Innovation unleashed:
Exploring the value of ServiceNow and the Microsoft Cloud

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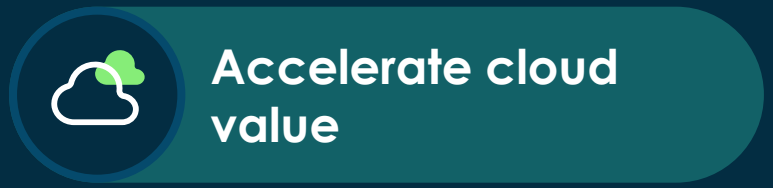
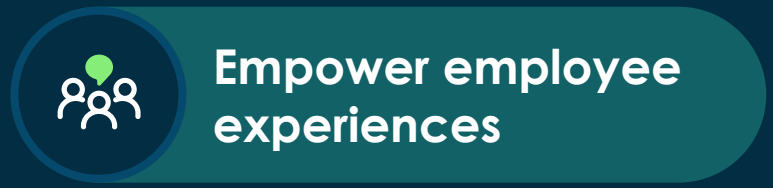
As businesses face growing complexity, you need to...



Accelerate cloud value

Despite increased investment in the public cloud, organizations struggle to demonstrate its value.

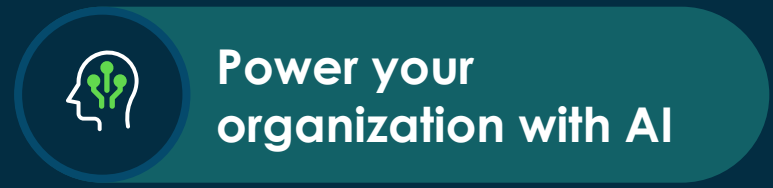
Ready to accelerate Microsoft Cloud adoption while reaping the rewards of your investment?



Empower employee experiences

Staying productive in the digital era requires tools that work together to streamline tasks.

Want to help employees and agents do more with the apps they use every day?



Power your organization with AI

The pace of work is outpacing our ability to keep up. AI has the potential to fix that.

Interested in using Generative AI to power your business?

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Innovating together to drive customer value

Why this partnership?

- 100+ platform-level, seamless integrations
- Trusted ISV partner for Microsoft Teams and Entra ID
- Global presence
- Available on Azure, transactable in marketplace
- Integration capabilities with platform updates released twice yearly

Plan, scale, govern, and operate Azure environments with ease and drive business outcomes.

Drive employee and agent productivity inside Microsoft Teams, Outlook, and Microsoft Viva.

Leverage best-in-class Gen AI from the ServiceNow Platform and Microsoft AI

servicenow Worldwide Build Partner of the Year 2024

servicenow Worldwide Innovation Partner of the Year 2024

Recognized as Partner of the Year in 2024 for Build and Innovation

Leverage vast portfolio of platform level integrations

Security

AAD

Defender

Def for IoT

Intune

Sentinel

Entra ID

TVM

JEA

Sec Response Center

Dev Ops

GitHub

ADO

Business Applications

CRM

D365

F&O

Modern Work

Graph

M365

Outlook

SharePoint

Teams

Viva

Microsoft Azure

Cosmos DB

SQL DB

Database

LUIS

Azure OpenAI

Azure Translator

AI

Microsoft Azure

App Insights

Azure Automation

Event Hub

Traffic Manager

SCCM

Log Analytics

Notification Hub

Middleware (PaaS)

ARM

Network

Blob Storage

VDI

VM

Infrastructure (IaaS)

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Accelerate cloud value

What are your cloud adoption goals?

Faster
Application modernization

65%

of application workloads will be optimal or ready for cloud delivery by 2027

51% of IT spending will have shifted from traditional solutions to the public cloud.

Minimal
Disruptions and security threats

$4.35M

was the average cost of a data breach in 2022.

Over 30% of outages resulted in a direct revenue loss.

43% of organizations experienced data loss from outages.

Better
Governance

40%

On average, 40% of workloads are oversized.

30% of cloud subscriptions are underutilized.

