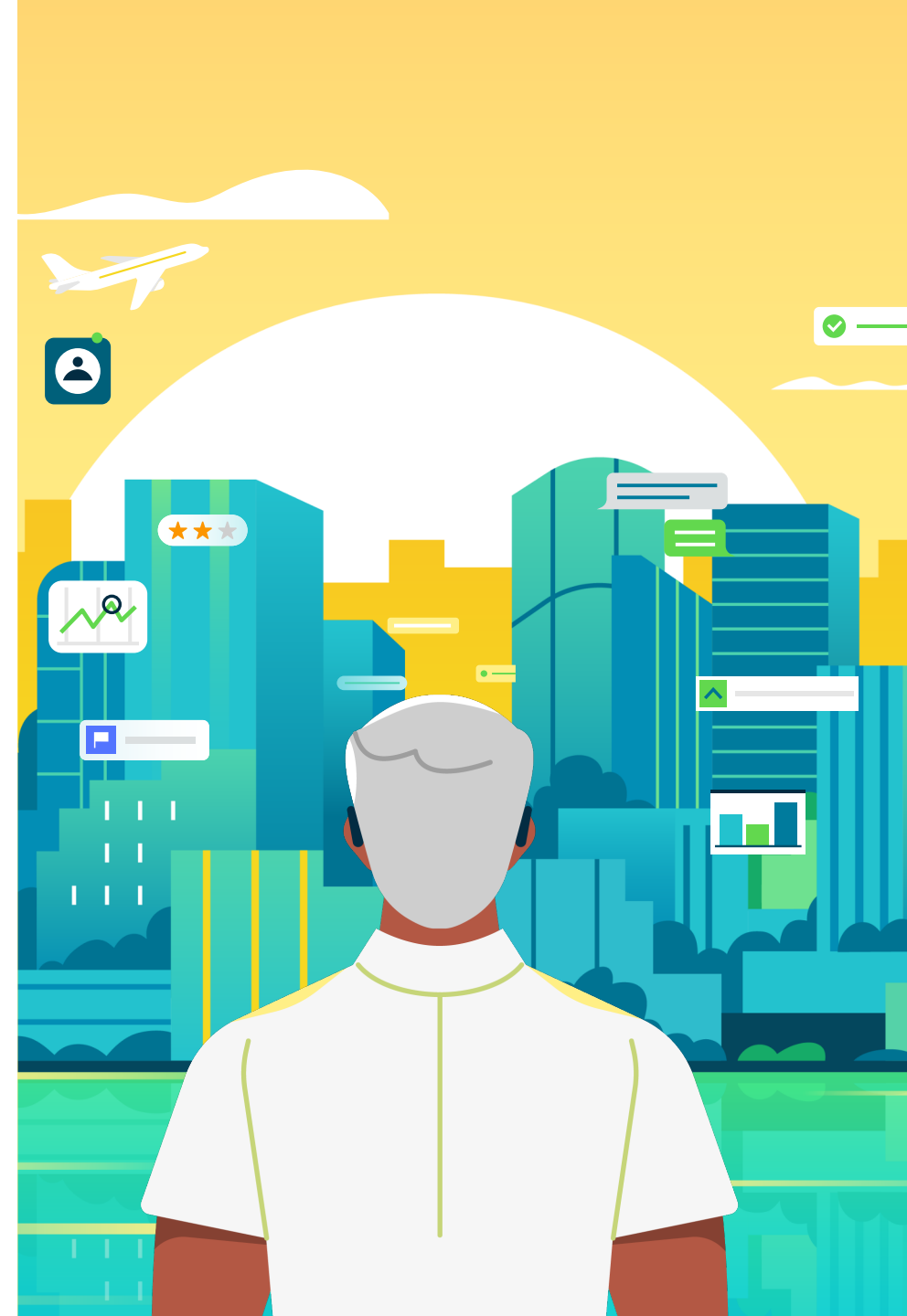


L'era dell'intelligenza artificiale

Prospettive di crescita e opportunità

13 Giugno 2024 - 18:00

Portrait Milano in Corso Venezia, 11 Milano



La pratica

Business-ready Gen AI con ServiceNow

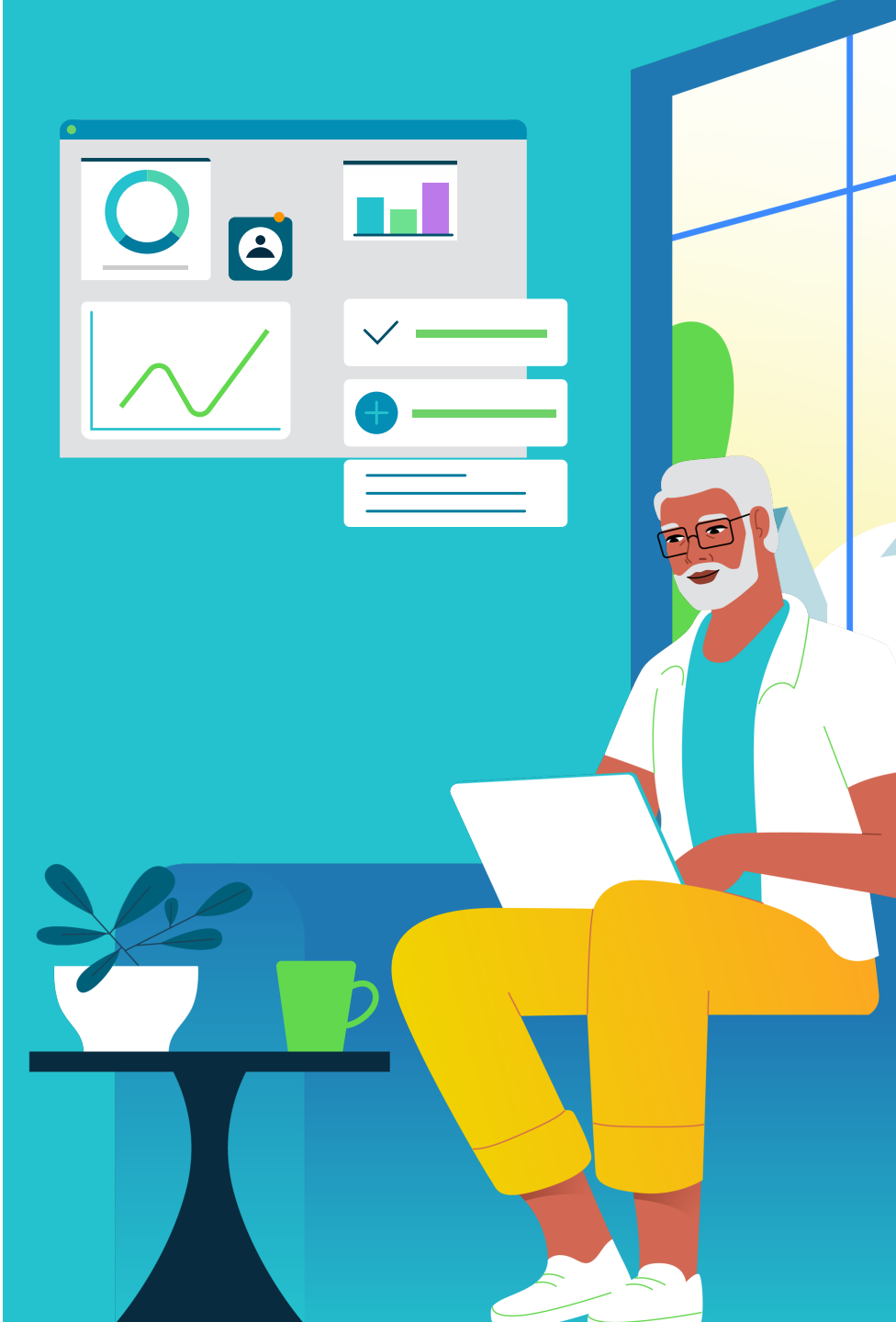
18:20-18:40

Enrico Leporini

