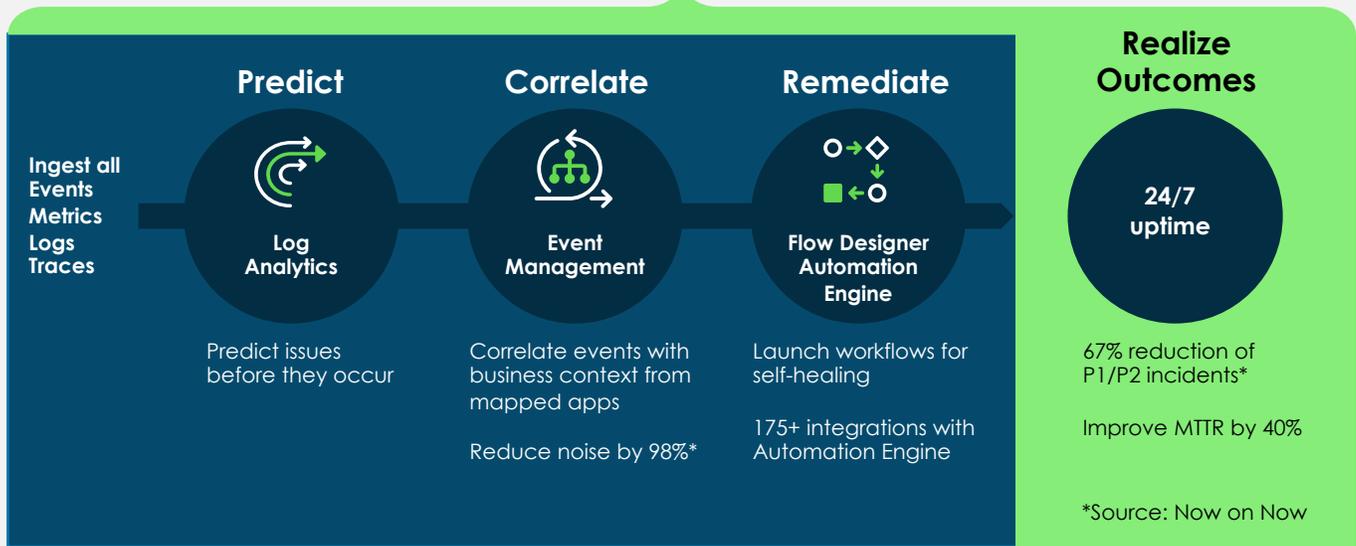


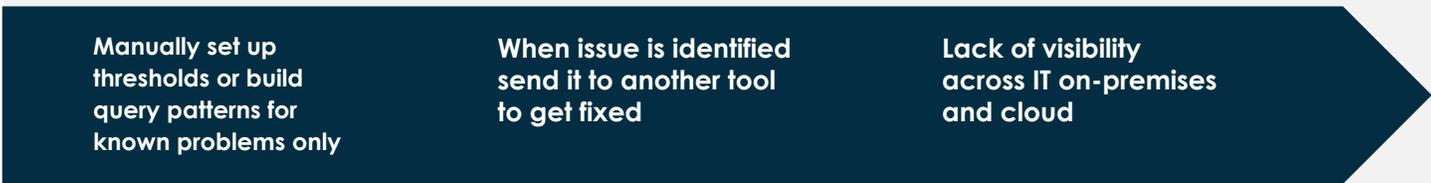
## AIOps done differently

Keeping digital services running around the clock to support employees working from anywhere and keep customers coming back requires an AIOps solution that tells you something is about to fail before it fails, that gives you 3000+ insights on how similar problems were solved, and workflows to automatically fix the problem. **This is only possible with ServiceNow AIOps.**

### Only with ServiceNow



### With other standalone AIOps tools



**With ServiceNow Predictive AIOps ingest all Events, Metrics, Logs, Traces from your applications and monitoring tools**

#### **Predict issues, correlate anomalies, identify root cause**

Predict issues and present only the critical actionable alerts and services impacted to your team. Significantly reduce the time it takes to remediate incidents by getting to the root cause faster to eliminate service degradations and outages before users are impacted.