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Source: In search of cloud value | McKinsey

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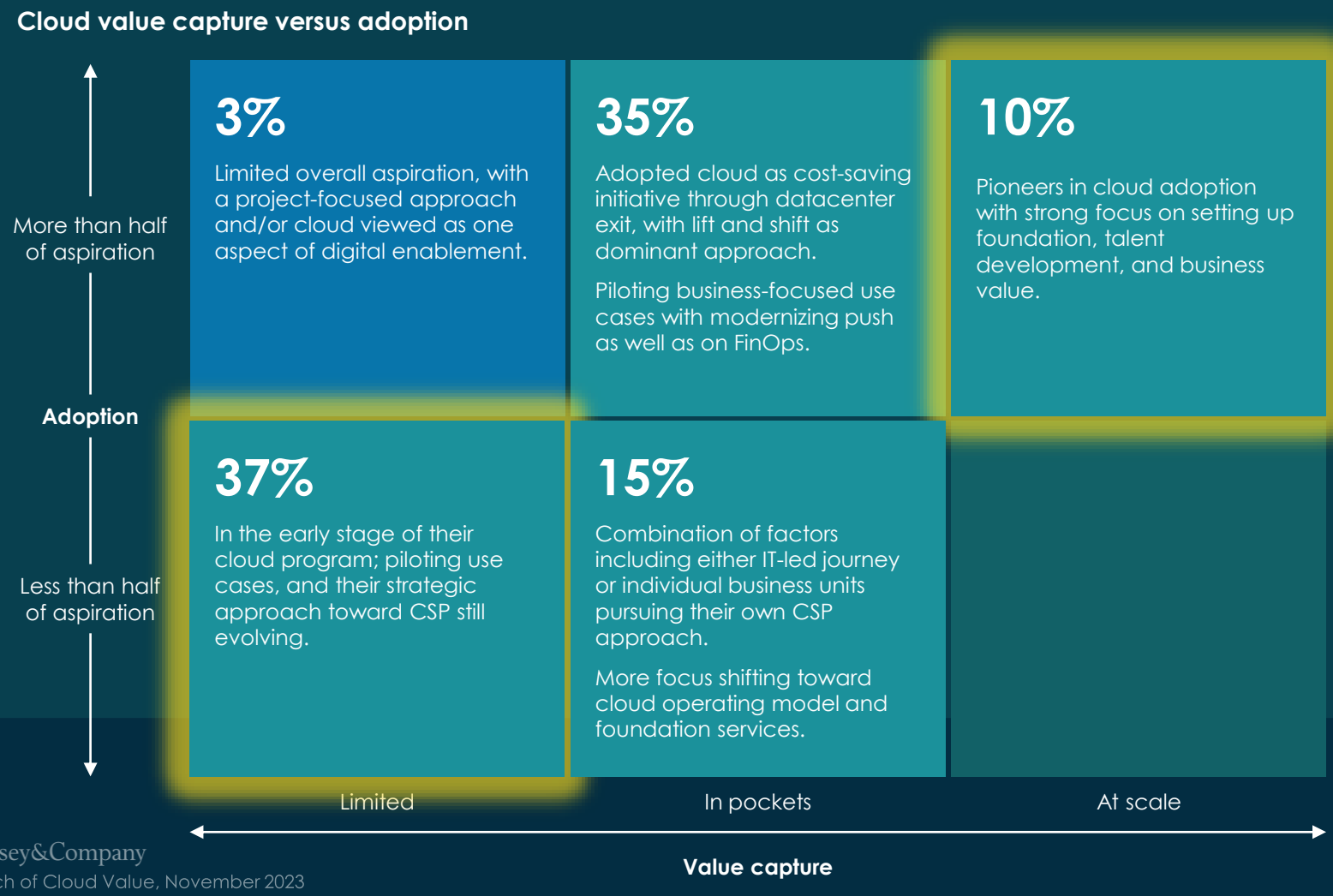
You have committed to adopting public cloud, but are you realizing value at scale?

While 50% of companies are realizing value in pockets, only 10% are finding it at scale.



McKinsey&Company
In Search of Cloud Value, November 2023

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Common customer challenges. How is your Cloud journey so far?

Legacy processes

- Poor incident and change management
- Delayed time to market for new cloud apps

Escalating costs

- Duplicate, redundant, out-of-date applications
- Massive cloud overspend or underutilization

Increasing risk to business

- Greater levels of technical debt
- Multiple systems of record create issues with GRC

Misalignment

- Poor strategic visibility for cloud initiatives
- Siloed Biz, Dev, Ops, and Sec teams

Accelerating cloud adoption

"**95%** of new digital workloads will be deployed on cloud-native platforms by 2025."

