

ServiceNow® Taps Artificial Intelligence with Kingston



INTRODUCTION

According to PwC's, "A Revolutionary Partnership: How AI Is Pushing Man and Machine Closer" survey of 2,500 U.S. consumers and business decision makers, 72% of the business leaders believe that AI will be extremely fundamental in the future and will be a "business advantage".¹

AI is here to stay. It has already started transforming enterprises and industries. Technology giants such as Google, Microsoft, Netflix, Amazon have not leveraged AI to create delightful customer experiences but have also invested heavily in its R & D.

- ▶ Harley Davidson, a leading motorcycle manufacturer, improved its lead generation by 2930 percent in three months after the implementation of AI-based marketing system²

- ▶ What used to take 360,000 hours for a team of lawyers is now done in seconds by an AI tool that is used by JP Morgan's legal team³

- ▶ Enterprises such as KLM, China Merchants Bank have implemented AI-enabled chatbots to help their customers get quick answers to their questions and thereby improve the overall customer satisfaction

There are many more such use cases of successful AI implementations. Experts also believe that these applications still just scratch the surface and there is a lot more which can be achieved with these technologies like AI, machine learning, deep learning, and NLP.

AI has the potential of stopping over 85% of cyber attacks⁴, AI-related technologies can increase the global GDP by 14% and drive GDP gains of \$15.7 trillion⁵, AI can drive business growth through powerful insights, it can help in making the cities smarter, and much more.

Constellation Research predicts that the artificial intelligence market will surpass \$100 billion by 2025.⁶

With this in mind, ServiceNow®, the leading IT management company and a leader in workplace revolution, has made a foray into Artificial Intelligence in its latest release, Kingston. The latest release includes ServiceNow®'s machine learning engine, called Intelligent Automation Engine – this engine helps enterprises in predicting outages, automating workflows, predicting outcomes, and also in performance bench marking. It is based on the technology of DxContinuum, a company which ServiceNow® acquired in January 2017.

In this paper, let us take a deeper look at Kingston and the new Artificial Intelligence component in it.

INTRODUCING SERVICENOW® KINGSTON

Thousands of enterprises around the world are using ServiceNow® to increase their operational efficiencies, enhance their workflows, and fine-tune their processes to make them simpler and more collaborative.

ServiceNow® launched its latest release, Kingston at the beginning of January 2018. Like other previous updates, this new release also includes several improvements in Performance Analytics, IT Service Management, Asset Management, Customer Service, Security, HR Service Delivery, GRC, Operations Management, etc. However, the highlight of this release is the new machine learning capabilities.

When the workloads are increasing, and the volume of data is mounting every day, corporate leaders are under tremendous pressure to expand business process automation. ServiceNow® is positioning itself at the forefront of this and is aiming to help enterprises with their digital transformation initiatives by offering a single system of record on a single platform.

The Kingston update revolves around three major themes - Machine learning for everyday work, No code process automation, and User experience innovations. With several new feature additions such as Flow Designer, Integration Hub, Response Templates, Escalation Management, Text Analytics, Incident Management, Agent Intelligence, and many more, this release is one of the most comprehensive and forward-looking update from ServiceNow®.

KEY ADDITIONS IN SERVICENOW® KINGSTON

As mentioned above, the Kingston release revolves around the themes of Machine learning for everyday work, No code process automation, and User experience innovations.



Machine learning for everyday work

ServiceNow®'s foray into machine learning and AI is one of the highlights of this new release. With Kingston, ServiceNow® has launched Agent Intelligence, which is a new tool for automation. Based on the analysis of organization's data, this tool creates precise predictive models and helps in automatic prioritization, categorization, and assignment of incidents. The Agent Intelligence tool is extremely easy to use, so enterprises don't need to hire expert data scientists to use it. With a new level of intelligent automation, enterprises can save a lot on administrative costs. It also facilitates faster and more accurate issue resolution and overall performance improvement – which, in turn, leads to higher customer satisfaction. With automation, since the agents don't need to spend their time on mundane repetitive tasks, they can get involved in more creative solutions and spend more time in solving complex issues.

No code process automation

Ease of use and flexibility is one the key highlights of ServiceNow® Kingston release. The new release allows the domain experts with no programming knowledge to create process flows using the Flow Designer. Using natural language and automated tasks, non-programmers can easily create workflows for their projects - without the need of any technical skills and by simply defining trigger conditions and passing information between actions through variables. This frees up the time of developers, which they can utilize in designing more complex workflows.

One of the key features of the Flow Designer is that it works across ServiceNow® products and applications. Apart from this, Integration Hub, a part of the Flow Designer, offers integrations with third-party applications such as Slack, Hipchat, and Microsoft Teams. With more power and flexibility in the hands of the domain experts and business users, the implementation of the workflows can be very quick and easy. The workflow building blocks can also be reused leading to a lot of time and effort saving.