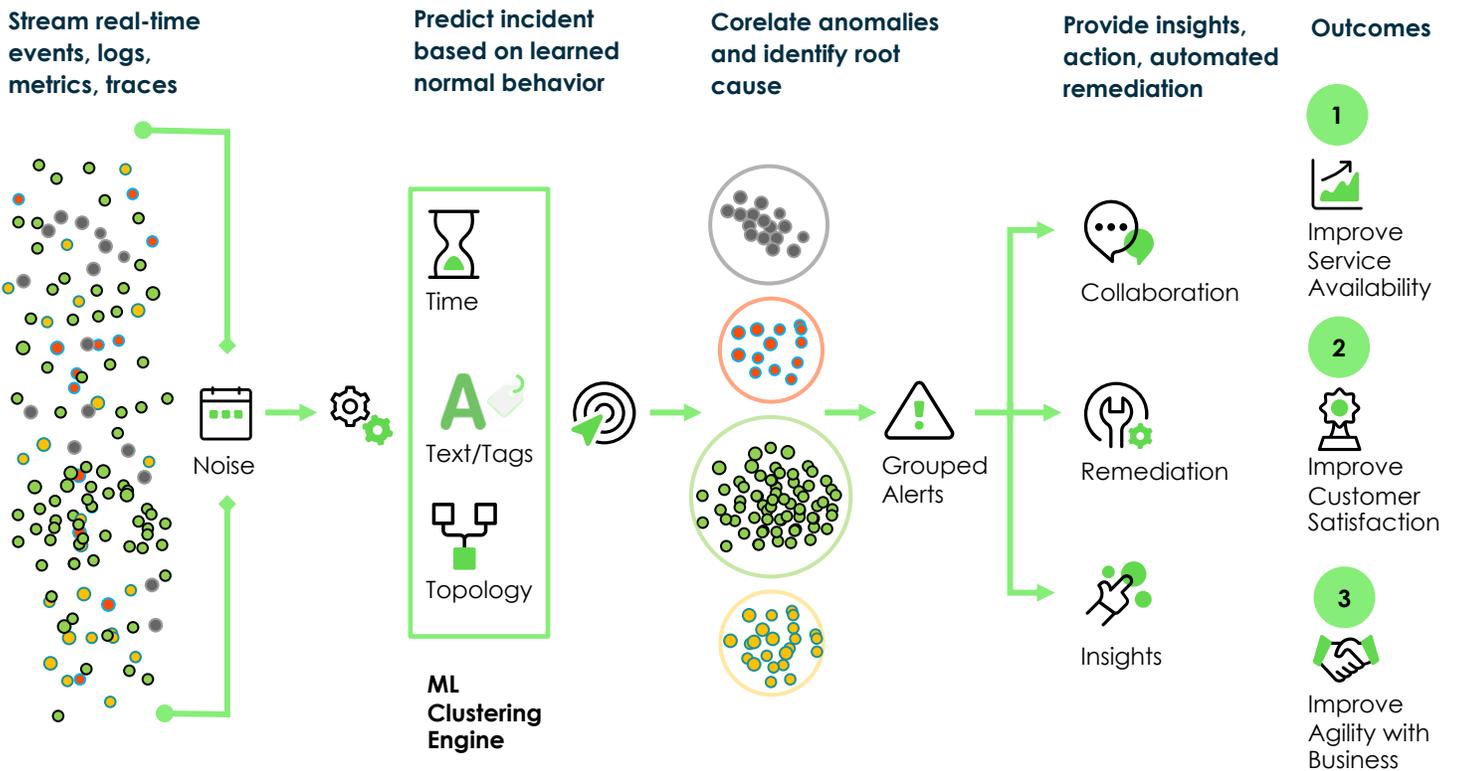
#### **Provide insights and actions to automatically remediate issues**

Use workflows to automatically remediate issues and use 3000+ knowledge-based articles which include Known Error Responses and a simplified way for your team to capture tips and solutions.

#### **Get started in just a few weeks and gain fast time to value**

Start right away with AIOps. There is no need to wait to have a fully populated CMDB.

# How ServiceNow AIOps works



ServiceNow AIOps is different. Predictive AIOps ingests events, logs, metrics and traces from your applications and monitoring tools across your environment. It learns and models the behavior of your application and does not need to be told ahead of time which situations to look for. It will learn new situations on the fly and will alert you when a new anomalous behavior is detected. AI and ML techniques correlate and deduplicate alerts, surfacing only the few actionable alerts that need your attention. Issues can be automatically remediated with workflows and resolution can be coordinated with support teams using standard collaboration tools. Only with ServiceNow, can you catch anomalies you weren't looking for and resolve them before they impact users.

