

The Secret Ingredient to AI Success: How ServiceNow Transforms Strategy

As AI increasingly drives boardroom discussions, ServiceNow emerges as the secret ingredient for AI success. With the Xanadu release, ServiceNow's capabilities extend far beyond traditional IT, integrating AI-driven workflows, automation, and predictive insights across key business functions like HR, finance, and customer service. This guide outlines the steps organisations can take to position ServiceNow as a critical component of their AI strategy, helping secure its place at the boardroom table.

1. The Case for ServiceNow in AI Strategy

To get ServiceNow recognised as part of an organisation's AI strategy, it's essential to communicate how it provides value beyond IT. The Xanadu release offers powerful AI capabilities such as Now Assist, AI agents, and RaptorDB, which drive workflow automation, predictive insights, and better decision-making across departments. ServiceNow's ability to improve operational efficiency and reduce costs makes it an indispensable tool for leadership.

Key Benefits of ServiceNow's AI Capabilities:

- **Increased Efficiency:** AI-driven workflows minimise manual tasks, enabling teams to concentrate on strategic initiatives.
- **Cost Reduction:** Automation and predictive insights allow businesses to optimise resource allocation and lower operational costs.
- **Quicker Decision-Making:** Real-time AI insights facilitate faster, more informed decisions, enhancing responsiveness in crucial areas.

2. Challenges to Gaining Strategic Buy-In

Despite ServiceNow's capabilities, there are some challenges to positioning it as a central part of an AI strategy:

- **Perception as an IT Tool:** ServiceNow is often viewed as solely an ITSM platform, limiting its recognition as a broader AI tool that drives business transformation.
- **Lack of AI Awareness:** Many executives are unaware of ServiceNow's AI capabilities, such as Now Assist, AI agents, and RaptorDB, that extend beyond IT into areas like HR and customer service.
- **Data and AI Governance:** Data readiness and proper governance are crucial for AI success. Without well-managed data, AI initiatives may face inefficiencies or inaccurate outcomes.

How to Overcome These Challenges:

- **Reposition ServiceNow:** Educate leadership on ServiceNow's broader AI capabilities, emphasising how it impacts multiple business areas.
- **Showcase Real Use Cases:** Highlight specific AI-driven outcomes in departments beyond IT to demonstrate the plat-

form's value. Customer experience and HR are great places to find quick, demonstrable wins.

- **Focus on Data Governance:** Ensure data readiness and governance processes are in place to support AI initiatives, facilitating smoother adoption and better outcomes.

3. Practical Steps to Elevate ServiceNow's Role in AI Strategy

Here's how organisations can strategically position ServiceNow to secure its place in AI strategy discussions at the board level:

- **Position ServiceNow as a Strategic Asset** Focus on AI-driven transformation beyond IT. Demonstrate how ServiceNow enhances productivity in HR, customer service, and finance through AI automation. For example, Now Assist can automate customer service responses, and AI agents can handle repetitive tasks in HR, freeing employees to focus on more complex, strategic work.
- **Demonstrate Immediate Wins** Start small by implementing targeted AI use cases. Automating routine processes, such as HR onboarding tasks or IT service requests, can quickly deliver measurable ROI, making it easier for leadership to see the value of ServiceNow in their AI strategy.
- **Leverage ServiceNow's AI Capabilities** Highlight how ServiceNow's AI capabilities—such as Now Assist for intelligent task handling and AI agents for automating workflows—help scale AI adoption across departments. By showing leadership how these capabilities can be easily integrated, you strengthen ServiceNow's position as a key player in AI strategy.
- **Promote Data Readiness** Ensure leadership understands that ServiceNow's new database, RaptorDB, provides the foundation for efficient AI analytics and insights. Data readiness and governance are key to unlocking AI's potential. Proof of concepts can help simplify data readiness into smaller cleanup tasks.
- **Upskill Teams** Advocate for training and upskilling across departments so teams can fully leverage ServiceNow's AI capabilities. Building cross-functional expertise helps integrate AI across the business, positioning ServiceNow as more than an IT tool—it becomes a driver of organisation-wide AI initiatives.

4. Bringing ServiceNow to the Boardroom

To position ServiceNow as a strategic asset in AI discussions, businesses must build a strong narrative around its ability to deliver on business goals. Leadership must see ServiceNow as **a strategic AI platform** that delivers actionable insights, workflow automation, and operational efficiencies across the organisation.

Steps to Secure ServiceNow's Role in AI Strategy:

- **Build a Clear Case:** Present data and success stories highlighting how ServiceNow drives AI innovation across multiple business units.
- **Demonstrate AI ROI:** Show how ServiceNow's AI tools lead to quick wins and long-term cost savings.
- **Communicate Scalability:** Emphasise how ServiceNow's AI capabilities can scale with the business, ensuring future-proof AI strategies that grow with organisational needs.

Conclusion: How NewRocket Can Help

At **NewRocket**, we help organisations unlock the full potential of ServiceNow's AI capabilities by aligning the platform with their business strategies. Our **Flightpath advisory services** offer businesses guidance on building an AI roadmap, ensuring data readiness and training teams to effectively use ServiceNow's AI features. Our expertise ensures that ServiceNow secures its place in your organisation's AI strategy discussions, helping you drive innovation, growth, and competitive advantage.