User experience innovations

With an aim to make everyday working easier for the users, Kingston boasts of several user experience enhancements which make the overall use of the platform easier, faster, simpler, and smarter. For example - The new release offers easy content access and management. Access and analysis of unstructured data are simpler with the Text Analytics feature. Rapid issue resolution is possible with the tighter integration of Incident, Incident Alert and Outage. Organizations can achieve higher employee satisfaction with things like self-service portals, consistent HR service delivery, easier information access through mobile devices, and quicker issue resolution. Enhanced user experience across the platform helps companies in ensuring higher user satisfaction.

INTRODUCING INTELLIGENT AUTOMATION ENGINE

According to a survey of 500 Chief Information Officers across 11 countries, machine learning investment is set to increase very soon. 89 % of the CIOs are either already using or plan to use machine learning in near future because automation is one of the top business success strategies for these CIOs.⁵

ServiceNow® Intelligent Automation Engine leverages the power of machine learning to drive advanced automation and help companies get work done faster and smarter. With intelligence combined with automated actions, enterprises can reduce costs, enhance time-to-resolution, and improve the overall business performance.

According to ServiceNow®, “Intelligent Automation Engine Brings Machine Learning to Everyday Work”

The Intelligent Automation Engine helps companies prevent outages before they happen. When the incidents occur, it automatically categorizes and routes them to the right teams. With the help of its bench marking feature, enterprises can see how they are performing against their peers and also predict their future performance.

The primary use cases for ServiceNow® Intelligent Automation Engine address the four of the biggest challenges of IT.

ROUTING AND CATEGORIZATION FOR IMPROVED REQUEST RESOLUTION

The ServiceNow Intelligent Automation Engine takes the organization's unique data and applies machine learning algorithms to that data. The algorithms learn from the past patterns and predict future outcomes. Using this predictive intelligence capability, the engine then automatically categorizes the incoming requests, routes them to appropriate teams, alerts the right teams, and also shares the associated recommended actions. With such sophisticated automation, request resolution becomes faster, smarter, and also more accurate.

Prevention of Outages

According to IHS Markit study, IT downtime costs \$700 billion a year only in North America!⁶

With the proliferation of big data and Internet of Things, it has become all the more important for organizations to identify ways to prevent future issues rather than reacting to those after they happen. They need a system which intelligently analyzes the past events, learns from the patterns, and predicts future failures. That's exactly what the ServiceNow® Intelligent Automation Engine does. It correlates the past events and using its anomaly detection capabilities it identifies patterns that could cause future issues. If any new events match with these patterns, it automatically initiates workflows and sends appropriate alerts. The engine also offers an improved signal-to-noise ratio for alerts which allows the experts spend their time in preventing and resolving the issues instead of wasting it in investigating the alerts.

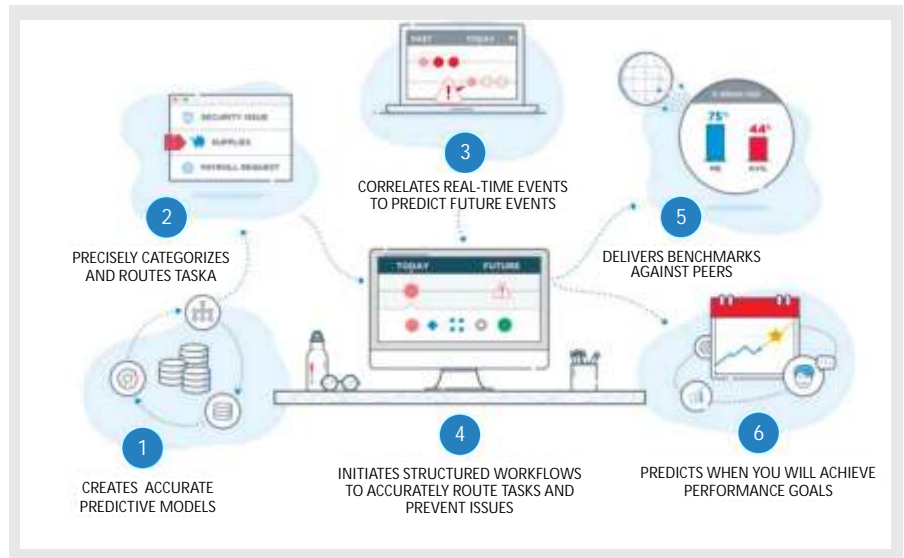
Bench marking

Enterprises which aim to drive critical business outcomes are keen to see how their performance stacks up against their industry peers. ServiceNow® Intelligent Automation Engine makes it possible by making the industry averages and trends available – this unbiased and up-to-date anonymized data is derived from over 12 million users and 8.4 billion monthly transactions. These benchmarks help organizations in tracking their performance against their industry peers. Organizations also get personalized, actionable recommendations to help them improve their KPIs and achieve their service delivery goals.

Performance Predictions

With the help of actionable insights, the ServiceNow® Intelligent Automation Engine helps organizations optimize their business processes, maximize their performance, increase efficiency, reduce costs, eliminate inconsistencies, and make smarter decisions using predictive trending. The performance analytics component helps them in assessing their performance against the set KPIs and service thresholds. It also helps in accurate predictions by analyzing the data and applying the best algorithm to it, which, in turn, helps in precise forecasting.

