



On daro

ITAM MasterClass Part 8

Applying ITAM Principles to AI with AI Control Tower

Agenda >

1. Welcome & Introduction
2. AI is an Asset; ITAM for AI
3. Managing AI Assets with ServiceNow AI Control Tower
4. Where to Start
5. Next Steps + Q&A

Ondaro is the only pure play ServiceNow partner with fully certified resources across the platform



ITSM



ITOM



ITAM



HRSD



CRM



SPM



SECOPS



IRM



APP ENGINE

ENVISION

Business Transformation

Organizational Change Management

AI-Readiness

Platform Strategy & Governance

IMPLEMENT & DEVELOP

Platform Architecture & Engineering

Product Implementation

UX & UI Design

App Development

Data Management & Integrations

MANAGE & OPTIMIZE

Platform Operations

Enhancement Services

Product Management

Introductions



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Ondaro



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Vice President, Consulting

Ondaro

Join the Conversation: Using Teams

Turn on Video

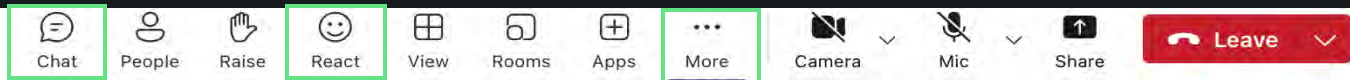
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

Chat – Message everyone or just one person

Get Help – Use Chat

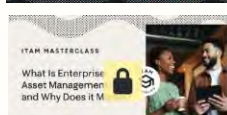
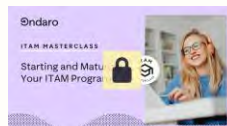
Show Captions - Click More, Language & speech, Show live captions



Catch up with our MasterClass Series!



CMDB MASTERCLASS



ITAM MASTERCLASS



PLATFORM OWNER MASTERCLASS

Find recordings, resources & more!

AUDIENCE POLL

What's your organization's current AI strategy?

- A We have a strategy and governance in place.
- B Every department seems to be figuring it out on their own.
- C We're pretty sure someone is in charge...we just don't know who.
- D We don't use AI at all...I think...



AI is an Asset; ITAM for AI

Refresher: What is IT Asset Management?

The process of overseeing the full **lifecycle of Technology Assets and their associated costs** to support the reduction of wasted spend and maximization of investment efficiency. **AI is, by definition, a Technology Asset!**

Ask yourself these questions how ITAM applies to AI:

- **Who is responsible for overseeing AI adoption & usage?**
- **What does AI cost our organization and how are we optimizing those costs?**
- **What are our cloud budgets and who within our organization is paying for cloud resources?**



Artificial Intelligence as an Asset

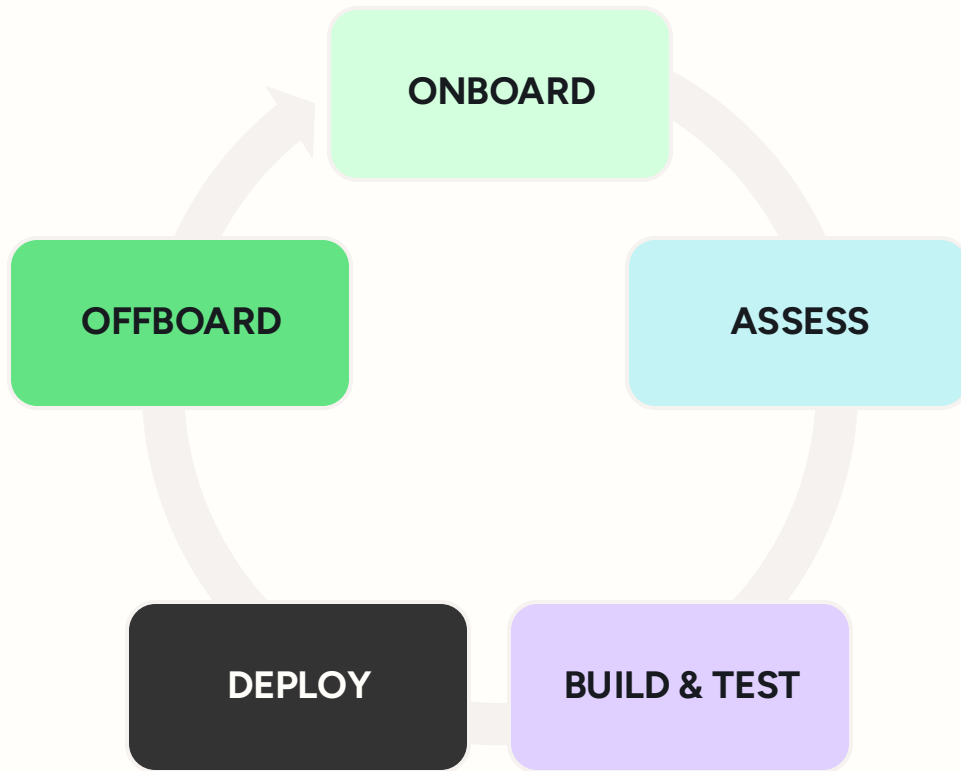
Just like hardware, software, and cloud, AI is an Asset too. Why?

