Now Platform®
The intelligent platform for end-to-end digital transformation

The business challenge
20th-century IT architectures are not suitable for today’s everchanging environments and leave companies unprotected from sudden disruptions. Recent global events have highlighted the existing weaknesses in value chains. While it’s important for leaders to keep their hands on short-term challenges, they also need to keep their eyes on the future. Global pandemics, climate swings, and trade wars are all part of the new normal – and they will continue to test the resiliency of our organizations.

Current business conditions require you to adapt to change, drive productivity and innovation, and deliver modern, consumer-like experiences at scale. To reach this level of agility, you need to connect digital workflows across the enterprise to optimize business processes and keep work flowing seamlessly across people, data, and systems and data.

The enterprise workflow revolution
Born in the cloud and built from the ground up with a single data model and a single, scalable architecture, the Now Platform enables data to flow seamlessly across applications and existing systems. The Now Platform delivers workflow automation at an enterprise scale, allowing you to optimize business processes for productivity, agility, and resiliency.

With out-of-the-box digital workflows that automate everyday service requests, delivery teams can increase service delivery speed, and free up teams for higher value work that drives enterprise-wide innovation. And with native development and integration tools, you can easily extend ServiceNow’s digital workflows or create new digital workflows on the same platform. This flexibility lets you create the right experiences you need for a better way to work, or in disruptive situations, a better way to respond.

Drive connected digital workflows across the enterprise
Maximize the value of existing technology investments with a single, unified cloud platform
Connect siloed systems, departments, and processes
Automate and transform with best-in-class digital workflows

Deliver modern, consumer-like experiences at scale
Drive customer satisfaction-and loyalty with unified web, mobile, and conversational experiences
Increase productivity and engagement through easy and intuitive employee experiences
Work smarter and faster with native, purpose-built AI and analytics

Accelerate time-to-value and innovation
Unlock ROI from day one with out-of-the-box apps and integrations
Empower developers of any skill level to build apps fast with low-code tools
Fast-track digital initiatives by delivering new capabilities with greater speed and control
What can you do on the Now Platform?

**Consistency & scalability**

**Configuration Management Database (CMDB)**
A centralized source that provides full visibility into your IT environment.

**Common Services Data Model (CSDM)**
A CMDB-based framework that enables standard and consistent service modeling.

**Knowledge management**
Enable easy access and sharing of information such as self-help, troubleshooting, and task resolution.

**Service Catalog**
Standardize request fulfillment to ensure accuracy and availability of service offerings.

**Engagement**

**Conversational interfaces**
Connect seamlessly to virtual or live agents through any popular messaging app.

**Service Portal**
Build, customize, and deploy mobile-friendly self-service experiences.

**Mobile**
Deploy mobile apps and configuration tools to drive consistent experiences and support all of your user needs.

**Configurable workspaces**
Deliver targeted personalized experiences with all of the resources teams need to get their work done.

**Playbook experience**
Visualize business process workflows in a simple, task-oriented view.

**Productivity**

**Service level management**
Gather service requirements and monitor and manage SLAs.

**Skills management**
Associate skills with individual users or groups and assign them to tasks or projects.

**Reports & dashboards**
Easily create and configure customized reports and eye-catching dashboards.

**Workforce optimization**
Optimize schedules and work assignments and deliver skills development.

**Automation**

**Flow Designer**
Build, connect, and automate cross-enterprise workflows in a single, no code design environment.

**Process Automation Designer**
Build and manage multiple complex workflows with no-code playbooks.

**Robotic Process Automation (RPA)**
Easily create and deploy bots to learn, mimic, and execute mundane business processes.

**Advanced Work Assignment**
Automatically assign work items to agents based on availability, capacity, and skills.

**Intelligence**

**Generative AI**
Accelerate productivity with automatic content summarization, simplification, translation, prediction, and generation.

**Machine learning**
Automate routine tasks and resolve issues faster with purpose-built AI capabilities.

**NLP / NLU / NLQ**
Enable and configure applications to learn and respond to human-expressed intent.

**Performance Analytics**
Optimize business services, improve processes, and align with organizational goals.

**Process Mining**
User visual process maps and cluster analyses to identify bottleneck and streamline work.

**Security**

**Data encryption**
Choose from multiple flexible encryption options to meet individual organizational or compliance needs.

**Regulatory compliance**
Comply with global and regional standards and regulatory requirements.

**Privacy & access controls**
Maintain full control over your data with adherence to digital privacy and safety mandates.

**Data certification**
Manage scheduled and on-demand validations of platform data.

Find out more
Visit: servicenow.com/now-platform.html