Sales Director - ServiceNow

Tommaso Pernice

Senior Advisory Solution Consultant – ServiceNow



ServiceNow

la piattaforma intelligente per la trasformazione end-to-end del business

Industry Products

Telecom, Media & Technology

Financial Services

Manufacturing

Healthcare & Life Sciences

Public Sector



Technology
Workflows

ITSM

ITAM

ITOM

SPM

SecOps

IRM

Observability

OTM



Employee
Workflows

HRSD

Legal

WSD

EGD



Customer &
Industry Workflows

CSM

FSM

Sales and Order Mgmt

Industry Products



Creator
Workflows

App Engine

Automation Engine

Vault



Finance & Supply
Chain Workflows

Procurement

Supplier Operations

Accounts Payable

 Impact

Embedded intelligence



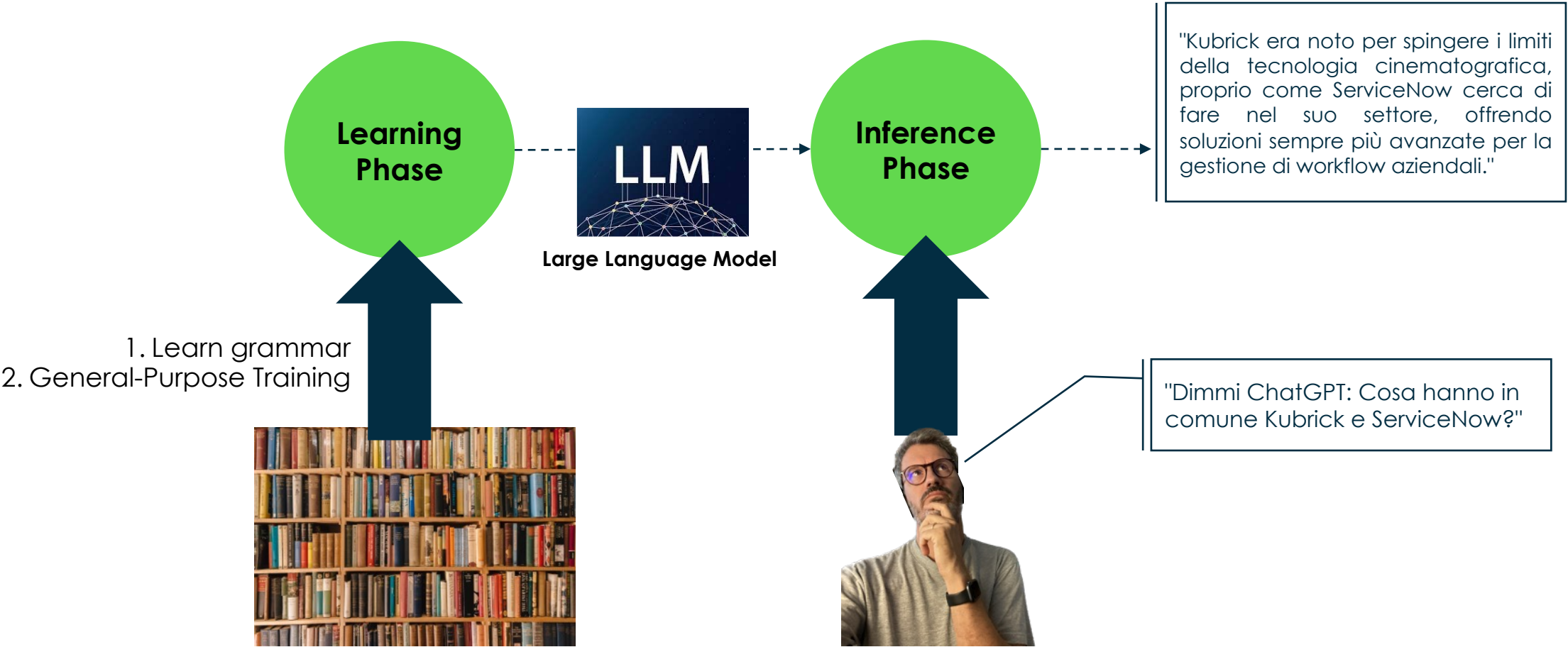
Now Platform®

ServiceNow: Principali elementi differenzianti

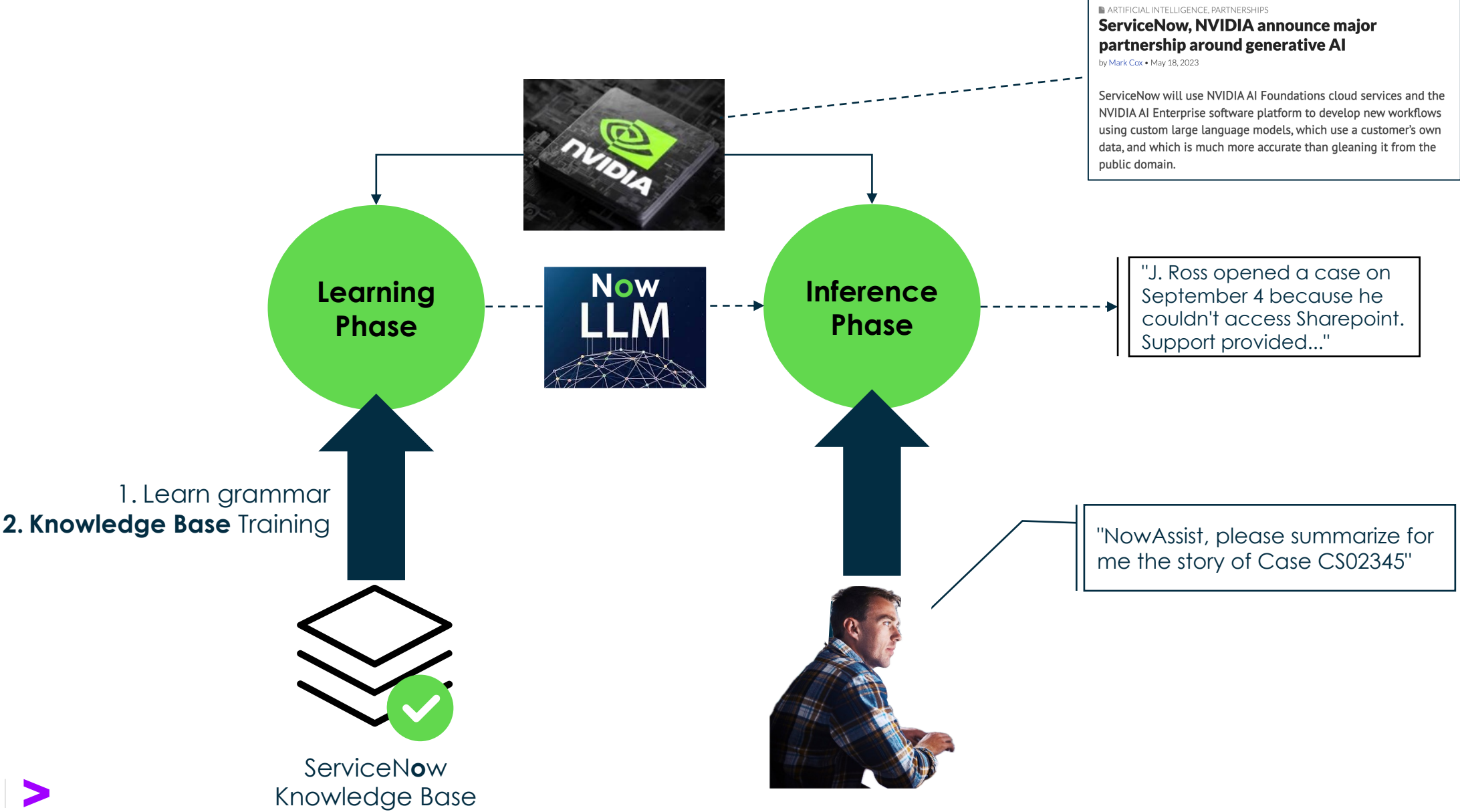
Single Platform
Single Data Model
Single Architecture

