AI at ServiceNow

The future of business is AI-powered.

What can you do with AI?
- Get more done with less
- Expand the scale of your business

ServiceNow is making AI available across the organization. By continuously embedding enterprise AI into our products, we’re enabling employees and customers to transform the way they do business.

The Now Platform includes generative AI, machine learning frameworks, natural language understanding, search and automation analytics, and more, putting that power into the hands of everyone:
- Deliver simple solutions
- Supercharge productivity
- Maximize process performance
- End the struggle with inefficiencies and bottlenecks
- Get to the right team, every time

Understanding machine learning

What is machine learning?

Machine learning is a subset of AI that enables systems to learn from data to make decisions or predictions without being explicitly programmed.

Machine learning is a key component of the Now Platform. It’s used to analyze data, discover patterns, and make predictions.

How does machine learning work?

Machine learning algorithms analyze data to find patterns and make predictions. These algorithms can be supervised, unsupervised, or reinforcement learning.

Supervised learning involves training a model on labeled data to make predictions. Unsupervised learning involves finding patterns in unlabeled data. Reinforcement learning involves training a model through trial and error to achieve a goal.

What can you do with machine learning?

- Discover hidden patterns
- Identify similarities
- Detect major incidents
- Deflect tickets and bases
- Improve search accuracy
- Route and prioritize work
- Identify opportunities for improvement
- Maximize process performance

Building transparent, responsible, and auditable AI

The next generation of AI
defines transparency, responsibility, and auditability. We modernize AI at ServiceNow by creating tools and services that everyone can use to ensure that AI is fair, explainable, and secure.

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Purpose-built AI for the Now Platform

- Deliver simple solutions
- Supercharge productivity
- Maximize process performance
- End the struggle with inefficiencies and bottlenecks
- Get to the right team, every time

New, responsible AI practices to train and shape large language models are vital to ensuring the right protocols, safeguards, and permissions are in place.

Harm de Vries
Large Language Model Lab Lead, ServiceNow Research

The Now Platform includes generative AI, machine learning frameworks, natural language understanding, search and automation analytics, and more, putting that power into the hands of everyone. Together, we’re building an AI ecosystem that empowers everyone to make better, fairer, and more sustainable decisions.