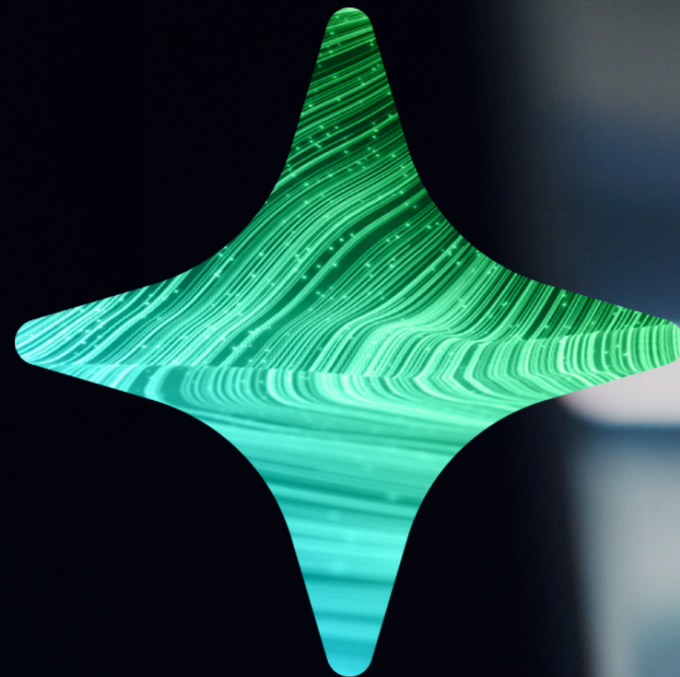




THE BUSINESS VALUE OF NOW ASSIST FOR CREATOR

See what you can gain from an
investment in GenAI for app
development and automation.



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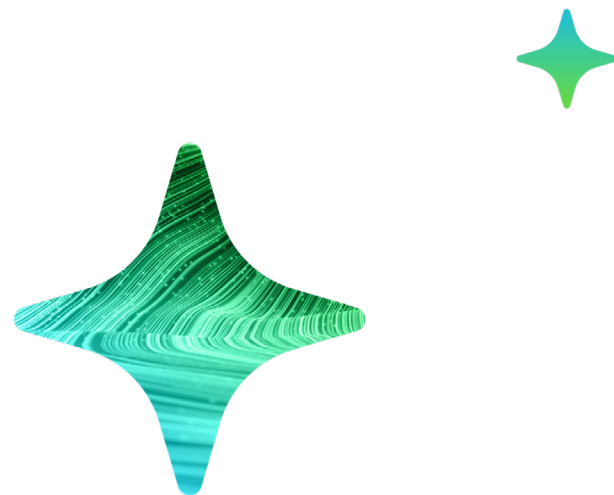
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Keeping up with business app demand and growth

Business apps, including the automated workflows that ServiceNow enables, are the lifeblood of any organization, responsible for driving efficiency and growth, while freeing up your workforce to focus on innovation. Yet when developers, creators, and business users are spending their valuable time on menial, repetitive development tasks, your organization risks missing out on productivity advances and competitive gains. Consider these business challenges:

- Demand for apps and automated workflows is never-ending as you transform to digital business models, but the ongoing shortage of skilled developers makes it tough to meet the demand.
- Developers can get bogged down in manually writing scripts or code, building flows, creating playbooks, and adjusting data, increasing the amount of time it takes to build workflows and applications.
- Human errors cause delays in production and hamper development efforts, preventing organizations from reacting quickly to shifting priorities and emerging opportunities.



Realizing the benefits of GenAI-powered Now Assist for Creator

Generative AI (GenAI) has shown it can radically enhance the productivity of experienced developers and lower the barrier of entry for citizen developers. GenAI-powered Now Assist for Creator delivers immediate value for your organization by:

- **Augmenting your skilled developer talent:** Now Assist is like a programming partner to handle repetitive and common coding tasks, which frees developers to focus their time on tasks requiring more complex logic.
- **Empowering citizen developers, while ensuring governance:** Now Assist supports intuitive, no-code development to create business applications safely in minutes through simple, natural language conversations; all employees can build the applications they need with minimal reliance on skilled developers.
- **Boosting productivity and output:** Now Assist can expedite development of a higher volume of custom apps; it can also drastically improve time to value on all automated workflows with flow, code, playbook, and UI generation, which is especially useful for novice developers.
- **Increasing agility and improving collaboration:** Because Now Assist automates process generation and workflow creation, admins can churn out automation scripts, system change/update scripts, and permissions faster than ever; process analysts can also quickly create better business processes for your stakeholders—fostering smarter decision-making.





