



**Bring AI to every corner
of your business with
ServiceNow and Accenture**

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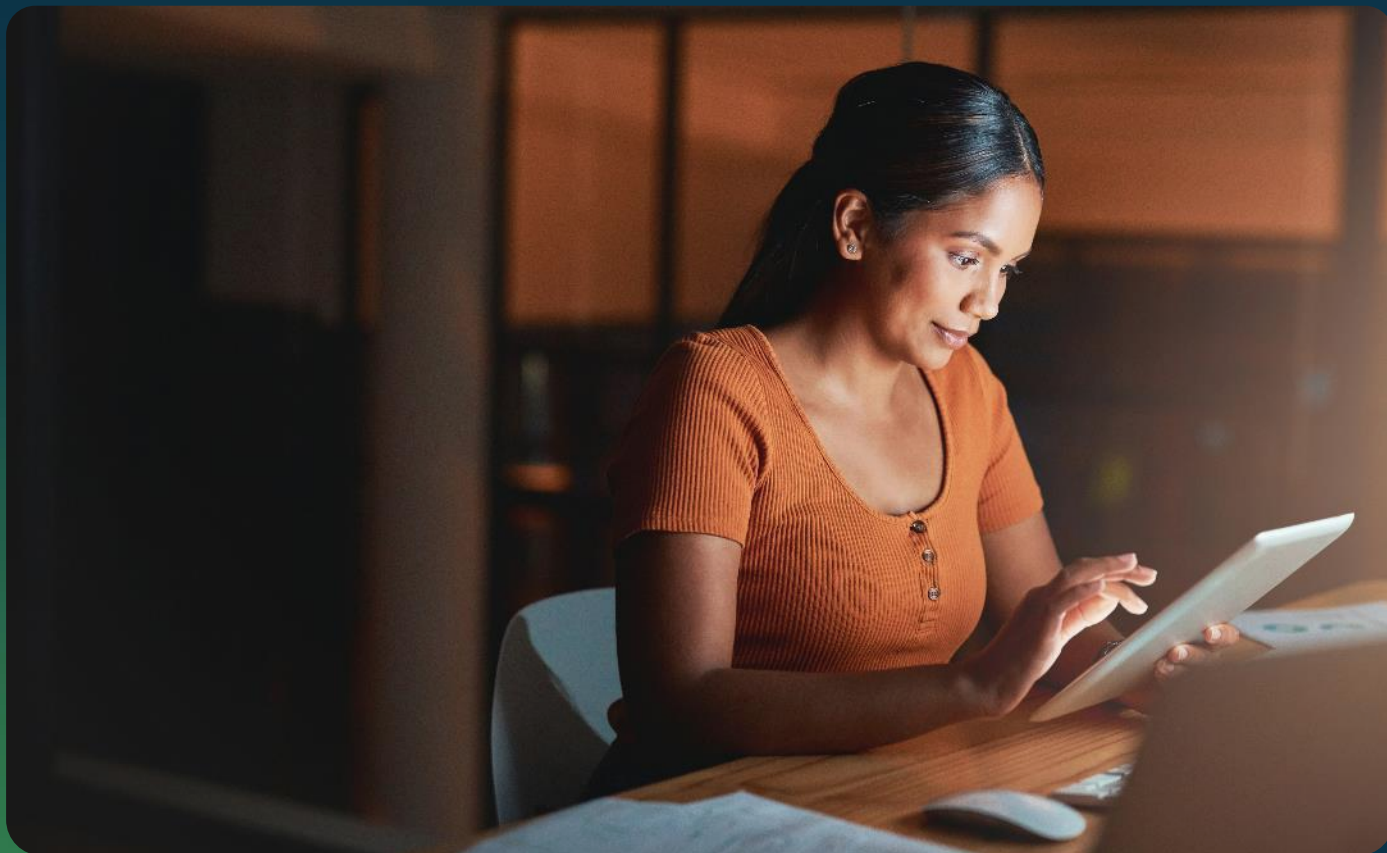
Abstract

This white paper explores how Accenture and ServiceNow are harnessing the power of agentic AI to transform business operations at scale. Building on Accenture's 2025 Tech Vision, it highlights how autonomous decision-making AI systems can drive efficiency, improve productivity, and elevate user experiences.

We examine the latest technology trends and the architectural foundations needed to unlock the full potential of AI and showcase how to solve business challenges by boosting efficiency and navigating technology spend.

