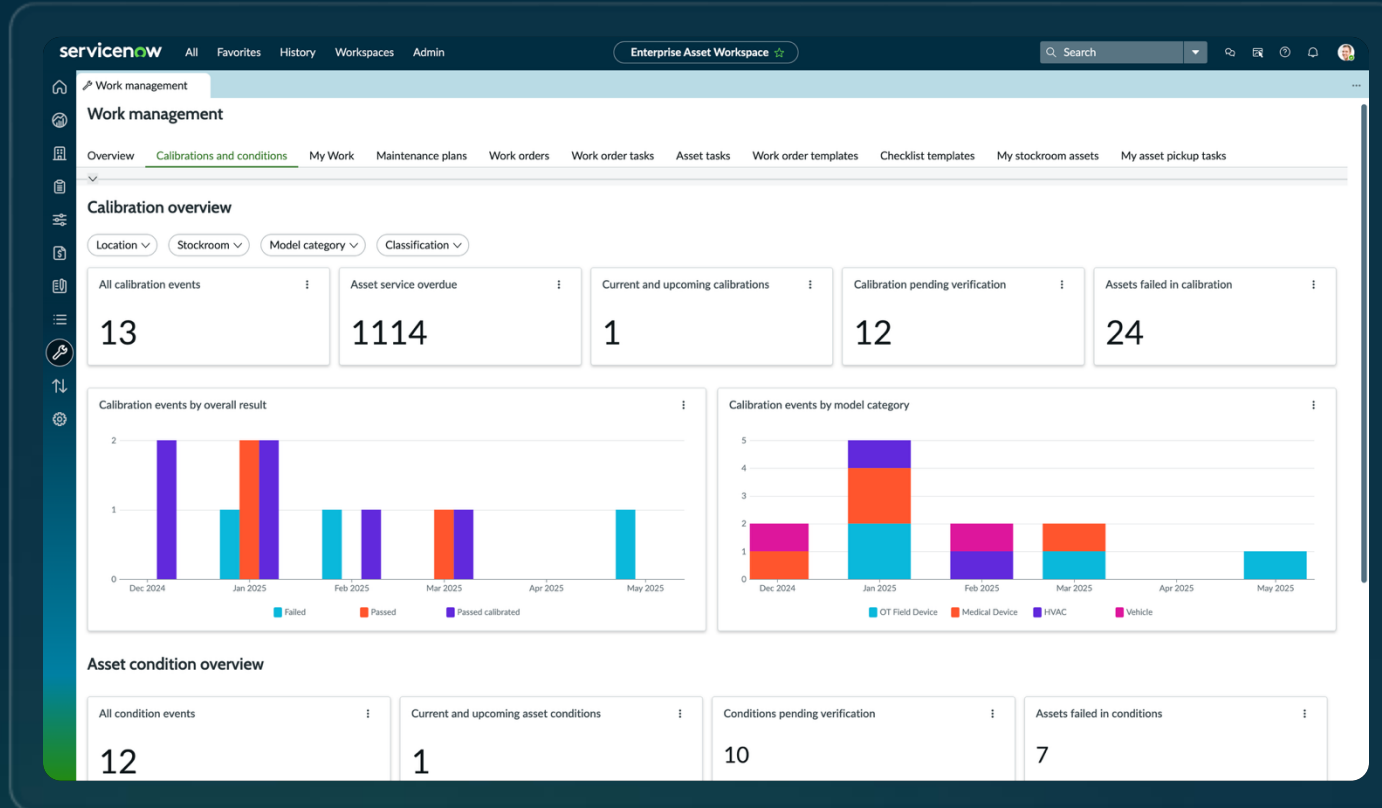




# Enterprise Asset Management & Operational Technology Asset Management



# Asset conditions

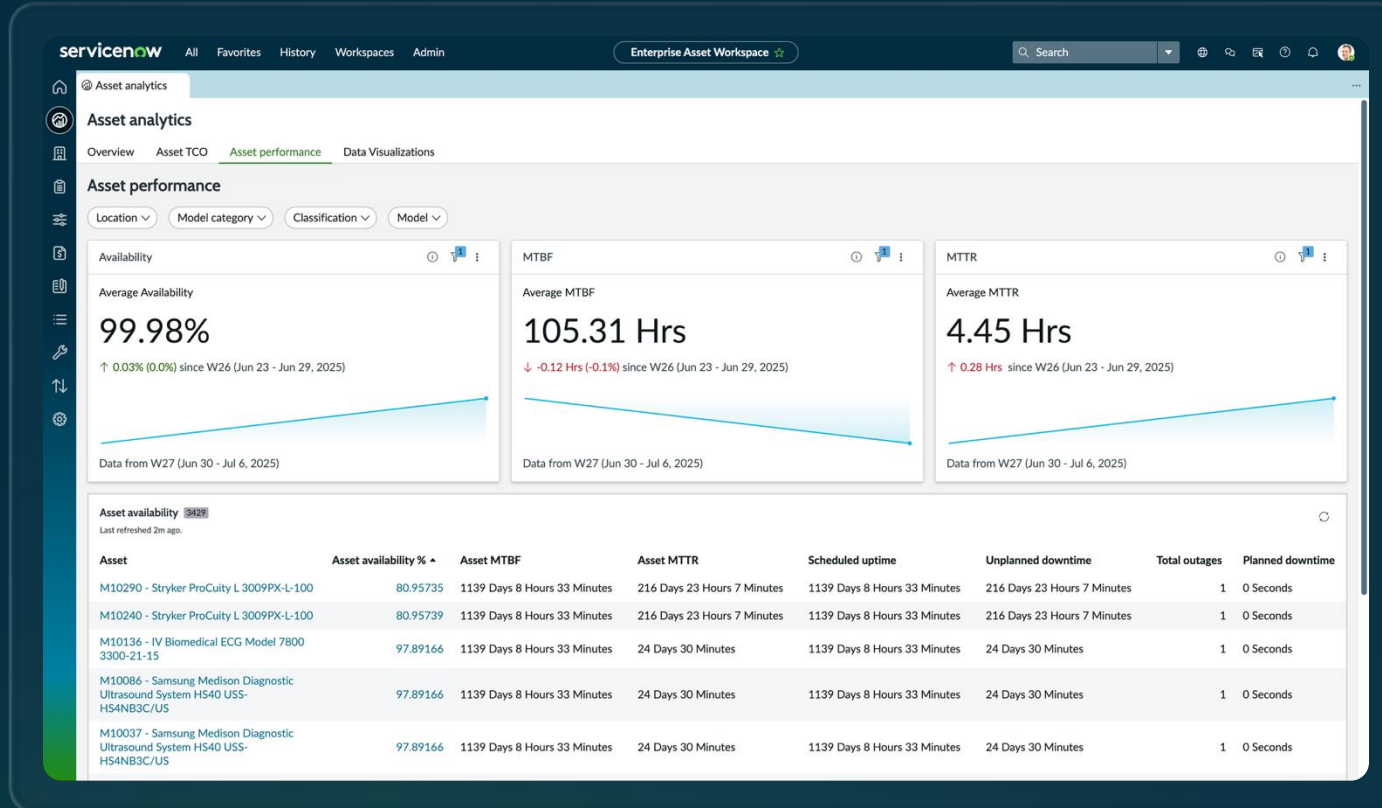


## Support data-driven decision-making and asset lifecycle management

- 1 Provide structured, attribute-driven questionnaires enabled by work order tasks
- 2 Make proactive decisions about asset health with consistent assessment and improvement of equipment health
- 3 Enable consistent, scalable reporting across the organization



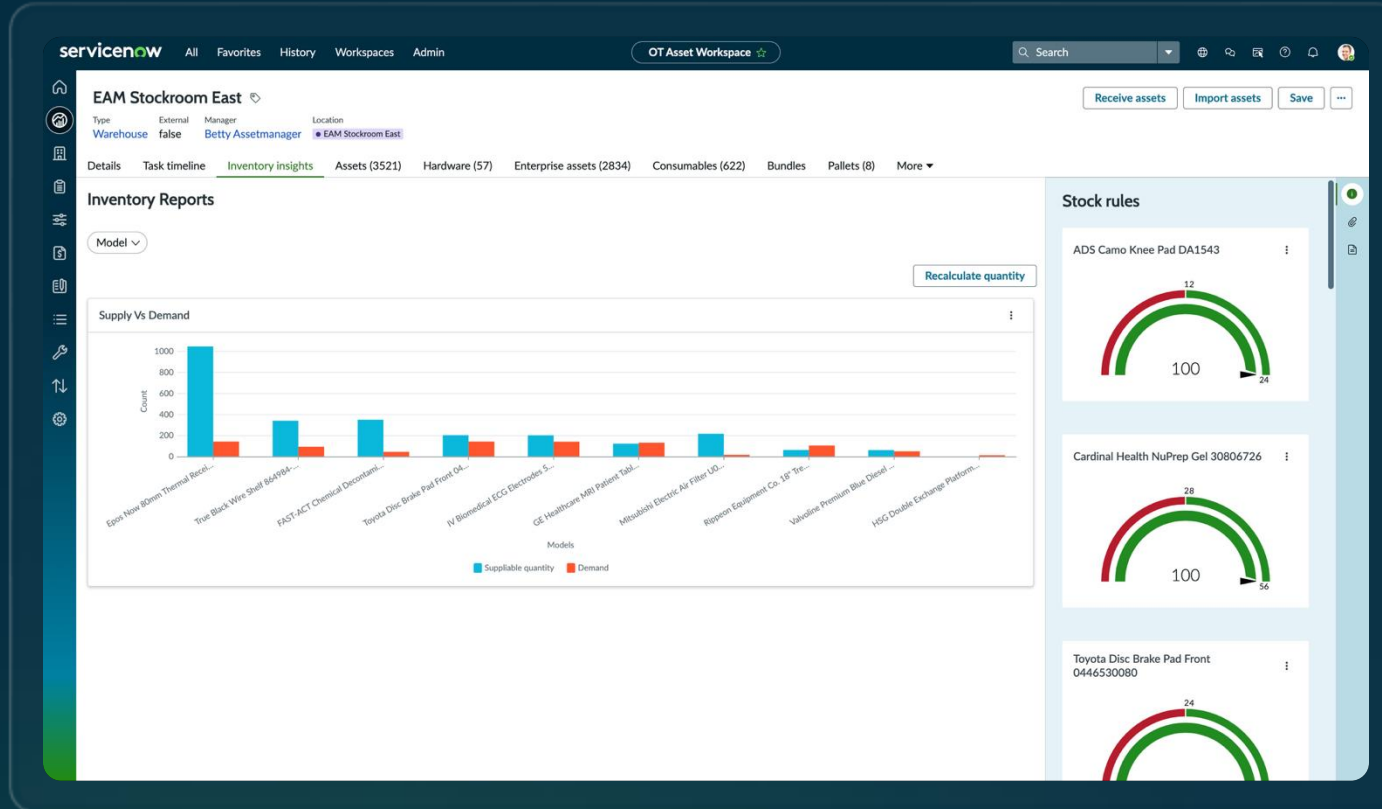
# Asset performance



## Increase overall equipment effectiveness (OEE)

- 1 Report asset uptime/downtime with maintenance activities
- 2 Track asset failures by tracking mean time between failures (MTBF) and mean time to repair (MTTR)
- 3 Increase uptime, output, and reduced scrap of assets to improve OEE

# Inventory demand reporting



## Expand visibility into usage trends, lead times, and stocking

- 1 Provide 5 new reports for different asset counts and types of demand
- 2 Enable data-driven decisions that reduce stockouts or excess inventory with expanded reporting
- 3 Ensure that the right parts are available at the right time for the right price to improve planning accuracy, lower carrying costs, and enhance uptime



# IT Asset Management for Financial Services



# Regulatory-focused solution for asset managers

FROM



**Time-consuming**  
and reactive audits



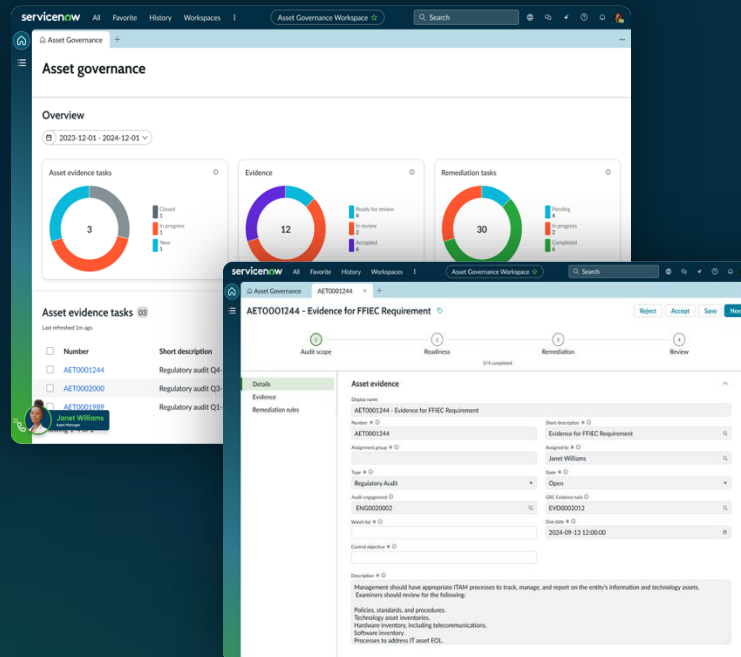
**Compliance exposure** from  
incomplete asset data



**Human error**  
from repetitive tasks &  
legacy systems

## ITAM for Financial Services

Manage evidence requests for audit response, drive regulatory compliance, gain visibility to controls, and reduce risk impact



TO



**Audit-ready**  
reporting with  
automation



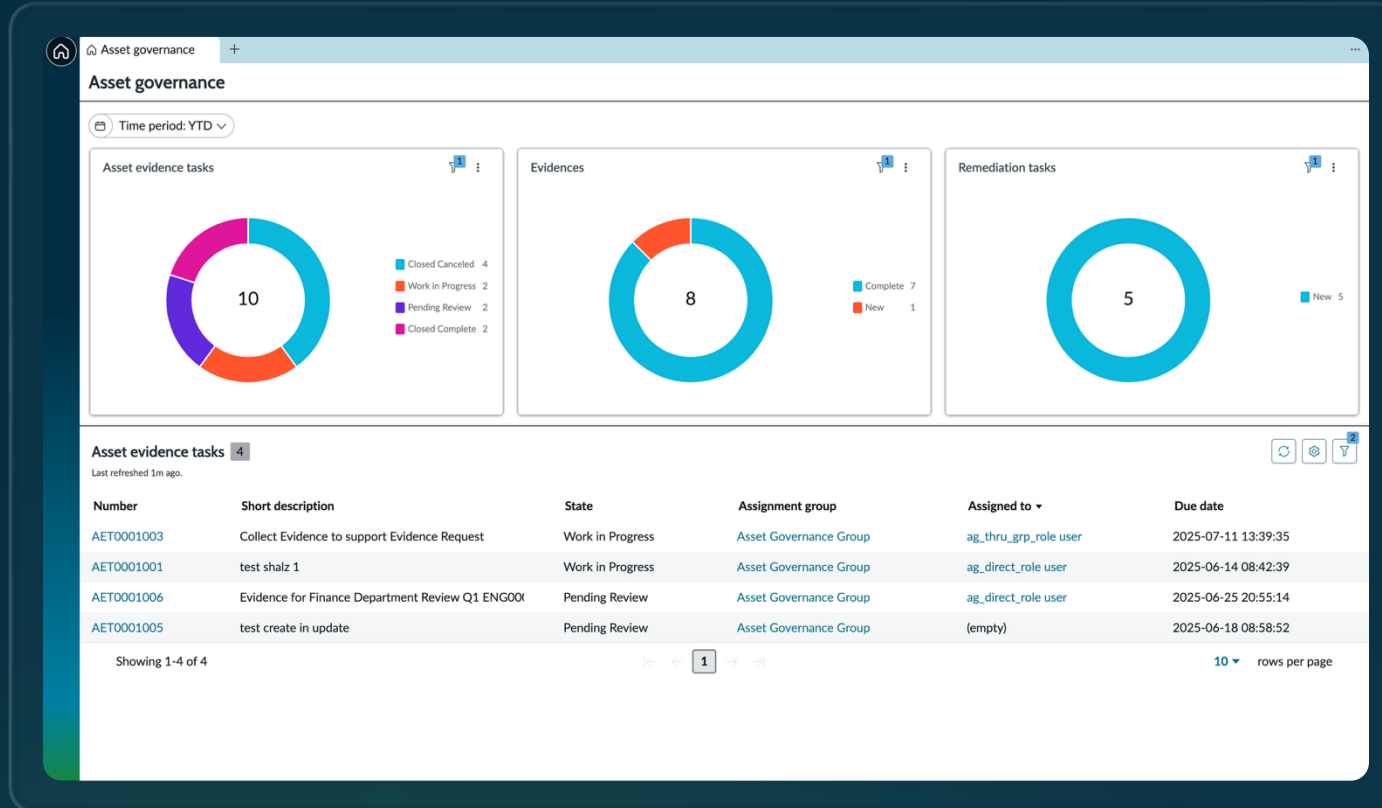
**Enhanced visibility**  
to assets and  
requirements



**Reduce risk**  
with repeatable  
processes &  
traceability



# Asset Audit Response



**Reduce risk with built-in content, asset visibility, and flows to prepare for regulatory requests**

- 1 Reduce legacy communication between asset management and compliance teams with workspace to manage requests for evidence
- 2 Deliver accurate responses to regulatory audits with out-of-the-box financial regulation content
- 3 Leverage guided experience and automation to fulfill evidence requests and maintain clear historical records of audit processes

# ServiceNow® AI Platform Zurich release

Strategic Portfolio Management



servicenow®



# What's new in the Zurich release



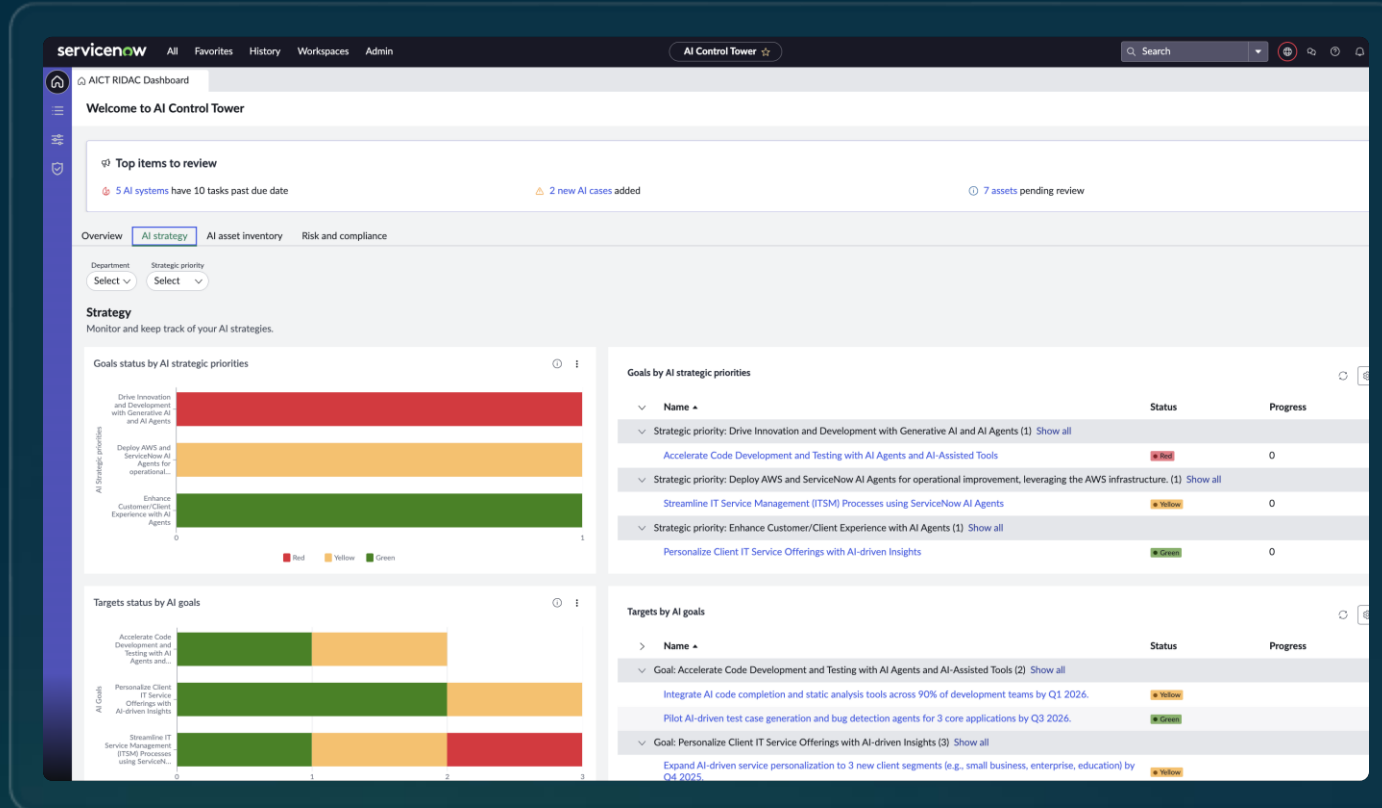
**Deliver business transformation by aligning work to business outcomes**

## **Strategic Portfolio Management**

- AI Strategy in AI Control Tower
- Financials on planning items



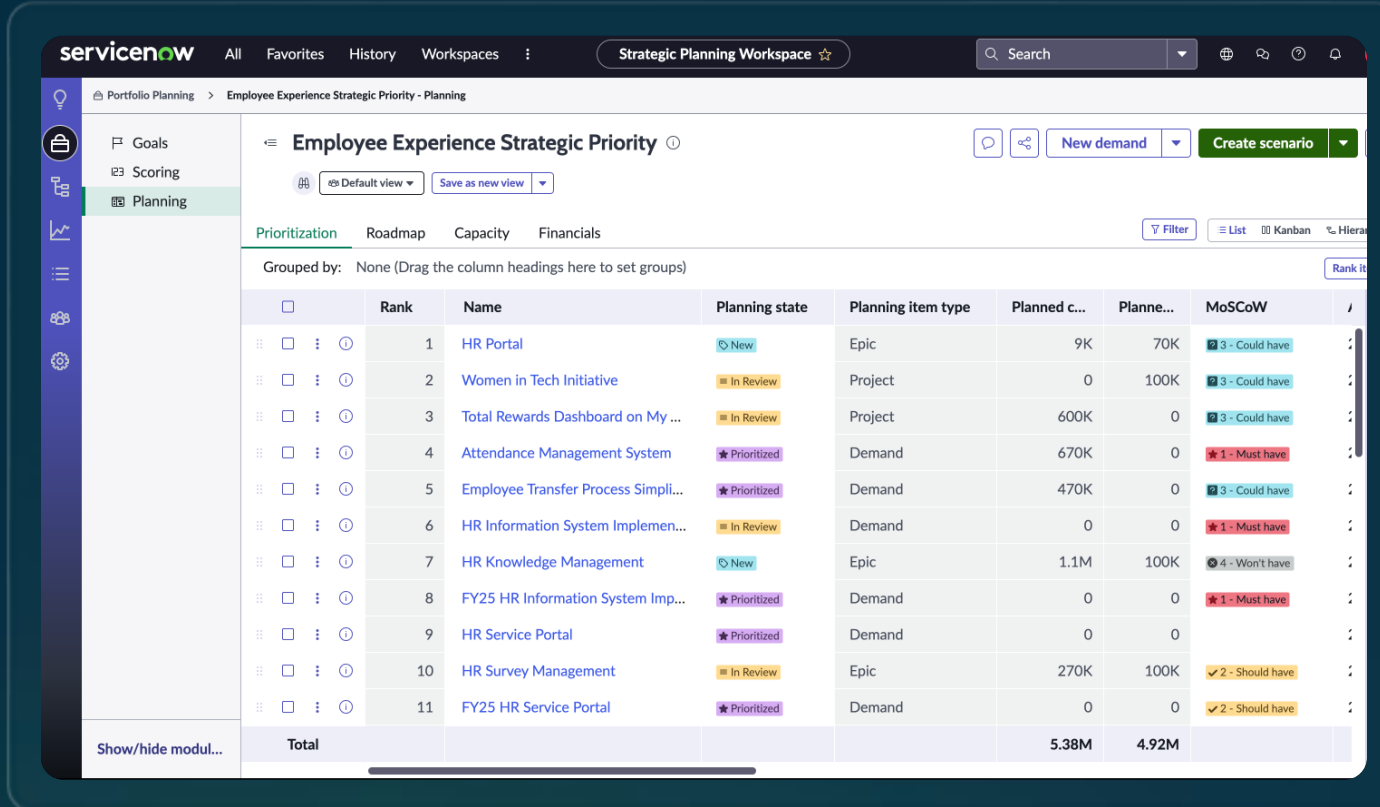
# AI strategy in AI Control Tower



## Govern enterprise AI initiatives

- 1 Gain unified visibility into all AI-linked goals, work, risks and priorities
- 2 Empower AI leadership with department level and enterprise-level analytics
- 3 Drive strategic control by identifying trends, gap, and high-risk areas in AI execution

# Financials on planning items



The screenshot displays the ServiceNow Strategic Planning Workspace. The interface includes a top navigation bar with 'All', 'Favorites', 'History', and 'Workspaces'. The main header shows 'Strategic Planning Workspace' and a search bar. The left sidebar contains icons for Goals, Scoring, and Planning. The main content area is titled 'Employee Experience Strategic Priority' and features tabs for Prioritization, Roadmap, Capacity, and Financials. A table of planning items is shown, with columns for Rank, Name, Planning state, Planning item type, Planned c..., Planne..., and MoSCoW. The table lists 11 items, including 'HR Portal', 'Women in Tech Initiative', 'Total Rewards Dashboard on My ...', 'Attendance Management System', 'Employee Transfer Process Simpl...', 'HR Information System Implemen...', 'HR Knowledge Management', 'FY25 HR Information System Imp...', 'HR Service Portal', 'HR Survey Management', and 'FY25 HR Service Portal'. A 'Total' row at the bottom shows a planned cost of 5.38M and a planned value of 4.92M.

Rank	Name	Planning state	Planning item type	Planned c...	Planne...	MoSCoW
1	HR Portal	New	Epic	9K	70K	3 - Could have
2	Women in Tech Initiative	In Review	Project	0	100K	3 - Could have
3	Total Rewards Dashboard on My ...	In Review	Project	600K	0	3 - Could have
4	Attendance Management System	Prioritized	Demand	670K	0	1 - Must have
5	Employee Transfer Process Simpl...	Prioritized	Demand	470K	0	3 - Could have
6	HR Information System Implemen...	In Review	Demand	0	0	1 - Must have
7	HR Knowledge Management	New	Epic	1.1M	100K	4 - Won't have
8	FY25 HR Information System Imp...	Prioritized	Demand	0	0	1 - Must have
9	HR Service Portal	Prioritized	Demand	0	0	
10	HR Survey Management	In Review	Epic	270K	100K	2 - Should have
11	FY25 HR Service Portal	Prioritized	Demand	0	0	2 - Should have
Total				5.38M	4.92M	

## Deliver financials without dependencies

- 1 Enable financial planning directly on Epics, Demands and Projects without integration with core tasks
- 2 Reduce task dependencies for financials, which is ideal for lean and agile portfolios
- 3 Improved support for agile forecasting; capturing cost earlier in portfolio planning

# ServiceNow® AI Platform Zurich release

Collaborative Work Management



# What's new in the Zurich release



## Empower teams to accelerate delivery

### Collaborative Work Management

- Agile sprint planning
- Connected work

# Agile sprint planning

The screenshot displays the ServiceNow Collaborative Work Management (CWM) interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The main header shows the workspace 'Enterprise Systems Infrastructure Team Workspace' and the specific project 'Environment Setup & QA - Siebel DB Upgrade'. The left sidebar contains a 'Create' button, 'Quick access' links, and a 'Spaces' section with 'Enterprise Systems Infrastr...' and 'Environment Setup & QA - SI...'. The main content area is divided into three panels. The left panel, titled 'Backlog', lists tasks with columns for 'Task type', 'Short description', and 'State'. The middle panel, titled 'Sprint 1', shows a list of tasks with columns for 'Task type', 'Short description', and 'State'. The right panel, titled 'Sprint 2', is currently empty and shows a 'Start' button. A tooltip at the bottom right of the Sprint 2 panel says 'Move 3 items to Sprint 2'. The bottom status bar indicates 'Showing 21-26 of 26' records and 'Records per page 10'.

Task type	Short description	State
Task	Take VMware snapshot of Environment	Open
Task	Configure Siebel Software for new DB	Open
Task	Back-Up Database	Open
Task	Install Oracle 10g onto SD1	Open
Task	Preliminary System Testing	Open
Task	Multi-User Testing and QA	Open

Task type	Short description	State
Change Task	Back-Up Database	Open
Story	As an end user I need to be able to login in...	Ready
Story	As a developer, I need to update and valida...	Ready
Change Task	Take VmWare snapshot of Environment	Open

## Enable agile work planning and execution

- 1 Leverage sprint planning tab to track backlog and create sprints
- 2 Create stories and epics directly in Collaborative Work Management (CWM)
- 3 Plan any CWM task in an agile manner by create story points and adding them to sprints



# Connected work

Task type	Short description	State	Priority	Assigned to	End date	Story points
Change Task	Install Oracle 10g onto SD1	Open	High	Bow Ruggeri	2025-07-03	1
Change Task	Preliminary System Testing	Open	Moderate	Bow Ruggeri	2025-07-04	8
Change Task	Configure Siebel Software for new DB	Open	Moderate	Don Good...	2025-07-04	5
Change Task	Multi-User Testing and QA	Open	Critical	Bow Ruggeri	2025-07-04	1
Change Task	Back-Up Database	Open	Critical	Don Good...	2025-07-03	8
Change Task	Take VMware snapshot of Environment	Open	Critical	David Loo	2025-07-03	5
Story	Update Siebel Configuration Scripts for ...	Draft	Low	Abel Tuter		8
Story	Automate Pre-Deployment Backup and ...	Draft	Moderate	Abel Tuter		2
Task	Take VMware snapshot of Environment	Open	High	David Loo	2025-06-27	1
Task	Configure Siebel Software for new DB	Open	Low	Bow Ruggeri	2025-06-27	8
Task	Back-Up Database	Open	Critical	David Loo	2025-07-02	2
Task	Install Oracle 10g onto SD1	Open	High	Bow Ruggeri	2025-06-23	1
Task	Preliminary System Testing	Open	Moderate	Abel Tuter	2025-07-04	8
Task	Multi-User Testing and QA	Open	Moderate	David Loo	2025-06-23	5

## Empower teams to manage multiple work types with flexibility

- 1 Easily import any work type, such as incidents, changes, stories and tasks into a CWM board
- 2 Plan and execute work across multiple work types with up-to-date information on a single pane of glass
- 3 Manage work flexibly with custom columns and views, such as List, Gantt, Kanban, and Sprint Planning

# ServiceNow® AI Platform Zurich release

Enterprise Architecture





# What's new in the Zurich release



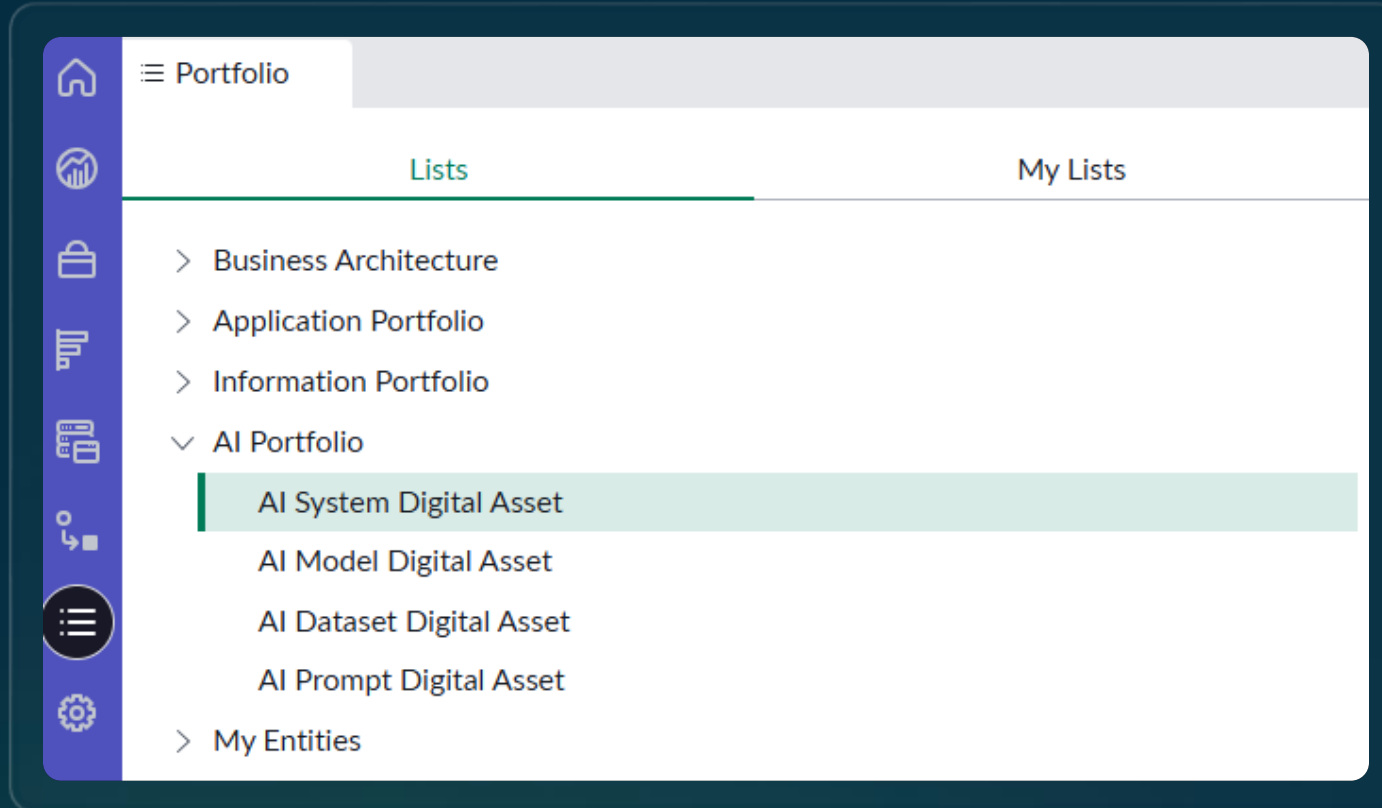
## **Align your application portfolio to drive business transformation**

### **Enterprise Architecture**

- Monitor AI governance on portfolio tab
- Manage TRM products within business applications
- Map technical capabilities to business apps



# Monitor AI governance on portfolio tab



## Ensure readiness of AI features while maintaining compliance

- 1 Get visibility to the AI portfolio in your company
- 2 Connect AI assets to other elements in your portfolio and CMDB

# Manage TRM products within business applications

Portfolio Attendance & Pa... x

## Attendance & Payroll Management System

Open Map Save ...

Details Business capabilities (2) Product capabilities (2) Information Objects (3) TRM Products (2) Maps

TRM Products 2

Last refreshed 4m ago.