- ✓ Best-in-class, purpose-built core capabilities
- ✓ Easy integrations with best-in-breed systems of record and SaaS
- ✓ Embedded intelligence - Increased time-to-value / accuracy
- ✓ Low-code/no-code configuration and creation
- ✓ Massive scalability
- ✓ Passionate user base, vibrant community

General-Purpose GenAI



Domain-specific GenAI: NowLLM





Get value faster
with Now Assist



SERVICENOW MODELS

NowLLM for Dev

NowLLM for Agents

NowLLM for...

BRING YOUR OWN MODEL



WHY IT MATTERS

Model accuracy

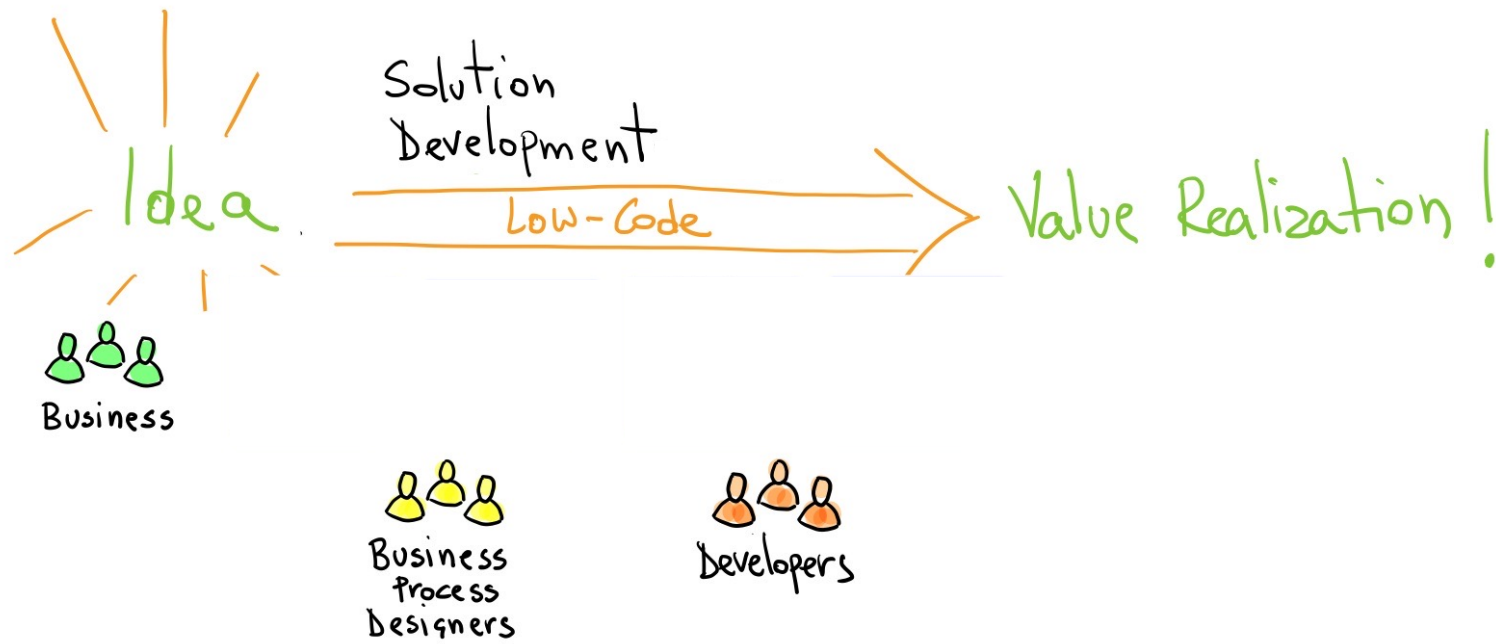
Domain Expertise

Data privacy

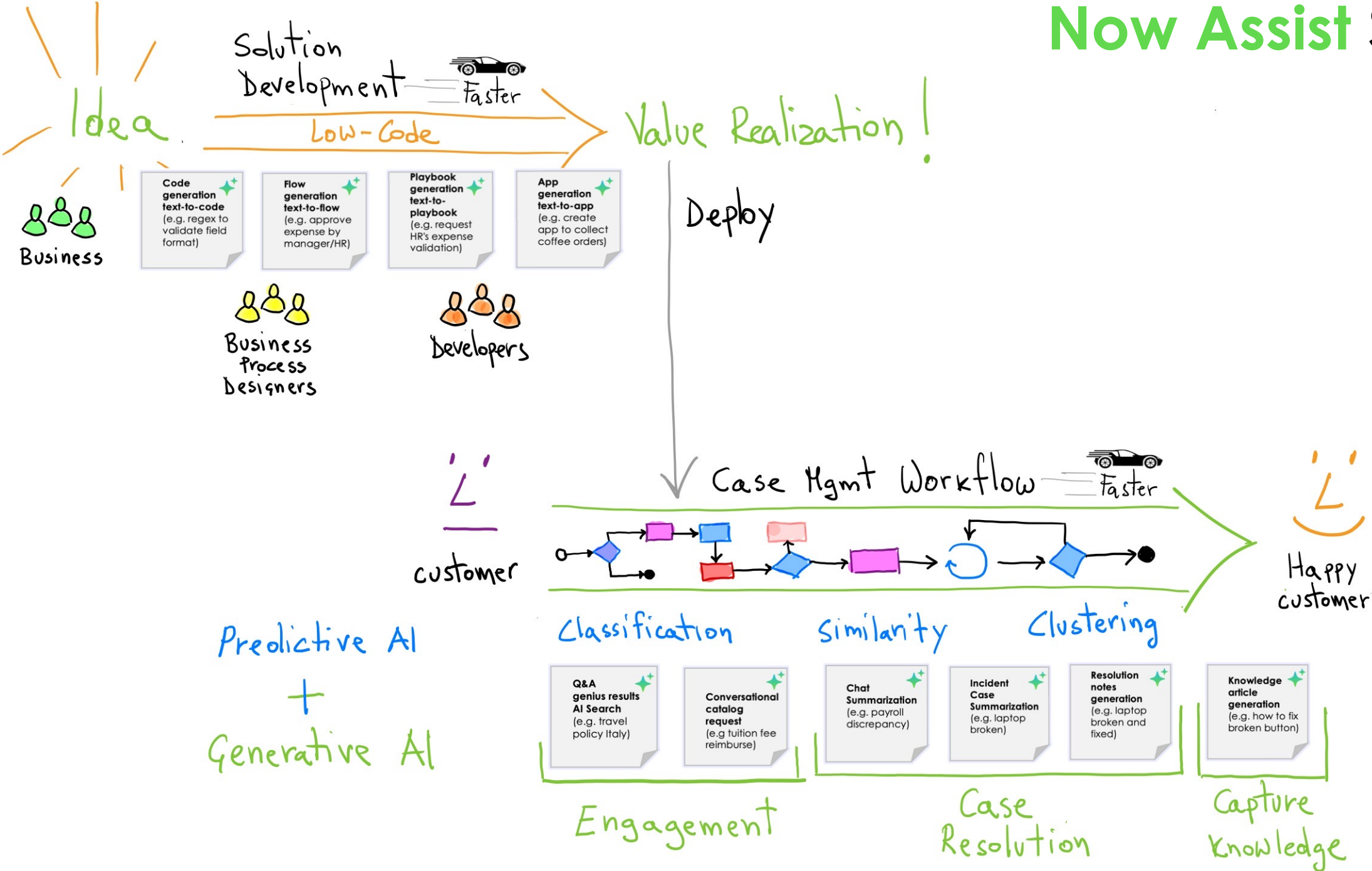
Responsible AI

OOTB Use-cases

Now Assist Skills



Now Assist Skills



What do we mean by **Business Ready** Gen-AI?