– Gartner

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Accelerate Cloud Value with ServiceNow

CTO |
Enterprise Architecture

Cloud Leader |
Cloud Center of Excellence

Ops Leader |
Cloud Operations

Plan app modernization

- Rationalize and modernize apps
- Reduce software and hardware costs
- Manage Azure cloud programs

Scale Azure processes

- Increase Azure visibility
- Automate self-service
- Establish Azure cost governance

Operate Azure services

- Hyper-automate with AIOps
- Re-architect for cloud-native
- Reduce security risks

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Empower employee experiences

ServiceNow integrates with Microsoft 365 to empower employees and agents

I can notify employees to outages via Microsoft Teams and resolve them quickly over a Teams conference.

I can request service, find answers, and provide information to Agents – all from Microsoft 365.

CIO

I'm maximizing the strategic investments made around efficiency, collaboration, and experience.

Service owners

Agents

I can diagnose and resolve tickets faster by reaching employees and experts in Teams from ServiceNow.

Employees

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Serving employees is complicated and costly

Getting help is hard

Disconnected departments and siloed technologies limit speed, scale and insights

Resolving requests is manual and complex

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Accelerate Cloud Value with ServiceNow

CTO |
Enterprise Architecture

Cloud Leader |
Cloud Center of Excellence

Ops Leader |
Cloud Operations

Plan app modernization

- Application Portfolio Management (APM)
- HW/SW Asset Management
- Cloud Program Management (SPM)

Scale Azure processes

- ITOM Cloud Visibility
- ITOM Cloud Accelerate
- ITAM Cloud Cost Management

Operate Azure services

- ITOM AIOps
- Cloud Observability
- ITAM Cloud Cost Management
- SecOps & Risk

Now Platform®

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- SecOps & Risk

Now Platform®

+

Microsoft

Azure DevOps • Azure Resource Manager • Azure Sentinel • Azure Monitor • Azure Active Directory • Azure Cost Management
Azure Events GitHub • Microsoft Teams • Microsoft 365 • Microsoft Endpoint Manager • Intune • Systems Center • Windows 365

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ServiceNow and Microsoft 365

For employees and managers

- Engage employees via Virtual Agent.
- Stay current with embedded Employee Center.
- Resolve complex tasks with case management.
- Respond to notifications in Microsoft 365 on any device.

For HR and IT agents

- Resolve open cases with ServiceNow and Microsoft Teams.
- Collaborate on ServiceNow records in real time on Teams.
- Accelerate major incident resolution.
- Copy chat responses from the employee requester to the ticket as comments.

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Our journey with Microsoft 365, since 2018

We launched Microsoft Teams and ServiceNow integration at K18 in Vegas.

Rome & prior

Agent Experience
- Request-based Teams chat & conference
- Schedule Teams conferences in Major Incident Management Workbench
- Universal Request Integration with MS Teams

Virtual Agent
- Virtual Agent in Teams
- Virtual Agent Notifications in Teams

Employee Center
- Employee Center in MS Teams

San Diego

Service Operations Workspace
- Share Dial-In Info and Lobby Bypass Controls
- User status indicator

Employee Center
- EC Campaign notifications in Teams
- Configurable employee profile
- New portal content type support (events, rich-text, image)

Virtual Agent
- Link Unfurling

Integration Update
- Localization support via Microsoft Teams

Tokyo

Service Operations Workspace
- Guest User Request based chat
- View chat history in Employee Center
- Translations for Campaigns

Employee Center
- Support for Dynamic Topic Microsites
- Improve content creation experience for Microsites
- Search Secured SharePoint Content

Virtual Agent
- Support Auto Generated Passwords in Password Reset Virtual Agent Flows

Utah

Employee Center
- Portal nav improved
- Search and Filter enhancements
- Suggest Content for topic association
- Microsite : tab layout, theme inheritance, editor accessibility
- Content Gov - additional approvers
- Actionable Messages Enhancements

Virtual Agent
- Link opening & authentication
- Simplified self-configured bot deployment

Integration Update
- Easy install experience

Vancouver

Employee Center
- Employee Center in Outlook & M365
- Streamlined approvals

Virtual Agent
- Surface AI Search results
- Support multi-attachments
- Language preference set on Teams for translation / localization

Generative AI
- Generative AI Controller (Azure Open AI and Open AI Spokes)
- Platform Search/VA Q&A

Service Operations Workspace
- Sidebar w/ Teams
- Embedded Teams Conference Mgmt.