<input type="checkbox"/>	Name ^	Publisher	TRM phase	Type	Software product
<input type="checkbox"/>	Microsoft R Server	Microsoft	Approved	Software	Microsoft R Server
<input type="checkbox"/>	WebSphere Application Server	IBM	Approved	Software	WebSphere Application Server

Showing 1-2 of 2

1

20 rows per page

### Infrastructure Relationships

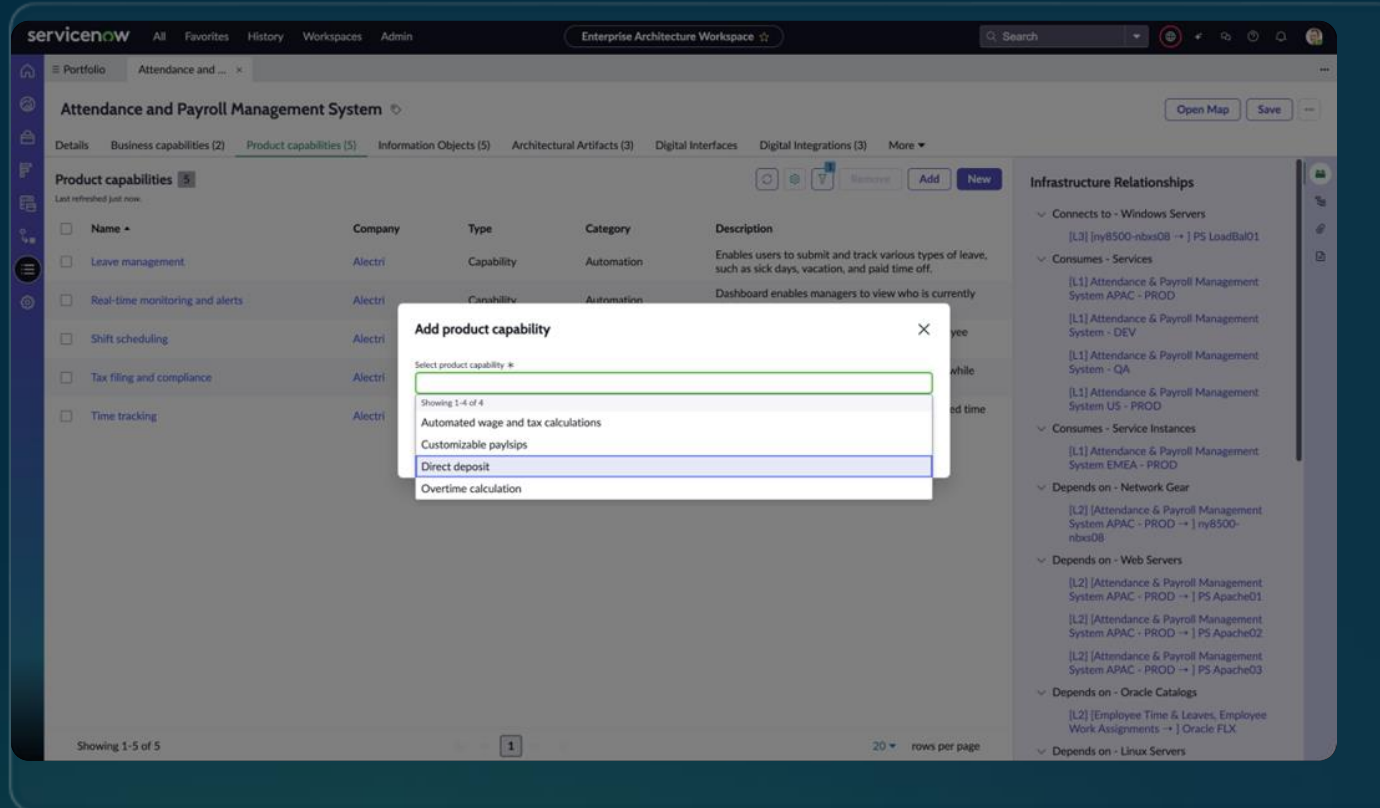
- Consumes - Services
  - [L1] Attendance Management Service
  - [L1] Attendance Management Service-DEV
  - [L1] Attendance Management Service-QA
- Depends on - Oracle Catalogs
  - [L2] [Employee Time & Leaves, Employee Work Assignments ->] Oracle FLX
- Depends on - Linux Servers
  - [L2] [Attendance Management Service ->] Server-LS1
  - [L2] [Attendance Management Service ->]

## Define approved software/hardware for business apps

- 1 Associate business application with TRM products
- 2 Enforce governance policies more effectively



# Map technical capabilities to business apps



## Drive smarter architecture decisions

- 1 Clearly define and manage technical functions across IT, systems, and software
- 2 Update product capabilities with business applications
- 3 Enhance governance by linking TRM to defined capabilities

# ServiceNow® AI Platform Zurich release

Operational Technology Management



# What's new in the Zurich release



**Enhance OT environment visibility and device protection with reliable service management**

## **Operational Technology Visibility**

- Operational technology shift summarization
- Agentic search for operational technology
- Operational technology device import

## **Operational Technology Service Management**

- Operational technology incident summarization

# Operational Technology Visibility



# Operational technology shift summarization

★ Powered by Now Assist

servicenow All Favorites History Workspaces Admin Industrial Workspace

Assembly Line2

Equipment model view for Atlanta

Search

Atlanta

- Finished Goods Storage Area
- Manufacturing Area
  - Manufacturing Work Center1
  - Manufacturing Work Center2
    - Assembly Line2
    - Forging Line2
    - Painting Line2
  - Manufacturing Work Center3
- Packaging Area
- Raw Material Storage Area

Assembly Line2

Save View schedules Delete View OT Dependency map View OT Unified Map

Daily Activity

Devices with recent activities on July 13th

Device Activities

1

Device Activities 1

Last refreshed just now.

OT device	OT device type	Mapped equipment model entity	Change status	Device criticality	Discovery Source	Changed by
OT device: SENSOR-ATLAL2-001 (1) Show all						
SENSOR-ATLAL2-001	Industrial Sensor	ATL-MA-MWC2-AL2	Updated	1 - Most critical	SG-OT Excel Import	saiharika.sobula@snc

Showing 1-1 of 1

10 rows per group

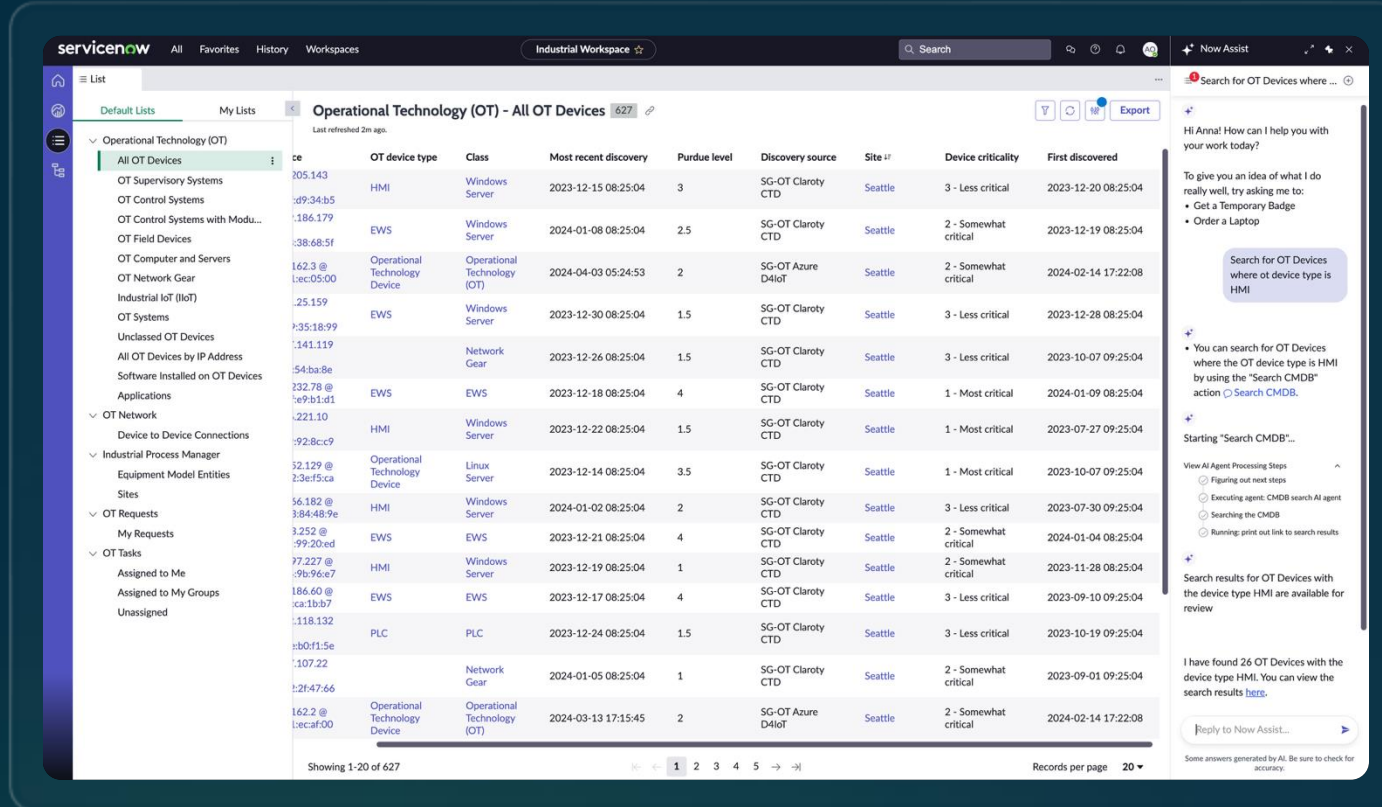
## Stay informed of critical changes that could impact production

- 1 Access a centralized and reliable list of OT changes using generative AI
- 2 Inform shift handovers with a summary of activities or changes from the past 24 hours
- 3 Monitor issues with detailed configuration item level summaries across ISA equipment entity



# Agentic search for operational technology

✦ Powered by Now Assist



The screenshot displays the 'servicenow' Industrial Workspace interface. The main panel shows a table titled 'Operational Technology (OT) - All OT Devices' with 627 records. The table columns include: ID, OT device type, Class, Most recent discovery, Purdue level, Discovery source, Site #, Device criticality, and First discovered. The table lists various devices such as OT Supervisory Systems, OT Control Systems, OT Field Devices, OT Computer and Servers, OT Network Gear, Industrial IoT (IIoT), OT Systems, Unclassified OT Devices, All OT Devices by IP Address, Software Installed on OT Devices, Applications, OT Network, Device to Device Connections, Industrial Process Manager, Equipment Model Entities, Sites, OT Requests, My Requests, and OT Tasks.

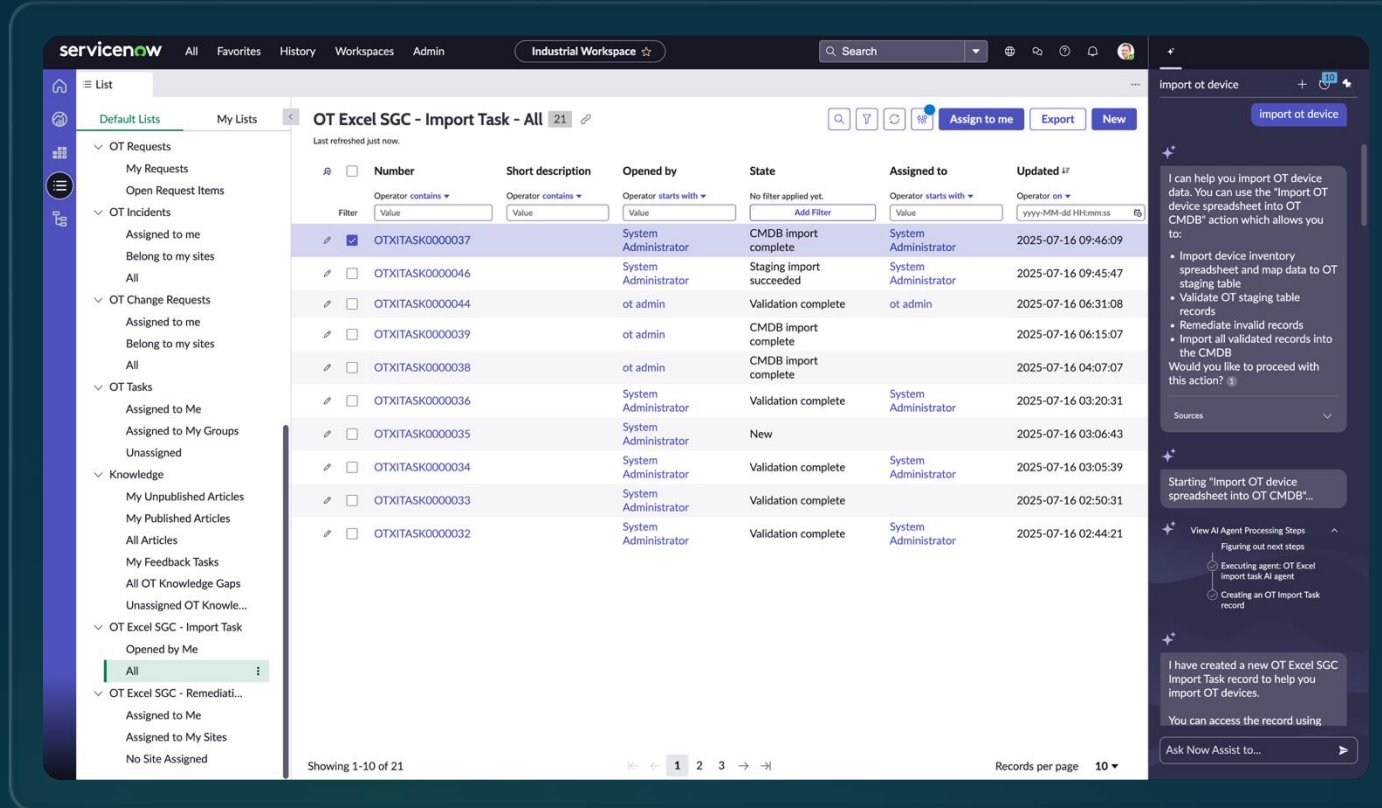
On the right side, the 'Now Assist' chat window is open, showing a search for OT Devices where the device type is HMI. The chat history includes a greeting from 'Hi Anna! How can I help you with your work today?' and a response from the user: 'To give you an idea of what I do really well, try asking me to: • Get a Temporary Badge • Order a Laptop'. The chat also shows a search for OT Devices where the device type is HMI, and a response from the user: 'You can search for OT Devices where the OT device type is HMI by using the "Search CMDB" action Search CMDB. Starting "Search CMDB"... View AI Agent Processing Steps: 1. Figuring out next steps, 2. Executing agent: CMDB search AI agent, 3. Searching the CMDB, 4. Running: print out link to search results. Search results for OT Devices with the device type HMI are available for review. I have found 26 OT Devices with the device type HMI. You can view the search results here. Reply to Now Assist... Some answers generated by AI. Be sure to check for accuracy.'

## Harness the speed of AI agents for seamless CI data retrieval

- 1 Search in natural language to access OT CI-related information
- 2 Use AI agents to generate database query code for fast results
- 3 Get search results in the Industrial Workspace for quick access

# Operational technology device import

★ Powered by Now Assist



Number	Short description	Opened by	State	Assigned to	Updated
OTXITASK000037		System Administrator	CMDB import complete	System Administrator	2025-07-16 09:46:09
OTXITASK000046		System Administrator	Staging import succeeded	System Administrator	2025-07-16 09:45:47
OTXITASK000044		ot admin	Validation complete	ot admin	2025-07-16 06:31:08
OTXITASK000039		ot admin	CMDB import complete		2025-07-16 06:15:07
OTXITASK000038		ot admin	CMDB import complete		2025-07-16 04:07:07
OTXITASK000036		System Administrator	Validation complete	System Administrator	2025-07-16 03:20:31
OTXITASK000035		System Administrator	New		2025-07-16 03:06:43
OTXITASK000034		System Administrator	Validation complete	System Administrator	2025-07-16 03:05:39
OTXITASK000033		System Administrator	Validation complete		2025-07-16 02:50:31
OTXITASK000032		System Administrator	Validation complete	System Administrator	2025-07-16 02:44:21

## Expedite OT device imports for improved inventory data quality

- 1 Import OT devices into CMDB with a single upload step with ServiceNow AI Agents
- 2 Execute unstructured excel uploads with automated transformation into the template
- 3 Automatically create staging table records, with the option to correct the invalid records



# Operational Technology Service Management



# Operational technology incident summarization

✨ Powered by Now Assist

**Issue:**  
The HMI system at Mahad Plant experienced an out-of-memory error, prompting a critical operational technology incident.

**OT Incident Tasks:**  
There is no information available about the OT incident tasks. Therefore, no summary of total OT incident tasks and number of tasks for each state can be provided. Additionally, no comprehensive paragraph summarizing the OT incident tasks details can be generated due to the lack of information.

**Key Actions Taken:**

- A full backup of the HMI system was completed before cleanup.
- All critical HMI project files, configs, logs, and settings were backed up securely before cleanup.
- System cleanup was performed on HMI due to the out-of-memory error, involving terminating non-essential processes, clearing temp files, removing unused programs, archiving old logs, and disabling unnecessary startup items.
- HMI services were restarted and a controlled reboot was performed.

**Resolution:**  
The out-of-memory error in the HMI system was resolved after a system cleanup and a controlled reboot, resulting in post-reboot system resources returning to normal levels.

**OT Incident**  
Short description \*  
HMI out of memory error

## Save time with intelligent automated incident troubleshooting

- 1 Accelerate diagnosis and action through generative AI incident summarization
- 2 Resolve recurring issues faster with auto-generated knowledge and resolution notes
- 3 Improve root cause identification with access to historical incident patterns

# ServiceNow® AI Platform Zurich release

Risk and ESG Products



servicenow®

# What's new in the Zurich release



## Manage any AI across the enterprise with AI Control Tower

### AI Control Tower

- AI Strategy
- Unified AI asset inventory
- Enterprise AI Value + Core Experiences
- AI Governance (AI Security, Access, and Privacy, Risk Scoring & Aggregation)

## Manage risk and resilience in real-time with IRM

### Integrated Risk Management

- Entity-based user access/risk matrix
- Risk assessment projects in grid mode
- Scoring normalization, collaboration and scanning for Smart Assessment Engine
- Now Assist for IRM
  - Risk event summarization with AI
  - Regulatory mapping and controls recommendation with AI
  - Common control objective creation
  - Control objective change manager agent

## Manage sustainability in real-time with ESGM

### ESG Management

- Now Assist for ESG
- Estimations for metric data
- Tasks for automated metrics
- Real-time data for energy consumption visibility
- Workspace reporting with Platform Analytics

## Manage risk and resilience in real-time with BCM, Privacy, and TPRM

### Business Continuity Management

- Smart Assessment Engine for Operational Resilience
- O365 integration

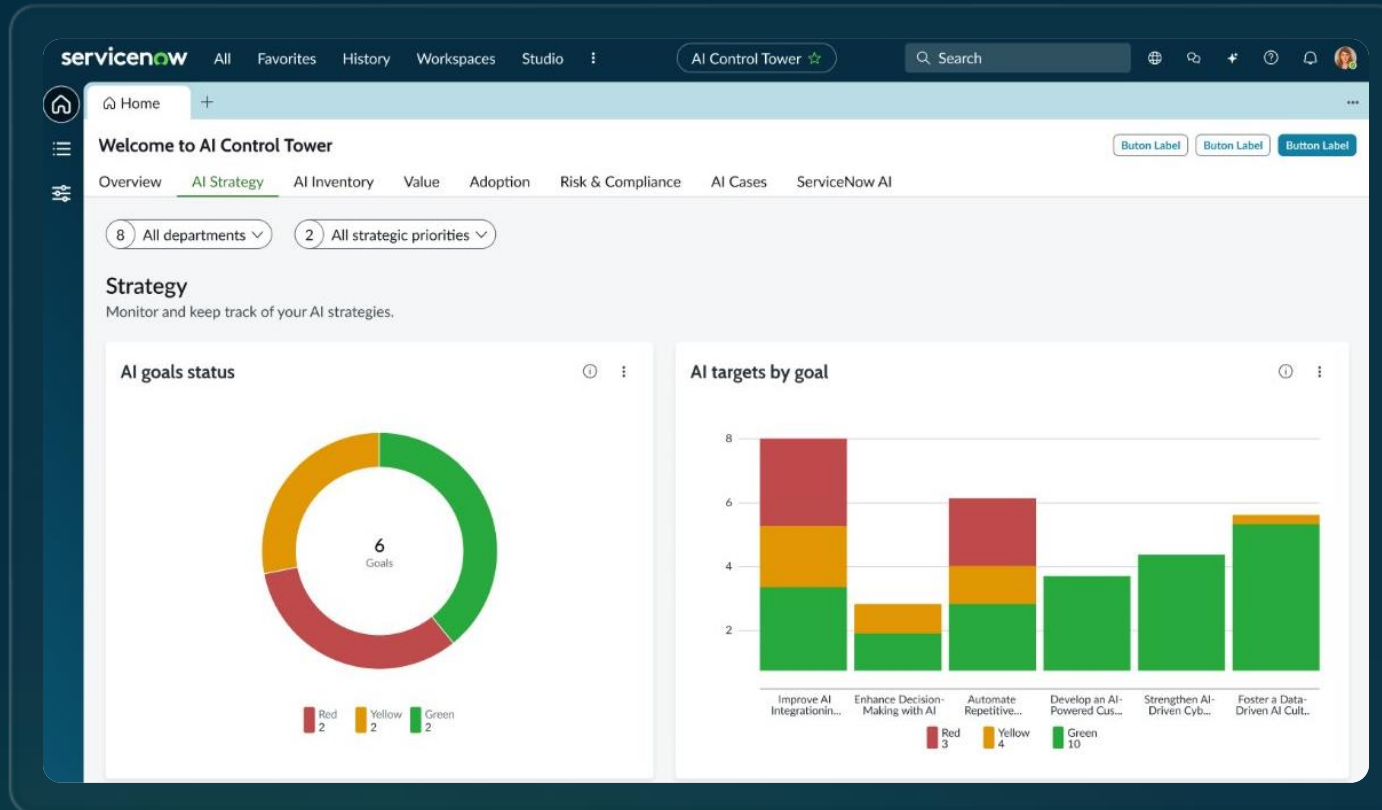
### Privacy Management

- Data subject segmentation

### Third-party Risk Management

- Smart Assessment Engine for TPRM

# AI strategy

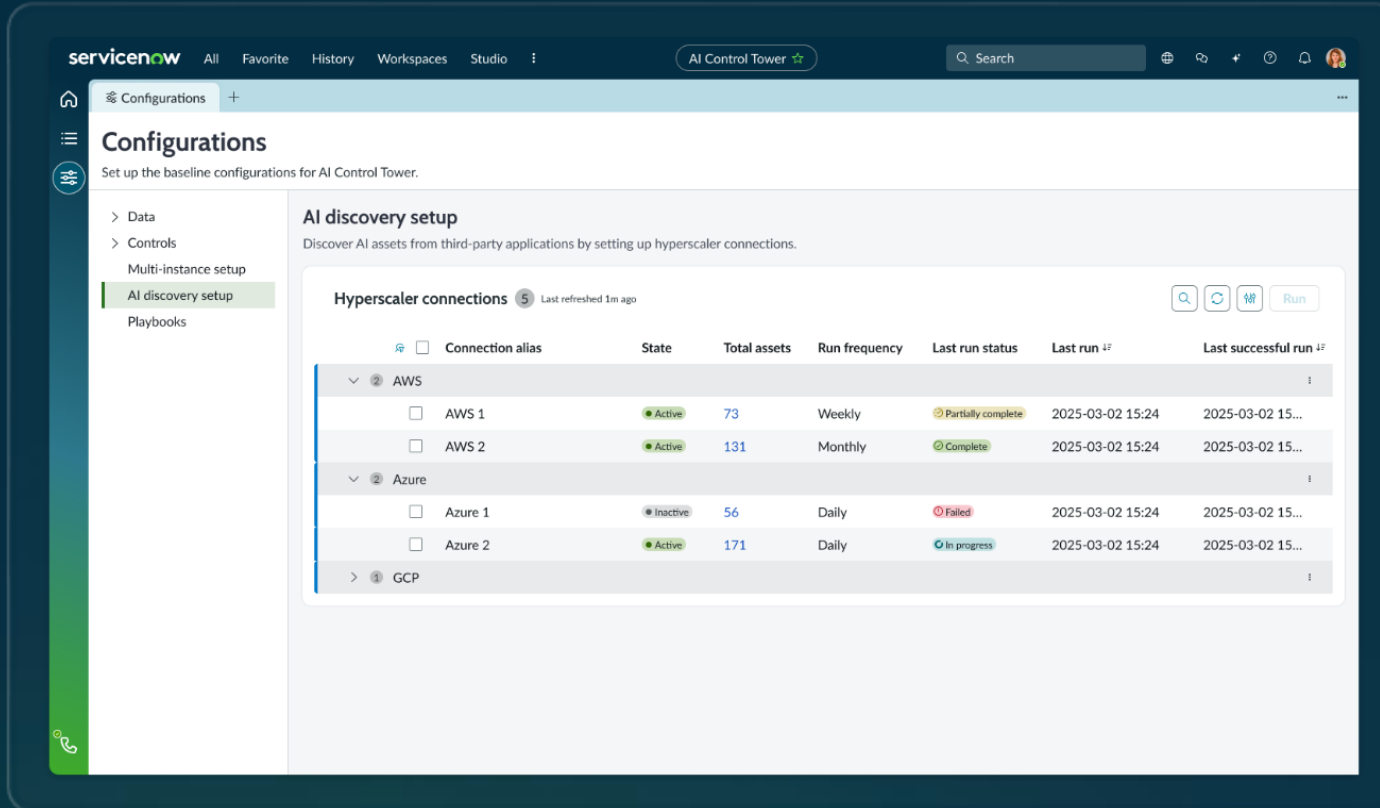


## Take control of your AI business strategy

- 1 Create AI demand, roadmap, portfolio, and scenario planning to achieve business outcomes
- 2 Track progress against AI strategic goals and targets in a unified way
- 3 Monitor AI work, investments, and proactively address project drifts



# Unified AI asset inventory



**servicenow** All Favorite History Workspaces Studio i AI Control Tower ☆ Search

**Configurations**  
Set up the baseline configurations for AI Control Tower.

- > Data
- > Controls
- Multi-instance setup
- AI discovery setup**
- Playbooks

**AI discovery setup**  
Discover AI assets from third-party applications by setting up hyperscaler connections.

**Hyperscaler connections** 5 Last refreshed 1m ago

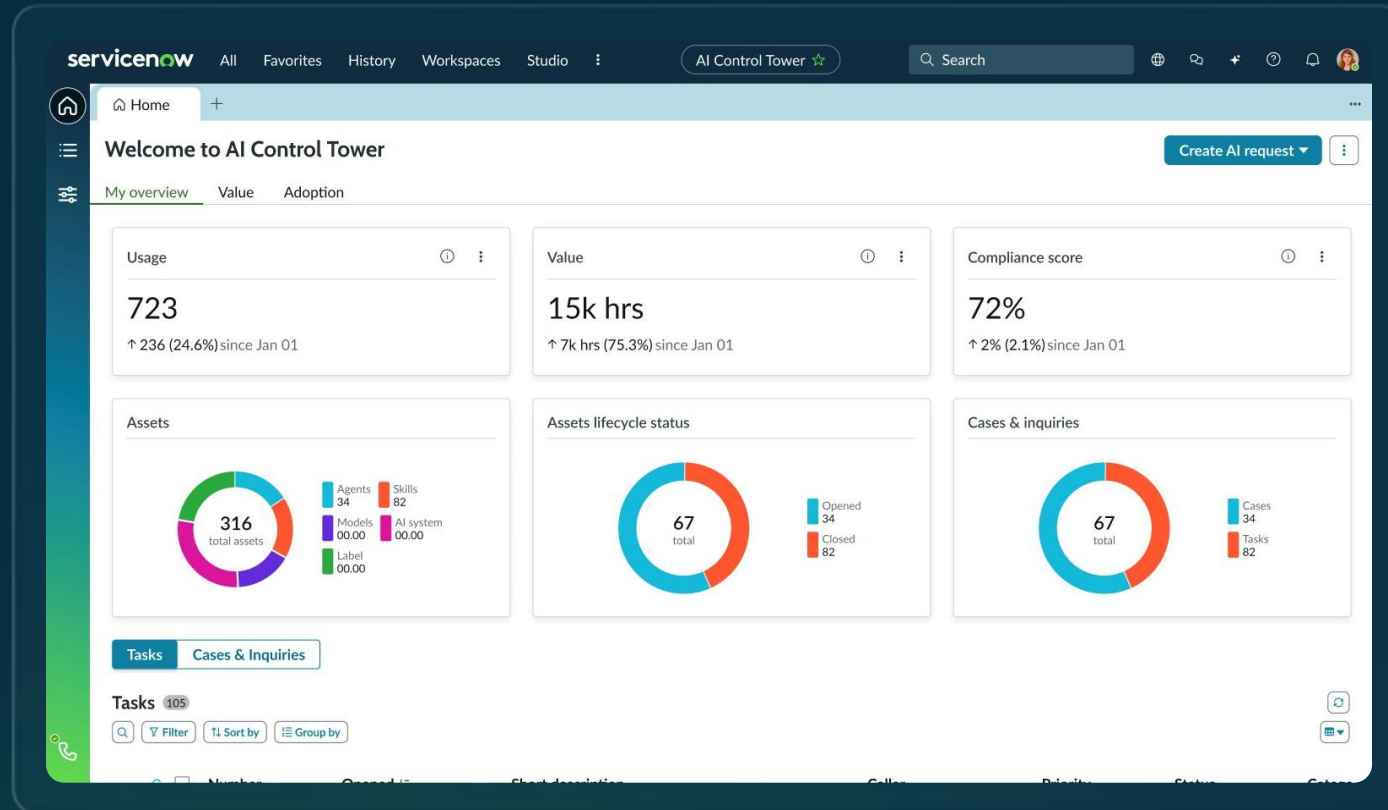
	Connection alias	State	Total assets	Run frequency	Last run status	Last run <sup>1</sup> 2	Last successful run <sup>1</sup> 2
▼ 2 AWS							
	AWS 1	Active	73	Weekly	Partially complete	2025-03-02 15:24	2025-03-02 15...
	AWS 2	Active	131	Monthly	Complete	2025-03-02 15:24	2025-03-02 15...
▼ 2 Azure							
	Azure 1	Inactive	56	Daily	Failed	2025-03-02 15:24	2025-03-02 15...
	Azure 2	Active	171	Daily	In progress	2025-03-02 15:24	2025-03-02 15...
> 1 GCP							

## Unify AI systems, models, and datasets tracking

- 1 Accelerate the discovery and management of AI agents across the enterprise
- 2 Manage the entire lifecycle of the model and data used for training and prediction
- 3 Automate via Rest APIs and integration with AWS Bedrock, Azure AI Agent Service & Copilot



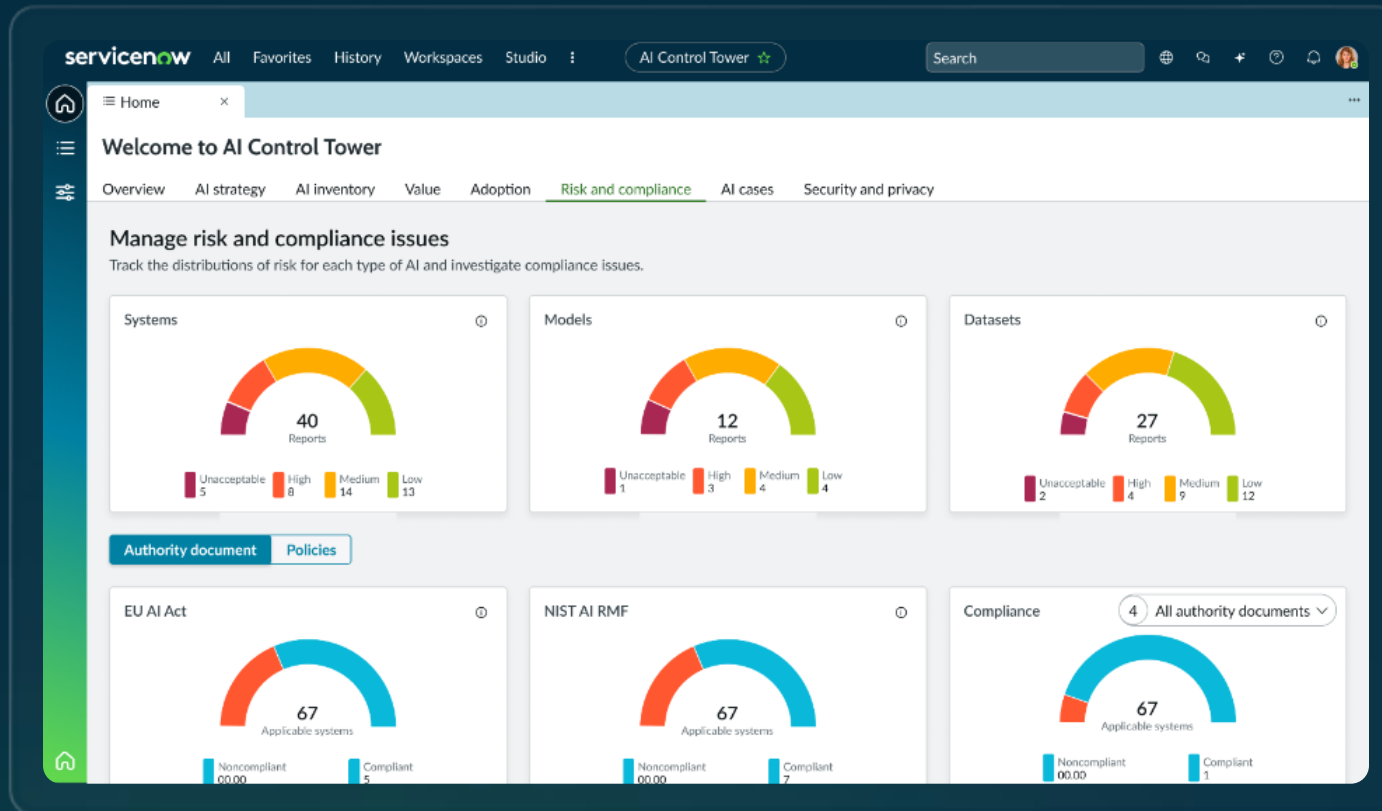
# Enterprise AI value



## Become the AI steward that delivers instant value

- 1 Drive data-informed decisions regarding AI adoption using value metrics and performance indicators at your fingertips
- 2 Assess instantly the value and usefulness of your AI implementation
- 3 Customize your value dashboard to meet organizational requirements

# AI Governance



## Build trust in AI with secure controls, privacy safeguards, and risk scores

- 1 Gain unified visibility, providing useful metrics to assess security and privacy issues for AI agents
- 2 Enable effective management of Now Assist and ServiceNow AI agents implementation through governance and control settings
- 3 Become proactive with an extensive AI risk and compliance scoring across the whole system

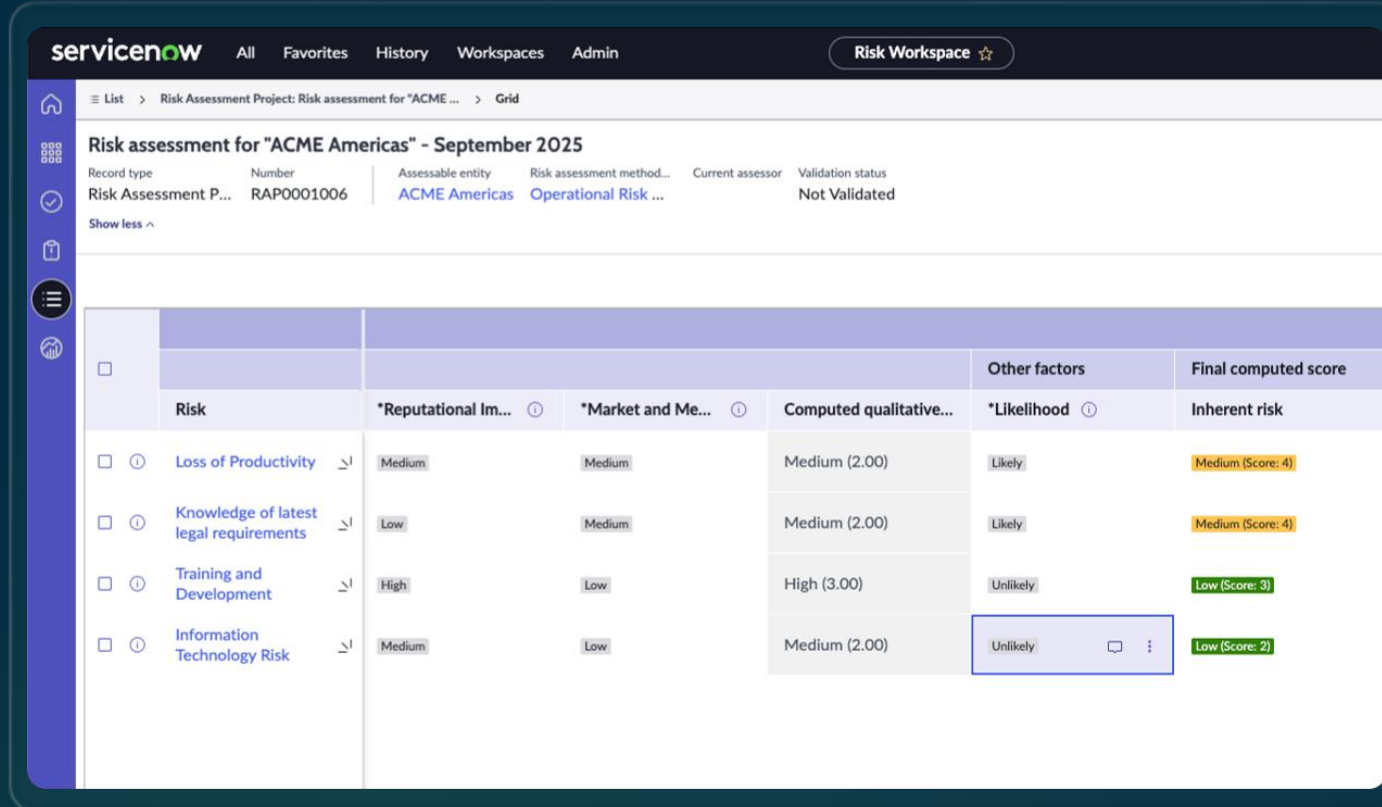
# Bulk access update configuration for entity-based user access

The screenshot shows the 'Bulk access update configuration' page in ServiceNow. The page title is 'Bulk access update configuration' with a subtitle 'Apply access to records as a bulk setting. Use the workflow to enable or disable access to record types.' The page includes a header with 'State: Draft', 'Job ID: BAC110897654', 'Updated by: John Cutler', and 'Last updated: 2025/04/29'. A 'Steps' sidebar on the left lists: 'Scope entities' (selected), 'Scope related records', 'Preview record counts', and 'View results'. The main content area is titled 'Draft' and asks 'Which entities do you want to apply access restrictions to?'. It includes a note: 'Only entities with active access configuration are available for selection.' Below this, there is a 'Scope entities' section with a 'Select' dropdown menu set to 'Individual entities' and an 'Entity' input field containing 'ACME Asia' with a close button 'X'. A 'Next' button is located at the bottom right of the main content area.

