



# Supercharge business performance with ServiceNow® Now Assist

ServiceNow's latest offering integrates GenAI across workflows to enhance enterprise productivity, improve overall user experience, and boost versatility



# AI's surge will transform enterprises globally

With AI adoption increasing globally across leading industries, its democratization will drive exponential business value. AI will contribute \$15.7 trillion to the global economy by 2030, surpassing the current combined outputs of China and India (Source: PwC). By 2026, over 80% of enterprises will have utilized and deployed GenAI APIs, models, and applications in production environments, up from fewer than 5% today (Gartner). It is an evolving space. Platforms continuously adapt to build native capabilities, with major hyperscalers leading the way. We now observe a much better, broader alignment among hyperscalers, who find ways to coexist rather than compete, leading to improved collaboration and stability through shared research and development. According to IDC research, enterprises worldwide are projected to spend over \$40 billion on GenAI in 2024, with this figure expected to exceed \$150 billion by 2027. The banking and retail industries, followed by professional services, are anticipated to be the leading spenders.

At Brillio, we drive enterprise innovation through our strategic 360-degree partnership with ServiceNow. Our approach has significantly enhanced operational efficiencies and reduced costs, delivering improved outcomes for our clients and their customers. By leveraging scalable, high-quality solutions, we empower enterprises to streamline workflows and navigate their digital transformation journeys with confidence. Our robust methodology for GenAI-led use cases assesses enterprise GenAI maturity levels and where they stand in the AI transformation journey.

## Unlocking GenAI's potential with Now Assist

With Now Assist, enterprises can scale new levels of productivity, innovation, and business impact, positioning them as pivotal players in the future of digital transformation. Brillio has been augmenting ServiceNow capabilities for clients with multi-platform, cross-functional workflows and technology-agnostic hyper-automation.

### ITX transformation (Now Assist-led platform and IT modernization)

- ITX and ITSM workflows: Boost worker satisfaction by streamlining ITSM, automating tasks, improving incident management, and enhancing service delivery.
- Pulse<sup>®</sup> consulting and solutions-based selling: Enhance cross-functional collaboration for a unified service experience by extending ITSM principles across the organization, offering tailored solutions that drive business value.

## Hyper automation (Now Assist-led XaaS transformation)

- Creator workflows: Drive heightened productivity with GenAI by automating complex processes, enabling rapid application development to focus on innovation.
- NOW index or HIA consulting and solutions-based selling: Optimize XaaS strategies for better scaling and cost reduction and uncover automation opportunities using advanced analytics and AI.



## Now Assist explained

Enterprises want an IT service partner with proven expertise in ServiceNow implementations to help them solve problems efficiently. To get started with Now Assist, an IT partner works with the enterprise to assess their current processes and identify areas where AI-driven automation and contextual assistance can add the most value. The assessment takes shape in the following three ways:

- Configuring the AI models to understand and analyze relevant data
- Training systems to provide contextual recommendations
- Setting up automation workflows

Now Assist addresses process inefficiencies by automating routine tasks and workflows that take up a lot of time. This means less manual intervention, faster operations, and more time for employees to focus on strategic activities. Now Assist provides real-time, contextual recommendations based on what people are working on and ensures that they have the necessary information when needed, boosting productivity and decision-making.

Now Assist also excels in proactive issue management. It can predict potential problems before they escalate, offering pre-emptive solutions to prevent downtime and keep things running smoothly. This proactive approach helps organizations stay on top of issues, ensuring continuous service delivery. Regarding data, Now Assist analyzes vast amounts of information to extract meaningful insights to help organizations make informed decisions when they're strapped for time and resources. User experience is another area where Now Assist shines.

By leveraging natural language processing, Now Assist drives intuitive, user-friendly interactions and ensures consistency and accuracy in task completion. Automated processes and AI-driven insights reduce the risk of human error, ensuring every task is done right every time.

## Now LLMs or bring your own LLM

Leverage domain-specific Now LLMs that are contextually optimized for:

- ServiceNow code and content
- Now platform architecture with robust security safeguards in place

Enhance workflows by gleaning deeper insights into IT operations, customer support, and human resources. Now LLMs simplify complex data into plain-language summaries for easy consumption, offer intelligent analysis, and suggest the next steps after scouring for collective knowledge from the ServiceNow customer base. These LLMs reduce manual intervention to a much greater degree and augur better decision-making. On the other hand, Bring Your Own LLM allows businesses to integrate their own LLMs or other models, such as OpenAI, Google Cloud, or Azure OpenAI, on the ServiceNow platform to tailor the Now Assist experience to their needs. This way, they have the flexibility to choose their desired GenAI model that works to the best of the business' aspirations.

## How does **Brillio** add value?

**We guide enterprises in maximizing the value of their existing ServiceNow investments**



The above principle coupled with our approach of 'bring your own' (BYO) GenAI models offer enterprises greater flexibility in their AI-driven transformation journeys. As an IT partner, we aim to help enterprises achieve long-term value and growth. We help our clients avoid tech debt by preventing the creation of technology archetypes that may become obsolete due to over-engineering. Instead, we focus on leveraging our clients' existing platforms and infrastructure. It's crucial to identify relevant use cases where combinations like Now Assist + CoPilot or Now Assist + Einstein can be effective. The key question is integrating these tools and platforms to create a cohesive solution that functions like an enterprise glue.