Industry analyst view

The expert views of industry analysts provide a powerful lens through which to examine the transformative impact of ServiceNow® app development products on developer workflows and business outcomes.

From the 2024 Gartner® Magic Quadrant™ for Enterprise Low-Code Application Platforms

ServiceNow is recognized as a Leader for the 5th consecutive year. Gartner defines enterprise low-code application platforms (LCAPs) as platforms for accelerated development and maintenance of applications, using model-driven tools for the entire application's technology stack, generative AI and prebuilt component catalogs. Enterprise LCAP features include support for the collaborative development of all application components; runtime environments for high performance, availability and scalability of applications; application deployment and monitoring with detailed usage insights. Enterprise LCAP platforms feature governance controls and success management through self-service capabilities and APIs, developer documentation and training, and service-level agreements for platform operations. Enterprise LCAPs provide the foundation for developing a wide range of application types and application components, including complex front ends, business process automation and distributed data sources.

Enterprise LCAP Leaders demonstrate both strong execution (particularly in terms of business performance) and a strong vision (in terms of product and go-to-market strategies). These vendors stand out in a highly competitive, global market and serve a wide range of organizations and application use cases with their robust LCAP offerings.

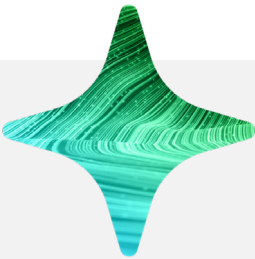
The value you can expect from Now Assist for Creator

Using Now Assist for Creator, you can jump-start innovation and deliver more value faster. By increasing the efficiency and output of your experienced developers and tapping into a vast new pool of business developers across your organization, you extend the benefits of digital transformation to every part of your business—making it more efficient, agile, and competitive.

See the table for examples of outcomes you can expect.

Expected outcomes*		How the outcomes are achieved
75%	time-savings on coding*	Faster scripting for developers and admins through foundational templates and automation of repetitive tasks via AI-powered code generation (text to code).
75%	time-savings on building workflows*	Increased developer and process analyst efficiency via natural language to auto-generate playbook and flow/subflow skeletons (text to flow, text to playbook).
75%	time-savings on building service catalog items*	Accelerated and simplified catalog item generation via GenAI to increase administrator efficiency and make products and services available faster (text to service catalog item).
75%	time-savings on building applications*	Reduced time-to-value and developer time spent on app creation via an auto-generated app skeleton using natural language inputs (text to app).
5%	increase in value per app/extension	Minimizing routine searches and repetitive tasks with AI assistance, enabling developers to focus on more complex tasks and better app quality.
*Based on code acceptance rate of 48%		

*Suggested improvements are based on ServiceNow telemetry data.



Dig deeper on value your business can gain from ServiceNow

At ServiceNow, we know that you’re more interested in business outcomes than products. That’s why we offer a business value assessment (BVA) that clearly articulates what outcomes we will deliver that are specific to the unique circumstances of your business. You will discover why these outcomes matter strategically, how we will deliver them, and how much value they will be worth in terms of cost-savings and efficiency gains. Don’t miss this chance to compare how you are doing things today against what’s possible with ServiceNow.





Customer
value spotlight



TRIMEDX accelerates development of field
service apps

TRIMEDX needed a way to support growing business operation needs, without having to hire additional developers at the same rate. The company was also looking for AI that could drive efficiency for its technicians. Now Assist enhanced developer productivity in building use cases for summarizing work order tasks and resolution notes. It also expedited knowledge article generation to retain the experience of tenured technicians.

“

If we can shave two to five minutes off each of our 2.5 million annual work orders, you’re talking hundreds of thousands of hours saved.”