## Preview access restrictions impact before applying changes

- 1 Select one or more entities and associated record types to define the scope for access restriction
- 2 Preview impacted records by type and evaluate the scope and impact before applying changes
- 3 See the number of records impacted per record type; detailed result summaries and logs provide full auditability and traceability

# Risk assessment projects in grid mode



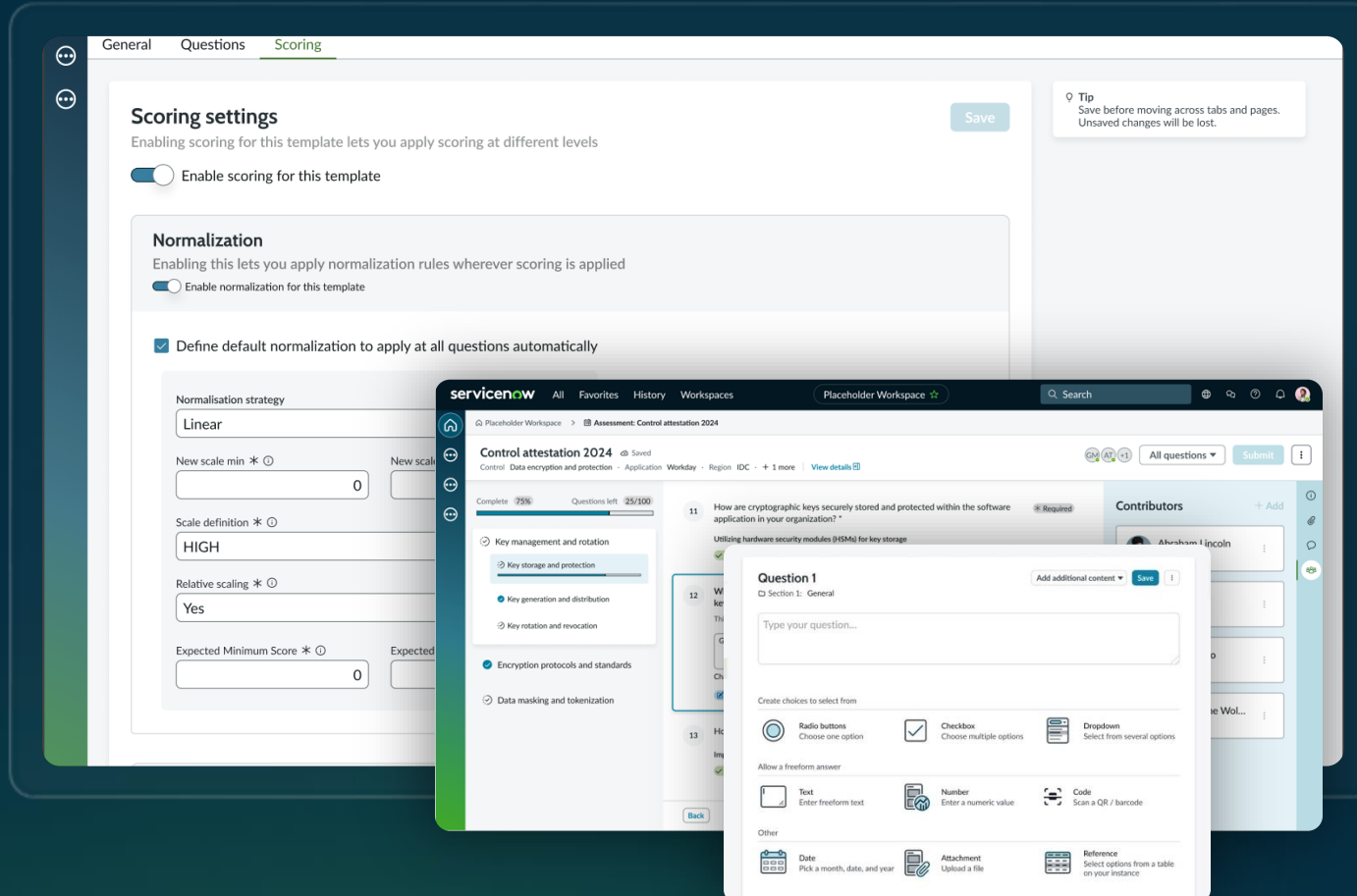
The screenshot shows the ServiceNow interface for a risk assessment project. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. A 'Risk Workspace' button is visible. The breadcrumb trail is 'List > Risk Assessment Project: Risk assessment for "ACME ..." > Grid'. The main header is 'Risk assessment for "ACME Americas" - September 2025'. Below this, a summary row shows: Record type: Risk Assessment P..., Number: RAP0001006, Assessable entity: ACME Americas, Risk assessment method: Operational Risk..., Current assessor: Not Validated, and Validation status: Not Validated. A 'Show less' link is present. The main table has columns: Risk, \*Reputational Im..., \*Market and Me..., Computed qualitative..., \*Likelihood, and Inherent risk. The table contains four rows of risk data.

	Risk	*Reputational Im...	*Market and Me...	Computed qualitative...	*Likelihood	Inherent risk
<input type="checkbox"/>	Loss of Productivity	Medium	Medium	Medium (2.00)	Likely	Medium (Score: 4)
<input type="checkbox"/>	Knowledge of latest legal requirements	Low	Medium	Medium (2.00)	Likely	Medium (Score: 4)
<input type="checkbox"/>	Training and Development	High	Low	High (3.00)	Unlikely	Low (Score: 3)
<input type="checkbox"/>	Information Technology Risk	Medium	Low	Medium (2.00)	Unlikely	Low (Score: 2)

## Faster, more intuitive risk and control prioritization, assessments

- 1 Create an assessment project with appropriate context by adding attributes such as entity, RAM, etc. and defined stakeholders
- 2 Compare, edit and prioritize risks and controls quickly with a flexible, spreadsheet-style risk and control self-assessment
- 3 Address risks one at a time or in bulk individually or simultaneously with other stakeholders

# Scoring normalization, collaboration and scanning for Smart Assessment Engine



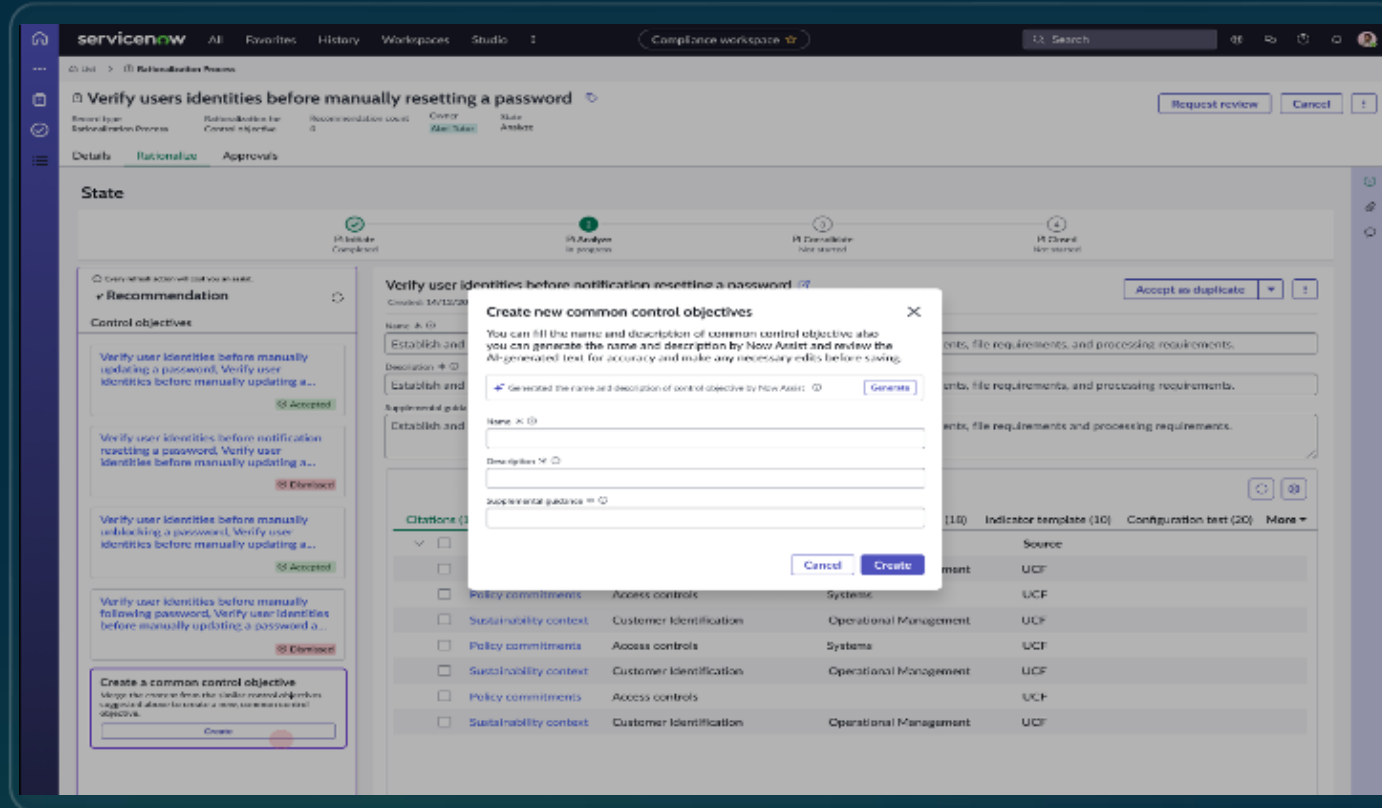
## Streamline and standardize the assessment process

- 1 Standardize different scoring scales to enable fair comparison across assessments with options for linear or custom formulas
- 2 Enhance collaboration by enabling multiple stakeholders to work simultaneously on a single assessment
- 3 Work across mobile and workspace platforms to drive efficiency and reduce manual data entry errors with barcode scanning



# Now Assist for IRM

✦ Powered by Now Assist



Create common control objective in Analyze state during the rationalization process

## Improve risk management processes with AI

- 1 Leverage AI to summarize risk events into actionable insights to improved decisioning
- 2 Automate the mapping of incoming regulatory alerts to recommended controls with AI
- 3 Create common control objective and retire similar control objectives using Gen AI



# Smart Assessment Engine for Operational Resilience

The screenshot displays the ServiceNow Operational Resilience Workspace interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and a search bar. The main header shows 'Importance and impact tolerance assessment' with a 'Saved' status and a 'View Details' link. A progress bar indicates 'Complete 80%' and 'Questions complete 12/15'. The left sidebar lists assessment categories: 'Impact on Customers', 'Impact on the Firm', 'Impact to Market' (selected), and 'Impact tolerance' (marked with a red 'X' and '3'). The main content area is titled 'Impact to Market' and contains two questions. Question 1, 'Impact on Market Confidence', is marked as 'Required' and has a dropdown menu set to 'Low'. Below it is a text box for 'Provide justification for this response' with the placeholder 'Write your justification...'. Question 2, 'Impact on Market Stability', is also marked as 'Required' and shows a '0%-25%' range with a green 'Answered' status. At the bottom, there are 'Back' and 'Next' buttons, and a page indicator '1'.

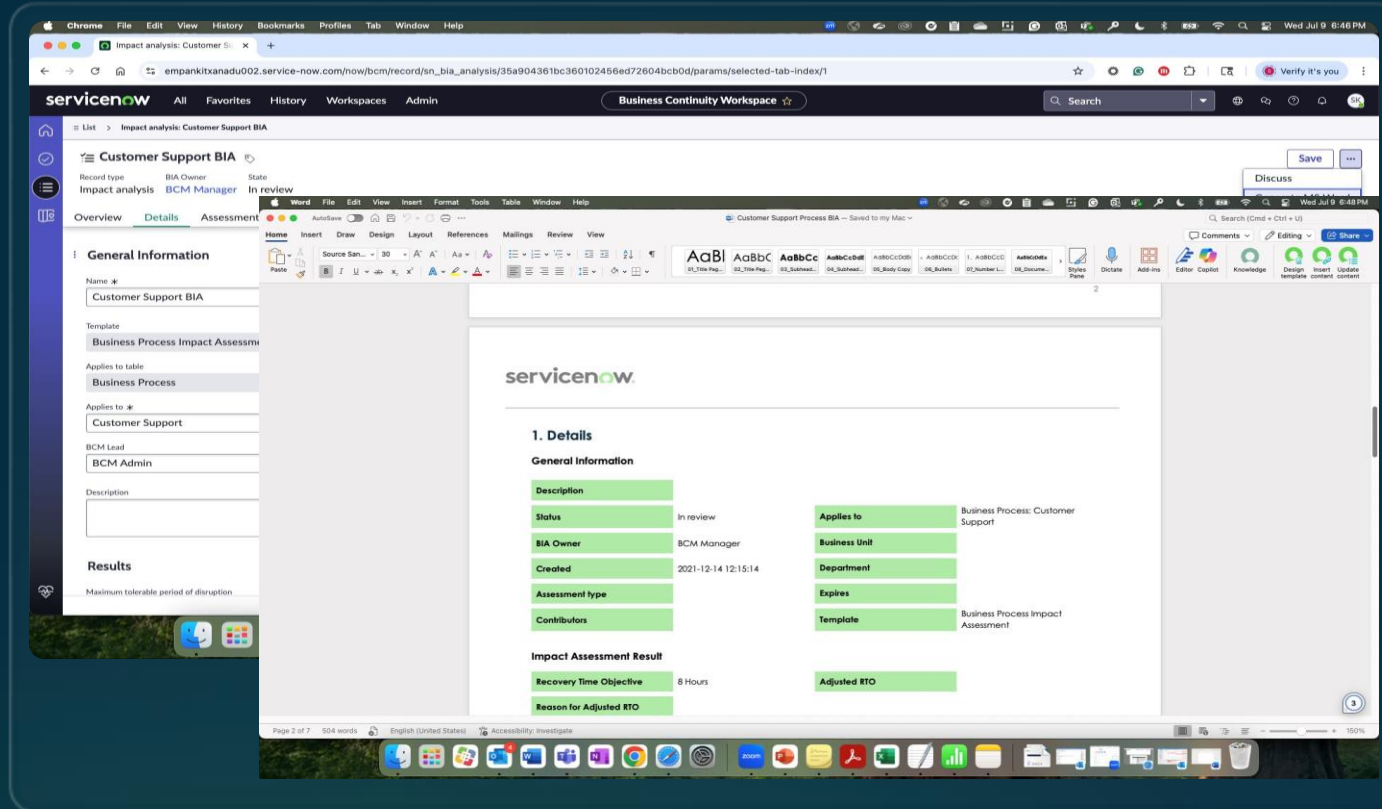
## Conduct Importance and Impact Tolerance Assessments with SAE

- 1 Design and execute assessments seamlessly while ensuring compliance and efficiency
- 2 Collaborate with multiple stakeholders on Importance and Impact Tolerance Assessments
- 3 Standardize different scoring scales, allowing for fair comparisons across assessments

Reimagined user experience for importance and impact tolerance assessments



# O365 integration



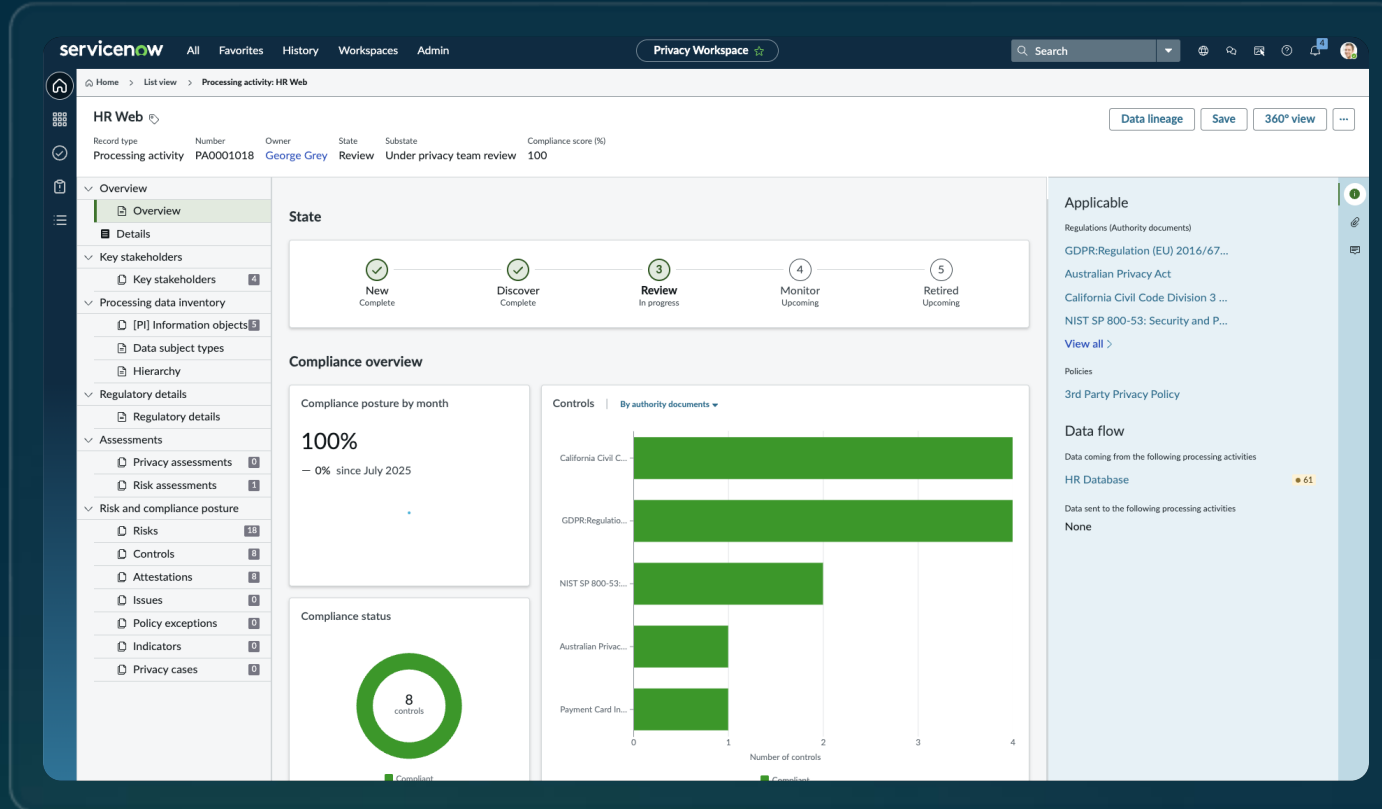
## Generate executive and regulatory reports with the click of a button

- 1 Create management reports for Business Impact Analysis, Business Continuity Plans and events using the Microsoft Word add-in
- 2 Export reports to Word that can be sent to executives and management for review and approval
- 3 Leverage template to save time and create consistency in reporting





# New processing activity layout

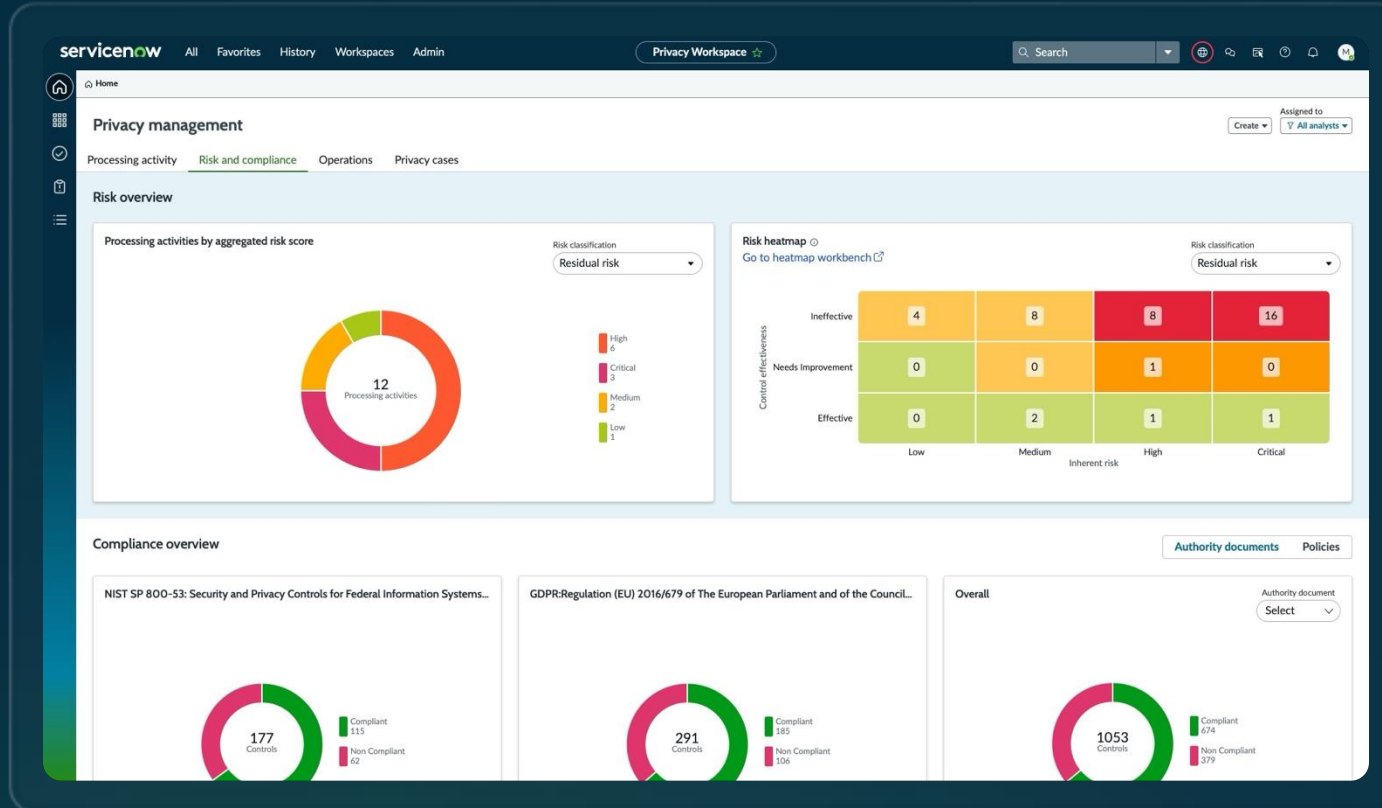


## Intuitive user experience for clearer, more efficient management

- 1 Reflects step-by-step workflows to improve readability and usability
- 2 Enables easier grouping, segmentation, and analysis of related actions
- 3 Supports more effective compliance assessments, risk evaluations, and collaborative reviews



# New dashboarding experience



## Effortlessly identify risk and monitor privacy compliance

- 1 Intelligently map processing activities, issues, and controls to global regulatory requirements
- 2 Instantly visualize compliance posture across regulations
- 3 Proactively identify gaps against applicable laws and regulations



# Data subject segmentation

The screenshot shows the ServiceNow Privacy Workspace interface. The left sidebar contains a navigation menu with categories like 'My Items', 'Processing activities', 'Privacy elements', 'Scoping', and 'Library'. The 'Data subject type' item is selected. The main panel displays a table titled 'Privacy elements - Data subject type' with 66 items. The table has columns for Name, Description, Vulnerable, and Active. The data is as follows:

Name	Description	Vulnerable	Active
Account holders	Individuals who hold accounts for digital or physical services, such	false	true
Advertisers/marketers	Individuals involved in promoting or selling products or services.	false	true
Agents/brokers	Intermediaries who facilitate transactions or services, such as insu	false	true
Agricultural workers	Individuals engaged in farming, cultivation, or other agricultural lat	false	true
Bank account holders	Individuals who maintain financial accounts with banks or financia	false	true
Beneficiaries	Persons entitled to receive benefits under a program, policy, or leg	false	true
Beneficiaries of aid programs	Individuals receiving support or assistance through governmental	true	true
Candidates	Individuals who apply for employment, internship, or contract opp	false	true
Children	Minors typically under the age of 18 who are protected under spe	true	true
Citizens	Individuals whose data is collected and processed by public institu	false	true
Claimants	People making formal claims, such as insurance, legal, or benefits-i	false	true
Clinical trial participants	Individuals voluntarily participating in medical or scientific studies.	true	true
Consultants	External professionals providing expert advice or services to organ	false	true
Consumers	Individuals purchasing or using goods and services for personal us	false	true
Content creators	Individuals producing digital or media content, such as journalists	false	true
Contractors	External workers hired for specific tasks or projects, often short-te	false	true
Contractors/Freelancers	Independent professionals providing services without long-term e	false	true
Credit card holders	Individuals who own and use credit cards issued by financial institu	false	true
Criminal suspects	Persons under investigation or suspicion in legal or criminal matter	true	true
Customers	Individuals or organizations that buy or use products or services.	false	true
Donors	Individuals who give money, resources, or services, typically to ch	false	true

## Gain more granular and scalable data processing representation

- 1 Capture diverse data subject profiles within a single processing activity
- 2 Improve accuracy in risk scoring, DPIAs, and compliance mapping
- 3 Enable faster, data-driven analysis of privacy impact by user segment



# Smart Assessment Engine for TPRM

## Reimagined user experience to drive faster third-party responses

- 1 Leverage the SAE for internal and external parties for better navigation, template use and question subsections
- 2 Take advantage of new collaboration and score normalization features within third-party assessments
- 3 Third-party portal undegraded to support Smart Assessments and published assessment usage

# Now Assist for ESG

✦ Powered by Now Assist

The screenshot displays the ServiceNow ESG Workspace interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. A search bar and a 'Search' button are also present. The main content area is titled 'Process task' and shows a document titled '9100 8752 8658 31e8b128-5809-4287-a2bd-1b7c314d7417\_1.jpeg'. The document is a Duke Energy bill. The 'Billing summary' table shows the following data:

Billing summary	
Previous Amount Due	\$507.01
Payment Received Jun 06	-507.01
Current Electric Charges	477.08
Taxes	80.30
<b>Total Amount Due Jul 13</b>	<b>\$557.39</b>

The 'Your usage snapshot' section includes a line chart titled 'Electric usage history' showing usage from June 2022 to June 2023. Below the chart is a table for 'Average temperature in degrees' and '12-month usage based on most recent history'.

The right-hand panel shows 'Results predicted by Now Assist' and 'Fields' for the document, including 'Account number' (9100 8752 8658) and 'Service address' (SERVICENOW INC 12900 MAIN 3 OF 3). The 'Tables' section shows 0 tables.

## Improve reporting accuracy and decision-making with AI

- 1 Automate accurate and scalable extraction of ESG-relevant data from energy and utility bills
- 2 Categorize energy consumption, carbon emissions and waste disposal from diverse invoice formats
- 3 Accelerate the turnaround time for sustainability insights across enterprise operations

Utility and energy bill data extraction for ESG

# Estimations for metric data

The screenshot displays the ServiceNow ESG Workspace interface. At the top, there's a navigation bar with 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', and 'ESG Workspace'. Below this, the 'Metric data tasks' section is visible, with tabs for 'Metric data entry' and 'Approvals'. A table lists metric tasks, including 'Total electricity consumption' with a start date of '2025-01-01' and an end date of '2025-12-31'. A detailed view for 'Total electricity consumption' is open on the right, showing a 'Details' tab with a date range of '2025-12-31 17:00:00' and a 'Last period data' value of '23400'. The 'Type of data' is set to 'Estimate', and the 'Estimation method' is set to 'Manual'.