Focusing on the ServiceNow AI Platform for end-to-end business transformation, we highlight the benefits of embedding AI agents into any business process on a single platform. With the AI Control Tower—a central location to analyze, manage, and govern—enterprises can better control the rapidly evolving world of agentic AI across every corner of a business.

This paper also navigates the critical decision between buying or building AI solutions, showing how integrating AI into operational models fosters continuous innovation. Finally, a case study illustrates the practical benefits of these AI-driven transformations, emphasizing the importance of adopting AI on the ServiceNow AI Platform for competitive advantage.



Accenture's tech vision 2025

AI: A declaration of autonomy

For 25 years, the annual Accenture Technology Vision has identified emerging tech trends poised to disrupt global operations with strategic insights into how technology will reshape industries, workforces, and customer experiences. Based on surveys, expert input, and global advisory collaborations, the report helps leaders prepare for future shifts in the tech landscape.

This year's edition, "AI: A Declaration of Autonomy," highlights the transformative role of AI, evolving from an automation enabler to an autonomous force. Accenture emphasizes AI's potential to revolutionize business with "cognitive digital brains," serving as intelligent systems that learn, adapt, and drive decision-making at scale. The report identifies three major themes:

- 1 The generalization of AI:** AI is no longer confined to isolated applications. It is deeply embedded in digital ecosystems, becoming more autonomous and influencing every aspect of business.
- 2 Trust as the key to AI adoption:** Accenture's research highlights trust as the primary factor determining the success of AI, indicating that 77% of executives believe that benefits will only be fully realized when built on a foundation of trust—through ethical, predictable, and transparent AI deployment.
- 3 The rise of autonomy:** AI-powered agents, robotics, and digital ecosystems are moving beyond basic automation into an independent entity capable of decision-making, planning, and execution. All of which function with minimal human intervention, accelerating productivity and innovation.

Accenture's Technology Vision 2025 positions AI as a catalyst for reinvention, reshaping technology architectures, accelerating digital transformation, and redefining the relationship between humans and machines. Organizations that embrace this shift will come out ahead.



The top trends of 2025

Accenture has identified four defining technology trends that will transform enterprises across industries in the next three to five years. Together, they reveal how the evolution of AI—from advanced language models to autonomous intelligence—is reshaping the technological landscape:

- 1 The binary big bang:** Foundation models and agentic systems are upending how technology is designed, deployed, and used. Enterprises must adapt to a world where AI autonomously generates digital solutions, reshaping entire industries.
- 2 Your face, in the future:** As AI-driven interfaces become the new normal, maintaining a distinct, differentiated, and trusted customer experience will be crucial to avoid homogenization.
- 3 When LLMs get their bodies:** AI-driven robotics and embodied intelligence are emerging, enabling machines to perform physical tasks with increased autonomy. This trend signals a transformation in industries reliant on logistics, manufacturing, and customer service.
- 4 The new learning loop:** Embedding AI directly into workflows promotes a genuine two-way learning loop: employees engage, AI adapts, and trust grows. Organizations that foster close human-AI partnerships unlock faster adoption, sharper skills, and a stronger competitive advantage.

The takeaway is clear: AI continues to evolve and integrate into every aspect of business. Understanding and preparing for these shifts will be crucial.

Accenture Technology
Vision 2025

AI: A Declaration of Autonomy



According to business leaders surveyed globally:

Everywhere AI

7 in 10

believe that when AI is everywhere, it brings new urgency to enterprise reinvention

Binary big bang

78%

agree that technology systems will need to be built for AI agents as much as for humans

Your face, in the future

80%

agree chatbots that all sound the same will make it harder for brands to differentiate

When LLMs get bodies

80%

believe natural language communication will increase trust and collaboration between humans and robots

New learning loop

80%

agree it is critical to communicate their organization's AI strategy to build trust with employees

68%

report a need to train employees on Generative AI tools

Agentic systems

What is agentic AI?

Agentic AI represents the next evolution of artificial intelligence—moving from reactive responses to autonomous decision-making. Unlike traditional AI, agentic AI systems operate more like digital collaborators, capable of setting goals, planning tasks, and executing them independently.

At the core of agentic AI are three foundational capabilities:



Advanced reasoning to analyze situations and determine the best course of action



Autonomous execution to perform tasks without continuous human oversight



Adaptive learning to refine its approach through feedback and evolving contexts

By integrating into digital and physical ecosystems, agentic systems go beyond simple automation and use large language models (LLMs) alongside tools, planning, and multi-agent collaboration to interact dynamically with users and other AI agents. These systems perform complex operations, like optimizing supply chain logistics, troubleshooting software issues, or managing real-time customer interactions.