Brad Jobe
CIO, TRIMEDX



50%

of developers actively using Now Assist in just three months



22%

increase in developer productivity



Increase

in number of citizen developers as they learn best practices from Now Assist



Customer value spotlight

MINDSPRINT

Mindsprint redefines app development with low code

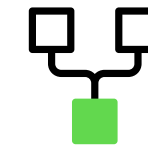
As a leading digital services and solutions provider, Mindsprint needed the most efficient way possible to create end-to-end digital or enterprise applications. The company used ServiceNow App Engine to develop a travel portal where users can manage business trips in one place, allow them to raise requests, book flights, and seek approvals. A comprehensive reporting and analytics dashboard has also made it simpler for Mindsprint customers to manage every aspect of the process.

“

App Engine is one of the greatest products we have seen. We can develop bespoke applications very quickly so employees can use them to make their lives easier. Processes that once took days now take minutes.”

Sriram Gopalakrishnan

President and Head of Technology Services and Delivery, Mindsprint



Single portal to manage business trips in one place.



Management dashboard to simplify reporting and analytics



[→ Read full story and watch the video](#)

Revolutionary productivity gains deliver unmatched business value

Now Assist for Creator is a powerful tool that revolutionizes the app platform experience by enhancing productivity and efficiency during the app and workflow development lifecycle. When used with app, playbook, flow, comment-to-code, and code completion features, Now Assist for Creator reduces app and workflow implementation time and costs, as well as as improves productivity and creates seamless coding experiences. Platform users save time by eliminating syntax errors, enabling faster completion of app development and management tasks.



More context

- ✓ **Seamlessly embedded in the platform**
- ✓ **Prompt with full context on the instance**



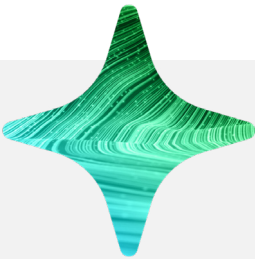
Better quality

- ✓ **Fine-tuned with best-in-class ServiceNow specific scripts**
- ✓ **Generates clean, performant, maintainable and up-to-date code**



Peace of mind

- ✓ **Only trained on data with explicit permission from the rights holder**
- ✓ **Use with confidence**



Unlock 24/7 productivity with AI agents that work autonomously for your people

With ServiceNow, you can also deploy teams of AI agents that learn, reason, collaborate, and solve problems autonomously, across your entire enterprise. They work together 24/7, with guardrails and governance, on behalf of your people—elevating their productivity and potential. ServiceNow AI Agents are embedded in the world’s most powerful end-to-end workflow automation platform, meaning they can take action and proactively solve challenges in every corner of your business.





Quickly implement GenAI projects and increase ROI with ServiceNow Strategic Portfolio Management

By helping you prioritize what truly matters, ServiceNow Strategic Portfolio Management (SPM) accelerates and increases GenAI value delivery. SPM can empower your entire enterprise to focus everyone on initiatives that align with your strategy as well as fulfill stakeholder and customer demands. SPM itself uses GenAI to help ensure that business requirements and feedback are communicated effectively. Business stakeholders—the requestors—can input requirements easily using an intuitive, conversational interface. Product managers can quickly assess and prioritize product feedback because GenAI can automatically condense lengthy, cryptic enhancement requests into short summaries that are simple to understand and evaluate. As a result, your organization can identify and deliver AI value faster.

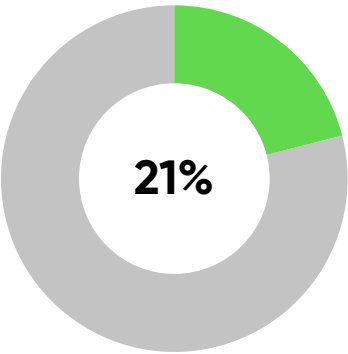
Accelerate time to value with ServiceNow Impact

Powered by AI and human expertise, Impact helps your teams maximize the power of the ServiceNow AI platform for business transformation. It provides the support and guidance needed to get to value fast. With Impact, your teams can:

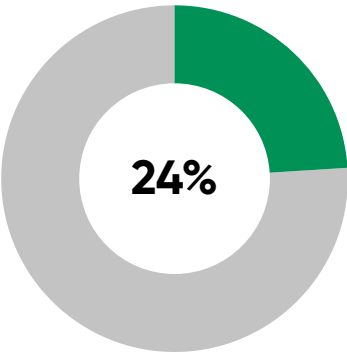
- **Accelerate adoption and value:** Adopt innovations faster, maximize your ServiceNow investment—and prove its value to stakeholders.
- **Promote business continuity:** Maximize productivity and uptime with 24/7 technical support that helps your business run effectively around the clock.
- **Optimize platform performance:** Get your platform ready for innovation with tools to proactively monitor health, diagnose issues, and deliver actionable insights.
- **Access expertise anytime:** Get access to personalized recommendations, as well as both technical and strategic experts; plus, develop your internal skillsets with on-demand training.

