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Now Platform®

The intelligent platform for end-to-end digital transformation
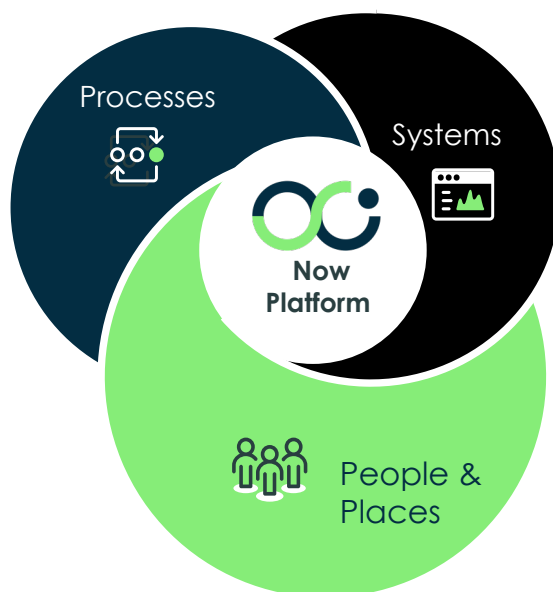
The business challenge

20th-century technology architectures are not suitable for today's everchanging environments and leave companies unprotected from sudden disruptions. Recent global events have highlighted the existing weaknesses in value chains. While it's important for leaders to keep their hands on short-term challenges, they also need to keep their eyes on the future. Global pandemics, climate swings, and trade wars are all part of the new normal – and they will continue to test the resiliency of our organizations.

Current business conditions require you to adapt to change, drive productivity and innovation, and deliver modern, consumer-like experiences at scale. To reach this level of agility, you need to connect digital workflows across the enterprise to optimize business processes and keep work flowing seamlessly across people, data, and systems and data.

The enterprise workflow revolution

Born in the cloud and built from the ground up with a single data model and a single, extensible and scalable architecture, the Now Platform enables data to flow seamlessly across applications and existing systems. The Now Platform delivers workflow automation at an enterprise scale, allowing you to optimize business processes for productivity, agility, and resiliency.

With out-of-the-box digital workflows that automate everyday service requests, delivery teams can increase service delivery speed, and free up teams for higher value work that drives enterprise-wide innovation. And with native development and integration tools, you can easily extend ServiceNow's digital workflows or create new digital workflows on the same platform. This flexibility lets you create the right experiences you need for a better way to work, or in disruptive situations, a better way to respond.

Drive connected digital workflows across the enterprise

Maximize the value of existing technology investments with a single, unified cloud platform

Connect siloed systems, departments, and processes

Automate and transform with best-in-class digital workflows

Deliver modern, consumer-like experiences at scale

Drive customer satisfaction and loyalty with unified web, mobile, and conversational experiences

Increase productivity and engagement through easy and intuitive employee experiences

Work smarter and faster with native, purpose-built AI and analytics

Accelerate time-to-value and innovation

Unlock ROI from day one with out-of-the-box apps and integrations

Empower developers of any skill level to build apps fast with low-code tools

Fast-track digital initiatives by delivering new capabilities with greater speed and control

What can you do on the Now Platform?

Consistency & scalability

Configuration Management Database (CMDB)
Provides full visibility into your IT environment from a centralized source

Common Services Data Model (CSDM)
Enable standard and consistent service modeling with a CMDB-based framework

Knowledge management
Enable easy access and sharing of information such as self-help, troubleshooting, and task resolution

Service Catalog
Standardize request fulfillment to ensure accuracy and availability of service offerings

Engagement

Conversational interfaces
Connect seamlessly to virtual or live agents through any popular messaging app

Service Portal
Build, customize, and deploy mobile-friendly web-based self-service experiences

Mobile
Deploy mobile apps and tools to drive consistent experiences and support all of your user needs

Configurable workspaces
Deliver targeted personalized experiences with all of the resources teams need to get their work done

Playbooks
Drive consistent business processes with a simple, task-oriented view for delivery teams

Productivity

Service level management
Gather service requirements and monitor and manage SLAs

Skills management
Associate skills with individual users or groups and assign them to tasks or projects

Reports & dashboards
Easily create and configure customized reports and eye-catching dashboards

Workforce optimization
Optimize schedules and work assignments and deliver skills development

Automation

Flow Designer
Build, connect, and automate cross-enterprise workflows in a single, no code design environment

Process Automation Designer
Build and manage multiple complex workflows with no-code playbooks

Robotic Process Automation (RPA)
Easily create and deploy bots to learn, mimic, and execute mundane business processes

Advanced Work Assignment
Automatically assign work items to agents based on availability, capacity, and skills

Embedded integrations & spokes
Connect any systems, apps, and data with custom integrations or pre-built connectors

Intelligence

Generative AI
Accelerate productivity with automatic content summarization, prediction, and generation

Machine learning
Automate routine tasks and resolve issues faster with purpose-built AI capabilities

NLP / NLU/ NLQ
Enable and configure applications to learn and respond to human-expressed intent

Performance Analytics
Optimize business services, improve processes, and align with organizational goals

Process Mining
Identify bottleneck and streamline work with visual process maps and cluster analyses

Security

Encryption
Choose from multiple flexible encryption options to meet individual organizational or compliance needs

Data protection
Maintain full control of your data and get visibility into when, where, and how it is accessed

Identity & access management
Ensure that the right users have appropriate access to data and technology resources

Data privacy
Ensure data is only being used by authorized persons and for its intended purpose

Find out more
Visit: **servicenow.com/now-platform.html**

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