ServiceNow on Azure for US IL5

Viva Connections - GA

Washington

Employee Center
- Integrated Experience and Service Feedback
- Video Hosting Integration Framework

Virtual Agent
- Now Assist in Virtual Agent in Microsoft Teams

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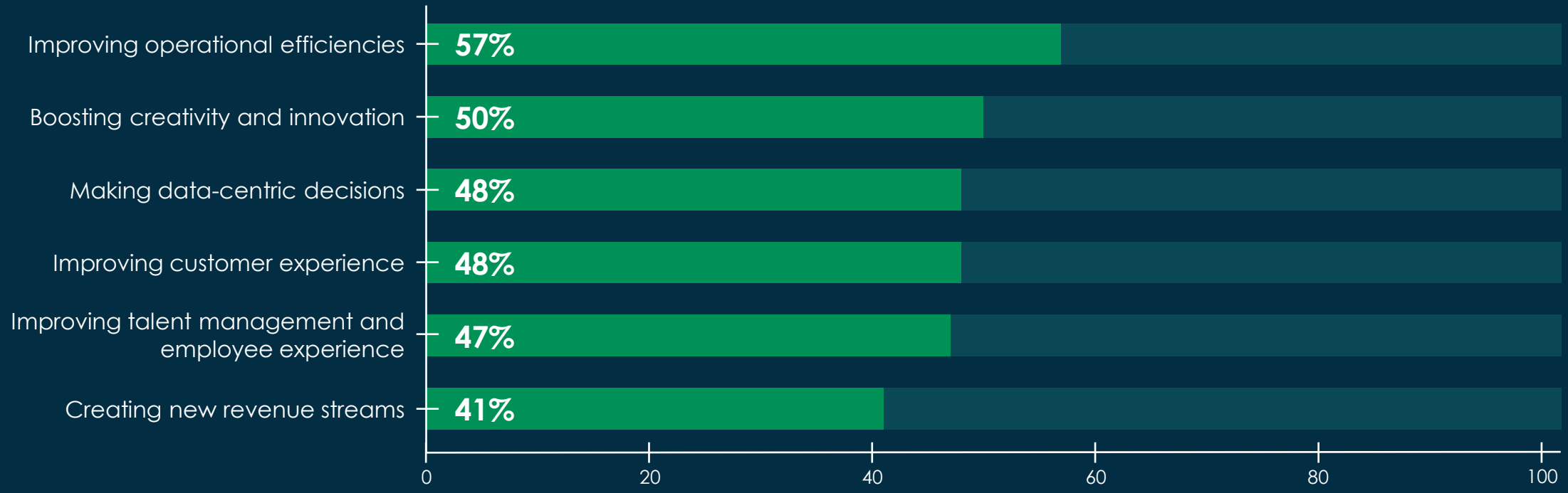
Enhance productivity with the best of Gen AI

The future of business is AI-powered

GENERATIVE AI
THE NEXT EVOLUTION OF AI HAS ARRIVED

Generative AI uses computer algorithms to create new content in a variety of content forms – including text, images, and code – unlocking near limitless use cases for the Now Platform.

What are the main drivers for implementing AI technologies in your organization?



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Are you ready to put AI to work? | ServiceNow
Put AI to Work for People | Frost & Sullivan

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Combine the best of Gen AI from ServiceNow…

Enhance workflows with Now Assist

Domain specific

SERVICENOW DEVELOPED MODELS

NVIDIA GPUs

servicenow LLMs

KEY ATTRIBUTES

Large Language Model relevancy

Optimized for customer data

Anchored in best practices

Data retained within ServiceNow

TOP USE CASES

Deliver better self-service

- Route and prioritize work
- Quickly turn on automations
- Detect major incidents
- Recommend actions and give answers
- Discover hidden patterns
- Supercharge productivity
- Optimize knowledge bases
- Empower users with search

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with the best of Gen AI at Microsoft