This shift signals a turning point in enterprise technology. Rather than functioning as automation tools, agentic systems become integral components of decision-making frameworks, fundamentally altering how businesses operate and innovate. As organizations increasingly invest in AI autonomy, understanding and implementing agentic systems will be critical for staying competitive in the rapidly evolving digital landscape.



The binary big bang

The binary big bang marks a seismic shift in how technology is designed, deployed, and utilized, driven by the rapid evolution of foundation models and agentic systems. It represents the transition from traditional, rule-based software development to a new paradigm where AI autonomously generates digital solutions, redefining the very fabric of enterprise technology.

Foundation models, such as LLMs, have cracked the natural language barrier, enabling AI to understand and interact with humans in powerful new ways. No longer confined to narrow tasks, they are becoming generalized problem-solvers capable of creating new processes, workflows, and software.

This shift rests on three pillars:



Abundance: AI dramatically accelerates the creation of digital systems, generating code, designing interfaces, and optimizing workflows at a fraction of the time and cost. AI coding assistants, like GitHub Copilot, Claude Code by Anthropic, and ServiceNow Now Assist for Creator, are modernizing legacy systems and tackling backlogs with unprecedented speed.



Abstraction: AI simplifies complexity by enabling natural language instead of code, democratizing access to technology so non-technical employees can leverage AI for tasks. ChatGPT allows users to create and edit images using simple text prompts. AI-driven platforms, like ServiceNow, empower customers to create flows and spokes (connectors) from text directions by leveraging GenAI.



Autonomy: This most transformative aspect of the binary big bang takes AI from passive tools to active collaborators, capable of planning, executing, and even self-correcting tasks in an autonomous or supervised way. With ServiceNow AI Agents built directly into a unified platform, businesses with existing investments in workflow, automation, and data have the power of agentic AI from day one.

The binary big bang is ushering in a new era of technology—one defined by limitless creativity, efficiency, and innovation. While the opportunities are immense, this shift also brings new responsibilities: trust, governance, and cybersecurity. Ensuring these systems act reliably, ethically, and in alignment with organizational goals will be critical.



Architectural enablers for agentic AI

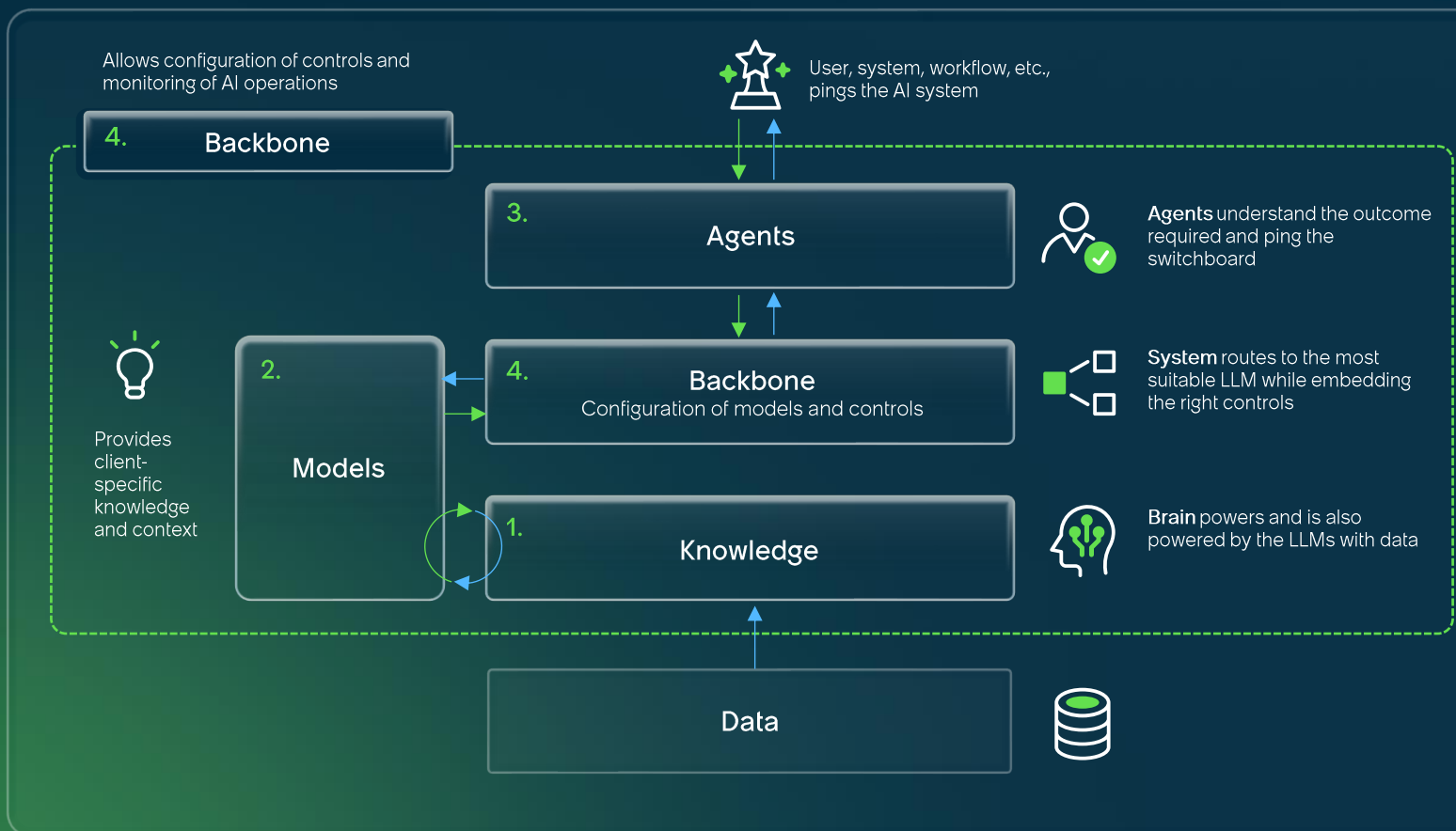
To unlock the full potential of agentic AI, enterprises need a robust architectural foundation—one that effectively supports LLM and retrieval-augmented generation (RAG) models. This requires a structured knowledge layer of clean and reliable data.

