

# Unlock Transformation through Innovation

## ServiceNow on Azure: empowering the next-generation of AI-first businesses



Today's business leaders face several challenges. As new technologies emerge, the limitations of legacy solutions become more obvious. Outdated customer experiences that don't use generative AI can feel sluggish and cumbersome. Without optimized tools, operating costs can balloon beyond the capacity of employee productivity to keep pace. In fact, **surveyed CIOs have reported to McKinsey that their tech debt spending is equal to as much as 40 percent of the value of their entire technology estate**—and 60 percent of respondents expected that debt to continue to increase over time<sup>1</sup>. Even at large, successful companies, outdated or fractious technology landscapes can reduce resilience or introduce security vulnerabilities.

To thrive in this ever-changing landscape, leaders need to embrace digital transformation anew. Rather than aiming at modernization for its own sake, businesses now need to build their solutions in ways that increase security, resilience, and agility. On top of this, leaders need to deliver solutions that power automation, optimize operations, and transform employee and customer experiences.

Doing all of this at once used to be a major challenge. Today, leaders can make it happen—by consolidating their services with solution providers whose offerings provide synergistic benefits and embracing cutting edge solutions like generative AI.

**Modernize and  
embrace generative AI**

**Increase agility  
and scalability**

**Build business resilience  
and cybersecurity**

**Work with a  
trusted partner**

### Simplify digital transformation with ServiceNow on Azure

Businesses can deliver the modern services and capabilities customers expect by streamlining their digital transformation with ServiceNow on Azure. They can deliver greater efficiency through automation and interoperability with their existing Microsoft investments. By adopting the intelligent platform for end-to-end digital transformation on the industry leading cloud infrastructure, business leaders will ensure technical relevancy and deliver the technological innovation required to achieve more, drive faster time to value, and maximize impact.

<sup>1</sup>McKinsey, [Tech debt: Reclaiming tech equity](#)



## Transform workflows and unlock value with generative AI.

- **Modernize communications**, increase accessibility, and boost productivity across diverse employee groups.
- **Automate and optimize cloud-based operations** for greater visibility and control of cloud services.
- Provide a **consistent and streamlined employee experience**, including improved self-service and support functionalities.



## Improve business resilience and cybersecurity, while reducing response times.

- **Integrate IT operations with highly secure cloud infrastructure** to meet even the most stringent regulatory compliance standards.
- **Operate securely** in regulated markets with increased controls that meet local data privacy and residency requirements.
- **Assure compliance and mitigate risk** through a secure environment with dedicated support.



## Build an agile, scalable foundation for growth and success.

- Accelerate adoption and broaden use of new AI and generative AI tools at scale.
- **Efficiently plan and budget** with automated cost and security approvals.
- **Maintain a strong security posture** by predicting incidents and automating configuration management.
- Easily build custom capabilities that meet company needs and access an extensive ecosystem of developers and partners who can help **drive shorter time to value**.
- **Achieve more** by accessing existing cloud spend budget for broader use.

**servicenow.**

- The intelligent platform for business transformation
- Delivers greater productivity, better experiences, and more agility
- A modern platform fueled by generative AI



- Built-in, automated cloud scalability
- A comprehensive, best-of-breed approach to security
- Enables accelerated digital transformation
- User-friendly interface and intuitive resource management tools