Employee



Customer



Agent



Admin



Developer

Now Assist is Business-Ready from Day 1

- | | | | |
|---|-------------------------|---|---|
| 1 | Origin of Training Data | ➔ | NowLLMs are trained with Public-Domain data. No risks of copyright infringement. |
| 2 | Fine-tuning | ➔ | NowLLMs know the Domain in which they are operating (e.g. <i>ITSM</i>). |
| 3 | Bias and Moderation | ➔ | NowLLMs prevent harmful content, support compliance and brand safety. |
| 4 | Prompt Engineering | ➔ | All Prompts are already tailored to get exactly what you need. |
| 5 | Context-awareness | ➔ | Each NowLLM knows the context in which it is operating (e.g. <i>Incident, KB, Script</i>). |
| 6 | Deployment | ➔ | Each NowLLMs is deployed and managed in SaaS. |
| 7 | Scaling | ➔ | Each NowLLMs scales according to your needs. |
| 8 | Testing | ➔ | Each NowLLM is fine-tuned and tested according to standard benchmarks. |
| 9 | User Experience | ➔ | All Gen AI skills (e.g. KB Generation) are immediately available in the UI. |

Tavoli di design thinking Gen AI

Casi d'uso nei processi della tua organizzazione

18:40-19:30

Pietro Moscon

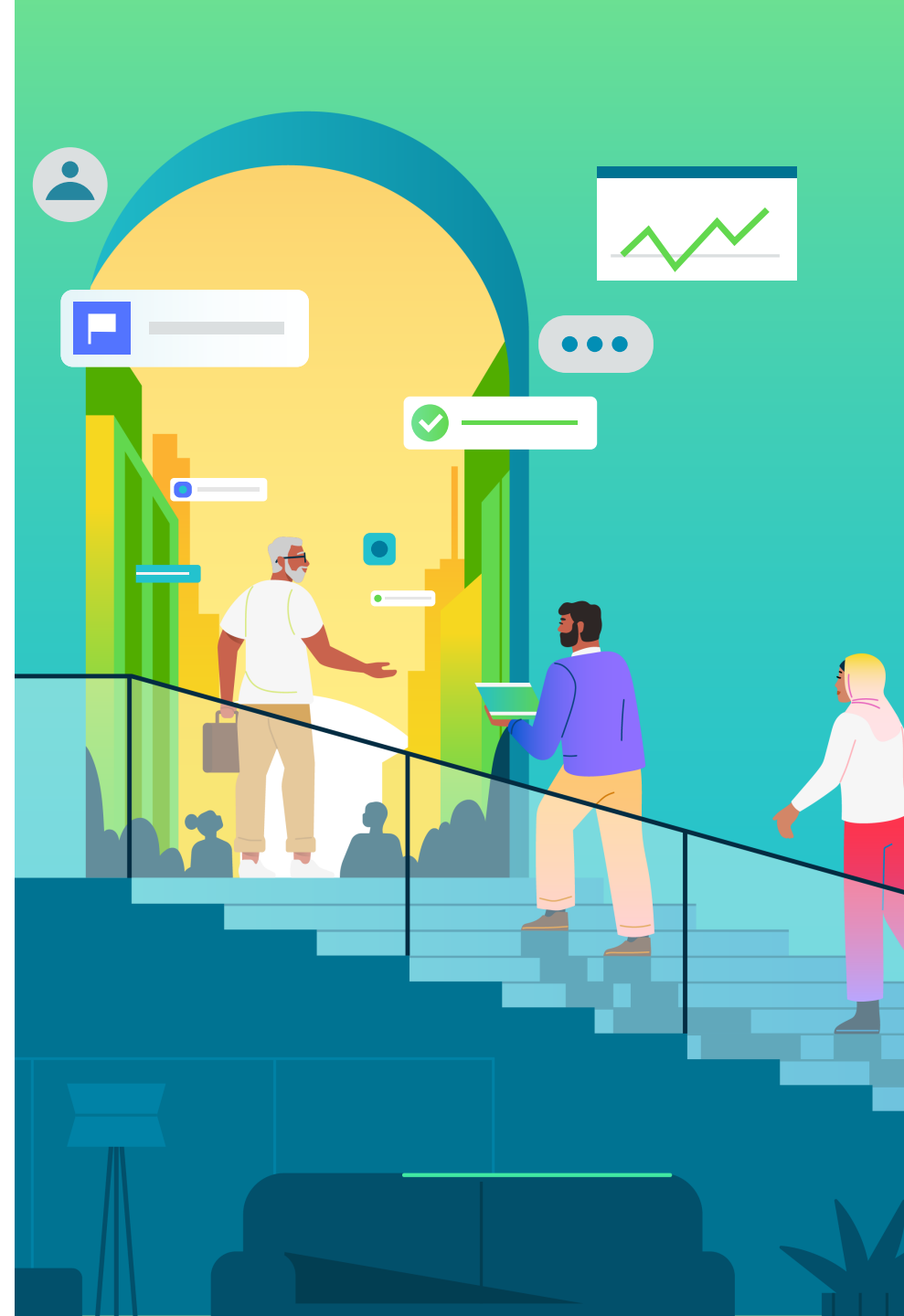
BI & Advanced Analytics Manager – Accenture