Metric definition	Start date	End date	100 South Charles Str...	10369 Democrac
Unassigned				
Total electricity consumption	2025-01-01	2025-12-31		

**Total electricity consumption**  
Details Attachm... Trends Activity  
2025-12-31 17:00:00  
Last period data  
23400  
Type of data  
Estimate  
Estimation method  
Manual  
✓ Manual  
Average  
Same period last year

## Avoid sustainability disclosure delays due to lack of available data

- 1 Provide an estimate for use in reporting and disclosure in cases where the actual data is not available
- 2 Select an estimation method for the data and submit
- 3 Replace the estimated data with actual when possible, for final disclosures and reporting

# Tasks for automated metrics

servicenow All Favorites History Workspaces Admin ESG Workspace

Search

List > Metric Definition (New Record)

### Create New Metric Definition

Record type  
Metric Definition

Save

#### Data collection

☒ Create metric data task

Data owner assignment type  
Simple

Data owner type  
User

Data owner \*

Instructions \*

B I U ↶ ↷ Verdana 10pt

☒ Collect supporting data

Supporting data fields \*

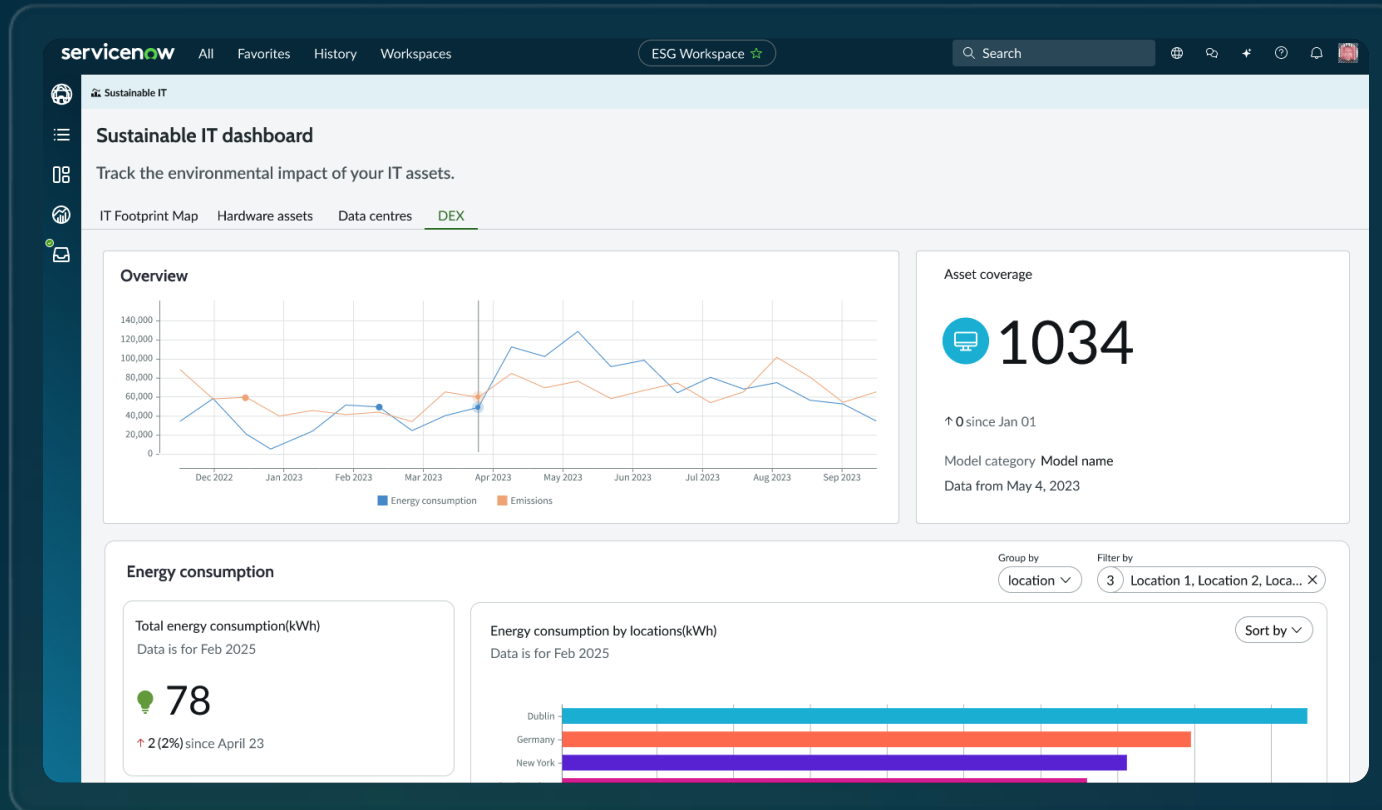
Short description	Priority
-------------------	----------

(2)

## Validate automated sustainability metrics before making them public

- 1 Review data that is automatically collected for the sustainability program to ensure accuracy before it can be used for reporting
- 2 View the supporting data associated with the task for better transparency and ease of use
- 3 Update data with a justification, approve or reject metric data task

# Real-time data from DEX: energy consumption visibility



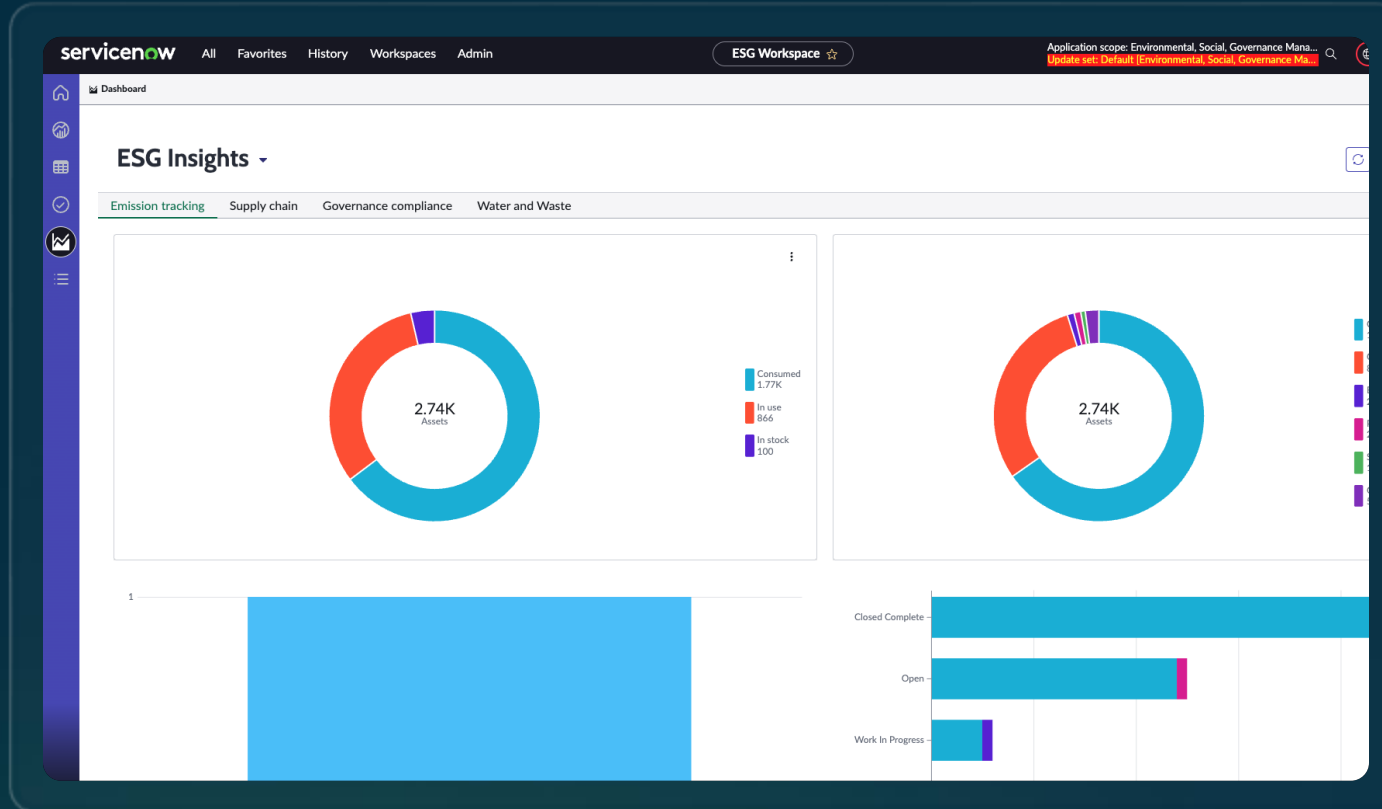
## Enable accurate, actionable sustainability insights in real time

- 1 Seamlessly ingest data from ServiceNow Digital End-User Experience into the Sustainable IT Dashboard
- 2 Enhance the accuracy and reliability of sustainability reporting for IT assets, such as desktops and laptops
- 3 Deliver more precise calculations of CO2e emissions with real-time usage data





# Workspace reporting with Platform Analytics



## Foster accountability and accelerate progress toward ESG objectives

- 1 Create and view reports directly within the ESG workspace for sharing with stakeholders.
- 2 Build tailored dashboards using the platform's configurable components to visualize emissions, diversity, compliance, and other ESG indicators
- 3 Embed reports into regular ESG review cycles with sustainability teams, executives, and auditors to improve visibility.

View ESG reports and dashboards directly within the ESG workspace

# ServiceNow® AI Platform Zurich release

HR Service Delivery



servicenow®

# What's new in the Zurich release



**Empower HR, simplify support, and elevate employee experiences**

## **HR Service Delivery**

- Company news and events AI agent
- Interview setup for recruiters
- Streamline employee-to-alumni transitions
- Browser extension for Employee Center



NEW AI AGENT

# Company news and events AI agent

✦ Powered by Now Assist

✦ Now Assist

New chat

Chats

Support

Settings

What's happening at the company this week?

✦

Here's a summary of this weeks top news and events:

News:

- [Office expansions](#): New hybrid workspaces in Austin & NYC by mid-2025
- [Security update](#): 2FA required by April 1—enable now or join training
- [Sustainability goal](#): Company to go 100% carbon-neutral by 2026
- [Return to Office](#): Phase 2 begins next week—

✦

Let me know if you want more details on any of these, to see more news and events, or if you want to RSVP to an event.

I want to know more about wellness week

✦

[Wellness week](#)

Date: April 12, 2025 12:00 PM PST

Location: Aspire, Santa Clara office Building B

Wellness Week at ServiceNow, running from April 12–16, offers daily sessions focused on mental, physical, and emotional well-being. Activities include yoga, meditation, nutrition workshops, and mental health talks, available both in-person at Santa Clara and virtually. All employees are encouraged to join, with flexible RSVP or drop-in options to fit their

## AI-delivered company news and events in a conversational experience

- 1 Access company updates with clear, conversational responses on demand
- 2 Filter news and events by location, time, or topic—no more digging through portals or emails
- 3 RSVP, get more details, or explore related updates directly from the chat



# Interview setup for recruiters

## Customer Success Manager

State

Ready

Hiring manager

Henrietta Mueller

Created

2025-05-05 21:18...

ATS link

--

Priority

Low

Overview

Details

Job description

Hiring team (8)

Interview phases (4)

Approvers (1)

### Interview phases 4

Last refreshed just now

Title	Type	Order ^	Duration	Format
Screening	Screening	0	15 mins	One to one
Technical Round 1	Technical	1	30 mins	One to one
Technical Round 2				
Tech Round 3				

Screening

Details

Save

Job requisition

JBR0001001

Type \*

Screening

Title \*

Screening

Duration

15 mins

Channel

Zoom

Optional interviewer

Karyn Jinks

Description

Type \*

Screening

Order

100

Format

One to one

Interviewer

Abel Tuter

## Simplify interview steps to hire faster and more confidently

- 1 Enable recruiters to set up interview phases with custom names, durations, and key parameters
- 2 Edit and update phases at any time before applying them to a requisition
- 3 Empower recruiters to reuse interview plans across roles to drive consistency and speed



# Streamline employee-to-alumni transitions

8  
Your tasks

0  
Overdue

2  
Due soon

23  
All tasks ⓘ

Stages ⓘ

1  
Initiate Separation  
In progress

2  
Coordinate Separation  
Not started

3  
Finalize Separation  
Not started

4  
Complete Separation  
In progress

Assigned to

AL Abraham Lincoln - me (4)

Type

4 Selected

Sort by

Due Date

Initiate Separation

Reclaim the assets Required

AL

Abraham Lincoln

Review Separation FAQs Required

AL

Abraham Lincoln

Sign the document - Separation Letter (Demo) Required

AL

Abraham Lincoln

Verify personal information Optional

AL

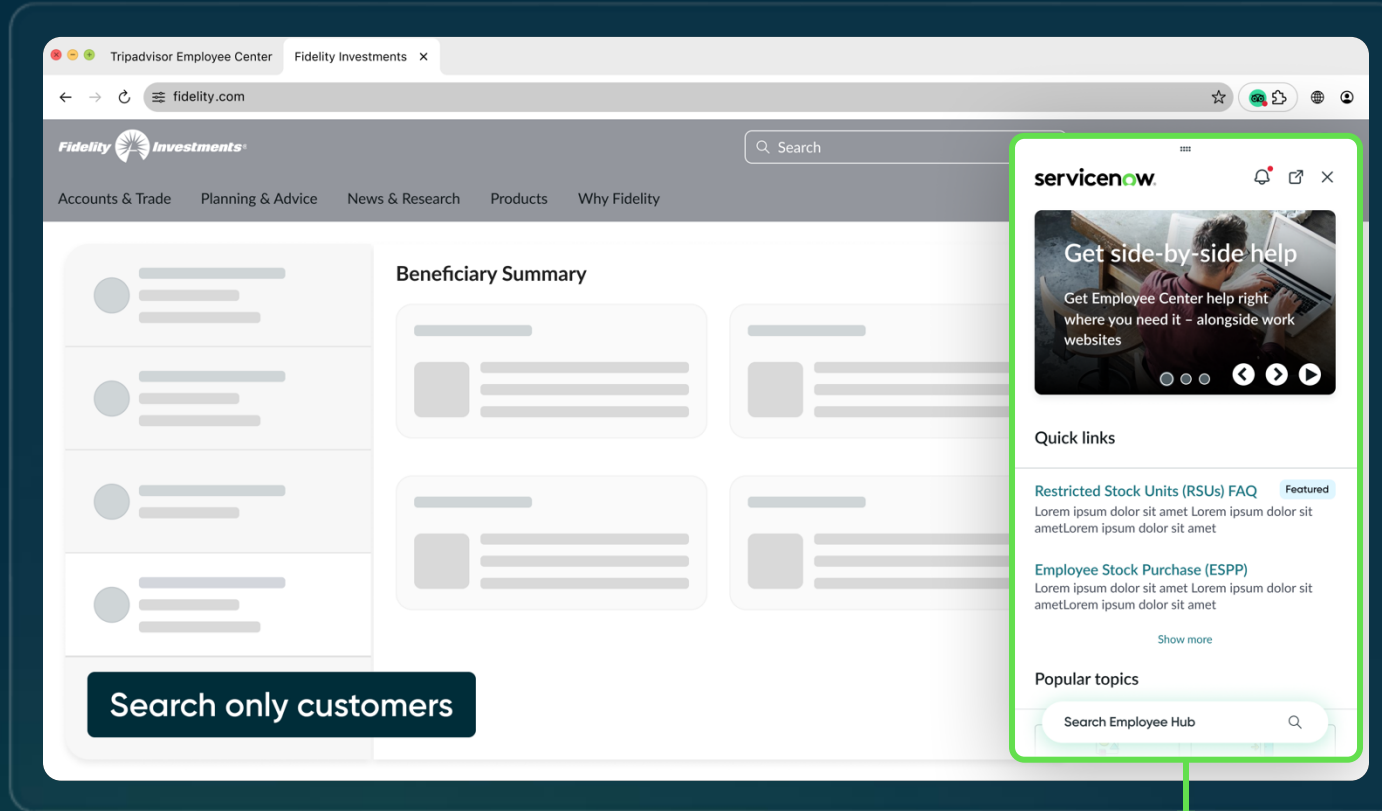
Abraham Lincoln

## Make offboarding processes seamless and stress-free

- 1 Let employees update personal details to stay connected after offboarding
- 2 Allow alumni to self-register using system-verified employment details
- 3 Automatically create alumni accounts during offboarding with a configurable process



# Browser extension for Employee Center



**Provide employees with answers, help, and updates – without switching tabs**

- 1 Give employees access to Employee Center content via a browser extension<sup>1</sup>
- 2 Allow admins to curate various content types available on the browser extension for a given website
- 3 Equip employees with access to notifications and search on ServiceNow through the browser extension

Employee Center Browser Extension as popup window

# ServiceNow® AI Platform Zurich release

Health and Safety



servicenow®



# What's new in the Zurich release



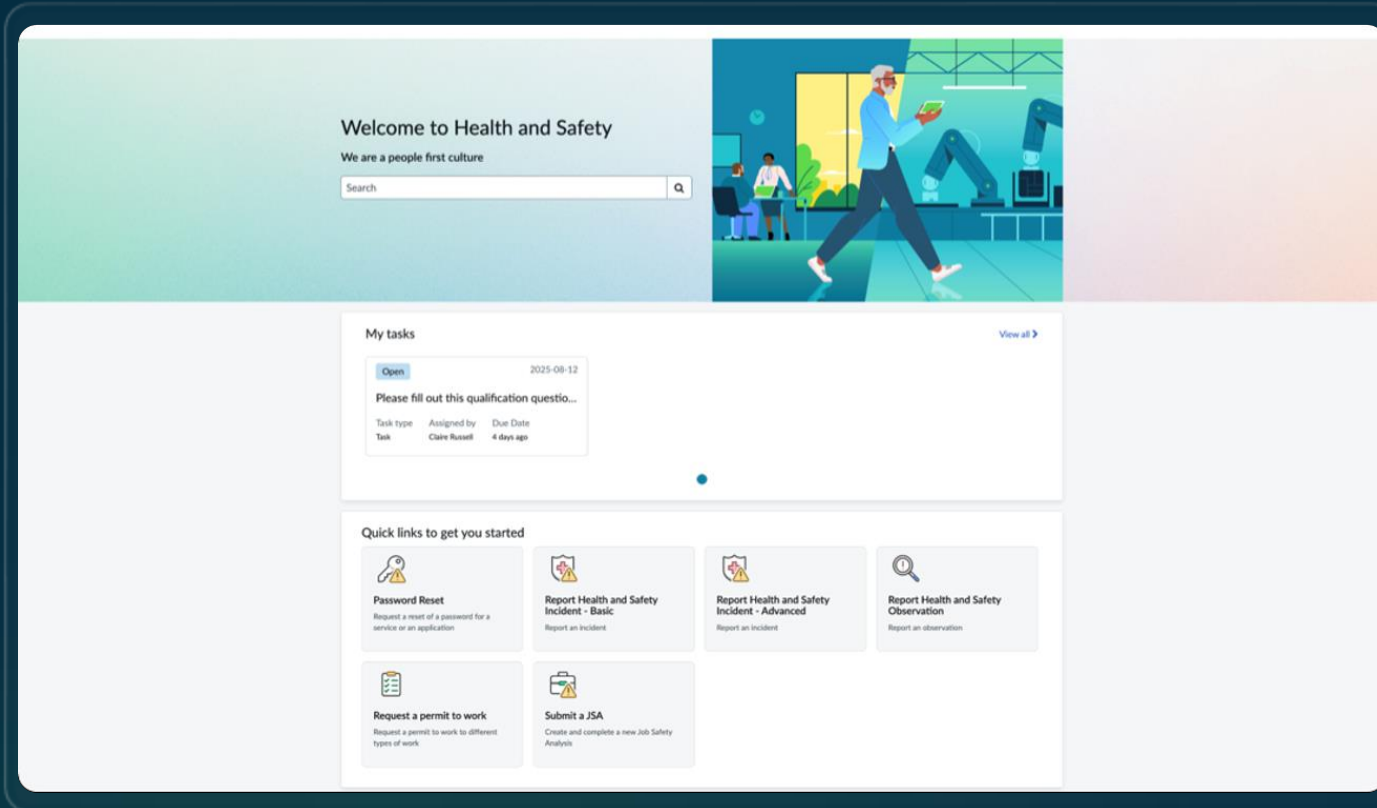
## **Safely automate contractor engagement and safety incident reporting**

### **Health & Safety**

- Contractor service center
- Conversational incident reporting



# Contractor service center



**Make it easy for contractors to access what they need with reduced risk**

- 1 Streamline communications and processes for contractors via a secure single portal
- 2 Facilitate work permits and access prequalification tasks and required safety protocols
- 3 Track contractor qualifications and gain insight into workflow approvals



# Conversational incident reporting

★ Powered by Now Assist

The image displays four sequential screenshots of the 'Now Assist' conversational interface for incident reporting. Each screen shows a chat window with a header 'Now Assist' and a plus icon. The first screen shows a greeting: 'Hi Beth. How can I help you today?' followed by a user input 'I would like to report a health and safety incident'. The second screen shows a welcome message 'Welcome to incident reporting' and a 'Choose incident category' prompt. Below this is a list of incident categories: 'Dangerous occurrence', 'Emergency', 'Environmental damage', 'Equipment damage', and 'Fatal accident', with a 'Show 10 more' link and a 'Skip' button. The third screen shows the user selecting 'Emergency' and a prompt to 'Describe what happened'. The user input is 'Kevin fell off the ladder and broke his leg'. The fourth screen shows a 'Select people involved' prompt with a search bar and a list of names: 'Aisha Patel', 'Carlos Gomez', 'Kevin Lee', 'James Smith', 'Mei Chen', 'Fatima Hassan', and 'Samuel Johnson', with a 'Show 10 more' link. Each screen has a 'Reply...' input field at the bottom.

## Faster, easier reporting for a safer workplace

- 1 Streamline safety reporting processes guided by AI
- 2 Empower employees to quickly log incidents with simple interactions
- 3 Reduce frustration and time delay from filling out lengthy forms

# ServiceNow® AI Platform Zurich release

Workplace Service Delivery



servicenow®

# What's new in the Zurich release



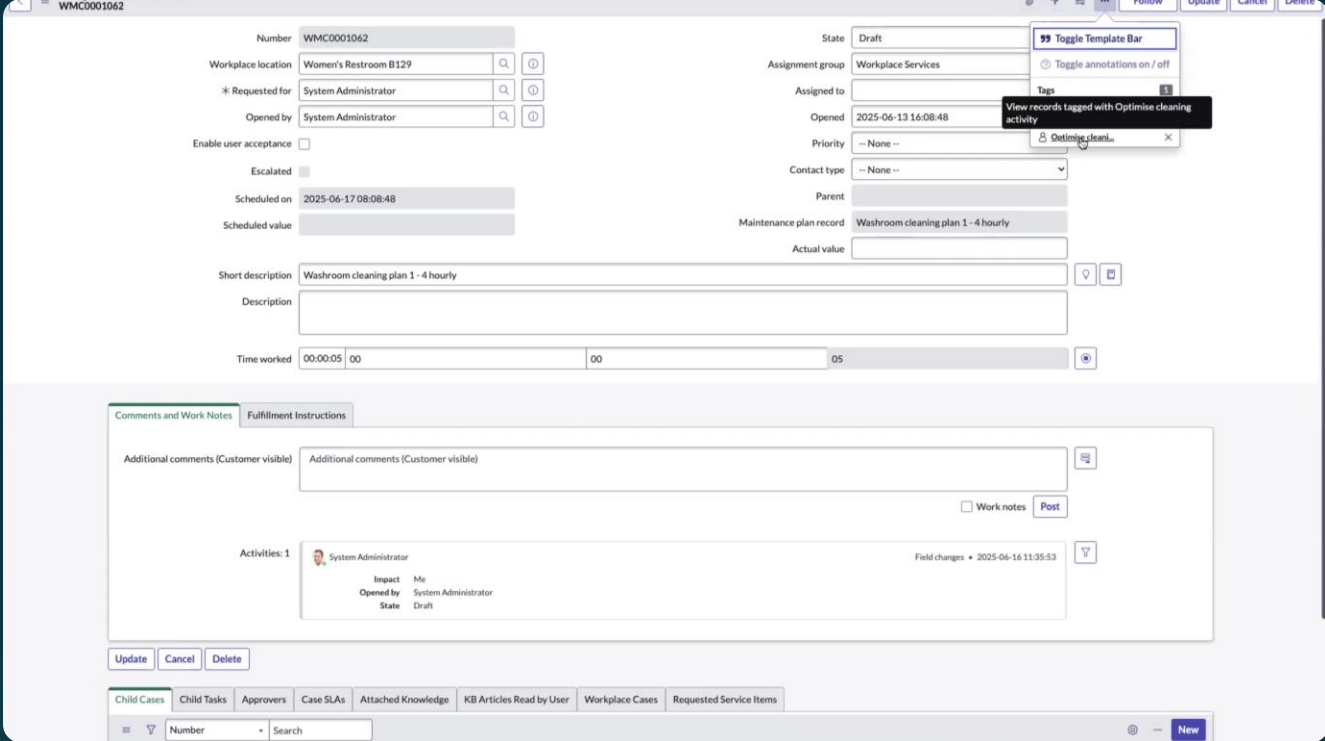
## Create a workplace that works for you

### Workplace Service Delivery

- Cleaning schedule optimization
- Indoor mapping updates
- Bulk workplace moves

# Cleaning schedule optimization

✦ Powered by Now Assist



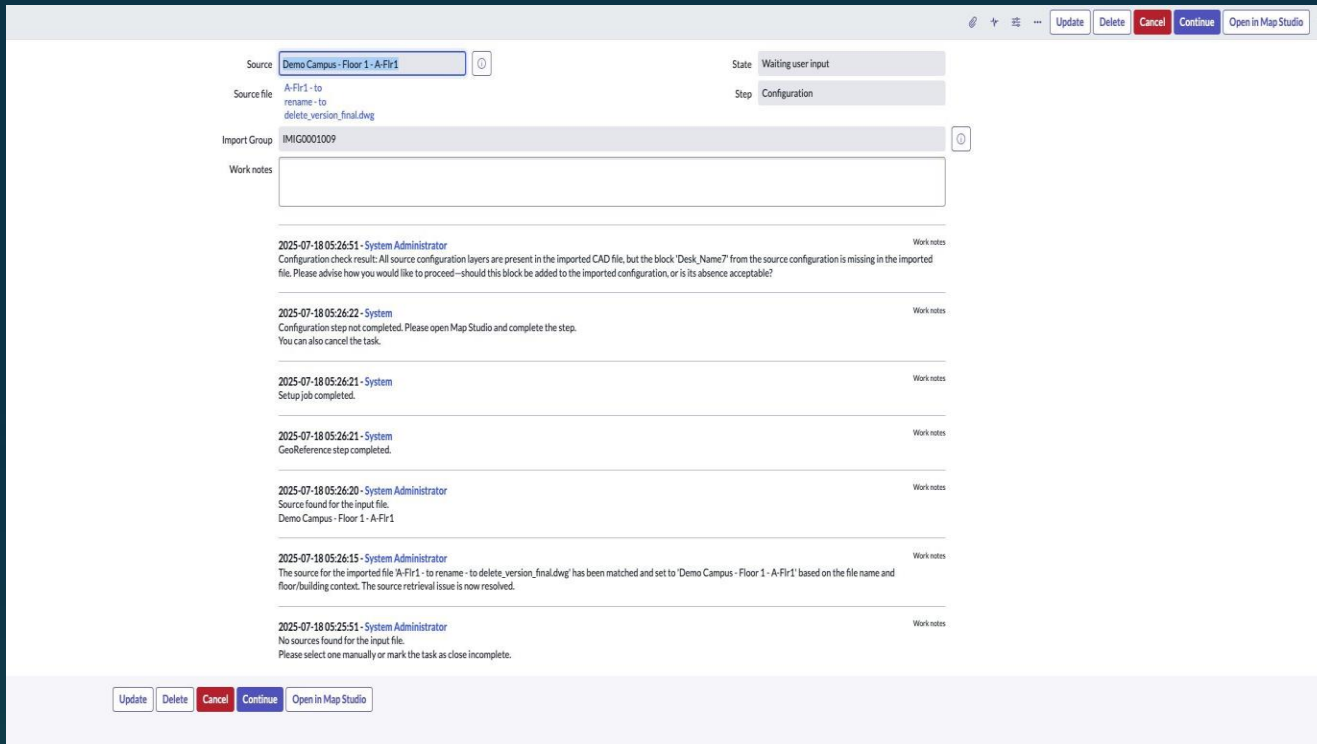
The screenshot displays a ServiceNow form for a maintenance case (WMC0001062). The form includes fields for Number, Workplace location, Requested for, Opened by, State, Assignment group, Assigned to, Opened, Priority, Contact type, Parent, Maintenance plan record, Actual value, Short description, Description, Time worked, and Escalated. A 'Toggle Template Bar' is visible, and a tooltip indicates 'View records tagged with Optimise cleaning activity'. The 'Comments and Work Notes' section shows a comment from 'System Administrator' and a table of activities. The bottom navigation bar includes links for Child Cases, Child Tasks, Approvals, Case SLAs, Attached Knowledge, KB Articles Read by User, Workplace Cases, and Requested Service Items.

**Let AI agents schedule cleaning based on how and when spaces are used**

- 1 Schedule cleaning based on how many people and spaces are used
- 2 Adjust workplace cases based on space attendance
- 3 Automatically change reservable status for spaces as conditions change

# Indoor mapping updates

✦ Powered by Now Assist



The screenshot displays a web interface for managing indoor mapping updates. At the top, there are buttons for 'Update', 'Delete', 'Cancel', 'Continue', and 'Open in Map Studio'. The main form includes fields for 'Source' (set to 'Demo Campus - Floor 1 - A-Fir1'), 'Source file' (A-Fir1 - to rename - to delete\_version\_final.dwg), 'Import Group' (MIG0001009), and 'Work notes'. Below the form, a list of work notes is shown, each with a timestamp, a user (System Administrator), and a description of the configuration check or update process. The notes indicate that the configuration check passed, the setup job was completed, and the source file was found and matched.

Timestamp	User	Work notes
2025-07-18 05:26:51	System Administrator	Configuration check result: All source configuration layers are present in the imported CAD file, but the block 'Desk_Name7' from the source configuration is missing in the imported file. Please advise how you would like to proceed--should this block be added to the imported configuration, or is its absence acceptable?
2025-07-18 05:26:22	System	Configuration step not completed. Please open Map Studio and complete the step. You can also cancel the task.
2025-07-18 05:26:21	System	Setup job completed.
2025-07-18 05:26:21	System	GeoReference step completed.
2025-07-18 05:26:20	System Administrator	Source found for the input file. Demo Campus - Floor 1 - A-Fir1
2025-07-18 05:26:15	System Administrator	The source for the imported file 'A-Fir1 - to rename - to delete_version_final.dwg' has been matched and set to 'Demo Campus - Floor 1 - A-Fir1' based on the file name and floor/building context. The source retrieval issue is now resolved.
2025-07-18 05:25:51	System Administrator	No sources found for the input file. Please select one manually or mark the task as close incomplete.

## Use AI agents to eliminate manual updates and reduce data inconsistencies

- 1 Automatically detect CAD file changes and initiate the upload process based on predefined triggers
- 2 Apply the appropriate map configuration and carry out imports with minimal manual effort
- 3 Track success and errors, notifying map admins of both completed and failed attempts

# Bulk workplace moves

**servicenow** All Favorites History Workspaces Admin Workplace Central

Move management | Move projects | Create move proj...

### Site Consolidation Plan

1 Excel/CSV upload 2 Move information 3 Create move cases

Total moves: 965 | Removed moves: 0 | No conflicts: 748 | Ignored conflicts: 0 | Business conflicts: 217 | Data conflicts: 35

**Move information** 965

Last refreshed just now.

Employee	Urgency	From location	To location	Conflict type	Conflict description	State
<input type="checkbox"/> Fannie Steese	Next week	Men's Room	Everglades			No conflict
<input type="checkbox"/> Samantha Bordwell	Next week	B2.0515	B3.0535			No conflict
<input type="checkbox"/> User358	Next week	A7.0052	A7.0055	Occupied Destination	Selected destination location is already occupied	Conflict
<input type="checkbox"/> Joe Employee	Next week	B5.0075	B1.0555			No conflict
<input type="checkbox"/> User12	Next week	B4.0505	B5.0028			No conflict
<input type="checkbox"/> User417	Next week	A7.0204	A7.0205			No conflict
<input type="checkbox"/> Alissa Mountjoy	Next week	A315	A325			No conflict

## Simplify office moves and relocations

- 1 Make creating and managing bulk move requests as simple as uploading a spreadsheet
- 2 Streamline managing employee relocations to reduce manual workload, minimize disruptions, and mitigate errors
- 3 Manage relocation conflicts and resolve data inconsistencies with a conflict resolution interface



# ServiceNow<sup>®</sup> AI Platform Zurich release

Customer Service Management



servicenow<sup>®</sup>

# What's new in the Zurich release



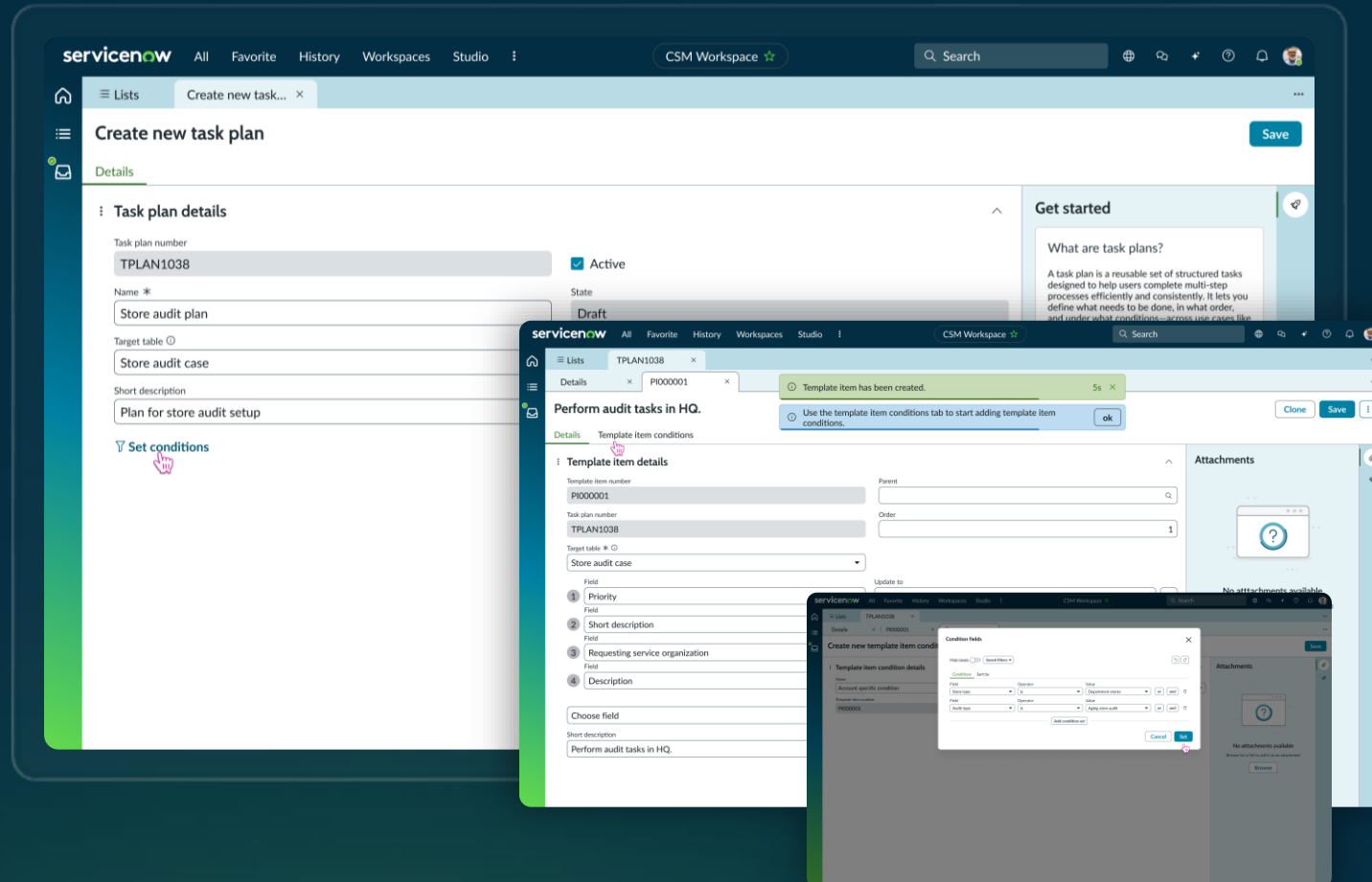
**Deliver great customer experiences while reducing costs**

## **Customer Service Management**

- Task plan templates
- Record Producer on Configurable Workspace
- Customer history component
- Data classification
- Declarative framework enhancements



# Task plan templates

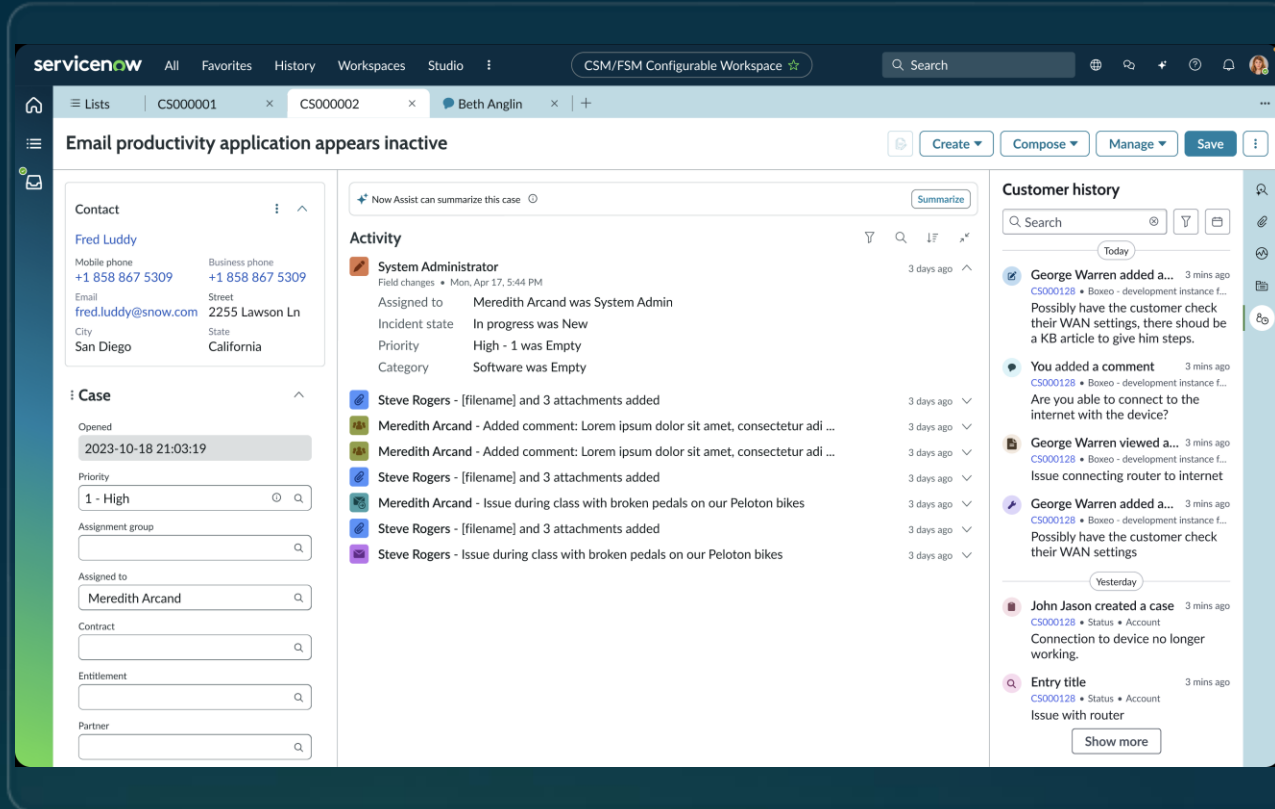


## Create a sequence of case tasks using predefined templates

- 1 Speed up case handling by auto-applying task templates based on predefined conditions
- 2 Enable process owners to adapt quickly to evolving business rules and regulations
- 3 Enhance task visibility with hierarchical parent-child case task templates