## Technology excellence

We design and execute ServiceNow implementations, ensuring the platform is tailored with Now Assist. Additionally, we recover and optimize existing ServiceNow setups to maximize the value of existing ITSM platforms. With Now Assist, we create automated ITSM workflows that enhance process adherence, reducing reliance on manual updates. Our comprehensive stakeholder and process acumen enables us to deliver precise and impactful solutions.

## Customer experience

We adopt a personalized, consultative approach to tailor Now Assist implementations to meet the client's needs, ensuring that solutions align with business objectives. We gain actionable insights into customer behaviors by utilizing data-driven insights and advanced analytics, optimizing the customer experience with personalized interactions. All Now Assist integrations with workflows and processes are seamless, minimizing disruption and maintaining a cohesive user experience. Through an iterative continuous improvement approach, we ensure that clients can fully utilize Now Assist's capabilities, including troubleshooting, updates, and enhancements to keep their systems running optimally.

## Employee experience

Now Assist drives a superior employee experience. Our expertise in ServiceNow implementations helps us personalize employee workflows intuitively powered by ServiceNow HR Service Delivery, Workplace Service Delivery, Legal Service Delivery, and Procurement Service. These tailored workflows streamline various processes, making it easier for employees to navigate and complete tasks efficiently. Our seamless integration capabilities minimize interruptions during implementation, enhancing the overall effectiveness of the organization's ITSM platforms. Additionally, with analytics to gain insights into employee interactions with systems, we optimize processes and interfaces to create more inclusive, user-friendly platforms that enhance productivity.

## Hyper automation and low code

Now Assist enhances automation with low-code tools that simplify workflow creation and management. These tools enable faster development and deployment of automation solutions, accelerating time-to-value. Now Assist's GenAI-powered experiences allow users to resolve issues through personalized suggestions, promoting improved self-service capabilities. Furthermore, Now Assist consolidates information from various sources into a single, unified platform, enabling more efficient operations.

# Grooming a mature Center of Excellence and Innovation (CoEI) to drive GenAI imperatives

## Standards and best practices

### CoEI leader or owner role responsibilities

- Engaging strategists and specialists
- Selecting or defining best practice models
- Acting as the architect for CoEI practice
- Managing documentation, deliverables, and pre-planning for resources and projects
- Monitoring performance and optimizing results

### How to do it

- Focus on standards for best practices and methodologies such as principles, tools, and technologies
- Incorporate frameworks, research, continuous service improvement, and templates

### How to succeed together

- Understand that teams and collaboration are essential
- Set standards, build communities, and foster people with skills training

### How to create value

- Involve setting KPIs, defining success, and sharing stories
- Build and enable value through training and workshops

## Center of Excellence approaches

- **Centralized:** A global approach where integrated strategies across various lines of businesses lead workflows.
- **Hybrid:** A mix of global and local workflows that operate in tandem.
- **Decentralized:** A focus on local teams, enabling them to create customized workflows tailored to their needs.