Tommaso Pernice

Advisory Solution Consultant – ServiceNow

Carlo Quadrini

ServiceNow Practice Director – Accenture



Get started with AI now

1

Establish

a solid data
foundation

2

Deliver

engaging
experiences

3

Automate

and deflect with
self-service

4

Optimize

for instant insights &
smarter decisions



**Put AI to work
with Now Assist**

Business-ready Gen AI con ServiceNow

 **Now Assist**



Employee

Better, faster answers
and resolutions –
smarter service delivery



Customer

Efficient, cohesive
and simpler
customer experiences



Agent

Productivity catalyst to resolve
issues faster
and provide better support



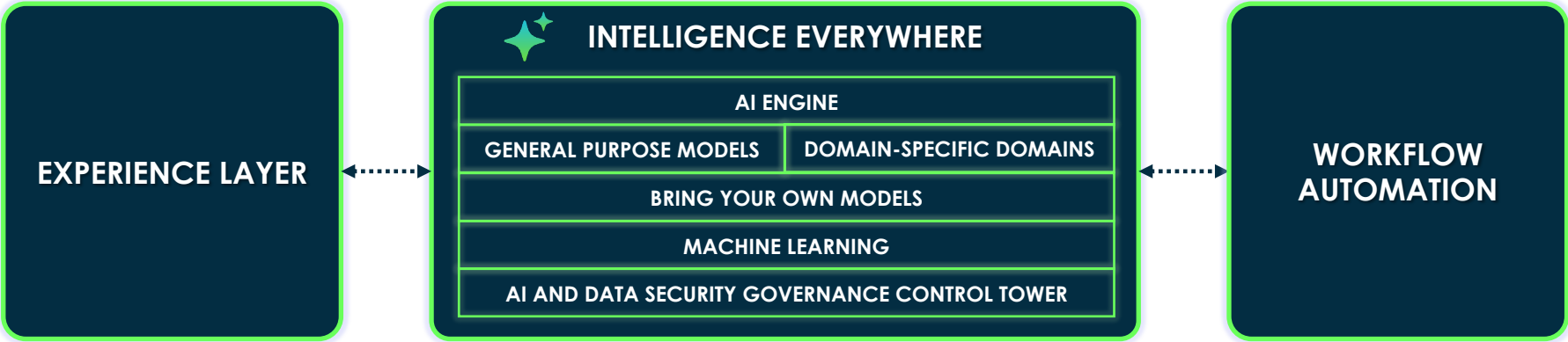
Admin

Easier and faster to deploy and
optimize apps – delivering faster
value for customers



Developer

Exponentially faster
time to configure
and customize apps



Is prompting easy?