# Record producer in CSM Configurable Workspace

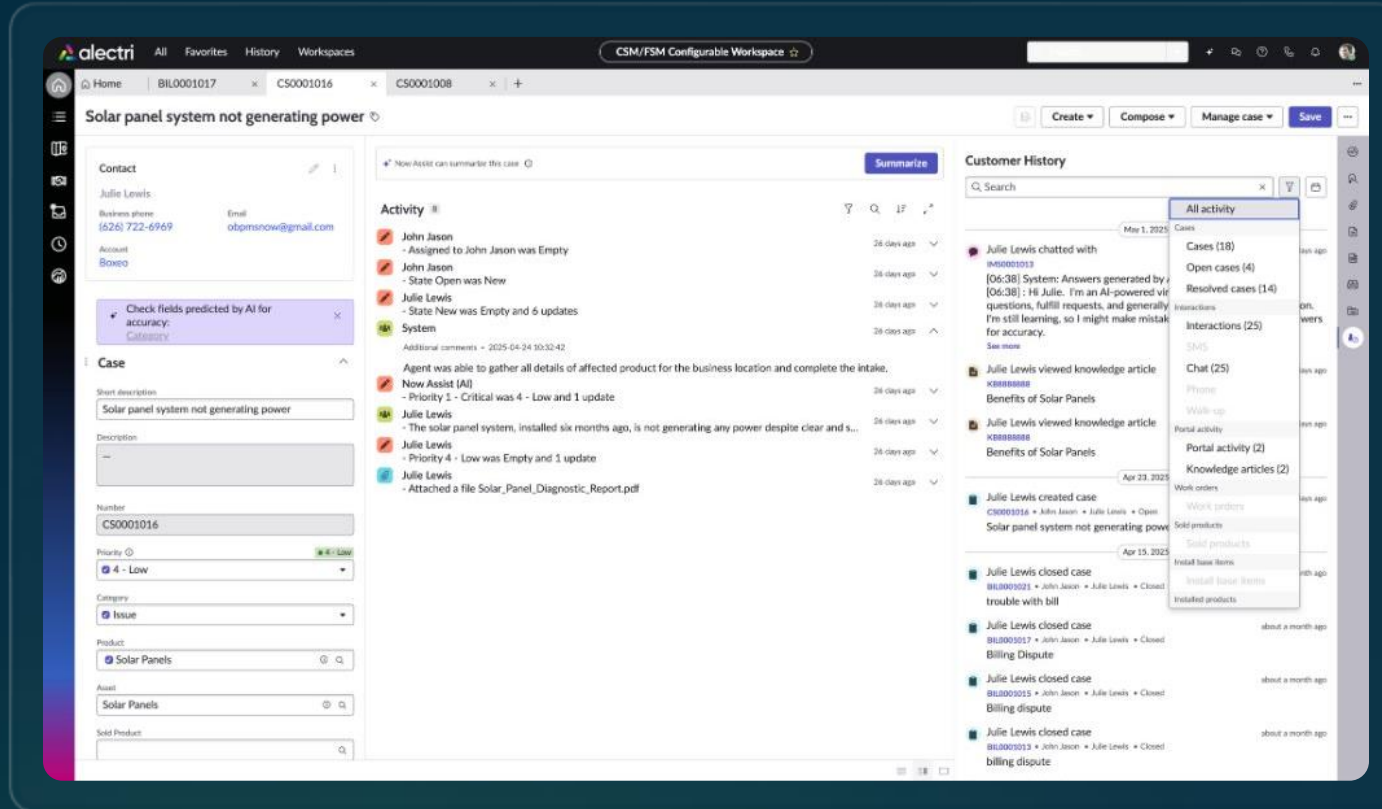


## Enable customer service agents to reuse portal record producers for intake

- 1 Reduce admin effort of re-creating the portal intake process with a different service definition
- 2 Improve agent case creation efficiency by enabling an existing service definition to launch record producers
- 3 Streamline case experience for consumer and agent personas using a single intake view



# Customer history component



**Provide customer service agents with quick access to all previous customer activity**

- 1 Improve agent productivity with a view of customer activity in workspace
- 2 Filter by type or date or search to find specific activities
- 3 Available in the contextual side panel for easy access and visibility into the case

Modeless dialogs



# Data classification

The screenshot shows the Vault Console interface for 'Guided vault: Customer Service Management'. The left sidebar contains a navigation menu with options: 'Select app data', 'Preview data classification', 'Classification summary', 'Protect existing data' (highlighted), and 'Protect real time data'. The main content area is titled 'Protect your data - Existing data' and includes a table of protection settings for various data columns.

**Protect your data - Existing data**  
Here are the state of protections for your newly classified existing data. Please click on the available links to go apply them.

Table	Column	Anonymization	Field encryption	Zero trust access
cmn_location	phone	Unavailable	Unavailable	Available
cmn_location	phone_territory	Unavailable	Unavailable	Available
cmn_location	state	Unavailable	Unavailable	Available
cmn_location	street	Unavailable	Unavailable	Available
cmn_location	zip	Unavailable	Unavailable	Available
cmn_location	consumer	Unavailable	Unavailable	Available
cmn_location	contact	Unavailable	Unavailable	Available
cmn_location	country	Unavailable	Unavailable	Available
cmn_location	fax_phone	Unavailable	Unavailable	Available
cmn_location	full_name	Unavailable	Unavailable	Available

Showing 1-10 of 69 records. Page 1 of 7. Records per page: 10.

## Identify, categorize, and secure sensitive CSM data

- 1 Simplify administrator experience when viewing and applying protections to sensitive data
- 2 Decrease time to value for platform administrators by providing OOTB data classifications

CSM Data Privacy

# Declarative framework enhancements

servicenow All Favorites History Workspaces Admin Responsibility Access Configuration

Responsibility Access Configuration View: Case

These configurations grant table-level access to the selected entities. Ensure field level access is configured for the selected roles.

\* Responsibility Account Manager Active ☒

\* Roles required sn\_customerservice.relationship\_contributor

Grant access to Through relationship Using relationship association

Determine the data to be accessed along with the corresponding permissions

\* Access levels Read

\* Accessible table sn\_acct\_consumer\_account\_consumer

Accessible table filter [Add Filter Condition](#) [Add OR Clause](#)

-- choose field -- -- oper -- -- value --

[Update](#) [Delete](#)

Related Links

[Clear cached configurations](#)

[Run Point Scan](#)

## Streamline access management with enhanced UI-based configuration

- 1 Improve admin experience with a UI-based experience for setting and viewing access controls
- 2 Reduce customization with additional filter options and table associations
- 3 Reduce time to value by leveraging pre-configured responsibility configurations

Customer Access Management

# ServiceNow® AI Platform Zurich release

Sales and Order Management





# What's new in the Zurich release



**Automate the lead-to-cash process to accelerate deals, reduce revenue leakage, and boost customer experience**

## **Sales and Order Management**

- Complex product modeling
- Characteristic-based costing
- Lead-to-cash command center
- Powerful CPQ Configurator via Logki.ai Acquisition

# Complex product modeling

The screenshot displays the ServiceNow CSM/FSM Configurable Workspace for product QT0001003. The interface includes a top navigation bar with 'servicenow', 'All', 'Favorites', 'History', and a search bar. The main content area shows the product details for 'Premium SD-WAN Offering v5' (PREMIUMSDW1). The product is in a 'Draft' state, version 1, and is not synced. The pricing table shows a total one-time price of \$0.00, a total monthly price of \$0.00, and a total amount of \$0.00. The configuration is structured as follows:

- Premium SD-WAN Offering v5**
  - SD-WAN Controller v2**
    - Routing Addresses**
      - Route**
        - Static**
        - BGP**
    - SD-WAN Edge Device v2**

The 'Current Selection' panel on the right shows the following items:

- Premium SD-WAN Offering v5 x1
- SD-WAN Controller v2 x1
- SD-WAN Edge Device v2 x1

The pricing table for the current selection is as follows:

Item	Price
Sub total one-time ...	\$0.00
Sub total monthly ...	\$0.00
Sub total annual pri...	\$0.00
Quantity	x1
Total one-time price	\$0.00
Total monthly price	\$0.00
Total annual price	\$0.00

The 'Bundled Products' section shows the following items:

- ☒ SD-WAN Controller v2 (Quantity: 1)
- ☒ SD-WAN Edge Device v2 (Quantity: 1)

The bottom of the screen shows a 'Quantity \*' field with the value '1' and buttons for 'Cancel' and 'Add'.

## Model products with nested objects, arrays, and custom attributes

- 1 Improve product modeling accuracy for complex, real-world product configurations within CPQ
- 2 Streamline data entry with structured input for faster, more accurate quote and order creation
- 3 Reduce fallout rates with clean, structured data that supports fulfillment automation



# Characteristic-based costing

servicenow All Favorites History Workspaces CSM/FSM Configurable Workspace Search

Home CBL0000010 Cost adjustment... Details

Cost adjustments for Home automation Hub Delete Edit Rule Retire Save

Details

Attribute Adjustment

Name \* Cost adjustments for Home automation Hub State Published

Code \* COSTADJUS2 Start date 2023-11-21 15:15:58

Type Cost End date —

☐ Apply to all cost books

Product offering Home Automation Hub

Cost book line CBL0000010

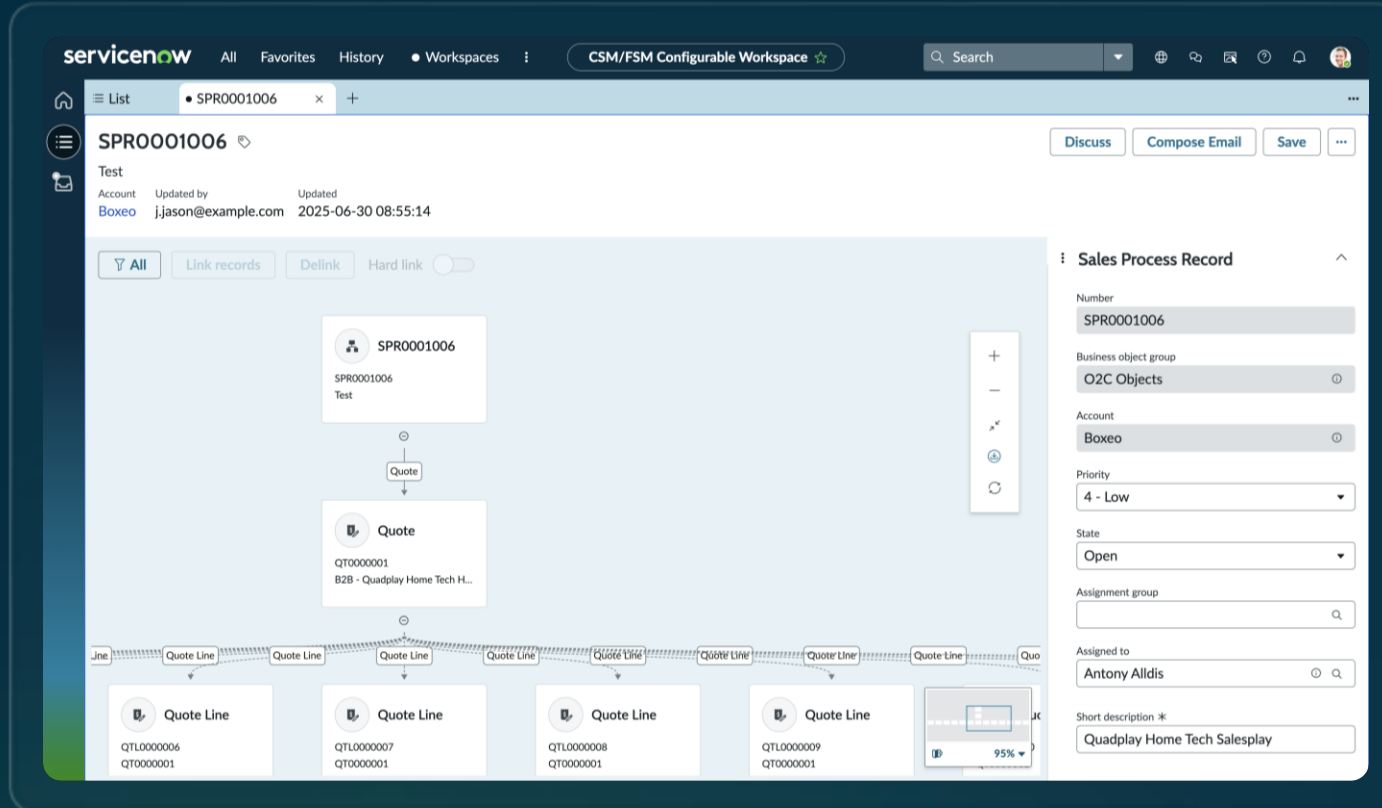
Number ATTADJ0001077

Product characteristics \* Connectivity Tech

## Model costs with more precision for enhanced pricing control

- 1 Calculate more accurate margins to help avoid overquoting or underquoting
- 2 Improve bottom-line and deal profits with better discount guidance and governance
- 3 Drive higher CSAT with competitive and transparent pricing on every quote, in every situation

# Lead-to-cash command center

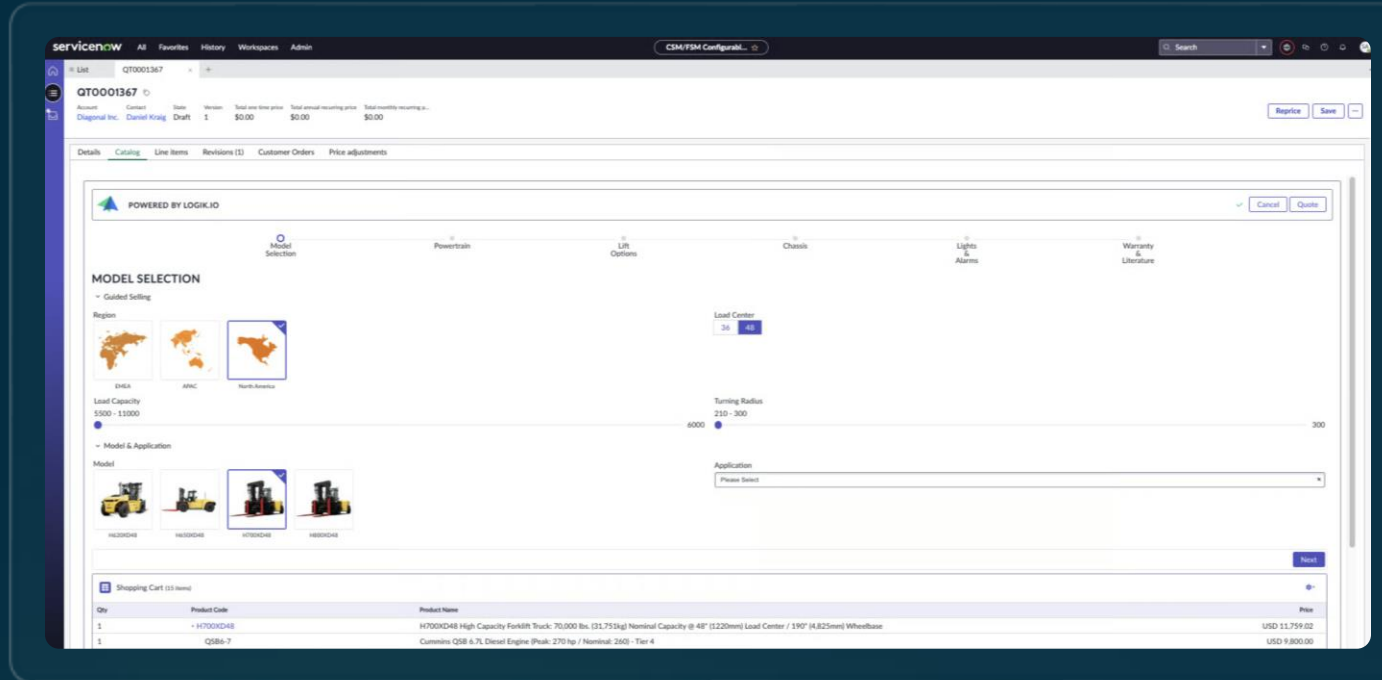


## Succinct benefit or value prop for the persona buyer

- 1 Boost operational productivity with centralized data, reduced swivel chairing, and streamlined workflows
- 2 Identify delays or issues early to reduce financial risk and operational impact
- 3 Proactively resolve milestone delays to help ensure timely revenue recognition



# Powerful CPQ configurator via Logki.ai acquisition



## Enhanced CPQ: initial integration of Logik.ai configurator in SOM

1. Seamlessly sync SOM product data with the new CPQ configurator
2. Accelerate solution configuration and sales with new advanced guided engine embedded in SOM's CPQ engine
3. Boost quote-to-cash speed and accuracy with SOM pricing synced seamlessly with the new advanced configurator

# ServiceNow® AI Platform Zurich release

Field Service Management



# What's new in the Zurich release

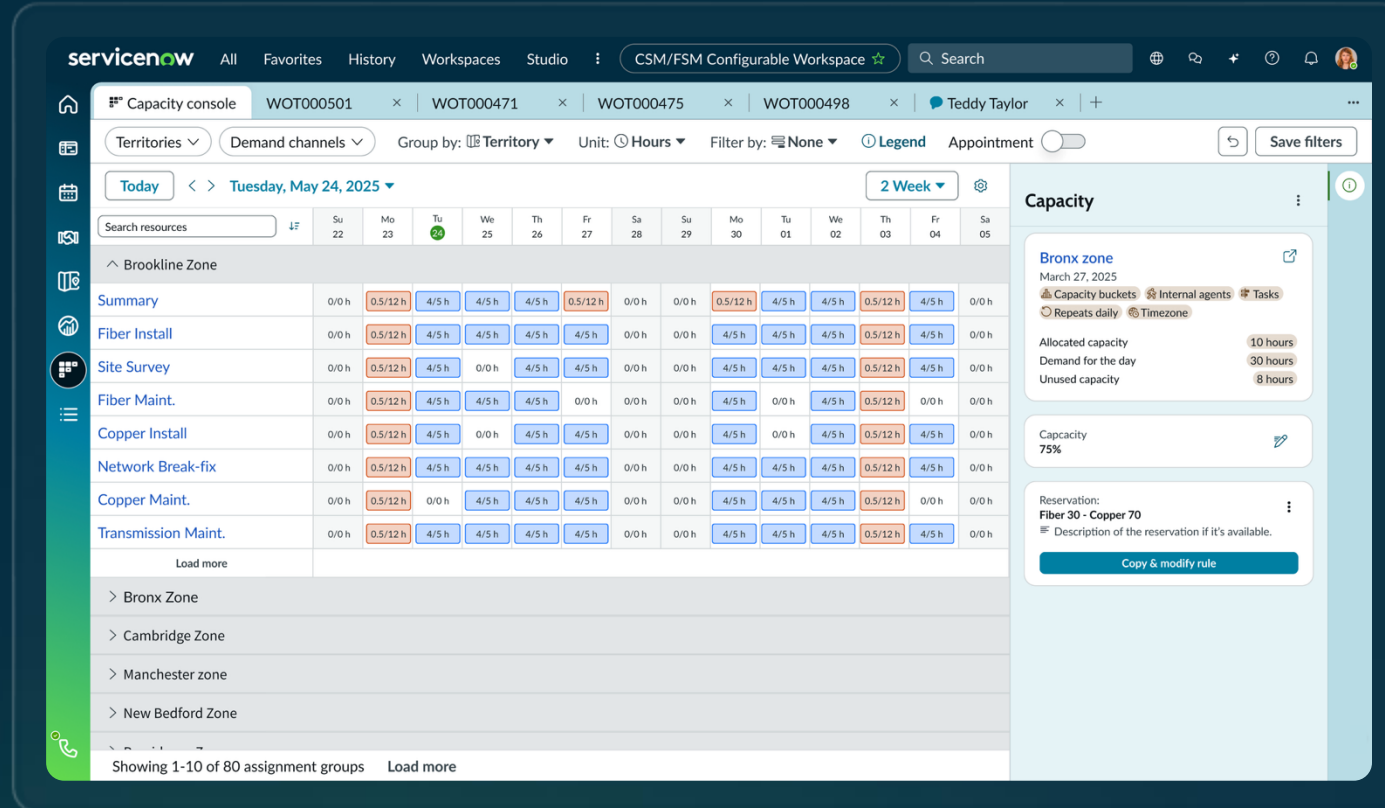


**Revolutionize field operations with AI to elevate customer experiences**

**Product name here**

- Hybrid capacity model
- Schedule Optimization enhancements
- Dispatcher Workspace enhancements
- Smart Assessment for Field Service Questionnaire enhancements

# Hybrid capacity model



## Optimize scheduling and planning for improved customer satisfaction

- 1 Define and manage capacity using a blend of real-time schedules and forecasted availability
- 2 Improve appointment availability and planning accuracy—especially in hybrid workforce environments
- 3 Balance short-term precision and long-term planning, reducing SLA violations and improving customer satisfaction



# Schedule Optimization enhancements

The screenshot displays the ServiceNow Scheduler interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Studio', and a search bar. The main workspace is titled 'Dispatcher workspace' and shows a list of tasks on the left and a detailed view of a specific task on the right. The task list includes items like 'Faucet not working', 'a/c is blowing hot air', 'Hole in pipe', and 'Salting from West Elm to Meridian'. The detailed view for task WOT000457 shows a 'Manufacturing- Modules' type, 'Stop 5' status, and 'Accepted' priority. It lists the technician 'Teddy Taylor' and provides details about the task, including the location '4517 Washington Ave. Manchester, ...' and the estimated travel duration of '1 Hour 30 Minutes'. The task is also associated with '3/9 Matching skills'.

Resource efficiency

## Align technician assignments to business goals

- 1 Assign technicians based on configurable weighted criteria like skill, efficiency, or cost—not just proximity
- 2 Optimize only a subset of agents and tasks, helping avoid unnecessary changes to the full schedule
- 3 Connect scheduling with business goals such as SLA compliance and first-time fix rates

# Dispatcher Workspace enhancements

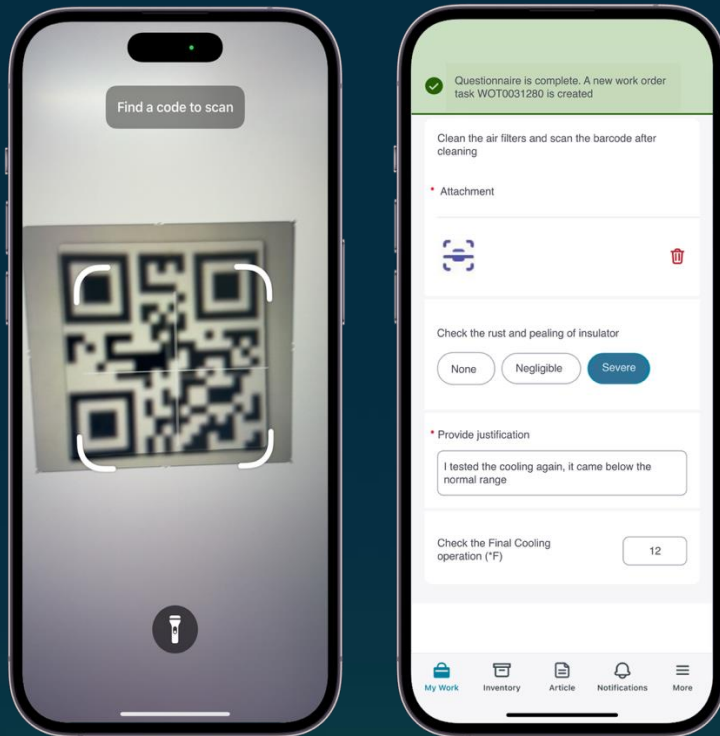
The screenshot displays the ServiceNow Dispatcher Workspace interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Studio', and a search bar. The main workspace is titled 'Dispatcher workspace' and shows a list of tasks on the left, a central scheduling view, and a task details panel on the right. The scheduling view displays a grid of tasks for 'NorCal Technicians' across different time zones (US/Arizona, America/Los Angeles). The task details panel shows information for 'WOT000457 Manufacturing- Modules'.

## Manage technicians and tasks across regions seamlessly

- 1 Display multiple time zones in the scheduling view to coordinate across regions without manual conversions
- 2 Expand technician pool to include those from outside their assigned groups or territories in response to demand spikes
- 3 Flag and assign tasks directly from list or record views without the need to switch into the Dispatcher Workspace

Display multiple time zones

# Smart Assessment for Field Service Questionnaire enhancements



Barcode scanning | Create follow up tasks

## Improve information collection efficiency and data accuracy

- 1 Scan asset barcodes directly into mobile questionnaires, reducing manual entry and errors
- 2 Automatically generate work order tasks based on questionnaire responses or scores
- 3 Validate numeric inputs in real time, alerting technicians when values fall outside acceptable ranges
- 4 Flag failed uploads, allowing for retry or replacement without requiring form resubmission

# ServiceNow® AI Platform Zurich release

Financial Services Operations



servicenow®



# What's new in the Zurich release



## Automate key banking workflows with AI and data

### Financial Services Operations for Banking

- Task plan templates
- ServiceNow Disputes Management, built with Visa
- Card Data enhancements
- Dispute analyst workspace enhancements
- Mastercard integration enhancements



# Task plan templates

**servicenow** All Favorite History Workspaces Studio CSM Workspace

Lists + All Lists My Lists

> Retail cases  
My Cases  
My Open Cases  
Unassigned for my groups  
Product Recall Cases  
Scheduled cases  
All

Task Plan Templates  
Draft Task Plan Templates  
Published Task Plan Templates  
**All Task Plan Templates**  
All Template Items  
All Template Item Conditions

Case tasks  
My case tasks  
My open  
Unassigned from my group  
All  
My contributing tasks  
My accessible tasks

Customer  
Accounts  
Partners  
Contacts

**All Task Plan Templates** 30 Last refreshed 1m ago

Filter Sort by Group by

	Number	Short description	State	Target record	Active
<input checked="" type="checkbox"/>	TPLAN1037	Risk Profiling...	Draft	Store Risk Profile	True
<input type="checkbox"/>	TPLAN1038	Know Your Customer	Draft	KYC record	True
<input type="checkbox"/>	TPLAN1039	Regulatory Forms	Draft	Regulatory record	True
<input type="checkbox"/>	TPLAN1040	Client Agreement and Disclosures	Published		True
<input type="checkbox"/>	TPLAN1041	Account Creation	Published	Wire transfer task	True
<input type="checkbox"/>	TPLAN1042	Custodian Platform Integration	Published		True
<input type="checkbox"/>	TPLAN1043	Digital Access Setup	Published		True
<input type="checkbox"/>	TPLAN1044	Initial Funding	Published		False
<input type="checkbox"/>	TPLAN1045	Portfolio Allocation	Published		False
<input type="checkbox"/>	TPLAN1046	Document Archiving	Published		False

Showing 1-10 of 30

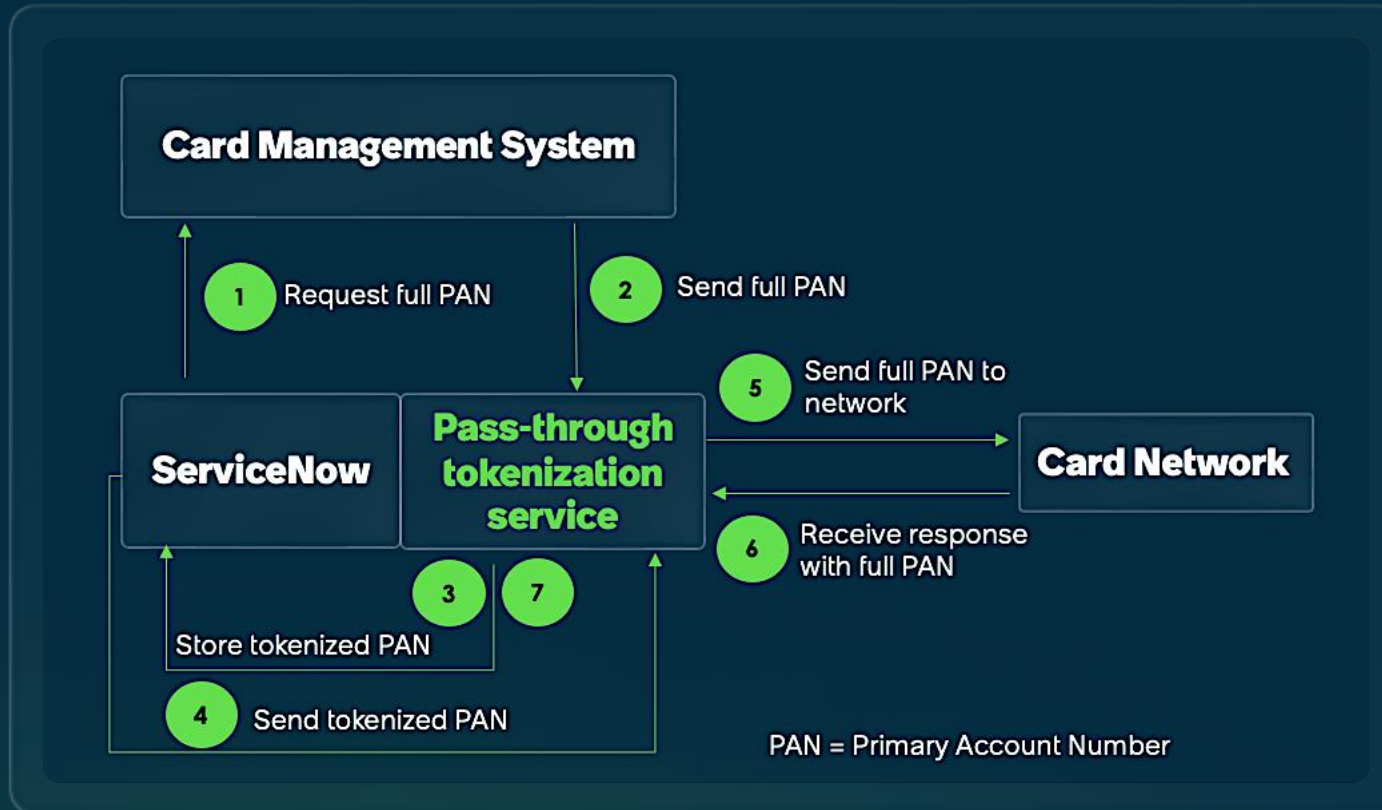
Records per page 10

## Create repeatable task items for banking workflows

- 1 Establish consistent procedures for standard banking processes, such as remote check deposit enrollment
- 2 Increase process visibility by laying out all tasks, task statuses, and task owners
- 3 Enable permitted business users to create and change task templates
- 4 Dynamically adapt templates as needed with simple configuration



# Card data enhancements

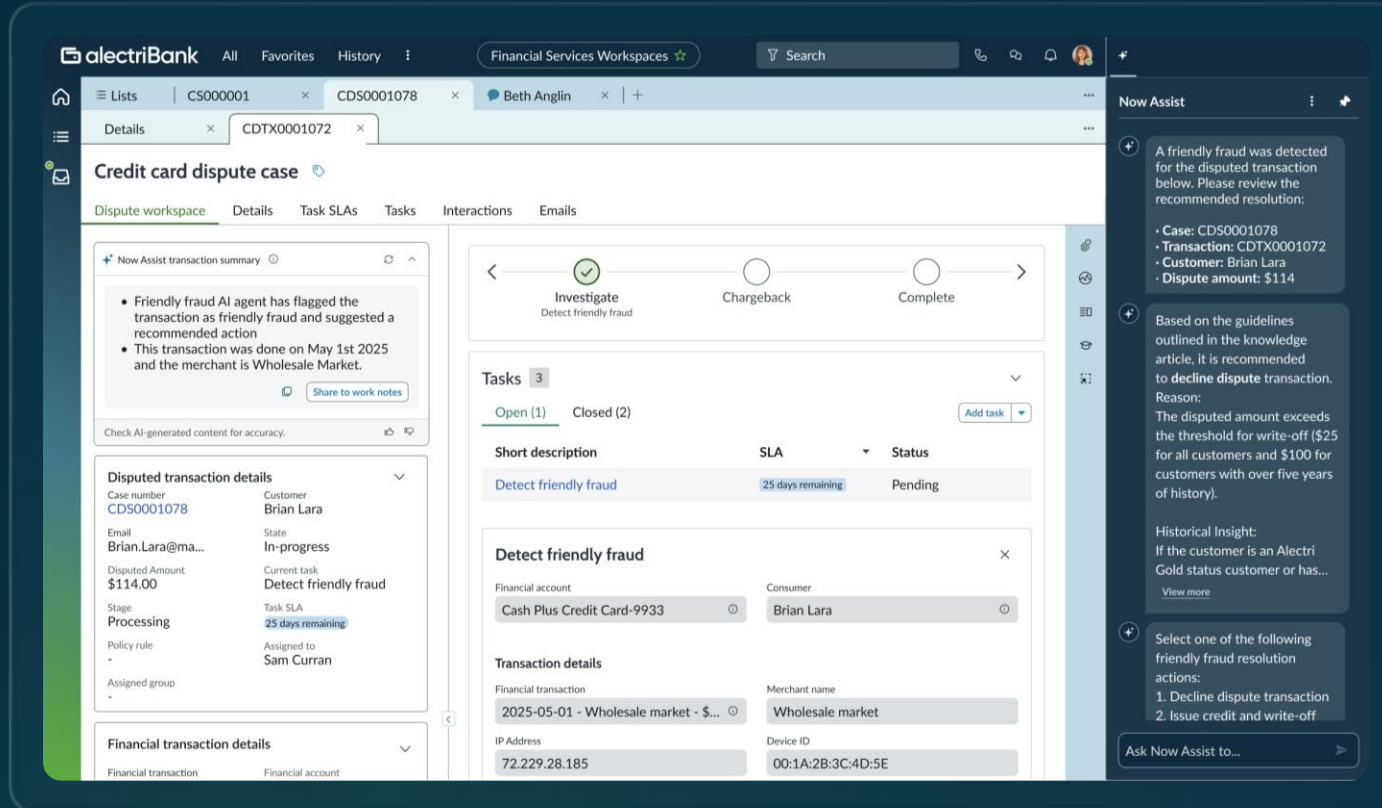


## Manage card-related data in a standard, compliant architecture

- 1** Transmit card data to networks while maintaining advanced, PCI-compliant tokenization
- 2** Reduce development costs by centralizing card-related data in a standard, reusable structure
- 3** Adapt quickly to new payment types with an extensible data model