With this foundation, AI agents can retrieve information and execute tasks precisely, ensuring that the outputs are consistent with the expectations. Well-organized, trustworthy data enables agents to fetch and process it seamlessly, leading to optimal performance and reliable results.

Accelerate AI adoption at scale

Accenture enables rapid enterprise adoption through an integrated ecosystem of solutions, preconfigured assets, and best practices designed to meet industry-specific needs. This modular, scalable approach helps clients:

- **Identify the right AI architecture** for their operational and technological needs
- **Integrate new technologies** seamlessly with existing capabilities
- **Utilize industry-specific accelerators** to reduce time to market
- **Select AI models and tools** aligned with business goals and constraints



Guide the creation of high-impact AI use cases

From early-stage ideation to enterprise-scale deployment, Accenture helps identify and develop the most relevant and sustainable use cases. A structured framework supports clients to:



Analyze the business context and pinpoint processes with the highest AI transformation potential



Assess digital maturity, data quality, and expected impact



Design scalable solutions that expand from high-value, priority use cases

An intelligent model selection engine further streamlines adoption. It enables the most suitable model based on parameters, such as application domain, accuracy, cost, latency, and customization capability—avoiding the need to rethink the entire AI architecture each time.



Accenture and ServiceNow: Collaboration that drives success

After a breakthrough year for GenAI in 2024—particularly with specific industry use cases, such as deflection and agent support—2025 marks the rise of agentic AI. This transformative force balances efficiency, personalized services, and enhanced user experience.

Accenture is partnering closely with ServiceNow to help clients usher in this next generation of AI. By leveraging multiple AI agents guided by ServiceNow's [AI Agent Orchestrator](#), businesses can assemble teams of AI agents working together to manage tasks autonomously, make informed decisions, execute end-to-end workflows, and enhance productivity—all while keeping humans in the loop for oversight.

Imagine an insurance claims process where AI agents:



Intake the request



Evaluate coverage



Gather missing information



Collaborate with payout teams to finalize claims

The result? Smarter and more efficient operations, resulting in a seamless user experience, for both employees and customers.



AI is only as powerful as the platform it is built into

AI achieves its greatest impact when embedded into a single, deeply connected platform. With ServiceNow Workflow Data Fabric, businesses can connect, understand, and take action on any data—structured or unstructured, internal or external. Workflow Data Fabric unifies access to enterprise data through a semantic and integration layer that powers real-time AI, automation, and analytics at scale.