Results quantified from Forrester

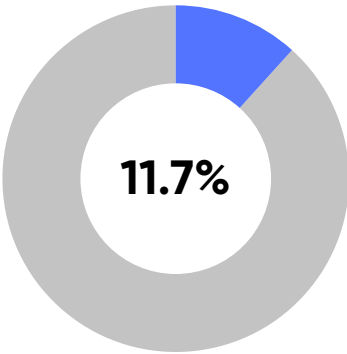
The business benefits of ServiceNow Impact are clear. It makes the teams more productive—both the users of ServiceNow solutions and those who manage and maintain the ServiceNow platform. But don't just take our word for it. We asked Forrester Consulting to interview a representative cross-section of ServiceNow Impact customers and quantify their findings*. The results, published in The Total Economic Impact™ Of ServiceNow Impact, found that with Impact, organizations achieved the results below:



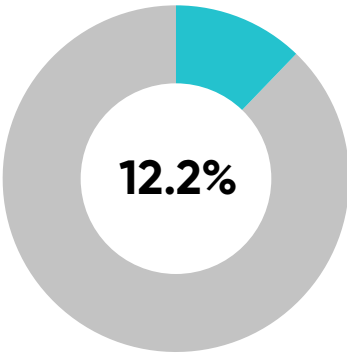
faster time to value for new applications



increase in value from existing platform



improved end-user productivity



improved operations staff productivity



*Findings are from The Total Economic Impact™ Of ServiceNow Impact, a commissioned study conducted by Forrester Consulting on behalf of ServiceNow, October 2023. Percentages are by year three for a composite organization representative of detailed interviews with seven ServiceNow customers from across the U.S., Asia, and Europe that were also using Impact. The customers ranged in size from about 4,000 employees to more 500,000 employees. Their annual revenues ranged from \$2 billion to \$60 billion. Industries of customers interviewed included healthcare, government, banking, technology, and professional services.

“

What Impact customers are saying

...

We've seen about a 25% to 30% acceleration in the time to deploy.

Platform owner from ServiceNow U.S. Regional Bank

We are absolutely seeing 20% or more value from the overall platform due to Impact.

ServiceNow Platform Leader, Healthcare Service Company

We're consuming almost 20% more capability than we were.

Senior Director, Enterprise & IT, Computer Technology Company

We've spent 25% less effort on upgrades.

Enterprise Services Director, Professional Services Company

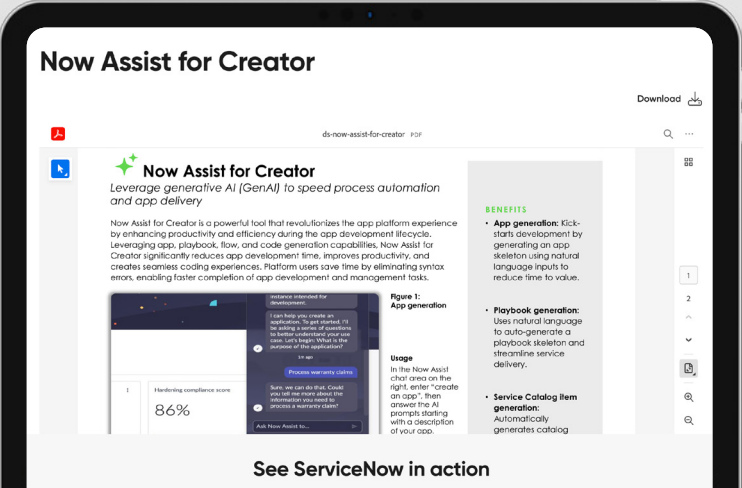
[→ Learn more about ServiceNow Impact](#)

For a deeper exploration of Now Assist for Creator at ServiceNow, consider these resources:

Speed process automation and app delivery with Now Assist

See how this powerful tool revolutionizes the app platform experience by enhancing productivity and efficiency during the app development lifecycle.