# Dispute analyst workspace enhancements



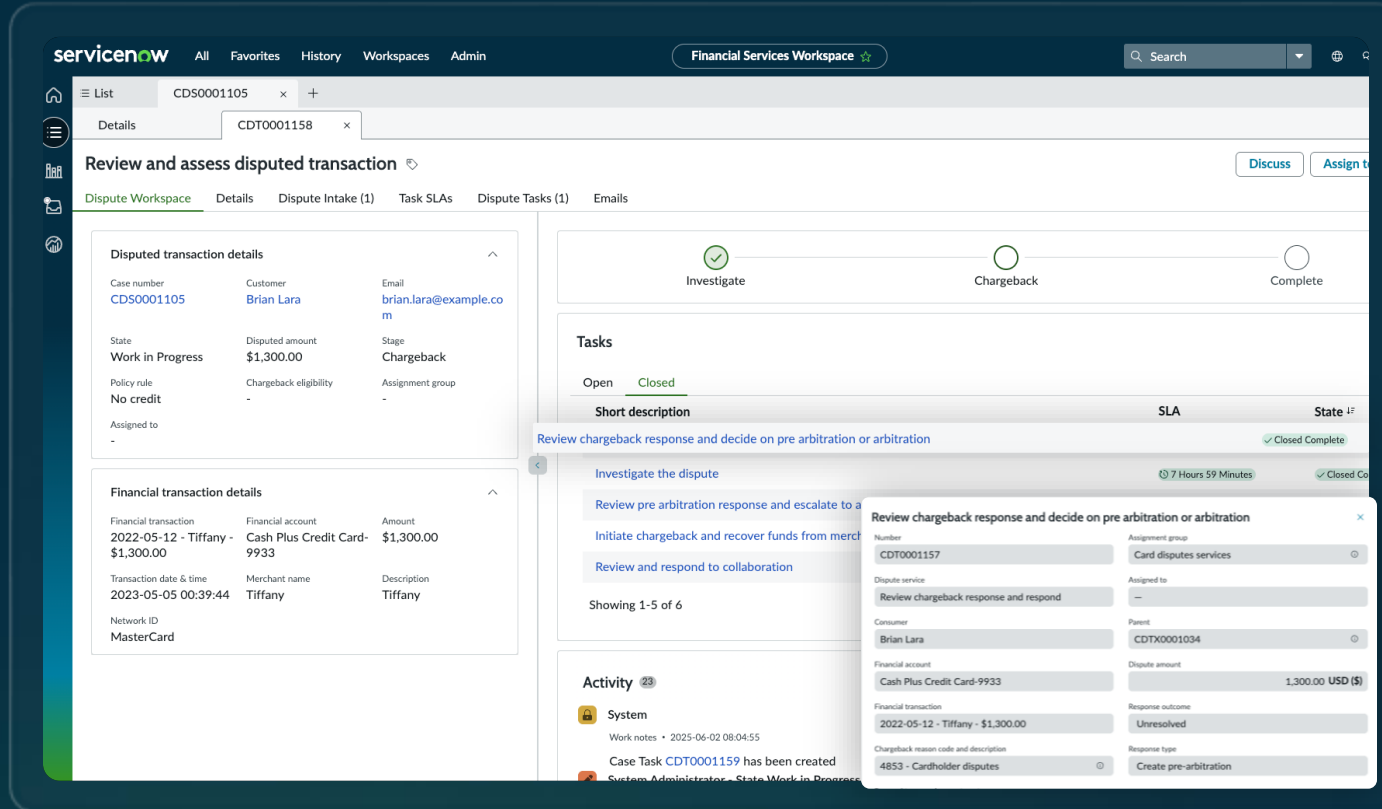
## Accelerate dispute resolutions with next generation workspaces

- 1 Enable dispute analysts to work in tandem with AI through a single user interface
- 2 Surface relevant tasks to dispute analysts throughout the chargeback process
- 3 Manage all dispute tasks and source insights directly in the workspace - without switching tabs
- 4 Support the complexity of dispute cases with more modular workspaces for analysts





# Mastercard<sup>®</sup> dispute processing enhancements



## Automate end-to-end Mastercard dispute resolutions

- 1 Accelerate the dispute case lifecycle with automated task creation and pre-populated data
- 2 Comply with Mastercard's required formats, SLAs, and input standards to maximize win rates
- 3 Receive acquirer updates in real-time with automatic data flows between ServiceNow and Mastercard
- 4 Reduce development costs and time to market with an out-of-the-box integration to Mastercard



# ServiceNow® AI Platform Zurich release

Technology Industry



servicenow®

# What's new in the Zurich release



## Technology Industry

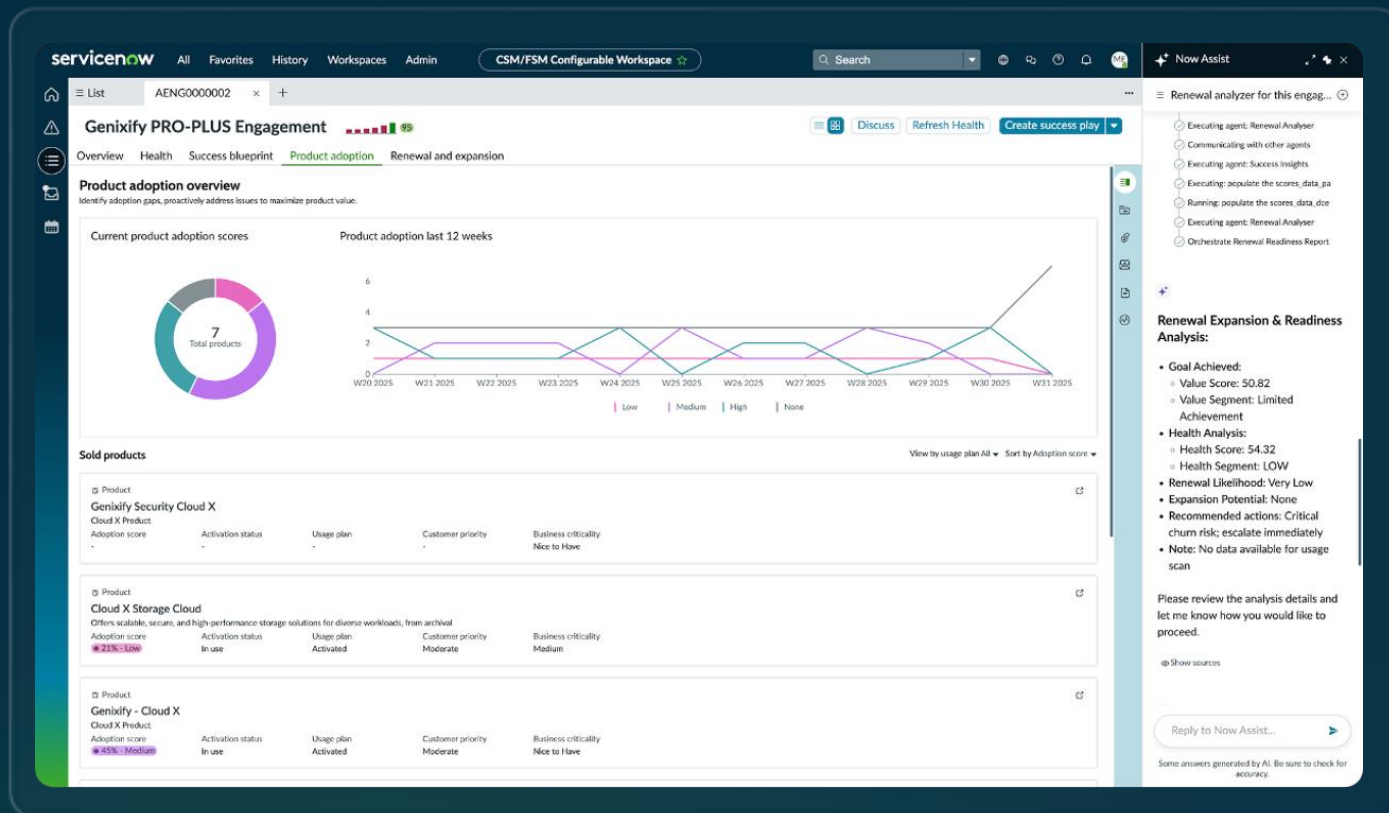
**Connect support, operations, and success to scale customer service in technology organizations**

### Technology Provider Service Management

- Support renewals & expansion
- Trigger risk mitigation touchpoint
- Product Adoption Data
- Foundation data sync for Service Bridge
- Diagnostic Framework Support

# Support renewals & expansion

✦ Powered by Now Assist



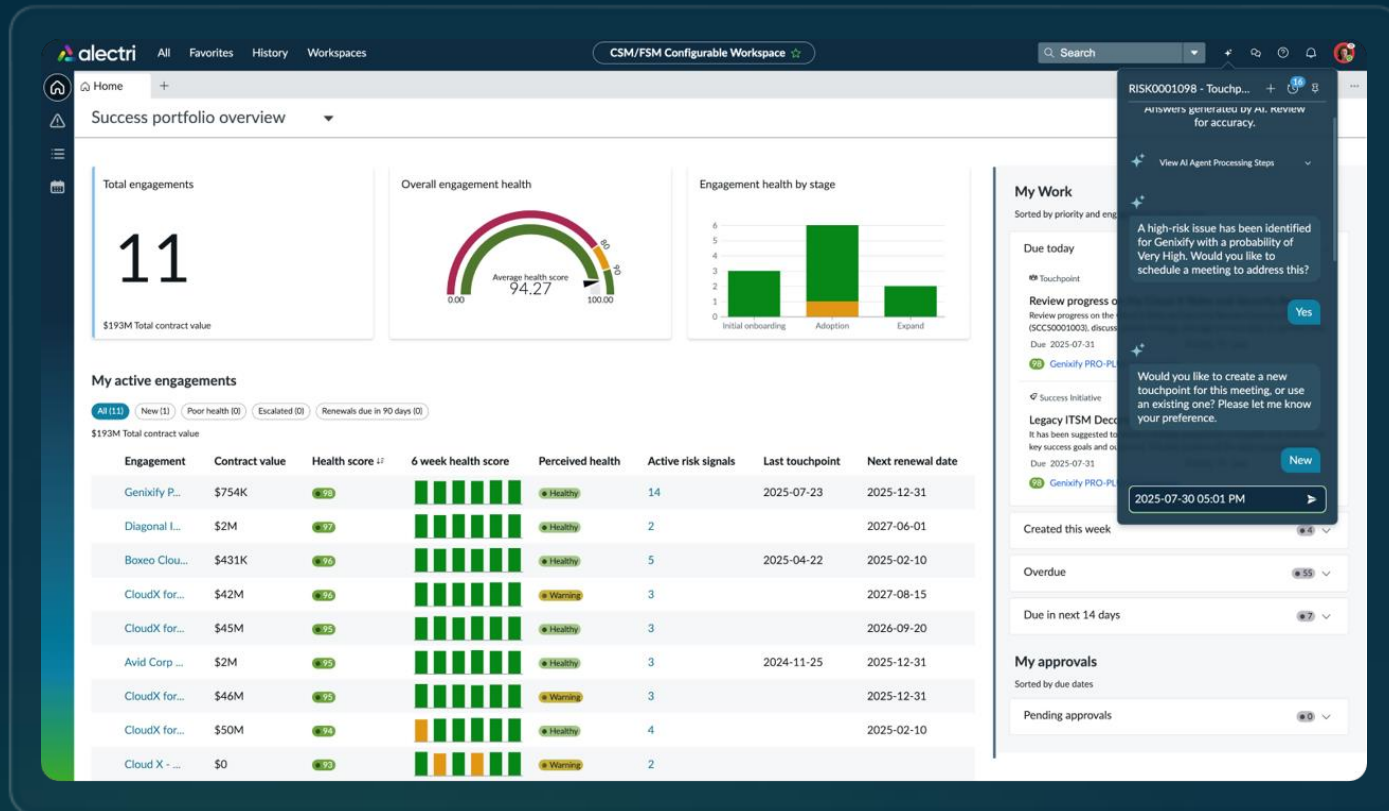
## Support customer renewals and drive retention & expansion

- 1 Automatically assess renewal risk and expansion potential 120 days before contract end
- 2 Leverage personalized renewal strategies based on usage, engagement history, and outcomes
- 3 Empower CSMs to manage a higher volume of accounts with repeatable and scalable renewal processes

Success renewal AI agent

# Trigger risk mitigation touchpoint

✨ Powered by Now Assist



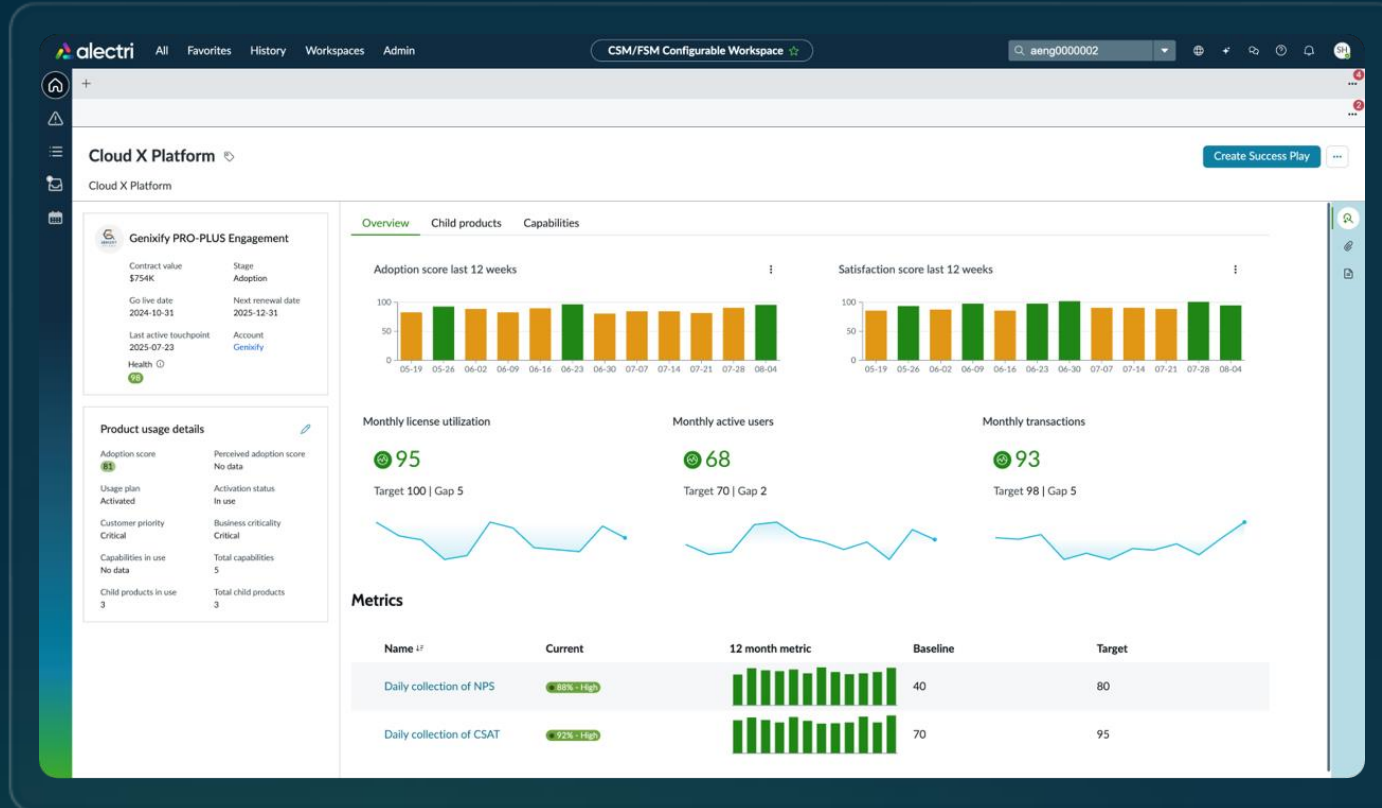
## Automate customer meetings to proactively prevent risk escalation

- 1 Auto-triggers draft meeting invites on high-risk signals for timely issue response
- 2 Simplifies meeting setup with pre-filled context, suggested agenda, and invitees based on risk
- 3 Helps CSMs prevent churn with timely prompts and consistent follow-up across large portfolios

Foundation data sync



# Product Adoption Data



## Uncover adoption risks before they impact revenue

- 1 Gain a real-time view of product adoption across every customer engagement
- 2 Spot underused products or declining usage early, before it threatens renewals or growth
- 3 Launch targeted success plays and monitor customer health to drive value from real-time usage signals

A centralized view of product adoption at the engagement level



# Foundation data sync for Service Bridge

**Request Foundation Data Offerings**

Offerings

Please select your provider  
ProAccount

Offerings by ProAccount (3)

☐ Select All

☐ Supported Applications  
[Show offered tables](#)

☐ Asset Data  
[Hide offered tables](#)

Table name	Fields to sync
Asset [alm_asset]	Model, Model category, Quantity, Display name, Asset tag, Class, Company, Location, Serial number

☐ Supported Servers  
[Hide offered tables](#)

Table name	Fields to sync
Server Hardware [cmdb_ci_server_hardware]	Name, Asset tag, Class, Company, Description, Host name, IP Address, Manufacturer, Model ID, Model number, MAC Address, Operating System, Serial number

Additional details

\*Sync interval  
Daily

UTC Time  
00:00

Share any additional changes to the offering

Submit

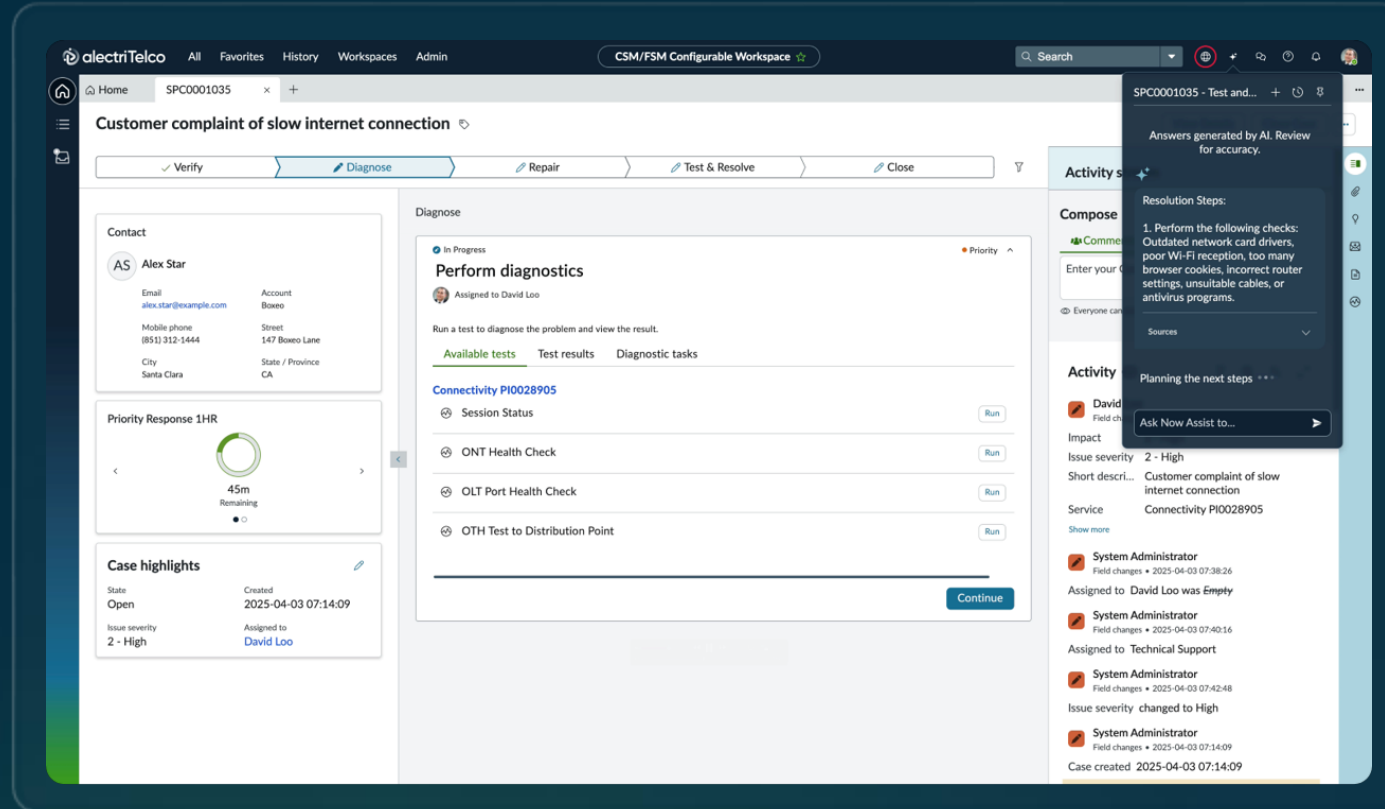
## Reduce friction and boost transparency for connected enterprise customers

- 1 Reduce manual data transfers and give customers faster access to information
- 2 Improve service transparency by making CMDB and asset data available in near real time
- 3 Speed onboarding and improve provider-customer alignment with Service Bridge data sharing

Foundation data sync



# Diagnostic framework support



## Pinpoint customer issues faster and reduce resolution time

- 1 Guide agents through system-suggested diagnostic steps to identify the root cause of product or service issues
- 2 Accelerate resolution by generating follow-up tasks and instructions tailored to the problem
- 3 Standardize troubleshooting with reusable diagnostic flows for faster, consistent service and quicker agent onboarding

Diagnose and Repair Service AI agent proactively recommending troubleshooting steps



# ServiceNow® AI Platform Zurich release

Telecommunications Industry



servicenow®

# What's new in the Zurich release



## Unlock growth with AI-driven experiences in service and network operations

### Telecommunications Network Inventory (TNI)

- Floor map visualization with metric overlay
- Converged Service Operations Workspace
- CMDB classes for data center power management

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

- TM Forum API updates

### Telecom Service Management (TSM)

- Diagnose and repair service issues framework
- Resolve billing issues
- Analyze and resolve network incidents
- Service summary using Knowledge Graph
- TM Forum API updates

### Telecom Service Operations Management (TSOM)

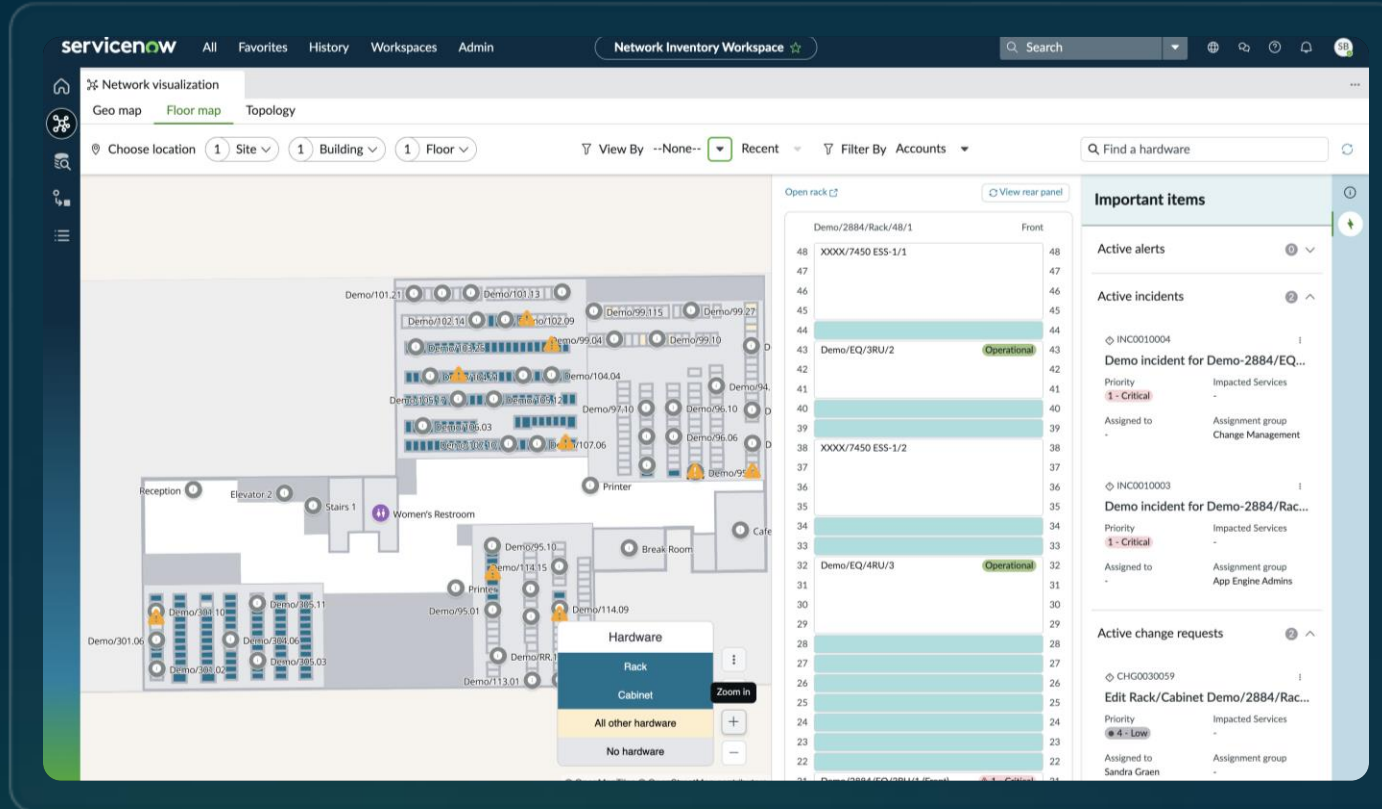
- Telecom discovery builder framework
- Nokia Altiplano Service Graph Connector enhancement
- Nokia NSP Service Graph Connector
- Discrepancy audit enhancement

# Telecommunications Network Inventory (TNI)

Model, manage, and monitor optimal network and data  
center infrastructure



# Floor map visualization with metric overlay



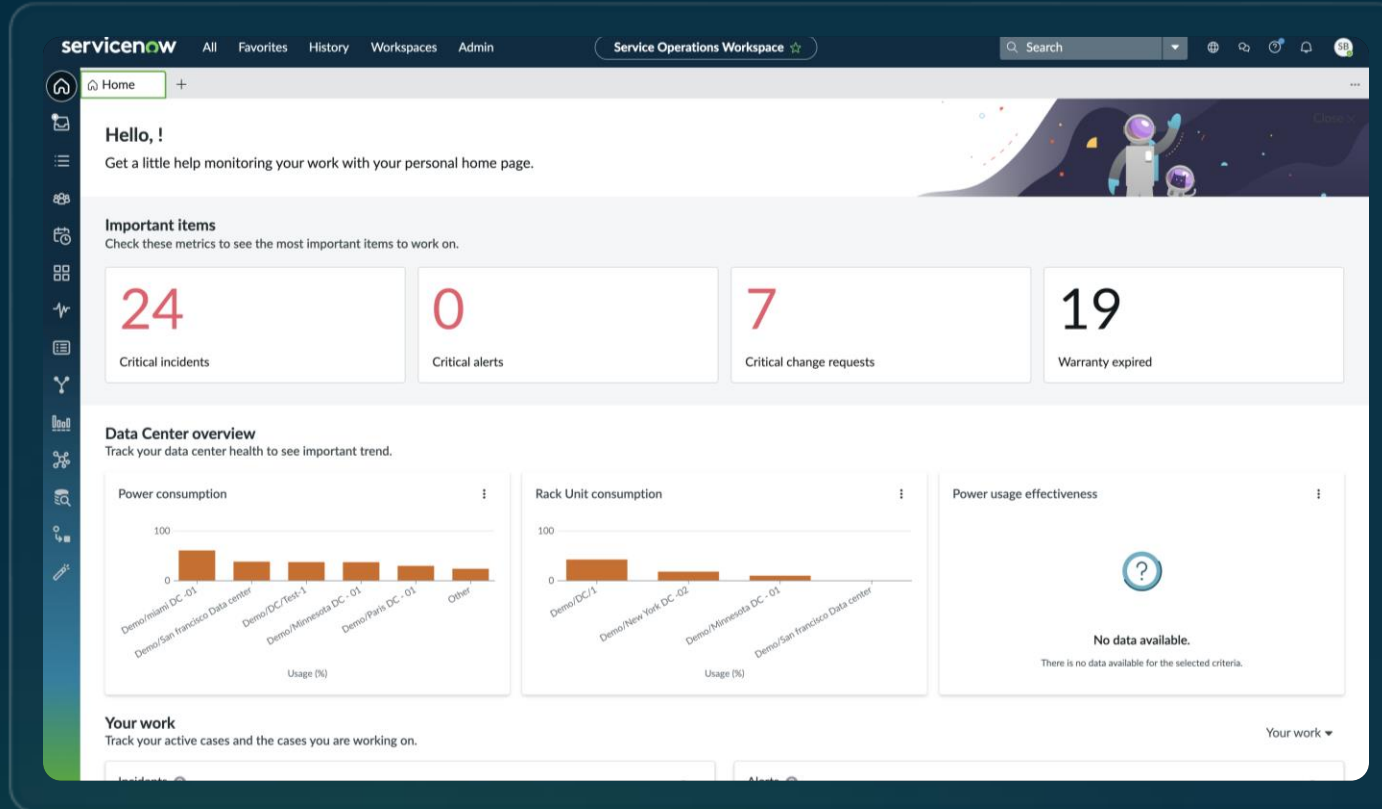
## Manage equipment with visual floor maps and overlaid health metrics for optimal planning and performance

- 1 Maintain detailed floor maps of data centers and network sites that provide engineers with accurate visual access to equipment
- 2 See site and data center floor and equipment health with a color-coded view for incident, change, alerts, and metrics in real-time
- 3 Enhance efficiency, resolve faster, and meet SLAs by quickly identifying and addressing issues
- 4 Optimize floor space and capacity requirements for optimal allocation and utilization

Floor map visualization with metric drill and drill down to rack visualization and activity



# Converged Service Operations Workspace



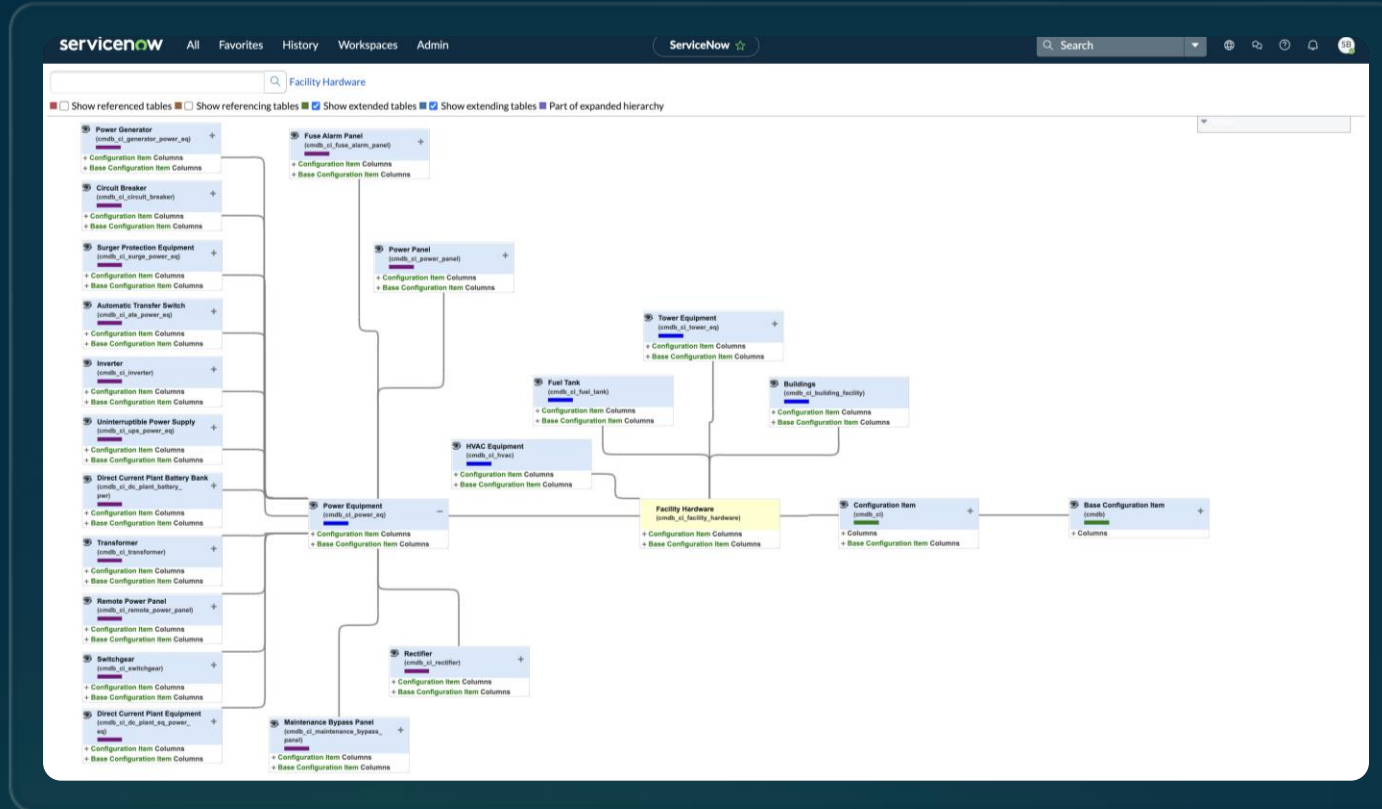
Service Operations Workspace with data center dashboard

## Visualize network inventory and service health in a single workspace

- 1 Use integrated network visualization and drill down to details from the Service Operations Workspace, and make informed decisions faster
- 2 Leverage a dedicated workspace tailored for different network and facility personas, enhancing role-based efficiency
- 3 Drill down to view the impact of incidents, change, and alerts on floor maps with equipment and rack health overlays, enabling faster issue resolution



# CMDB classes for data center power management



## Model, manage, and monitor all types of data center power equipment

- 1 Model all types of data center power equipment to gain comprehensive visibility
- 2 Model and visualize shared power connections between racks and equipment, quickly understand power incident or change
- 3 Enable customized rack grouping, owners can securely access and manage only their specific group of racks
- 4 Proactively monitor data center power equipment health in real time
- 5 Leverage insights into power incidents and change to proactively notify impacted customer services

Data center CMDB classes



# Sales and Order Management for Telecom (SOMT)

Accelerate sales, service, and fulfillment

# TM Forum API updates



## Deliver seamless and efficient sales, service, and fulfilment

- 1** Automate quote generation and improve win rates with TMF648 compliant, catalogue-driven customer quoting
- 2** Reduce order fallout by helping ensure accurate product and service eligibility with compliance to TMF679 standards
- 3** Streamline complex product and service order fulfilment through direct alignment with TMF622, TMF641, and TMF645 standards

Industry Standard API





# Field Service Management for Telecom (FSMT)

Streamline and scale field operations with real-time work order orchestration



# Work Order API



## Accelerate field response with real-time work order orchestration

- 1 Help create, retrieve, update, and delete work orders, enabling smarter scheduling
- 2 Provide event notifications related to work orders, enhancing task visibility
- 3 Allow search of a work order on both external ID and the system ID aligned to the latest TM Forum industry standards

Industry Standard API

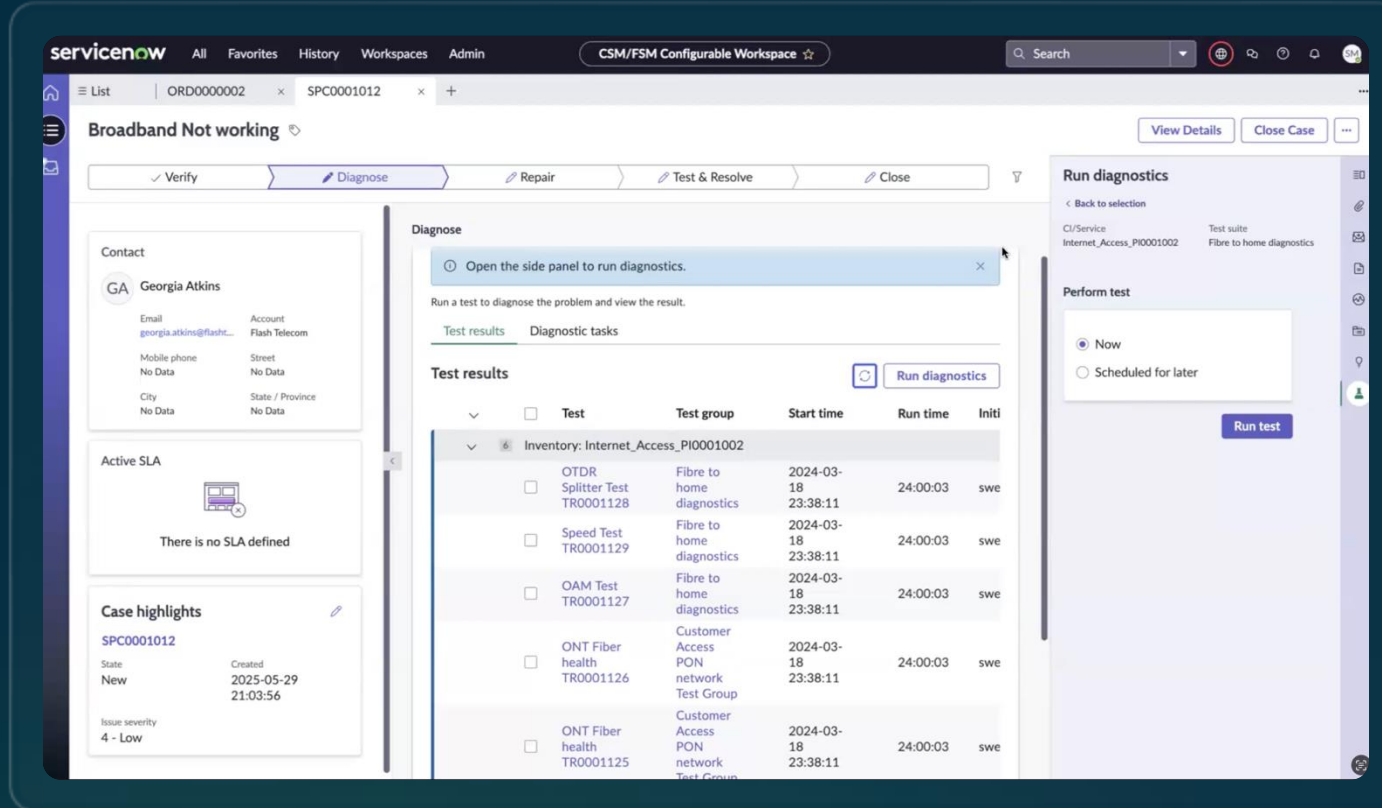


# Telecom Service Management (TSM)

Diagnose smarter and resolve faster

# Diagnose and repair service issues framework

✦ Powered by Now Assist



The screenshot displays the ServiceNow 'Diagnose' workflow for a 'Broadband Not working' issue. The interface includes a contact card for Georgia Atkins, a table of test results, and a 'Run diagnostics' panel on the right.