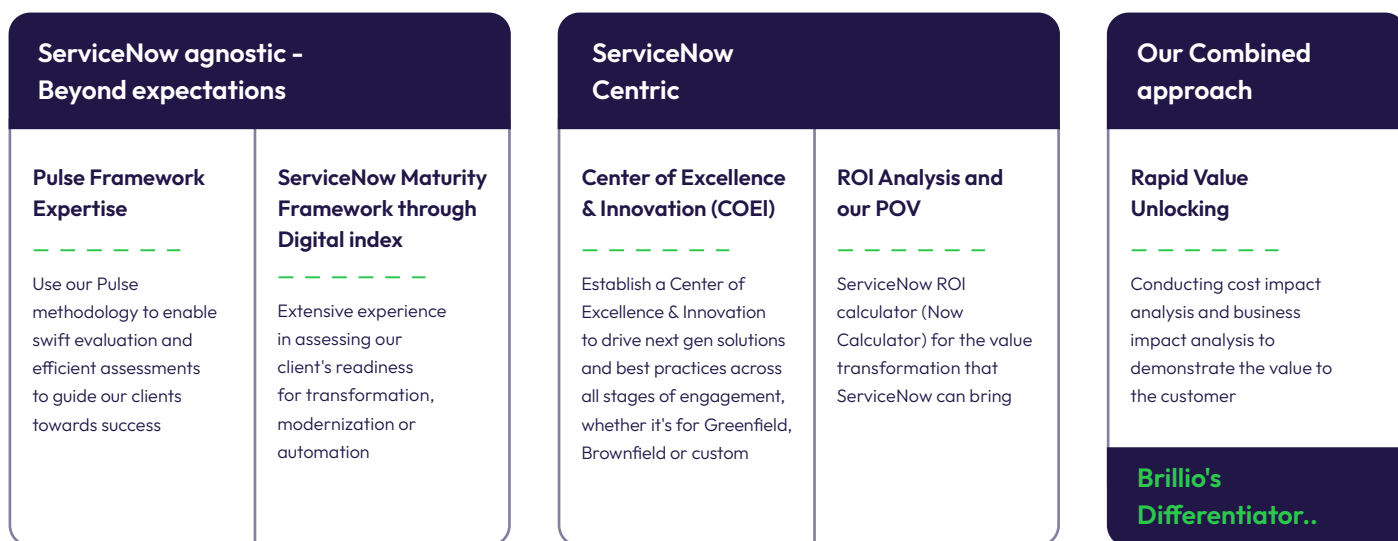
## Time and speed

- Outline various roles across functions such as architecture, business engagement, delivery management, and operations.
- Align services or processes with specific functions and emphasize roles like platform architects, analysts, UX designers, and more, each contributing to operational efficiencies.

## Demand-to-release cycle

- Services are requested, built, and delivered following a standardized workflow that ensures project consistency and efficiency.

# Success recipe and accelerators



## AI adoption frameworks and enterprise maturity levels

To assess whether an enterprise needs a Now Assist capability, we elevate the conversation by asking these questions: How do they approach discovery? How do they evaluate the current tools and frameworks? How can we incrementally enhance their tools and frameworks? We also consider cohort-based POCs, as business units and their use cases often vary. Lastly, we explore how to democratize AI dynamically when integrating these platforms with a service like Now Assist. We follow one of two approaches. First, we integrate capabilities at a user level, adopting an omnichannel or multi-avenue approach where users interact through a single touchpoint as the system of engagement. The second approach involves system orchestration automation, where workflows based on use cases, personas, or platform integrations are dynamically executed, invoking APIs, processing them, and returning results.

The classical approach of full-fledged integration often involves consolidating platforms into a single data lake or warehouse with centralized analytics. This method is outdated as it duplicates data efforts and the ROI from a comprehensive data lake may be questionable, given that the enterprise-level use cases may not justify it anymore. Platform orchestration and integration need to be more dynamic. Platforms like ServiceNow can remain in their respective silos, but the focus should be on use cases where dynamic APIs interact and execute without creating centralized tech debt.

Clients see tangible benefits with AI, especially in software development. Mature organizations usually see some uptick within 3–4 months while less mature organizations take six months or more to implement AI effectively.



## Maturity Level



### Maturity level: **Cognizance – Discovering AI**

We work with enterprises to understand their problems, devise optimal AI solutions, perform cost-benefit analysis, and align their potential impacts with stakeholders.

### Maturity level: **Tactical – Tool and framework evangelization**

We create buzz around the potential benefits of AI by conducting hackathons, interactive sessions, and webinars for users.

### Maturity level: **Strategic – Cohort-based POCs**

We create cohort-based POCs for various business units and drive improved awareness among users regarding the usage and potential benefits of using AI.

### Maturity level: **Transformational – democratization through centralized AI platforms**

We democratize AI platforms across the enterprise and leverage resources to generate utilities on top of existing functionalities and benefits.

## Revolutionizing a wide range of industries

- **Healthcare and Life Sciences:** GenAI can assist in drug discovery, personalized medicine, and predictive diagnostics. It can analyze vast medical data to identify patterns and suggest treatments.
- **Banking and Finance:** In this sector, GenAI can enhance fraud detection, automate customer service, and improve risk management. It can also assist in financial forecasting and provide personalized financial advice.
- **Retail and ecommerce:** GenAI can personalize shopping experiences, optimize inventory management, and enhance customer service through chatbots and virtual assistants.
- **Manufacturing:** In manufacturing, GenAI can optimize supply chains, predict maintenance needs, and improve quality control processes.



- **Media and Entertainment:** GenAI can generate content, personalize recommendations, and enhance creative processes in media production.
- **Education:** GenAI can provide personalized learning experiences, automate administrative tasks, and develop intelligent tutoring systems.
- **Public Sector:** Governments can use GenAI to improve public services, enhance data analysis, and streamline operations.
- **High-tech:** This industry can leverage GenAI for software development, cybersecurity, and innovation in product design.

These are just a few examples, but the potential applications of GenAI are vast and continually expanding as the technology evolves.

## Maximize returns on existing investments with Brillio's AI consulting

Through our global innovation and delivery centers, we provide research and development for co-innovation, training, and agile talent enablement activities. Our global delivery model is built on reimagining experiences with a focus on agility, quality, and cost-effective solutions. We blend technology with agile delivery principles to ensure consistent service levels across all engagements worldwide. With a proven track record of successfully engaging in complex digital transformations, we leverage domain expertise across various industries. Our SMEs have extensive technical knowledge in legacy systems and digital technologies to meet client needs. We focus on delivering tangible outcomes for our clients, ensuring predictability, measurability, and cost-effective service levels. Every engagement is centered around the client, fostering trust through transparency and building relationships based on mutual collaboration.

## About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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