### servicenow

Prevent issues before they impact customers, employees, or the business with AI-Powered Service Operations

# **Radical rethinking for IT management**

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The exponential acceleration of complexity and federation in IT environments has forced the industry to rethink operations, event management, and the nature of work. Over the next five years, this trend will create opportunities for new kinds of work automation and observability, most of which will in turn require radical rethinking of how we approach the management of technology over time.

Shannon Kalvar, Research, Manager, IT Service Management and Client Virtualization at IDC

# **Digital disruption**

Technology teams can't keep up with the explosion of user-generated and machine-generated incidents and events.

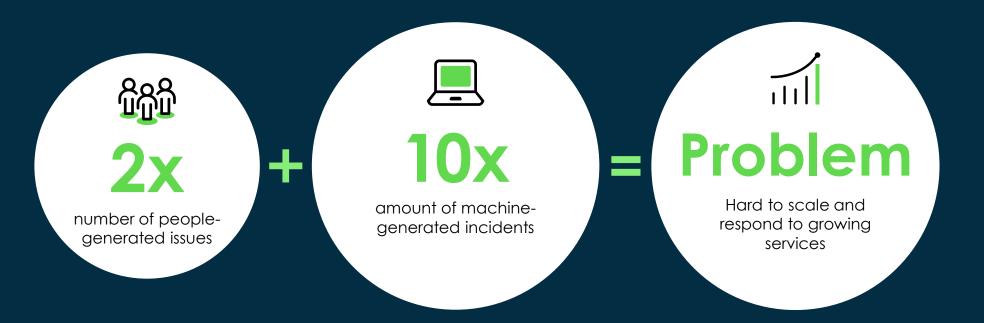


# Plus:

- New DevOps teams increase the velocity and impact the quality of services
- More than 550 services available in AWS, Azure, and Google Cloud, each containing thousands of options
- · More services continue moving to the cloud
- · Services are decentralized from your traditional operations

# The result?

An explosion of hard-to-manage digital services... and even more incidents.



# How do you scale to support customers and employees?

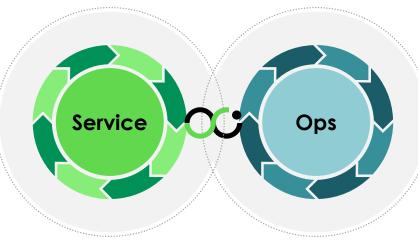
AI-Powered Service Operations with Predictive AIOps—only on the Now Platform®

#### Al for Service Automation

- Virtual Agent
- Agent Assist
- Al Search
- Predictive Intelligence

#### Use cases

- Password reset, account request
- Content recommendations
- Search result prediction



#### Al for Service Operations

• Classification, Similarity, Clustering, Regression

#### Use cases

- Move from tickets to services
- Route alerts and incidents to the right place

#### Al for Ops Automation

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- Fingerprinting & mapping
- Event & alert correlation
- Health log analytics

#### Use cases

- Discover & map services
- Reduce event and incident noise
- Predict issues from log anomalies

- Identify clusters for automation
- Predict change risk

<b>Now</b> Platform®	Workflows & Integrations	Machine Learning, AI, & Analytics	Web, Mobile Conversational UX	Service Graph, CMDB	Developer Tools
For user-generate incidents:		For machine-ge incidents:		Why it works c ServiceNow:	11
<ul> <li>Virtual agents to handle common service requests and reduce incident volume</li> </ul>		<ul> <li>Correlation and clustering of useful data to find anomalous indicators</li> </ul>		<ul><li>One data model</li><li>Al capabilities</li></ul>	
<ul> <li>Intelligent routing to send critical incidents to the right agents</li> </ul>		<ul> <li>Problem identification and root cause analysis for faster remediation</li> </ul>		<ul> <li>Built-in machine learning</li> </ul>	
<ul> <li>Traceability and root cause analysis for code and configuration changes for DevOps</li> </ul>		<ul> <li>Log analysis to predict issues that may be anticipated as well as unknown issues and blind spots</li> </ul>			

automate resolution

Pre-built playbooks to

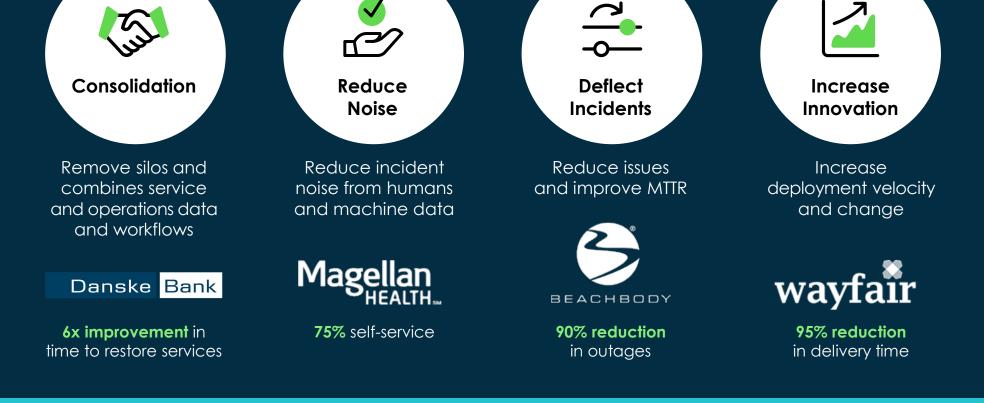
# The need to accelerate and expand automation

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Executives will accelerate their use of automation with event management tools (and related processes) across IT teams, utilizing integration to drive service transparency. We expect executives will systematically expand their event automation technologies (runbooks, chatbots, automation solutions, event management, etc.) using Al/machine learning (ML) capabilities (i.e, behavior-based pattern matching, NLP, log analysis, learning-based systems) and increase the sophistication (and trust) of automated actions that are aware of real-time situations.

Stephen Elliot, Program Vice President, Management Software and DevOps, IDC

## **Outcomes of AI-Powered Service Operations with ServiceNow**



# How to get started



## Learn more

Ebook: Harness AIOps to improve predictability and real-time decision-making

**Ebook:** Deliver uninterrupted digital services at speed with predictive AIOps

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