Test	Test group	Start time	Run time	Initi
OTDR Splitter Test TR0001128	Fibre to home diagnostics	2024-03-18 23:38:11	24:00:03	swe
Speed Test TR0001129	Fibre to home diagnostics	2024-03-18 23:38:11	24:00:03	swe
OAM Test TR0001127	Fibre to home diagnostics	2024-03-18 23:38:11	24:00:03	swe
ONT Fiber health TR0001126	Customer Access PON network Test Group	2024-03-18 23:38:11	24:00:03	swe
ONT Fiber health TR0001125	Customer Access PON network Test Group	2024-03-18 23:38:11	24:00:03	swe

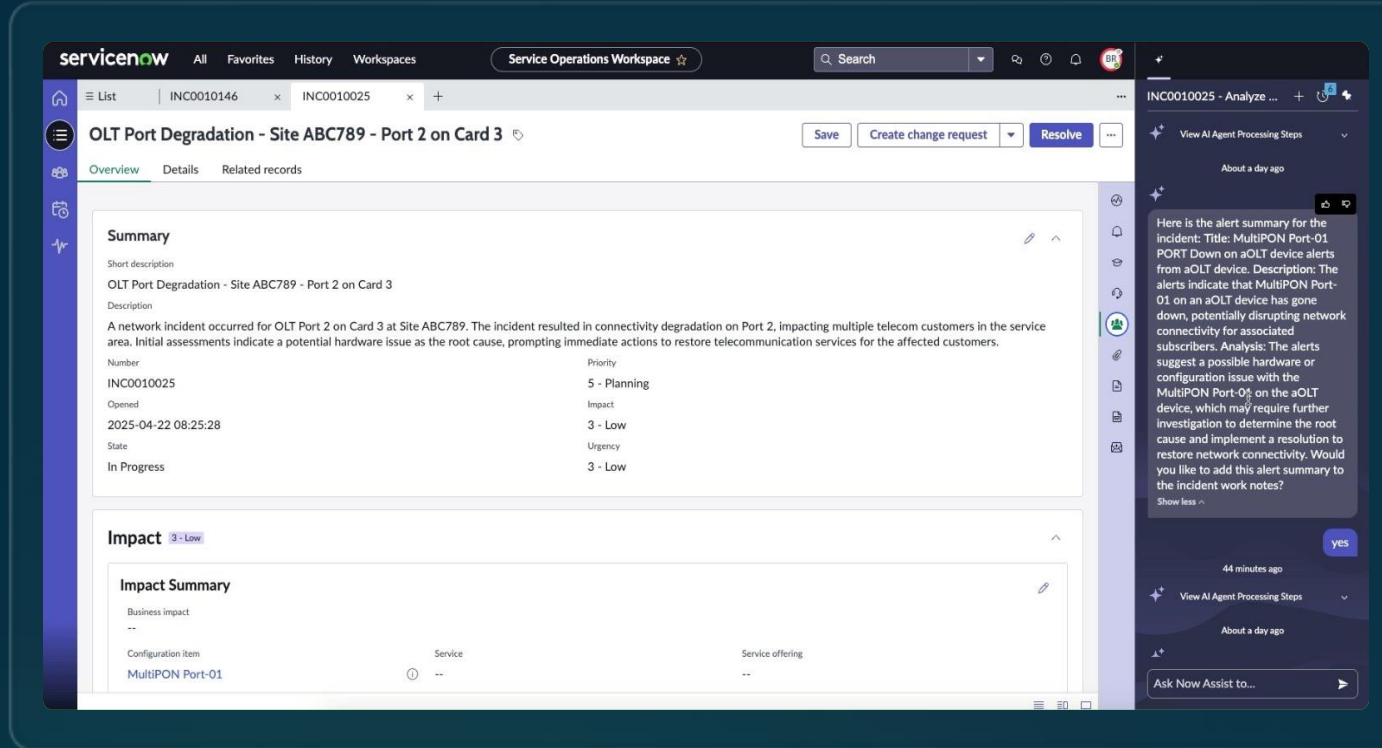
Run diagnostics

**Identify and test service failures with accuracy and reduce escalations and service disruption**

- 1 Automate diagnostics and repairs across incident, case, and order workflows with a unified framework to streamline operations
- 2 Select and run tests dynamically with accuracy based on the product model and task context
- 3 Creates or updates repair tasks automatically based on test results and speed resolution
- 4 Make use of built-in flexibility and low-code capabilities to configure changes without heavy scripting

# Analyze and resolve network incidents

✦ Powered by Now Assist



The screenshot displays the ServiceNow 'Service Operations Workspace' interface. The main incident view is for 'INC0010025 - Analyze ...'. The incident title is 'OLT Port Degradation - Site ABC789 - Port 2 on Card 3'. The summary section shows the incident description: 'A network incident occurred for OLT Port 2 on Card 3 at Site ABC789. The incident resulted in connectivity degradation on Port 2, impacting multiple telecom customers in the service area. Initial assessments indicate a potential hardware issue as the root cause, prompting immediate actions to restore telecommunication services for the affected customers.' The impact is listed as '3 - Low'. The AI-generated analysis on the right side of the interface provides a detailed summary of the incident, including the title, description, and suggested actions. It also includes a prompt to 'Add this alert summary to the incident work notes?' with a 'yes' button.

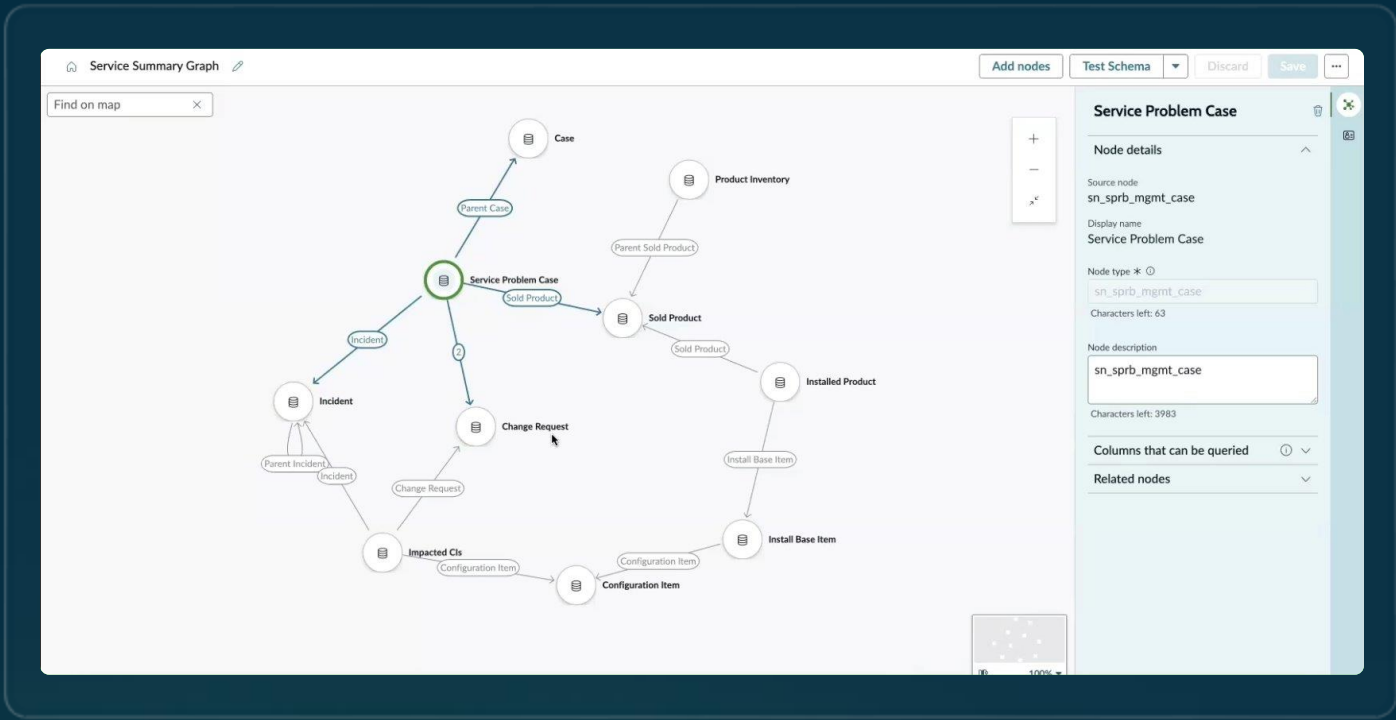
AI Agent generates alert summary

**Find, diagnose, and communicate network issues and reduce the burden on operations teams**

- 1 Analyze incidents rapidly and reduce downtime
- 2 Identify the most likely cause and improve diagnostic accuracy
- 3 Assess affected customers, notify them proactively and prevent escalation
- 4 Provide consistent and actionable remediation plans and improve resolution time

# Service summary using Knowledge Graph

★ Powered by Now Assist



Service summary graph

**Automate context gathering and avoid manual searches, enabling faster resolutions**

- 1 Boost agent productivity and customer satisfaction with context-aware insights
- 2 Deliver intelligent, connected summaries of incidents, changes, and impacted services
- 3 Make use of Knowledge Graph to help eliminate manual investigation and speed resolution
- 4 Tailor operational workflows using customizable skills with editable questions and summarization prompts

# TM Forum API updates



\* Denotes TM Forum Conformance Certification

- TMF622 Product Ordering \*
- TMF632 TMF620 Product Catalog \*
- TMF621 Trouble Ticket \*
- Party Management \*
- TMF633 Service Catalog Management \*
- TMF637 Product Inventory Management \*
- TMF641 Service Ordering \*
- TMF642 Alarm Management \*
- TMF645 Service Qualification
- TMF648 Quote Management \*
- TMF653 Service Test Management \*
- TMF688 Event Management
- TMF697 Work Order

## Ensure service consistency and visibility

- 1 Unify customer and partner profiles across systems, supporting better engagement, onboarding and personalization with TMF 632
- 2 Helps ensure consistent and synchronized product information across channels in compliance with TMF 620 standards
- 3 Increases service reliability and speeds up resolution with built in automated diagnostics compliant with TMF 653 standards

Industry Standard API



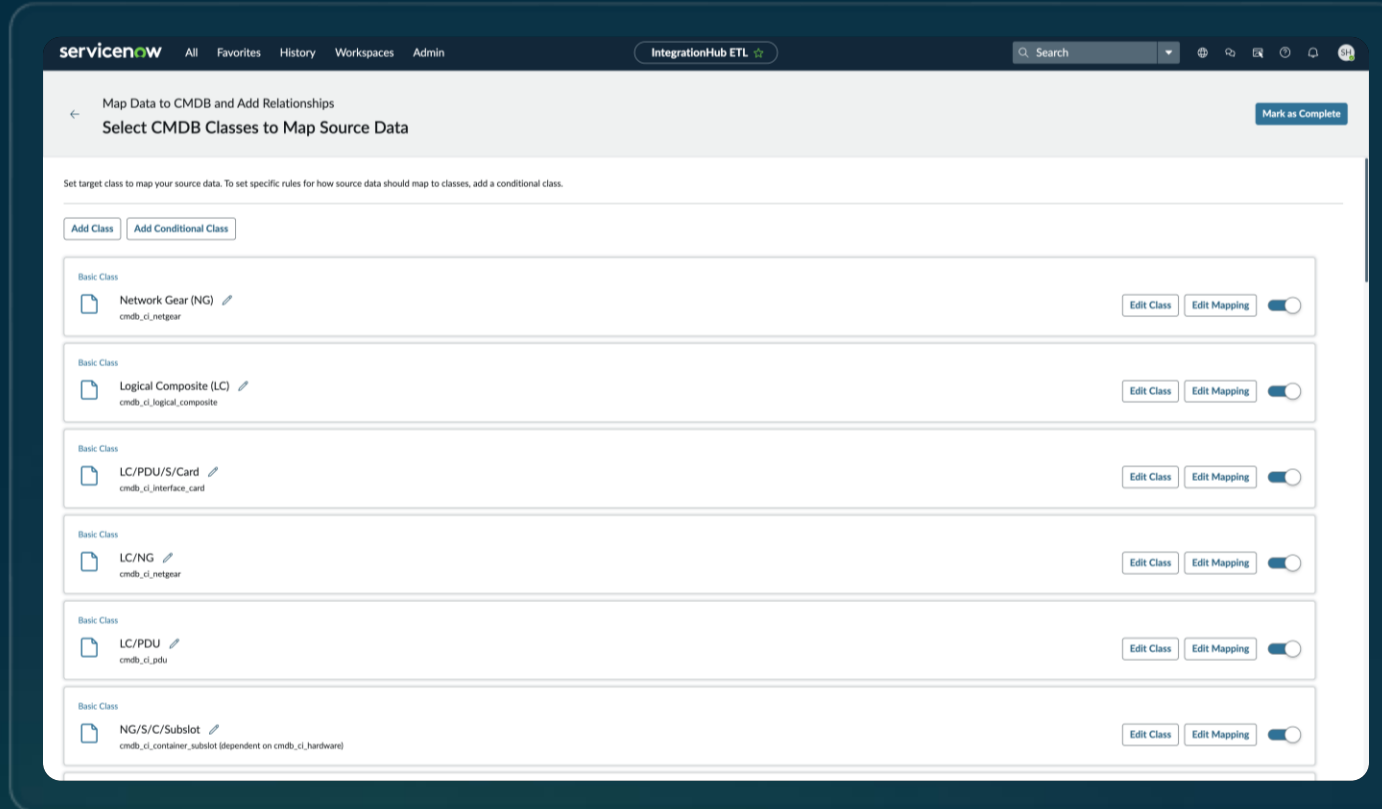
# Telecom Service Operations Management (TSOM)

Self-serve with no code vendor discovery onboarding





# Telecom discovery builder framework

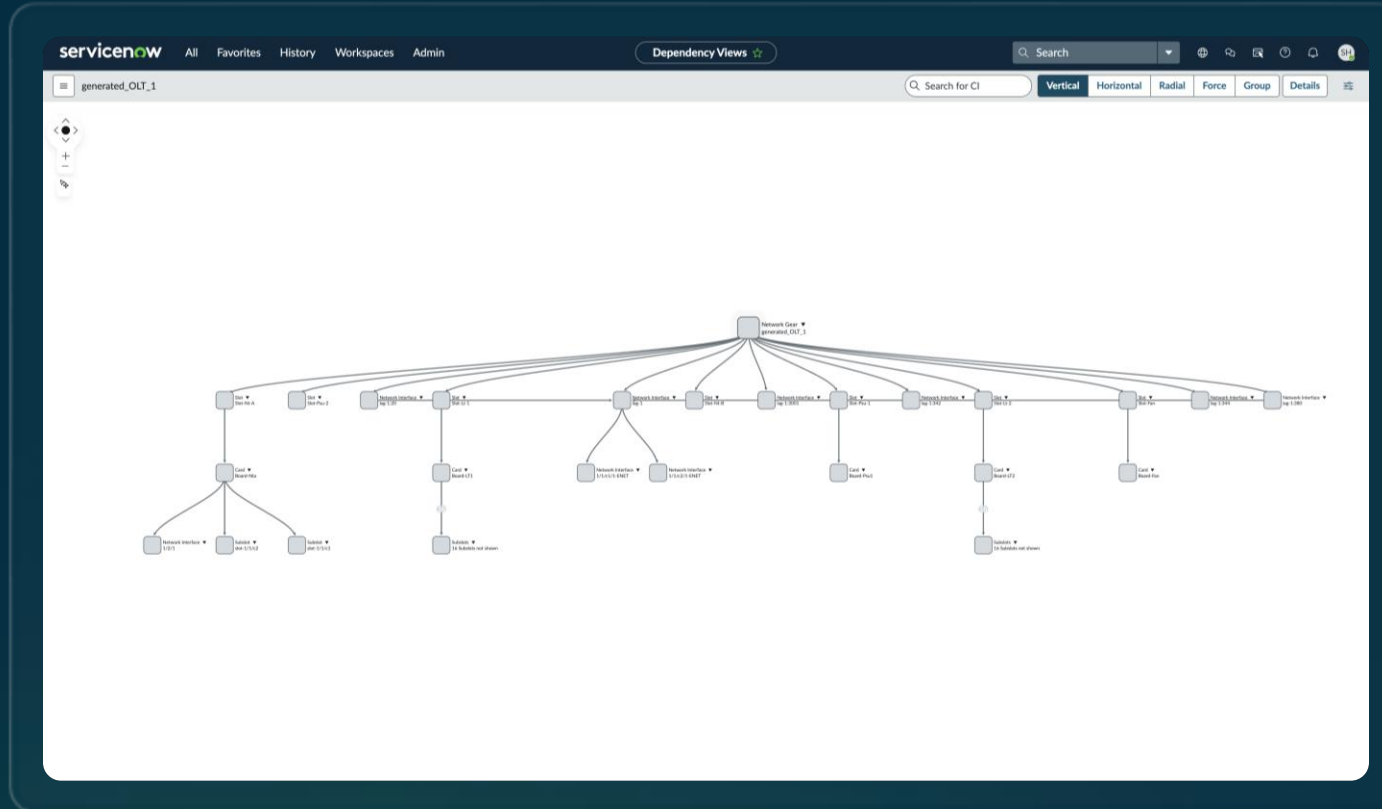


## Self-serve with no code vendor discovery onboarding and speed time-to-visibility

- 1 Leverage builder framework to enable rapid, no-code development of new network discovery service graph connectors
- 2 Reduce discovery service graph connectors build costs with no code development and maintenance framework
- 3 Improve discovery data quality with out-of-the-box data validation tools

Map source data to the CMDB Classes

# Nokia Altiplano Service Graph Connector enhancement



Logical and physical PON topology

## Leverage out-of-the-box physical and logical network resource discovery for multi-vendor PON network

- 1 Provide a comprehensive view of physical and logical resources from multi-vendor PON networks
- 2 Combine network discovery from multiple network management system instances and view and filter from a single view
- 3 Provide flexibility to set a specific range or type of elements to discover
- 4 Built using the Telecom Discovery Builder framework, helping ensure consistent development and maintenance across all Service Graph Connectors

# Discrepancy audit enhancement

The screenshot shows the ServiceNow interface for 'Audit - Telecom Discrepancy Audit'. It includes a search bar, 'Run Audit' and 'Update' buttons, and tabs for 'Audit Results (18)' and 'Follow On Tasks (18)'. Below is a table of audit results.

Created	Document	State	Column name	Desired value	Discrepancy value	Follow on task	Template	Threshold	Stability
2025-06-30 04:07:01	Configuration Item: 64x100G+2x10G Ethernet Switch 1	Failed	Number of relationships	is not equal to 66	64	TASK0026179	(empty)	Pending	Pending
2025-06-30 04:07:01	Configuration Item: 64x100G+2x10G Ethernet Switch 1	Failed	Number of relationships	is not equal to 66	2	TASK0026180	(empty)	Pending	Pending
2025-06-30 04:07:01	Configuration Item: NYC-Cisco-NEXUS9000-SWITCH	Failed	Model relationships		not defined	TASK0026181	(empty)	Pending	Pending
2025-06-30 04:07:01	Configuration Item: Fan Slot 1	Failed	Model relationships		not defined	TASK0026182	(empty)	Pending	Pending
2025-06-30 04:07:02	Configuration Item: Fan Slot 3	Failed	Model relationships		not defined	TASK0026183	(empty)	Pending	Pending
2025-06-30 04:07:09	Configuration Item: Fan Slot 2	Failed	Model relationships		not defined	TASK0026184	(empty)	Pending	Pending
2025-06-30 04:07:17	Configuration Item: AVMG39A8936A	Failed	Model relationships		not defined	TASK0026185	(empty)	Pending	Pending
2025-06-30 04:07:19	Configuration Item: ZTEG881FEC08	Failed	Model relationships		not defined	TASK0026186	(empty)	Pending	Pending
2025-06-30 04:07:20	Configuration Item: lag-1:344	Failed	Number of relationships	is not equal to 1	2	TASK0026187	(empty)	Pending	Pending
2025-06-30 04:07:21	Configuration Item: PONSFP_1	Failed	Model relationships		not defined	TASK0026188	(empty)	Pending	Pending
2025-06-30 04:07:21	Configuration Item: PONSFP_1	Failed	Model relationships		not defined	TASK0026189	(empty)	Pending	Pending

Logical connection discrepancy audit

## Simplify discrepancy analysis and speed resolution

- 1 Identify and resolve physical and logical discrepancies between live network inventory and CMDB inventory to help ensure alignment and boost productivity
- 2 Reduce discrepancy noise and complexity with advanced filtering, enabling engineers to simplify discrepancy resolution efficiently
- 3 Support holistic discrepancy identification spanning across topology, resource, attribute, and values for detailed discrepancy analysis and resolution

# ServiceNow® AI Platform Zurich release

Public Sector Digital Services



servicenow®

# What's new in the Zurich release



**Digitize public sector services to improve customer experiences and innovate at speed**

## **Grants Management**

- Merit review
- Funding Proposal and Award Decision

# Merit review

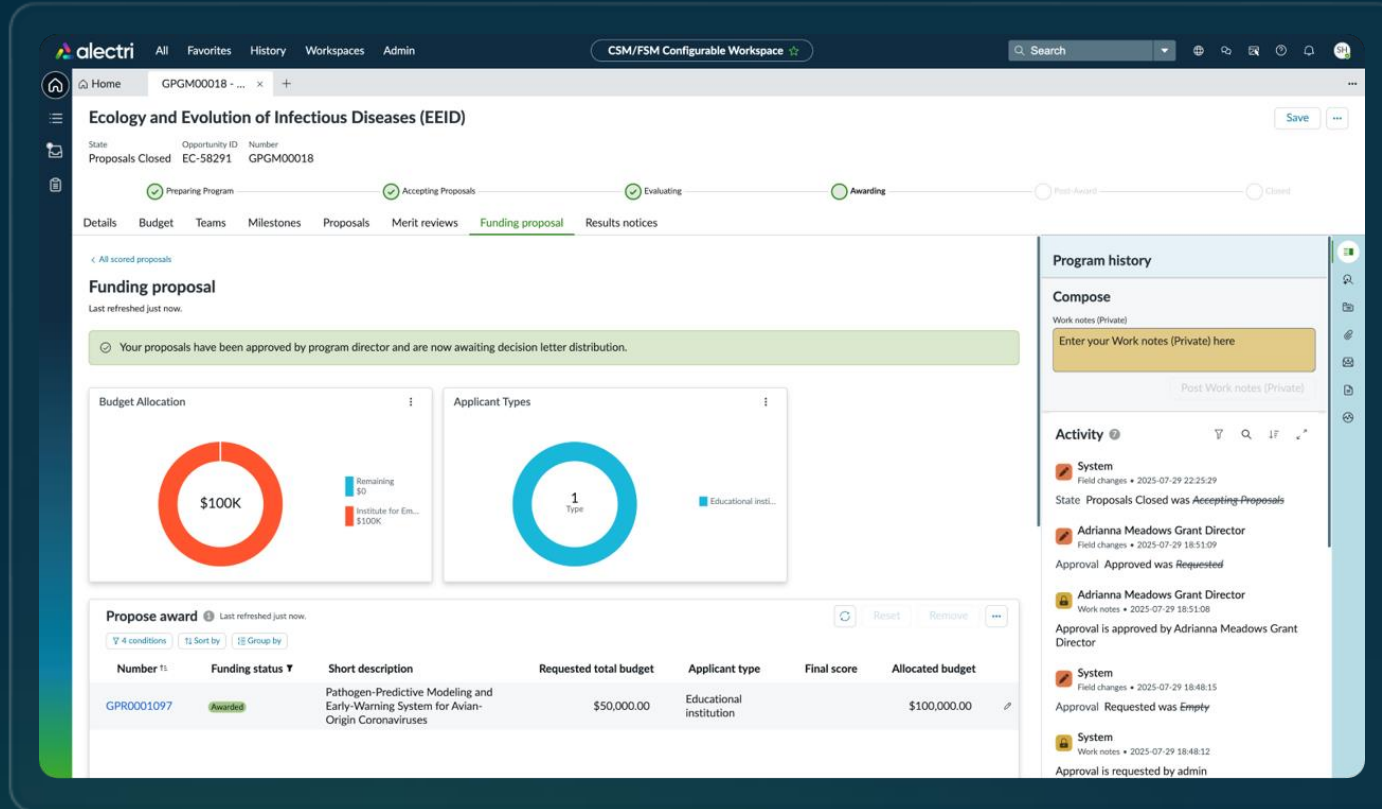
The screenshot displays the ServiceNow Merit Review interface. At the top, the ServiceNow logo is visible. Below the navigation bar, the breadcrumb trail shows 'Home > My reviews > MRT0001033'. The review details section includes the title 'Ecology and Evolution of Infectious Diseases (EEID)', the reviewer 'Dr. Michael R...', the time remaining '119d 16hr', the rubric 'KB0010001 v1.0', the announcement 'Ecology and Evolut...', and the program 'GPGM0001009'. The 'Scoring' tab is active, showing a message 'Your evaluation has been successfully submitted.' and a table of scores for 'Innovation' (4/5), 'Feasibility' (4/5), and 'Approach' (4/5). The total score is 80/100.

Category	Score
Innovation	4/5
Feasibility	4/5
Approach	4/5
<b>Total score</b>	<b>80/100</b>

**Make funding decisions faster, fairer, and with less effort**

- 1 Track and review applications securely in one place - no more scattered notes or emails
- 2 Ensure transparency and reduce bias by automatically capturing and aggregating scores across set criteria
- 3 Instantly reassign reviews with built-in workflows, eliminating manual steps

# Funding proposal and Award Decision



## Unlock vital funds quickly to fuel program success

- 1 Quickly define, review, and confirm funding proposals in one workspace, reducing delays and accelerating funding decision
- 2 Help ensure speed and consistency with ready-to-go templates for award or rejection notifications
- 3 Keep applicants informed with real-time visibility into proposal status and delivering award notifications instantly through the workspace

# ServiceNow® AI Platform Zurich release

Retail & Hospitality Industry



servicenow®



# What's new in the Zurich release



## Retail & Hospitality

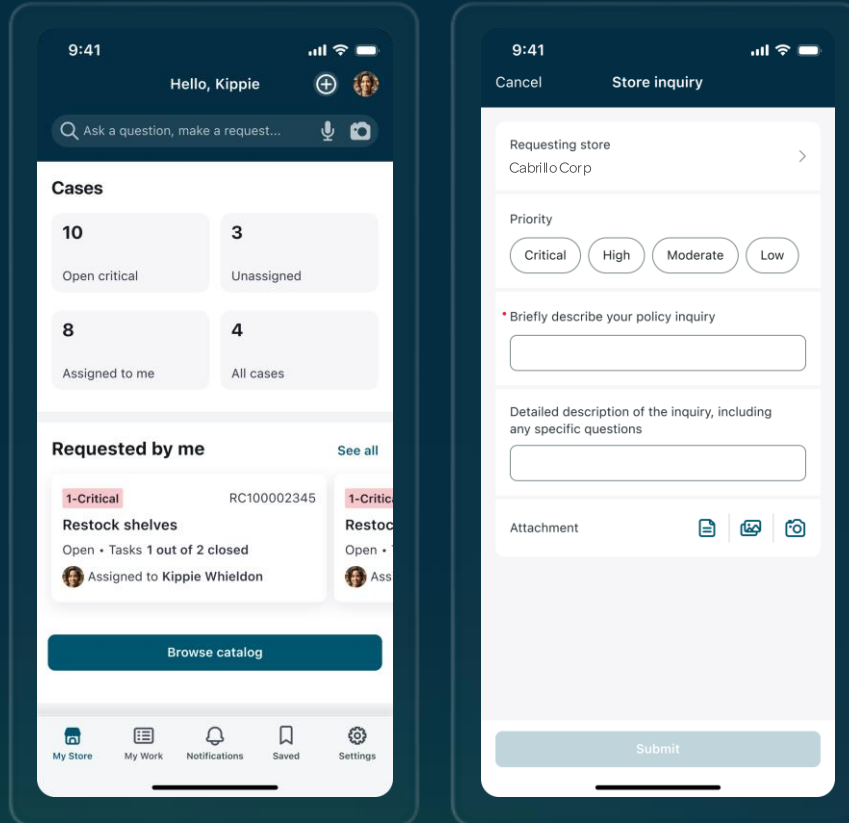
### Streamline retail and unify HQ with store operations

#### Retail Service Management and Retail Operations

- Retail mobile app
- Retail case types



# Retail mobile app



## Boost frontline productivity with a retail-specific mobile experience

- 1 Increase store productivity by enabling on-the-go access to assignments, help requests, and more
- 2 Improve store team experience with retail specific views to focus on key actions
- 3 Reduce time to value with a configurable OOTB mobile experience

# Retail case types

**servicenow** All Favorites History Workspaces CSM/FSM Configurable Workspace Search

Lists RCC0006790

**Incorrectly charged on credit card** Close case Compose Save

Details Tasks

**Customer complaint case**

Number: RCC0006790 Channel: Web Service: Customer complaints Opened by: Zoey Brooke Customer name: Lynn Anderson Customer email: Lynn.Anderson@mail.com Reported retail organization: Solana San Diego State: Open Priority: 4 - Low Assignment group: Rosa Smith

Short description \*: Incorrectly charged on credit card

Description: Customer was incorrectly charged on their card. Check invoice ID#3456.

Notes: Resolution information Related record

**Compose** Comments Work notes (Private)

Type your comments here

Post Comment

**Activity**

Rosa Smith was assigned to the incident

Assigned to Rosa Smith was System Admin

Case state Open was New

**Case created**

State New was Empty

Priority 4 - Low was Empty

Description Customer was incorrectly charged on their card. Check invoice ID#3456.