TOP USE CASES

Be more creative in Word

Bring your ideas to life in PowerPoint

Summarize conversations in Teams

Analyze trends in Excel

Collaborate and cocreate in Loop

Lighten the load in Outlook

Get quick insights in OneNote

Empower users with search

Ideate in Whiteboard

General purpose

OpenAI Microsoft

KEY ATTRIBUTES

Broad intent comprehension

Responses to any topic

Multi-language support

Data sent outside of ServiceNow

Improve productivity with Copilot for Microsoft 365

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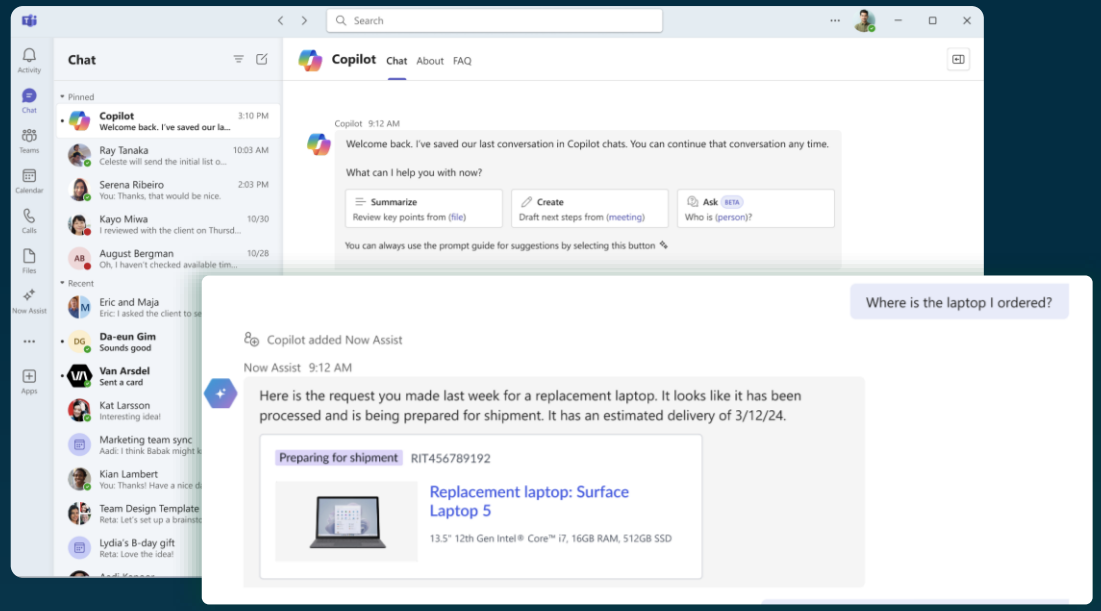
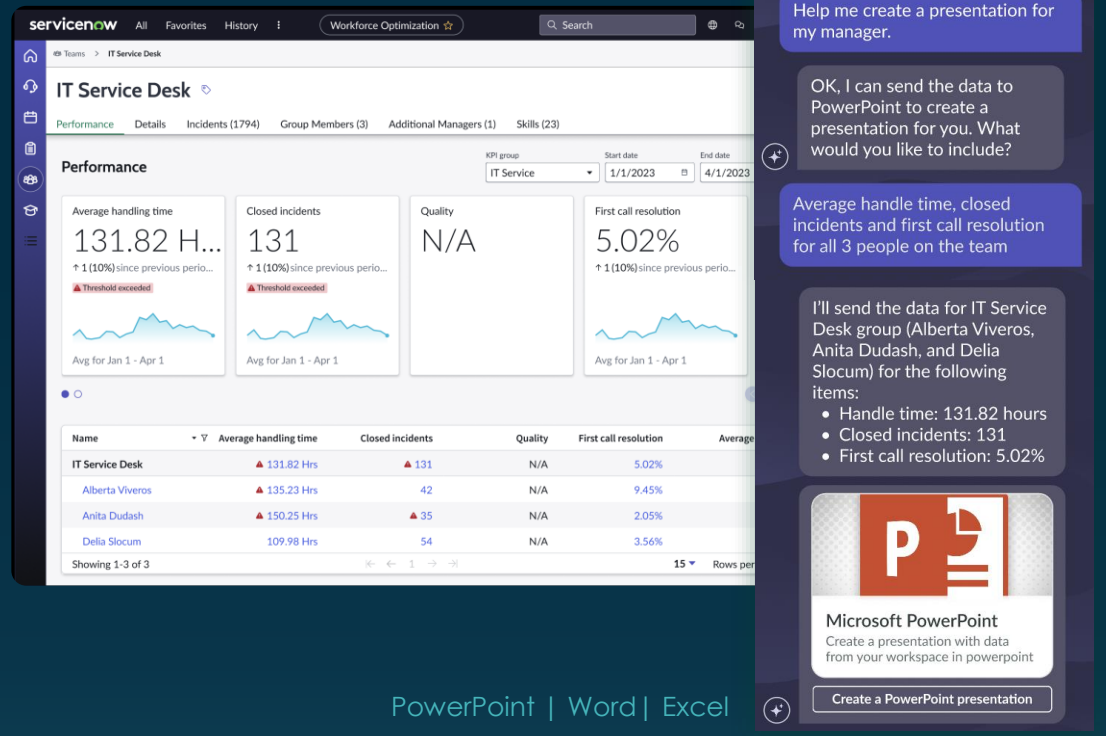
Now Assist + Copilot for M365