ServiceNow seamlessly activates this data across your technology landscape through pre-built, secure integrations, enabling AI agents and workflows to operate with full context and precision. Workflow Data Fabric securely accesses data from any source, with zero-copy connectors to Databricks, Snowflake, and other data leaders to optimize the company's workflows and AI agents in real time.



ServiceNow AI Agents

In today's fast-moving business landscape, organizations must adapt faster than ever. Yet many enterprises operate with a sprawling patchwork of hundreds—if not thousands—of point solutions and apps that are rarely connected or integrated. The outcome? Siloed people, siloed data, siloed processes, and costly technical debt that can impede growth, scale, and innovation.

Unleash the power of the AI platform for business transformation

ServiceNow takes a different approach. The ServiceNow AI Platform is built on a single cloud-native architecture with one data model and a unified user experience. Workflow Data Fabric seamlessly connects, unifies, and activates enterprise data, ensuring your AI is always contextual, relevant, and ready for business.

The outcome is a single system of action that untangles complexity, automates workflows end-to-end, and enables work to flow effortlessly across systems, teams, and customers.

From GenAI to agentic AI

ServiceNow has been delivering AI capabilities for nearly a decade—from predictive analytics to process mining, intelligent document processing to natural language understanding. But the rise of GenAI and agentic AI has taken these capabilities to the next level.

With innovations such as Now Assist (GenAI) and AI agents (agentic AI), organizations can experience immediate value, activating AI directly on the platform in just a few clicks, all without spending years and millions of dollars migrating systems and acquiring new skills.

ServiceNow AI Agents combine the intelligence of data with the world's leading workflow automation platform to empower people, transform processes, and unlock productivity at scale.



AI isn't just pressuring companies to undergo business transformation; it's also giving them the means to transform.

Dave Wright
Chief Innovation Officer,
ServiceNow



Navigating the AI journey from strategy to impact

When adopting agentic AI, organizations have a pivotal choice: buy or build. Leveraging pre-built AI capabilities on the ServiceNow AI Platform offers the most flexibility—supporting any AI, any data, any workflow, any industry, on any cloud—while accelerating time to value.

The benefit of pre-built

A ready-to-deploy solution delivers:



Speed: Rapid implementation with best practices built in



Lower costs: Avoiding long, complex, and expensive custom development



Integration: Seamless fit within existing workflows and AI assets



Reliability: Proven, refined models optimized for performance at scale

Businesses can avoid common challenges with AI systems built from the ground up by using a pre-built model on the ServiceNow AI Platform. As a result, solutions are tailored to specific business needs, enhancing the overall AI value and relevance and enabling robust AI governance across the organization. ServiceNow offers consistent, reliable, out-of-the-box innovation with the click of a button to truly unite AI agents, data, and workflows on a single platform with a single data model—bringing AI to every corner of your business.

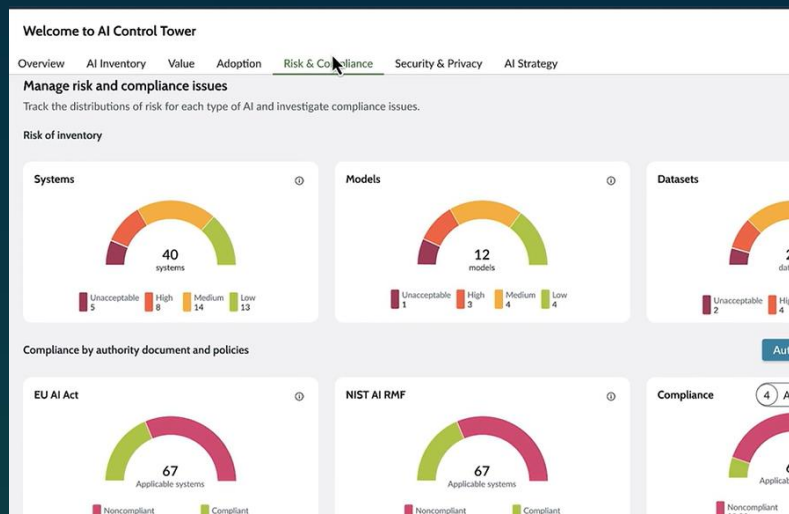
The AI Control Tower

With the ServiceNow [AI Control Tower](#), organizations can monitor, manage, and govern any AI across the enterprise. AI Control Tower provides centralized oversight and transparency vital for scaling AI responsibly and confidently. By harnessing ServiceNow's unified data foundation, AI Control Tower delivers essential business insights, linking AI projects directly to central business services and technologies. It streamlines the automation of AI processes from start to finish, helps mitigate risks, and enables you to track the real-time impact of AI within your organization.