HOW INTELLIGENT AUTOMATION ENGINE WORKS



Here are six steps as to how the ServiceNow® Intelligent Automation Engine works -

- (1) The Intelligent Automation Engine creates accurate predictive models by applying machine learning algorithms to the organization's own operational data.
- (2) The predictive models, designed based on the organization's data, appropriately categorize and route the incoming requests and create workflows to assign specific tasks to the right teams.
- (3) It analyzes the past events and based on that, accurately predicts the possibility of future issues.
- (4) Through accurate routing of tasks to the right teams, the issues get resolved faster and more accurately.
- (5) It allows enterprises to track and compare their performance against industry trends and averages derived from millions of anonymized customer records and based on that, optimize their services.
- (6) The Intelligent Automation Engine, through its prediction algorithms, helps enterprises in accurately predicting when they will meet or exceed their service performance goals and KPIs.

ALCOR'S EXPERTISE IN SERVICENOW®

Alcor takes a strategic ITSM implementation approach and focuses on solving the business problems of their clients by leveraging an integrated business process design and technology implementation capability. Alcor's ITSM solutions with ServiceNow leverage a business view of IT services. The objective is to enable the IT support organization to:

- ▶ Quickly resolve or escalate issues and problems
- ▶ Improve root cause isolation, and
- ▶ Provide higher levels of business user satisfaction.

Alcor brings substantial process expertise, ServiceNow® experience and depth of organizational governance modeling to build solutions that are effective and provide complete life cycle support for Incident Management, Problem Management, Change Management and Configuration Management. Alcor has experience in Automating ServiceNow® with external applications like emails, active directories, Adobe, assets, and Amazon Cloud Provision (LABS). This includes real-world experience of having worked with enterprises in the banking and financial services and retail sector where we have helped orchestrate transaction volumes running into the 100's of thousands.

Alcor has specific expertise in ServiceNow® IT Operations Management across the three levels, Orchestration, Release Management and Service Analytics. Through effective Orchestration Alcor helps clients launch the right automated process consistently and to codify best practices into the process workflows to save time and money. Alcor's expertise in helping their clients manage Release Management better allows optimal usage of the IT assets, hardware and software, available to the client to ensure effective, timely, uninterrupted and on-demand service delivery. Alcor helps their clients put in place Service Analytics Solutions that gives them the capability to keep track of each and every infrastructure component that impacts overall service delivery.

Alcor achieves this by leveraging their integrated business process design and technology implementation capability. Their professionals are the top talents in the business with deep personal understanding of the business verticals they service. This allows them to deliver flexible solutions that work in the real world.

Their strength lies in delivering solutions that are customized to the specific requirements of their customers including complex integrations with the other systems in the eco-system like Financial and Procurement Management systems.

Building effective Enterprise Service Management Solutions is one of Alcor's key business focus areas. Alcor consultants have deep expertise around implementing and managing key IT Service Management processes such as Incident, Change, Release, Problem, Configuration Management & Asset Management. Alcor provides process maturity & technological sophistication when implementing ESM solutions.

CONCLUSION

Artificial Intelligence may not be core to businesses today. However, CXOs do understand that the role and importance of AI in businesses is growing and it could be one of the top priorities for them over the next few years.

Acknowledging the need for smart and intelligent automation within enterprises, ServiceNow®, a leader in workplace automation, has recently made its foray in Artificial Intelligence with its latest release, Kingston. One of the highlights of this release is that it brings machine learning to everyday work through its Intelligent Automation Engine. This latest addition in ServiceNow® helps enterprises in automated categorization and routing of issues and prevention of future outages leading to higher customer satisfaction. It also provides benchmarking data to the enterprises to help them evaluate their performance against their peers and also accurately predict their performance against the set goals. Since the Intelligent Automation Engine works on the organization's own data and creates precise predictive models, it is unique to each organization, and hence, more impactful.

As ServiceNow Gold Partners, we are extremely looking forward to helping our worldwide customers implement this fantastic release.

ABOUT ALCOR SOLUTIONS

Alcor is a global cloud advisory and implementation services company serving Fortune 500, Government Agencies, and other leading organizations in multiple industry verticals across the Americas, Canada and India. Alcor is a ServiceNow® Gold Services and Sales Partner and also partners to Salesforce®, FireEye, Microsoft®, Dell, Bomgar, and BigPanda® amongst others. They advise leading businesses on cloud platforms, architecture, enterprise service management and integrating IT service delivery. They also provide business process consulting to capture, re-engineer and improve processes that can easily be automated to deliver real value. The Alcor consulting team has expertise in Business strategy, Cloud Technology and Organizational Change Management.

For more information, connect with them at information@alcortech.com

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Alcor is a technology implementation company focusing on Enterprise and Government technology needs in ITSM, systems integration, web development and mobility space. We provide a strategic ITSM implementation approach to our clients and focus on solving business problems by leveraging an integrated business process design and technology implementation capability.

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