We use several correlation and anomaly detection techniques to understand the patterns in the data ingested from your monitoring tools into the ServiceNow platform:

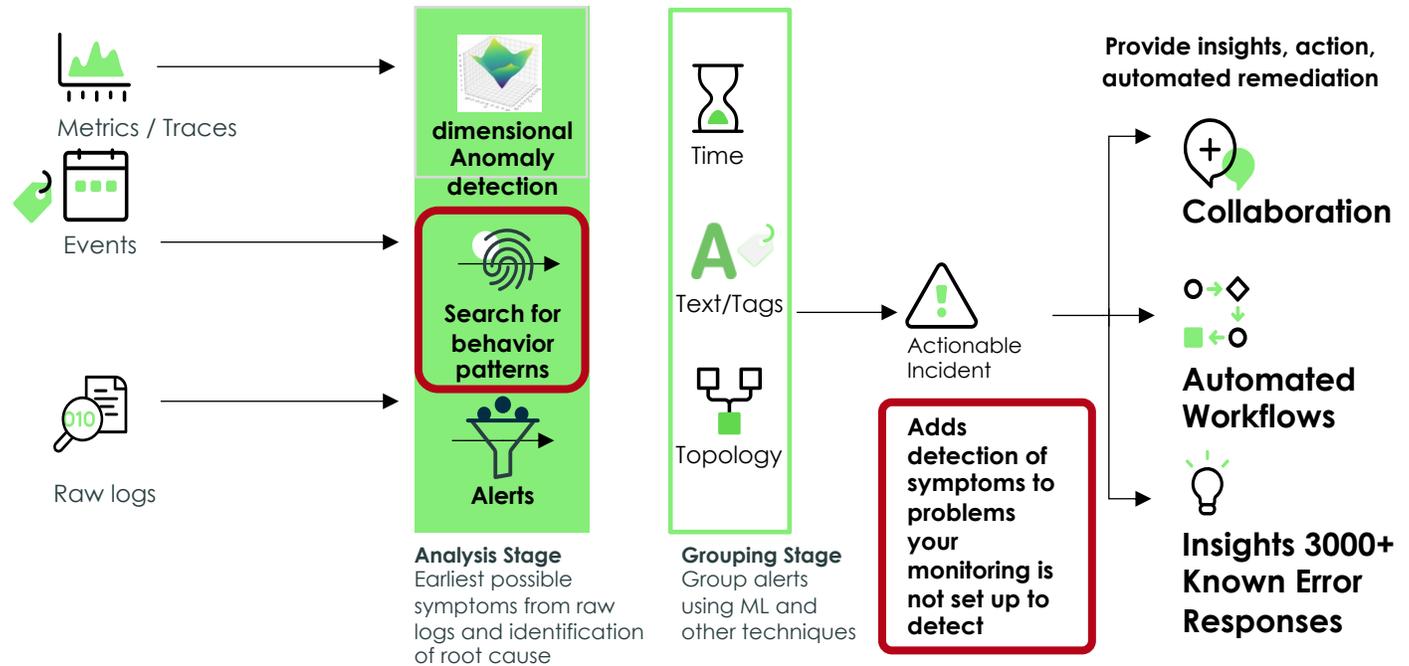
1. **Tag-based Alert Clustering** - lets you get started right away with AIOps *without a fully populated CMDB*. Tag based Alert Clustering applies machine learning techniques to the content of tags to identify patterns, normalize tags to better organize alerts.
2. **Automated Temporal Analysis** – this technique uses a nightly job that evaluates a 30-day rolling window to identify patterns. It uses a simple feedback mechanism where you tell the ML if the alert clustering the ML is doing is on track and with this simple feedback the ML gets smarter.
3. **Topological analysis** – where you can use the topology from Basic Discovery or Service Maps to identify issues
4. **Applying AI to logs to identify anomalies in real-time** – we also apply AI to logs and the AI learns your environment without having to be told what to look for and flags you when it sees an anomaly. Unlike other AIOps point tools the AI does not have to be told where to look in advance, other AIOps solutions have to have thresholds set or patterns created and then AI seeing those preset thresholds or patterns indicates there is a problem.

After alerts are correlated, they are grouped into actionable alerts. To fix the problem, you can collaborate with support teams and / or leverage more than 180 integrations from Automation Engine to automatically remediate the issue using workflows. The result for your business is - improved service availability, customer satisfaction and business agility to keep your digital business running 24/7.