AI agents for every corner of your business

ServiceNow enables the future of multi-agent, multi-function systems:

- **AI Agent Studio** enables rapid, low-code development and deployment of AI agents, allowing organizations to quickly reskill employees and accelerate innovation in enterprise workflows.
- **AI Agent Orchestrator** assembles teams of specialized AI agents that work together across tasks, systems, and departments. Hundreds of pre-built AI agents work across IT, customer service, HR, and other functions to drive exponential productivity at scale, reinvigorating user experiences at speed.
- **AI Agent Fabric** connects AI agents from various third-party systems to communicate and collaborate without brittle, hard-coded integrations, fostering distributed intelligence across the enterprise. This integration enables seamless, end-to-end automation across systems.



Reimagining operations with agentic AI

Integrating agentic AI into business operations can reshape the way an organization approaches work. Autonomous, decision-making agents act within a single system of action, collaborating with humans, streamlining processes, and optimizing outcomes across both technology and business landscapes.

But the opportunities can be massive:



Unlock productivity at scale with AI agents that act autonomously in every corner of your business



Connect and govern AI agents through a single pane of glass with AI Control Tower



Go beyond “better chatbots” with AI Agent Orchestrator, guiding teams of AI agents to work together as a skilled digital workforce without limits and achieving results that no single agent can accomplish on its own

ServiceNow AI Agents are the technological drivers behind a modern operating model—moving beyond task-based automation to intelligent, dynamic, and autonomous management of end-to-end business processes.

Evolution of GenAI powered automations:



AI Chatbot: Now Assist for VA

Enable end users to find information quickly and boost deflection

~ 10-25%

Self-service increase

Q4 2023

Adoption



Process automation: Now Assist skill kit

AI integrated closely into a process to automate individual tasks

~ 10-30%

Agent productivity increase

Q3 2023

Adoption



Autonomous AI Agents: AI Agent Studio

Enables to fully automate full role-based activities and end-to-end workflows with human oversight

~ 2-3x

Workforce productivity increase

Q1 2025

Adoption

Accenture’s ServiceNow AI journey

Accenture has a long-standing and strategic partnership with ServiceNow that extends beyond client delivery and is also transforming Accenture’s own operations. As one of the largest ServiceNow customers, Accenture has been using the ServiceNow AI Platform across various domains to optimize and streamline internal support operations.

In early 2024, Accenture initiated a comprehensive roadmap to activate and integrate ServiceNow advanced AI capabilities, focusing on three key areas:

- 1 Refining and automating IT Service Management (ITSM) processes** to improve efficiency and response times
- 2 Enhancing the virtual agent** to augment front-end support by providing intelligent, automated customer service solutions
- 3 Leveraging ServiceNow Creator** capabilities to accelerate the development and implementation of critical projects

Productivity improvements

Agent outcomes	PILOT					
	5k+	IT fulfillers	8%	increase in average throughput for power users*	10%	decrease in mean time to repair (MTTR) for power users
	*users with 65+ LLM calls during pilot period on LLM eligible incidents w/ >200 words					
Developer outcomes	PRODUCTION					
	12k+	NowAssist actions executed everyday	7.2	minutes saved per active user per day	180	hours total daily time savings
Developer outcomes	PILOT					
	33	Developers	26%	increase in sprint velocity for pilot SCRUM pods	50-60%	average increase in sprint velocity in controlled tests
Developer outcomes	PRODUCTION					
	400+	Developers	5-15%	average increase in sprint velocity		

Lessons learned along the way

- Start with simple use cases to build familiarity with the technology before expanding to more complex use cases.
- Establish responsible use best practices, training, and guardrails early—but don't wait for technology to be risk-free.
- View adoption as a continuous evolution, refining processes and scaling AI capabilities over time.

By embedding AI agents into support operations, Accenture is driving greater operational efficiency, fostering innovation, and positioning the organization to meet evolving internal needs better—all while setting the standard for how enterprises can leverage ServiceNow to mature rapidly alongside advancing AI technology.



The time to act is now

Success will increasingly depend on how well a company can leverage data, AI, and workflow automation to drive efficiency and drastically enhance user experience and productivity. And with the ServiceNow AI Platform, businesses can start deploying agentic AI today.

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