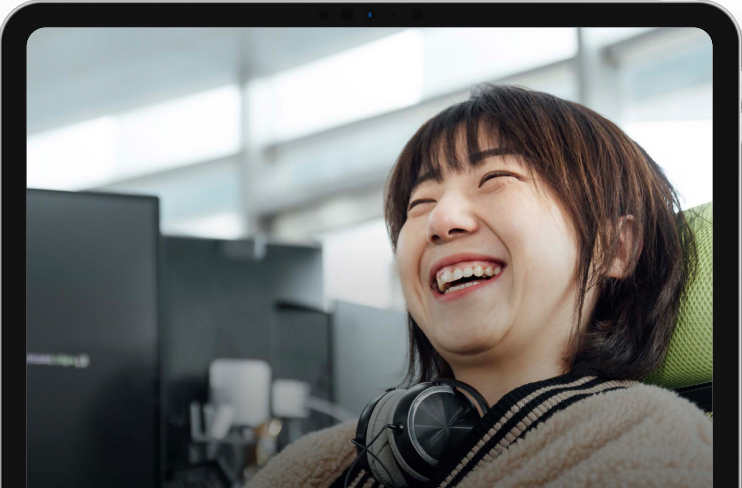
Get Data Sheet



Accelerate digital innovation with faster development

See how your organization can use GenAI to build powerful workflows and apps faster, no matter their experience level.

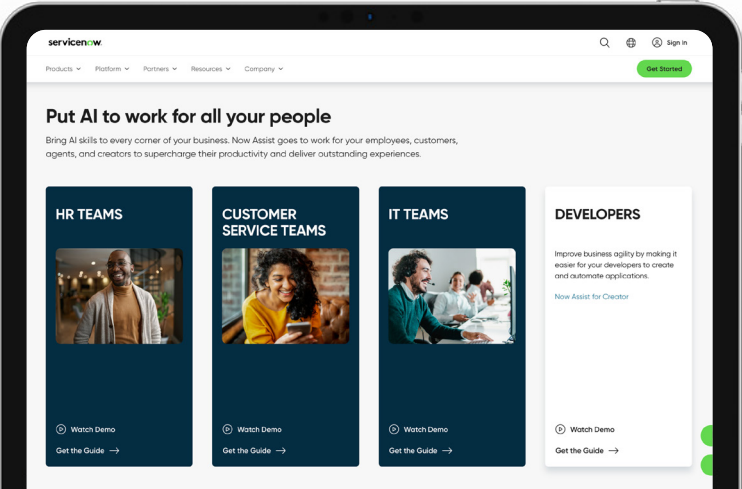
Get the Guide



Streamline development to improve business agility

Watch how to your organization can make it easier for your developers to create and automate applications.

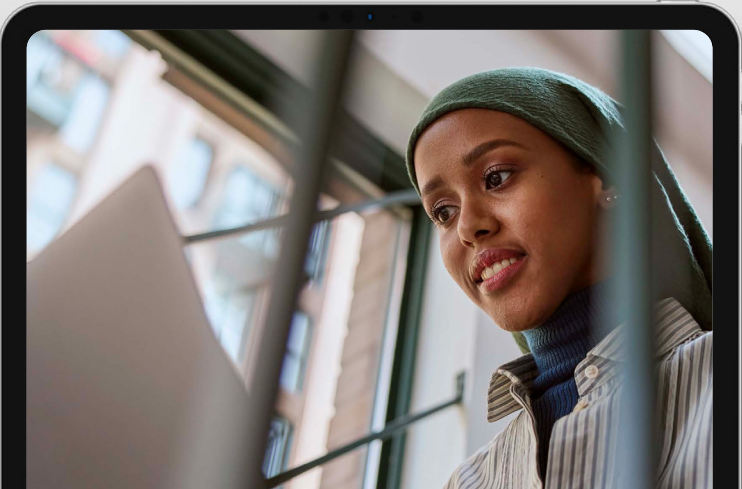
Watch Demo



3 paths to faster growth with low-code development

Discover how developers of any skill level can quickly and safely build seamlessly integrated workflows and apps with less complexity, cost, and risk.

Get Handbook



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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