# AIOps done differently

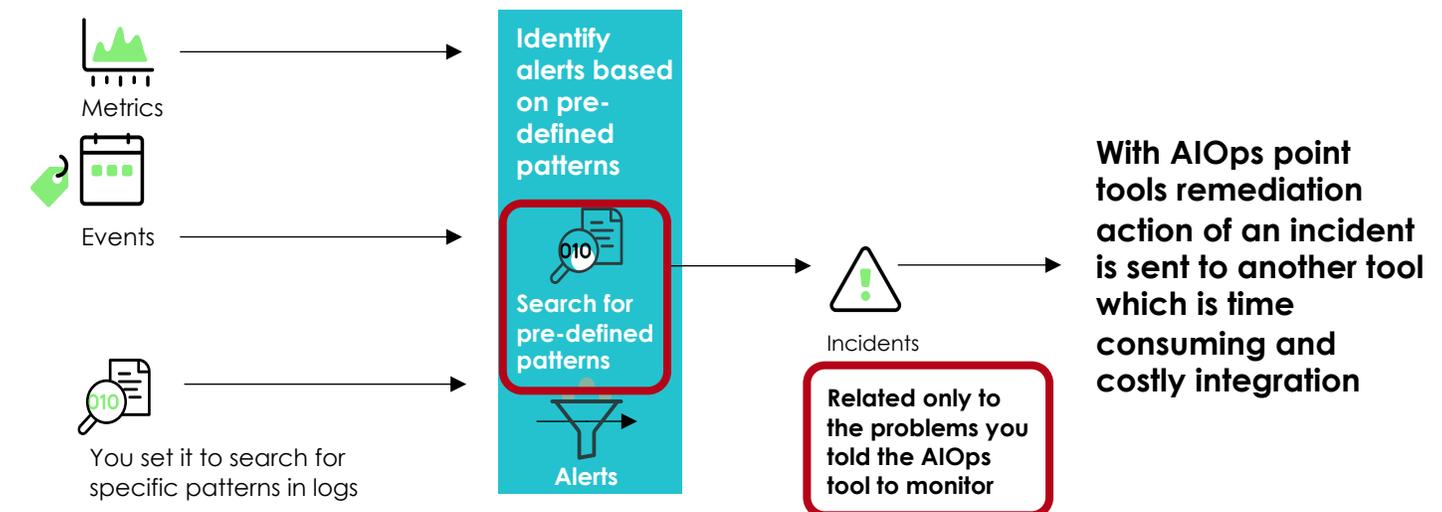
## ServiceNow Predictive AIOps

- Detects early symptoms based on raw logs without having to tell it where to look in advance
- Provides a description of the root cause with context on how it developed
- Automated workflows and 3000+ known error responses
- Alerts are enriched with their business impact based on Service Mapping



## AIOps point tools

- You need to tell the AI what problems to look for in advance to identify issues
- Issues identified are only related to the problems you told it to look for
- Correlation happens after the fact, when the business is already impacted



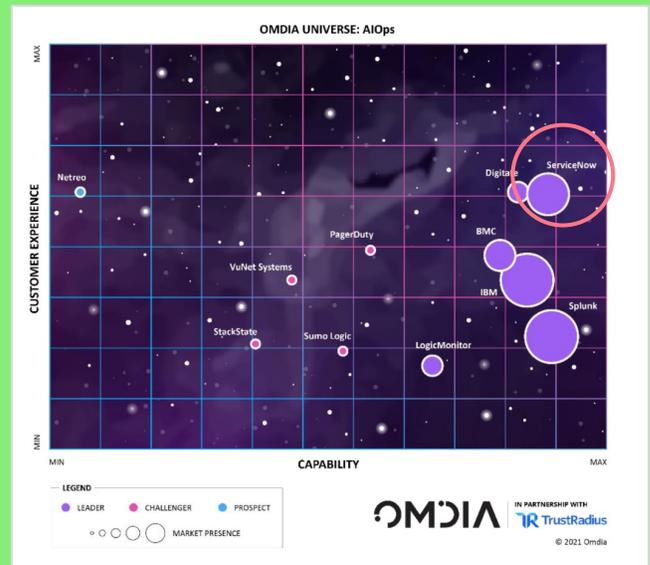
## Are you getting what you need out of your AIOps tool?

AIOps Capability	ServiceNow AIOps	Stand alone AIOps tools
Root cause analysis	Yes	Must configure
Hacking attempts	Yes	No
Anomaly Detection	Yes	Must predetermine and specifically configure anomaly to detect
Alert/Event Reduction	Yes	Yes
Automatic Remediation with Workflows	Yes	No
Infrastructure Predictive Availability	Partial	No
App Predictive Availability	Partial	No
Intelligent Alert Escalation and Routing	Yes	No
Native integration with AI-powered Virtual Agent	Yes	No
3000+ known error responses and insights for faster remediation	Yes	No

## ServiceNow is an AIOps market leader

#1  
in Gartner®'s 2021  
AIOps  
Worldwide  
Market Share

ServiceNow has 37% AIOps market share and 50% YoY growth Gartner®



Source: Gartner, Market Share: IT Operations Management Software, Worldwide, 2021, 6 May 2022

ServiceNow Named Leader in the Omdia Universe: Selecting an AIOps Solution, 2021-22

Source: Omdia, Universe: Selecting an AIOps Solution, July 2021

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## Ready to get started?

### Predictive AIOps - Fast time to value by design