**Record information**

**Overview**

Number: RCC0006790 State: Open Case type: Customer complaint Priority: 4 - Low

**Opened by**

Zoey Brooke

HQ agent

Mobile phone: +1 858 867 5309

Business phone: +1 858 867 5309

Email: Zoey.Brooke@solana.com

## Streamline retail processes with out-of-the-box case types

- 1 Improve operational efficiency by standardizing common workflows such as customer complaints, in-store operations, and HQ processes
- 2 Reduce time to value with four new foundational case types that can be tailored to individual retailer needs

# ServiceNow® AI Platform Zurich release

Manufacturing



servicenow®

# What's new in the Zurich release



**Streamline order-to-cash and service operations on one AI platform**

## **Manufacturing Commercial Operations for Manufacturing**

- Recalls: Campaign Management
- Recalls: Claims Management
- Warranty Claims Management
- Sales Promotions: Campaigns Management
- Sales Promotions: Claims Management
- Dealer Portal

# Recalls: Campaigns Management

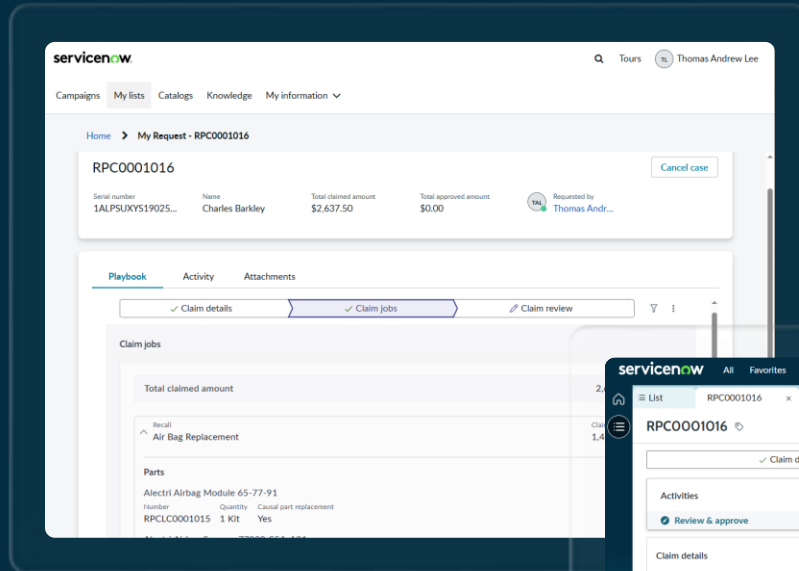
The screenshot shows the ServiceNow interface for managing recall campaigns. The top navigation bar includes the ServiceNow logo, tabs for 'All', 'Favorites', and 'History', and a search bar. The main header displays the campaign title 'Replace airbags and Brake drums in 2024 Alectri cars' with buttons for 'Cancel Campaign', 'Close campaign', 'Save', and a menu icon. Below the header, there are tabs for 'Details', 'Campaign Tasks (1)', 'Corrective Actions (3)', 'Impacted Assets (2140)', and 'Recall Campaign Phases (2)'. The 'Details' tab is active, showing a form for the 'Recall Campaign'. The form includes fields for 'Number' (RCP0000001), 'State' (In Progress), 'Campaign name' (Airbag replacement of Alectri 2024 Cars), 'Recall type' (Product defect), 'Planned start date' (2025-08-30), 'Priority' (2 - High), 'Product issue number' (VRRTT3344), 'Assignment group' (Recall Manager Group), and 'Assigned to' (Boris Catino). A 'Short description' field contains the text 'Replace airbags and Brake drums in 2024 Alectri cars'.

## Simplify and scale global recalls campaign management

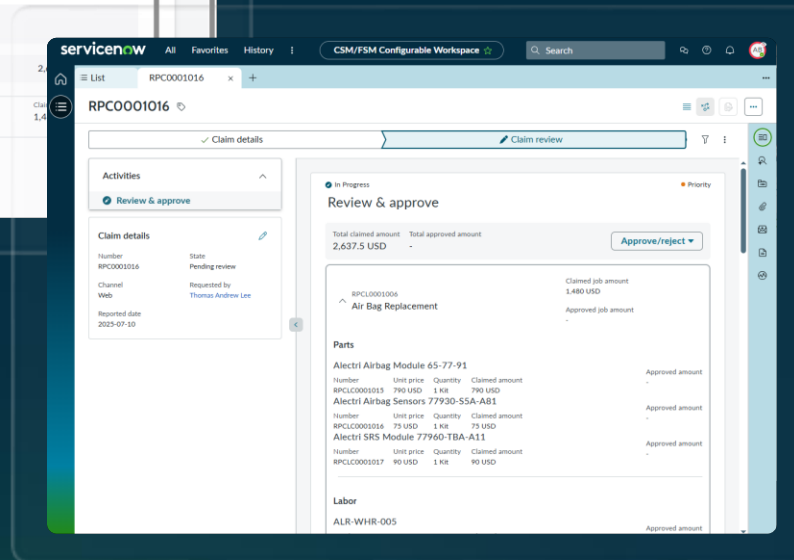
- 1 Manage campaigns centrally with defined phases, tasks, corrective actions, and impacted assets - all in one place
- 2 Streamline the assignment of corrective actions and charges such as parts, labor, external and miscellaneous
- 3 Increase transparency to dealers by publishing recall campaigns directly to the dealer portal



# Recalls: Claims Management



Dealer Claims Intake



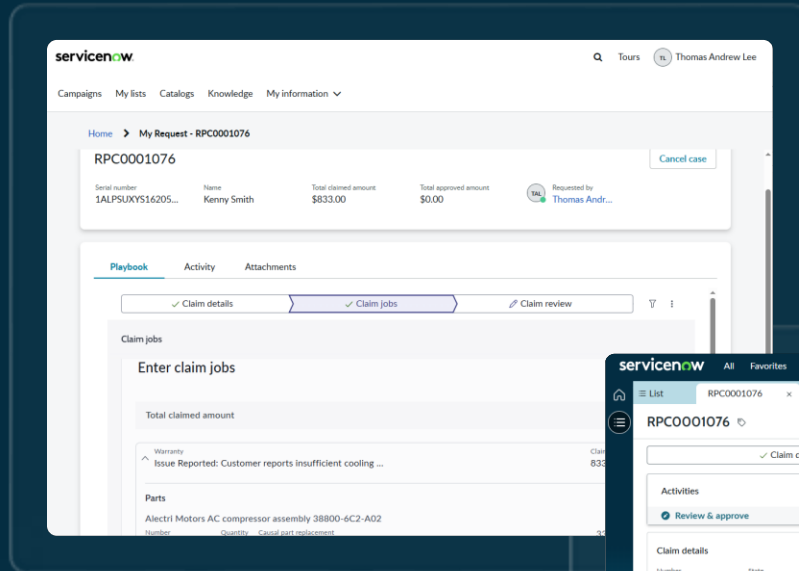
OEM Claims Approval

## Accelerate recall claims submissions and resolutions

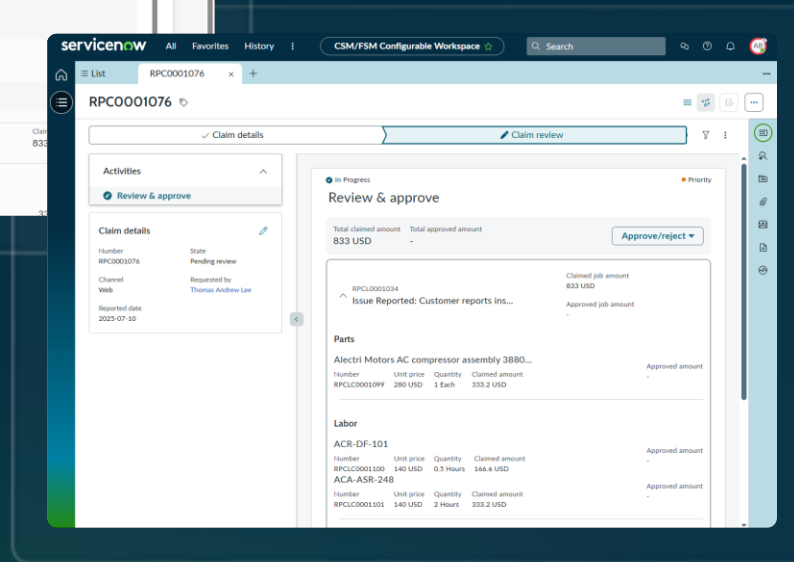
- 1 Reduce claims submission time and errors with step-by-step clear guidelines and pre-filled data (e.g., dealer name, vehicle VIN)
- 2 Improve OEM assessor productivity through detailed job charges breakdowns and flexible adjudication options
- 3 Enhance transparency and collaboration via real-time claim tracking and in-context communication



# Warranty Claims Management



Dealer Claims Intake



OEM Claims Approval

## Streamline warranty claims process for faster and easier resolution

- 1 Provide a simplified, intuitive experience for dealers to submit, update, and track warranty repair claims
- 2 Enable OEM assessors to resolve claims efficiently with adjudication options—approve, reject, partial, or send back
- 3 Strengthen collaboration between dealer administrators and OEM assessors to accelerate resolutions





# Sales Promotions: Campaigns Management

The screenshot shows the ServiceNow interface for managing a sales promotion. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', and a 'CSM/FSM Configurable Workspace' button. A search bar is also present. The main header shows 'Alectri Trade-In Fiesta' with 'Copy' and 'Retire' buttons. Below the header, there are tabs for 'Details', 'Applicable Products (1)', 'Visibility Criteria (1)', and 'All Claims (6)'. The 'Details' tab is active, displaying a form with the following fields:

- Number:** SP0000001
- Owner:** James Smith
- Name:** Alectri Trade-In Fiesta
- State:** Published
- Start date:** 2025-06-30
- Promotion type:** Alectri Trade-In
- End date:** 2026-06-30
- Checklist template:** Alectri Trade-In Template
- Description:**

**Alectri Motors 2025 Trade-In Promotion Campaign for Voltara and Lumora Models**

**Campaign Name:** Power Up Your Drive: Alectri Trade-In Fiesta

**Objective:** Drive sales of Alectri Voltara and Lumora (VS and VX trims) in the USA by offering an attractive trade-in program targeting owners of select hybrid vehicles, positioning Alectri as a premium, eco-friendly upgrade.

**Eligible Vehicles for Trade-In:**

## Launch sales promotion campaigns across regions and channels efficiently

- 1 Define tailored sales promotion campaigns across multiple products, regions, and dealers using eligibility and visibility criteria
- 2 Boost productivity with configurable intake settings (i.e., promotion type, attributes) and checklist templates
- 3 Improve visibility and effectiveness by publishing sales promotion campaigns directly to the dealer portal

# Sales Promotions: Claims Management

servicenow

Tours Sophie Grace Patel

Campaigns My lists Catalogs Knowledge My information

Home > My Request - SPC0001065

Playbook Activity Attachments

✓ Sales details ✓ Incentive details Claim review

Incentive details

Complete

Select incentives

Alectri Trade-In Fiesta

Alectri Motors 2025 Trade-In Promotion Campaign for Voltara and Lumora Models

Sales promotion Available incentive

SPC0000001 686.13 USD - 5,489.04 USD

Claimed amount \* Trade in serial number \*

1,560.00 USD 1234566

Trade in make \* Trade in model \*

Toyota Prius Hybrid

Trade in year \* Trade in trim

2024 EX-L

Dealer Claims Intake

servicenow

All Favorites History CSM/FSM Configurable Workspace Search

List SPC0001065

SPC0001065

Activities

Review and approve

In Progress Review and approve Priority

Alectri Trade-In Fiesta

Sales promotion case line Sales promotion number

SPCL0001003 SPC0000001

Available incentive Claimed amount

686.13 USD - 5,489.04 USD 1,560 USD

Approved amount \* 1,560.00 USD

Incentive details

Attachments

☐ Proof of ownership of the trade-in product is attached

☐ Trade-in appraisal report or valuation is included

☐ Serial number of the traded product is correct

☐ Claim was submitted within the eligible promotion period

Total claimed amount 1,560.00 USD

Total approved amount 1,560.00 USD

Comment \*

OEM Claims Approval

## Streamline the sales promotions claims intake and approval processes

- 1 Boost dealer productivity by enabling multi-sales campaign claims and bulk uploads
- 2 Improve data quality and completeness through required field validations during claims submission
- 3 Streamline OEM assessor review and adjudication workflows (e.g., approve all, reject all, partially approve, send back)



# Dealer Portal

**servicenow** Q Tours NY Nathan Robert Young

Campaigns My lists Catalogs Knowledge My information ▾

### Browse services

#### Repair claim

Create repair claim for the completed repairs

#### Sales promotion single claim

Create a sales promotion claim - applicable for all sales promotion

#### Sales promotion

Create multiple s uploading excel

### Lookup by Serial number

Find all information related to the product

Serial number

Search

### Active campaigns

Sales promotions

Recall campaigns

### Sales promotions

Search within Sales promotions

Number	Name	Start date	End date	State
SP0000003	Alectri Voltara & Lumora Loyalty Drive	2025-06-30	2026-06-30	Published
SP0001003	SP1	2025-07-10	2025-07-12	Published

## Improve OEM-dealer collaboration with a unified portal experience

- 1 Easily look up cases and campaigns containing specific products using their serial numbers
- 2 Provide full visibility and easy access to recall and sales promotion campaigns including key details like scope and dates
- 3 Enhance dealer experience by enabling submission and tracking of claims and cases in one place

# ServiceNow® AI Platform Zurich release

App Engine



servicenow®

# What's new in the Zurich release



**Automate, build, and streamline your application development**

## **App Engine**

- Developer sandbox
- ServiceNow Studio enhancements



# Developer sandbox

Scalable concurrent development on existing instances

**Sandbox Management**

Sandboxes are isolated spaces within your instance for secure coding and testing, allowing developers to work without affecting others. Enhance your coding experience effortlessly.

**Instance overview**

Total sandboxes: 5

Available sandboxes: 2

Allocated sandboxes: 3

**Sandboxes** 3

Sandbox	Status	Data utilization	Owner	Last accessed	Allocated on
mitchell	Initializing	0	Christen Mitchell	-	2025-07-28
sandbox2	Running	3.8 GB	David Loo	-	2025-06-30
sandbox1	Running	5.1 GB	System Administrator	2025-06-30	2025-06-30

Showing 1-3 of 3

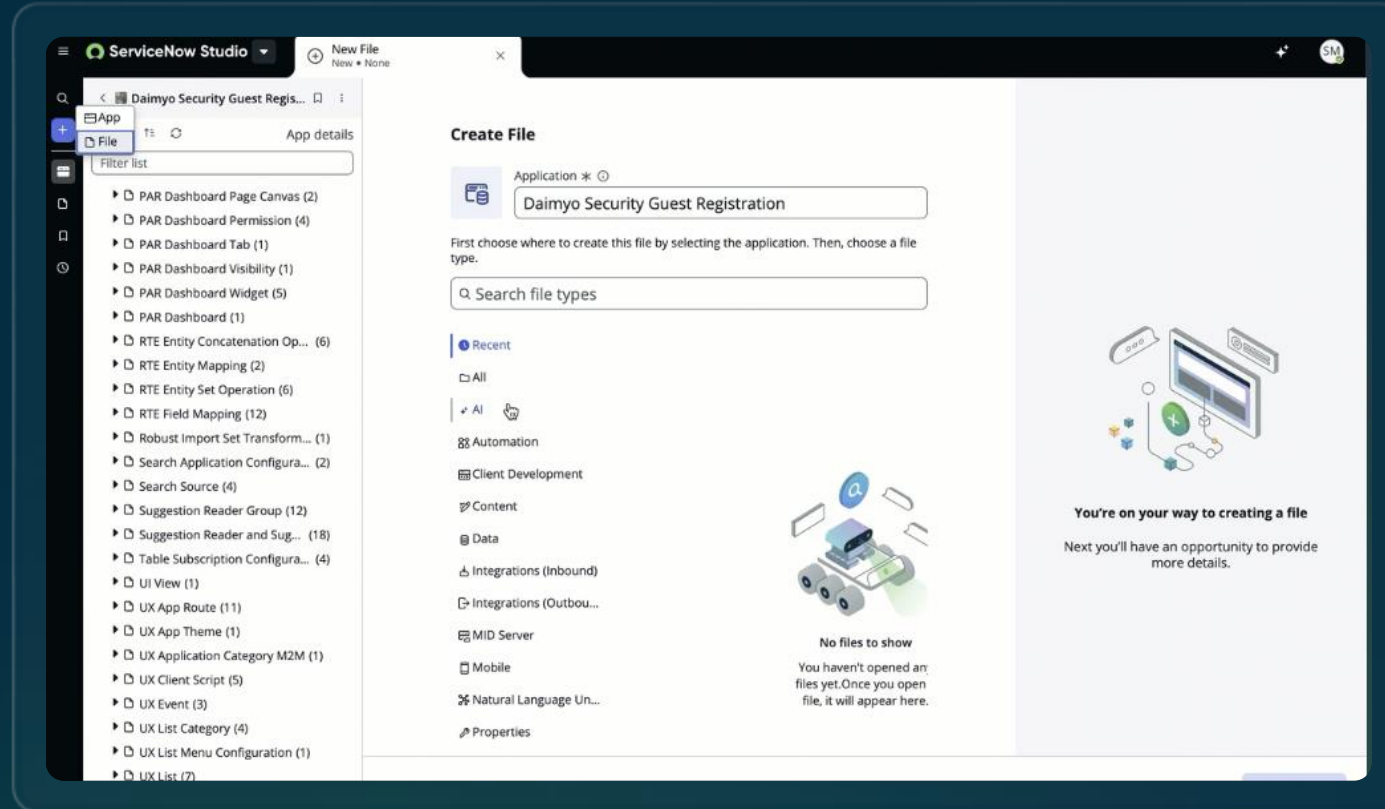
Records per page 10

## Develop in parallel with full version control support

- 1 Improve quality assurance with isolated testing environments that catch issues early
- 2 Facilitate safe branching and merging with modern Git-based workflows
- 3 Reduce delivery delays that result from manual coordination

# ServiceNow Studio enhancements

✦ **Powered by Now Assist**



## Create AI components directly in your development environment

- 1 View and access AI components within the ServiceNow Studio taxonomy
- 2 Build AI agent-powered apps starting from ServiceNow Studio
- 3 Support faster prototyping and tighter integration across the platform's AI ecosystem

Now Assist Skill Kit and AI Agent Studio taxonomy integration

# ServiceNow® AI Platform Zurich release

Customer Success:  
ServiceNow Impact® and Expert Services





# What's new in the Zurich release



## Customer Success

### Put AI to work, faster

#### Impact: Value & adoption

- Value reporting enhancements
- Strategic Portfolio Management integration

#### Impact: Health & observability

- Instance Observer: Root-cause summary
- Instance Observer: Alerting enhancements

#### Impact: Expertise & guidance

- New AI accelerators

#### Impact: Premium support

- Preventive Care add-on

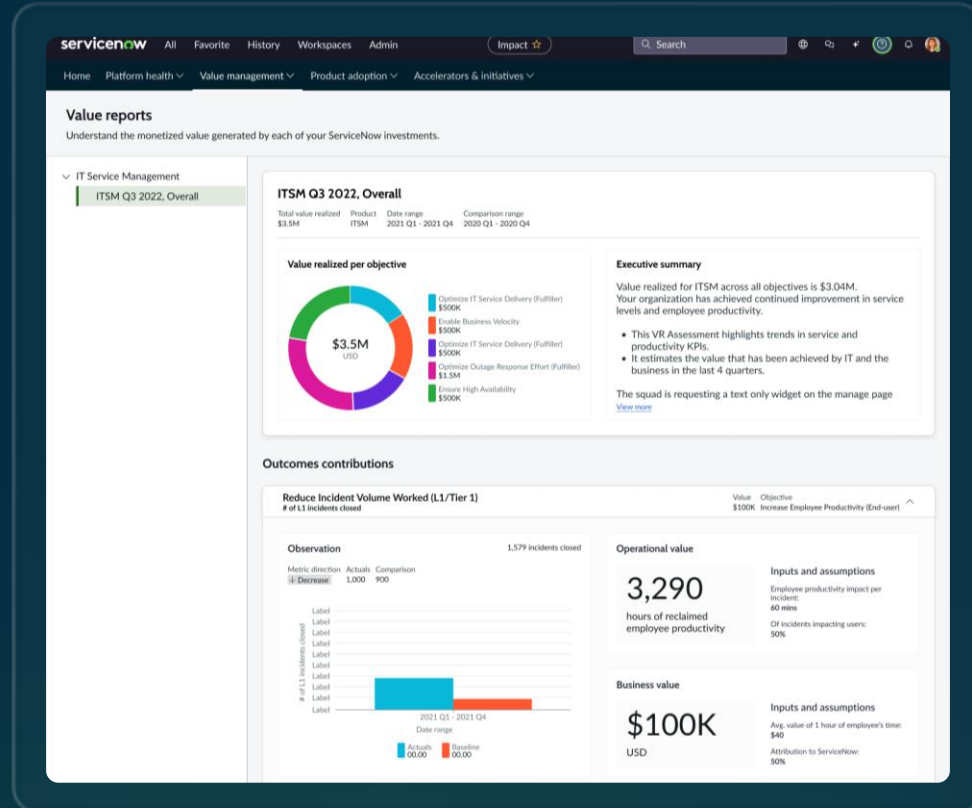
#### Expert Services

- New services offers



# Value reporting enhancements

## Value & adoption



Success plan: **Guided and Total**

## Track value realized with ServiceNow

- 1 Set business objectives and success metrics directly inside ServiceNow Impact®
- 2 Monitor outcomes and performance with real-time reporting and visualizations in an enhanced dashboard
- 3 Measure value delivered by ServiceNow capabilities in a single view



# Strategic Portfolio Management integration

## Value & adoption

The screenshot displays the ServiceNow Impact application interface. At the top, the navigation bar includes 'servicenow', 'All', 'Favorite', 'History', 'Workspaces', 'Admin', and a search bar. Below the navigation bar, the main content area is titled 'My work items' and includes a brief description of SPM and CWM work items. The interface is divided into two main sections: 'SPM work items' and 'CWM work items'. Each section features a table with columns for 'Work item name', 'Impact source', 'State', 'Progress', and 'Status'. The 'SPM work items' table shows a list of items including 'Demand', 'Epic', 'Initiative', 'Product idea', 'Agent Assist', 'Project', and 'Strategic program'. The 'CWM work items' table shows a single item, 'Board'. The interface also includes pagination controls and a 'Rows per group' dropdown menu.

**SPM work items**

Work item name	Impact source	State	Progress	Status
Demand				
Epic				
Initiative				
Product idea				
Agent Assist	Product Adoption Roadm...	New	25%	Green
Project				
Strategic program				

**CWM work items**

Work item name	Impact source	State	Progress	Status
Board				

Success plan: **Guided and Total**

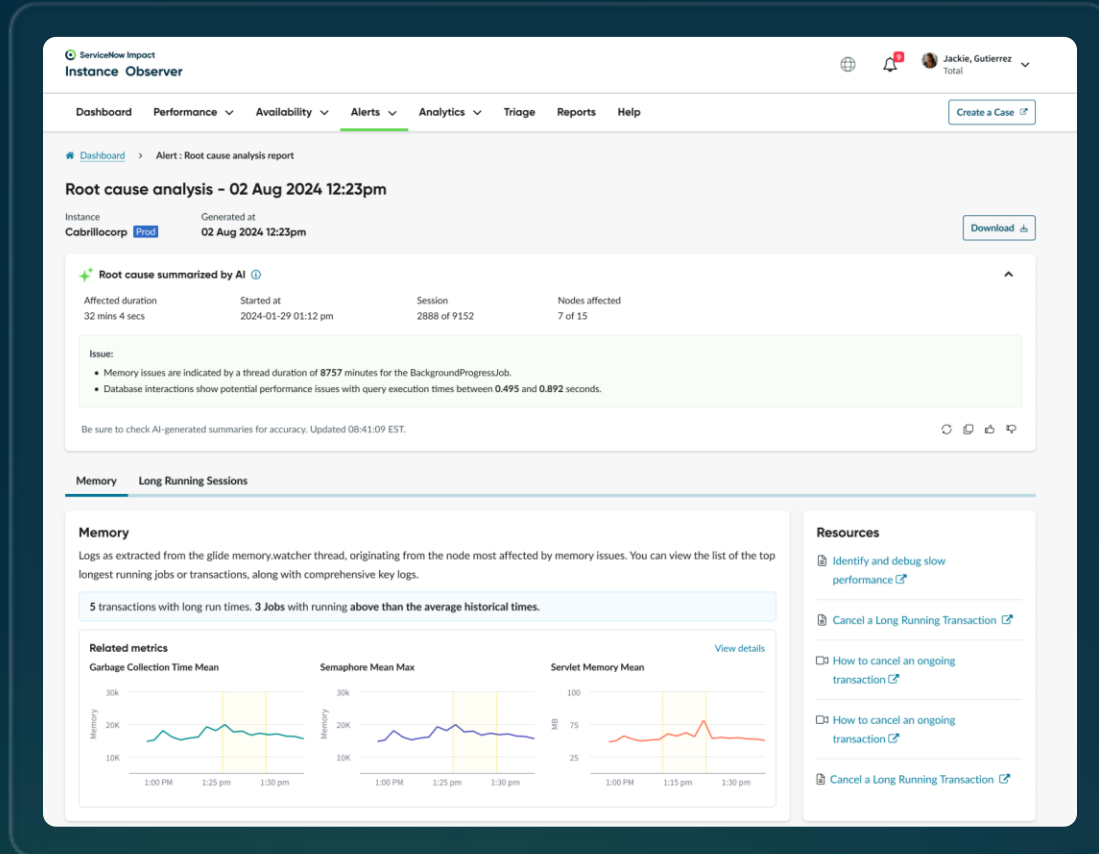
## Improve visibility of SPM work items created via Impact

- 1 Convert Impact insights into Strategic Portfolio Management work items
- 2 View the status of generated work items directly inside Impact—via automatic progress syncing from SPM
- 3 Streamline execution with enhanced conversion options, visual status indicators, and a consistent, modern user experience



# Instance Observer: Root-cause summary

## Health & observability



Success plan: **Total**

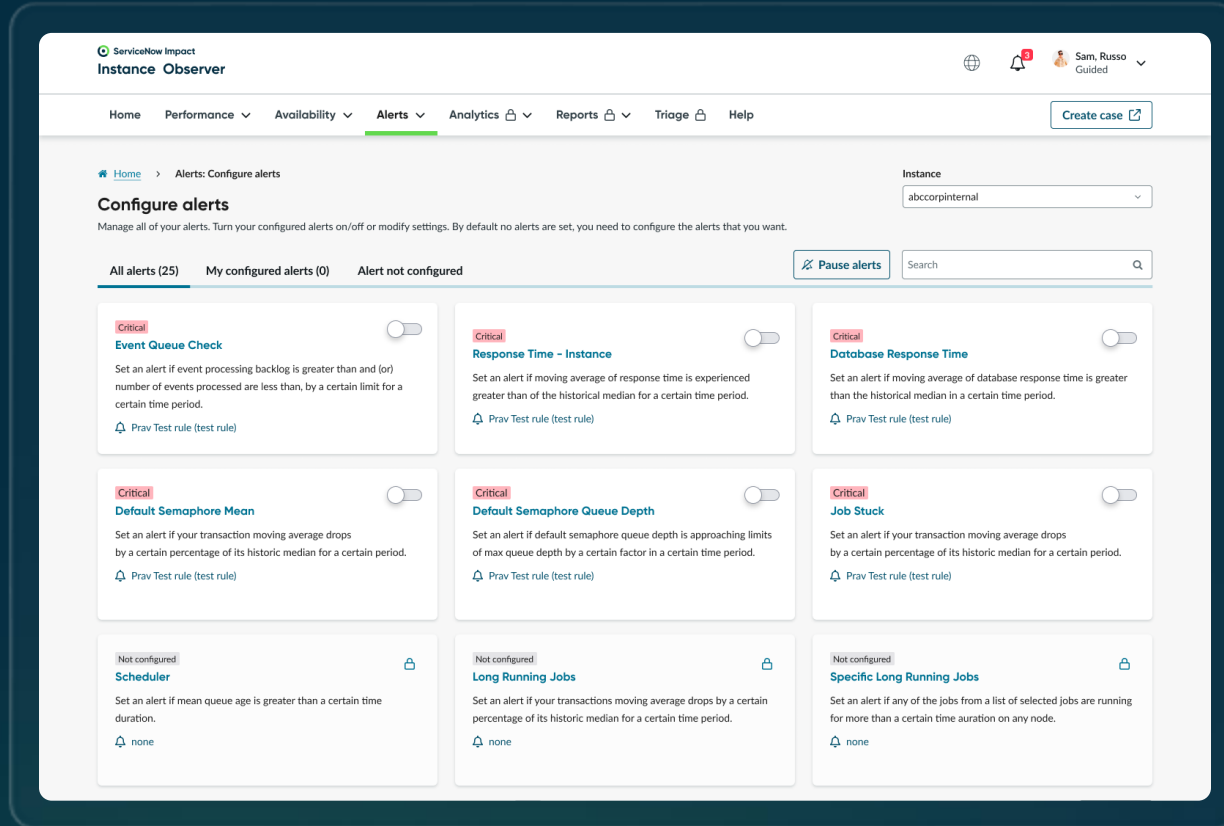
## Use GenAI to help diagnose performance issues faster

- 1 Analyze logs, metrics, and alerts faster by reading clear, GenAI-powered summaries of incident causes
- 2 Reduce mean time to detect (MTTD) and mean time to resolve (MTTR) by helping application owners quickly understand issues
- 3 Provide contextual insights on demand, without manual data analysis



# Instance Observer: Alert enhancements

## Health & observability



Six new alerts available for Guided customers

Success plan: **Guided and Total**

## Improve instance monitoring and transparency

- 1 Customers with Impact Guided now have access to the six most common alerts used in Instance Observer
- 2 Notify platform owners or admins when specific performance thresholds are crossed, so they can take action before issues becomes critical
- 3 Use version history to see when alerts were last modified, by whom, and what changed



# New AI accelerators

Expertise & guidance

Success plan: **Guided and Total**

**Activate these new accelerators to receive guidance on adopting AI quickly**

- 1 Jumpstart Your Now Assist in Document Intelligence
- 2 Jumpstart Your External Content Connectors

Technical

## Jumpstart Your Now Assist in Document Intelligence

Learn how to use Now Assist in Document Intelligence and receive an overview of functionality, a demo in a copy of their instance, and expert coaching sessions.

30 days



Technical

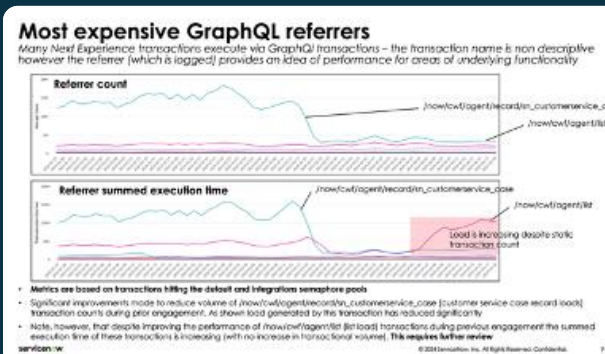
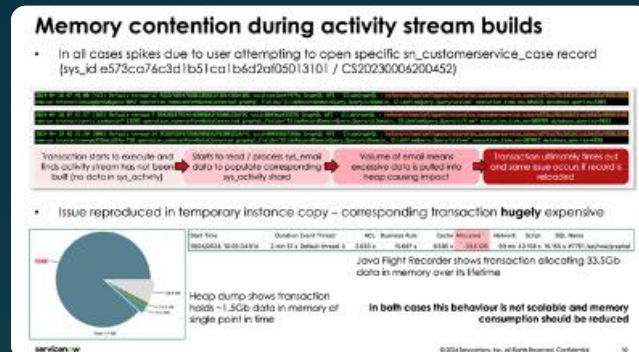
## Jumpstart Your External Content Connectors (XCC)

Learn how to configure your ServiceNow AI Search to search external systems such as SharePoint, Confluence, etc. through XCC in Workflow Data Fabric.

30 days



## Premium support



## Optimize platform performance and health with premium diagnostics and support

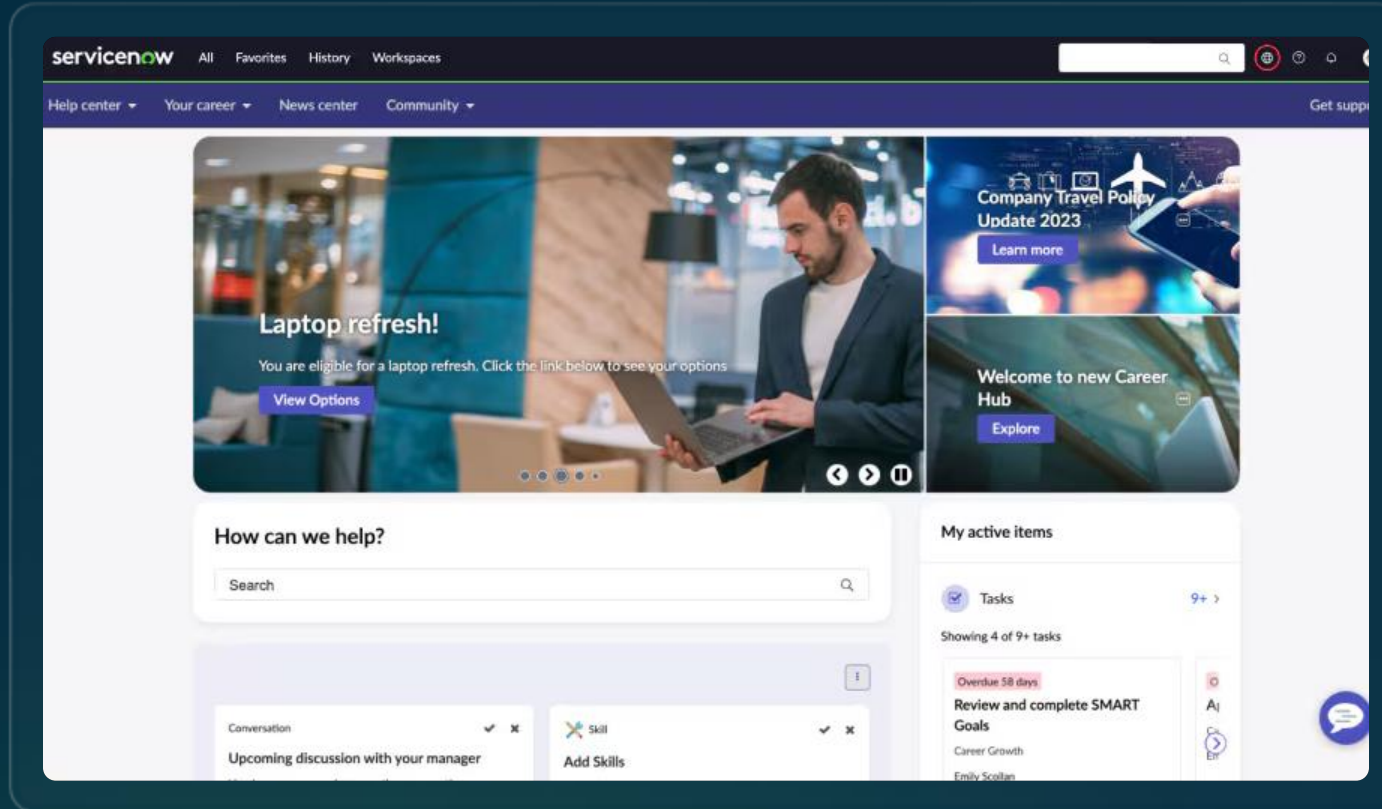
- 1 Enhance stability and scalability with bi-annual expert-led engagements
- 2 Get deep health insights to identify scalability constraints and reduce performance degradation
- 3 Receive guided implementation recommendations and validate improvements

## Example deliverables





# Expert Services



Core Business Suite homepage

## Implement and adopt ServiceNow solutions faster

Utilize our Expert Services team for these two new service offers:

- 1 Solution Architecture Advisory Service
- 2 Core Business Suite Implementation



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