Get the help you need from MS Teams Copilot with the power of Now Assist



KB | Catalog Items | Spokes | Workflows

Improve productivity by launching Copilot for M365 from the context of ServiceNow



PowerPoint | Word | Excel

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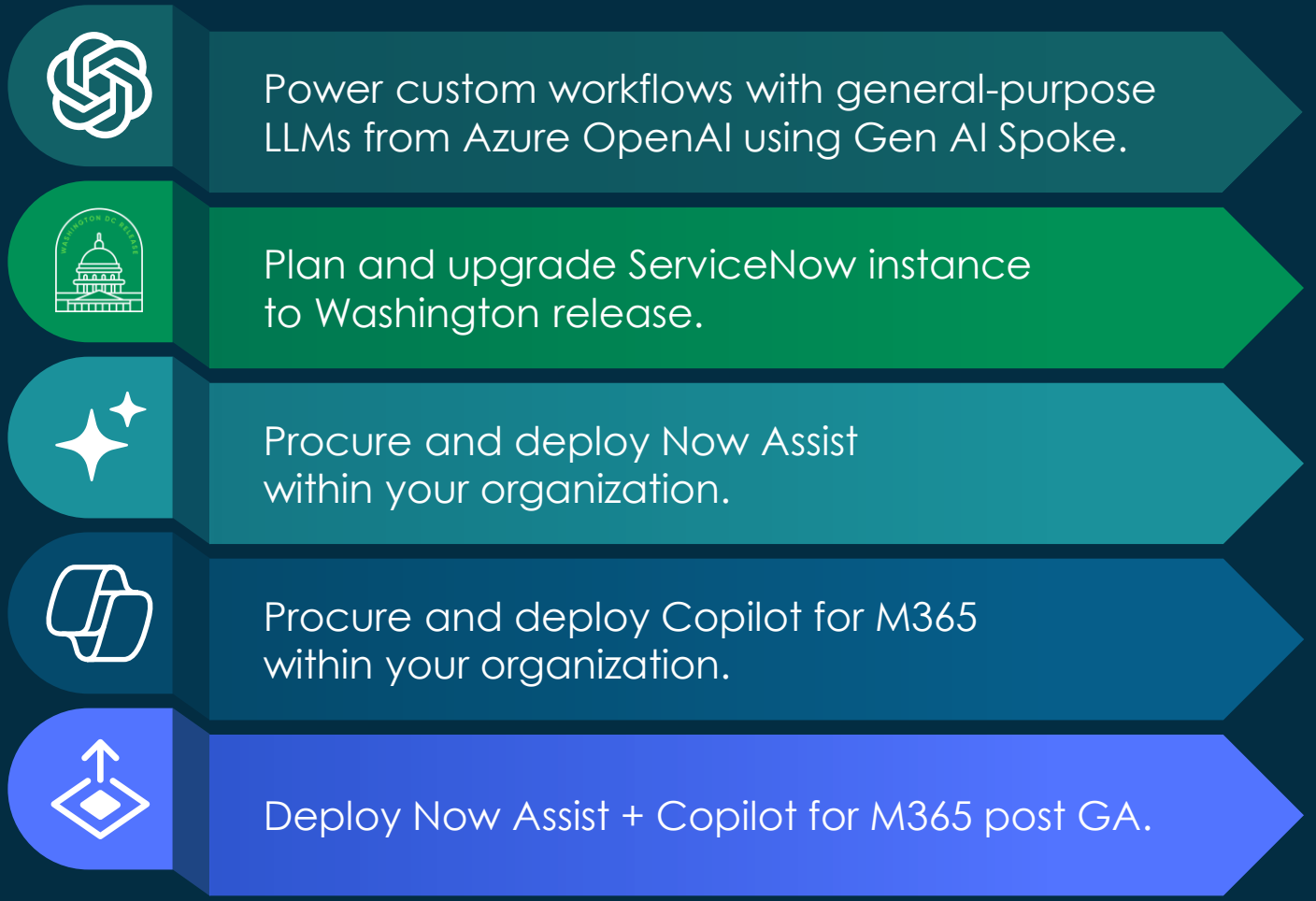
How to take advantage of Gen AI

Guidance for customers interested in leveraging Gen AI capabilities



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Thank you

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