- ✓ AI has a defined lifecycle
- ✓ AI has a defined data model
- ✓ AI assets can be managed nearly identically to software assets
- ✓ AI costs can be optimized by analyzing how and when they are used
- ✓ Shadow AI is as prevalent as any other Shadow IT and needs addressed

The AI Asset Lifecycle

The AI Asset Lifecycle exists in parallel to the standard Asset Lifecycle.

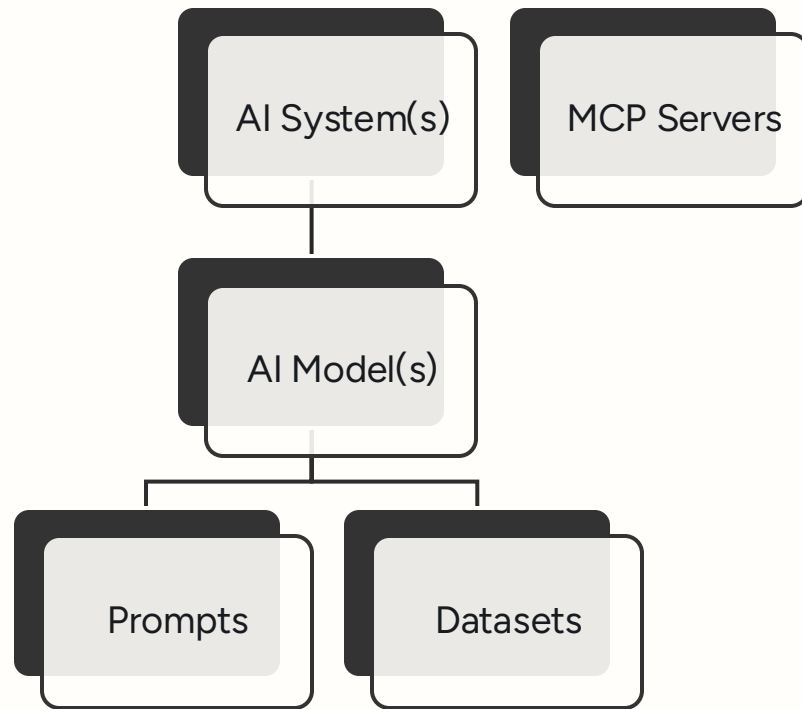
- **Onboard:** This is the stage where AI is introduced to your organization and key details are defined.
- **Assess:** This is the stage where AI is reviewed for performance, impact, compliance, etc.
- **Build & Test:** This is the stage where AI is developed and tested to work specifically for your organization.
- **Deploy:** This is the stage where AI is rolled out and utilized by your organization.
- **Offboard:** This is the stage where AI is retired, and if necessary, removed from the environment.



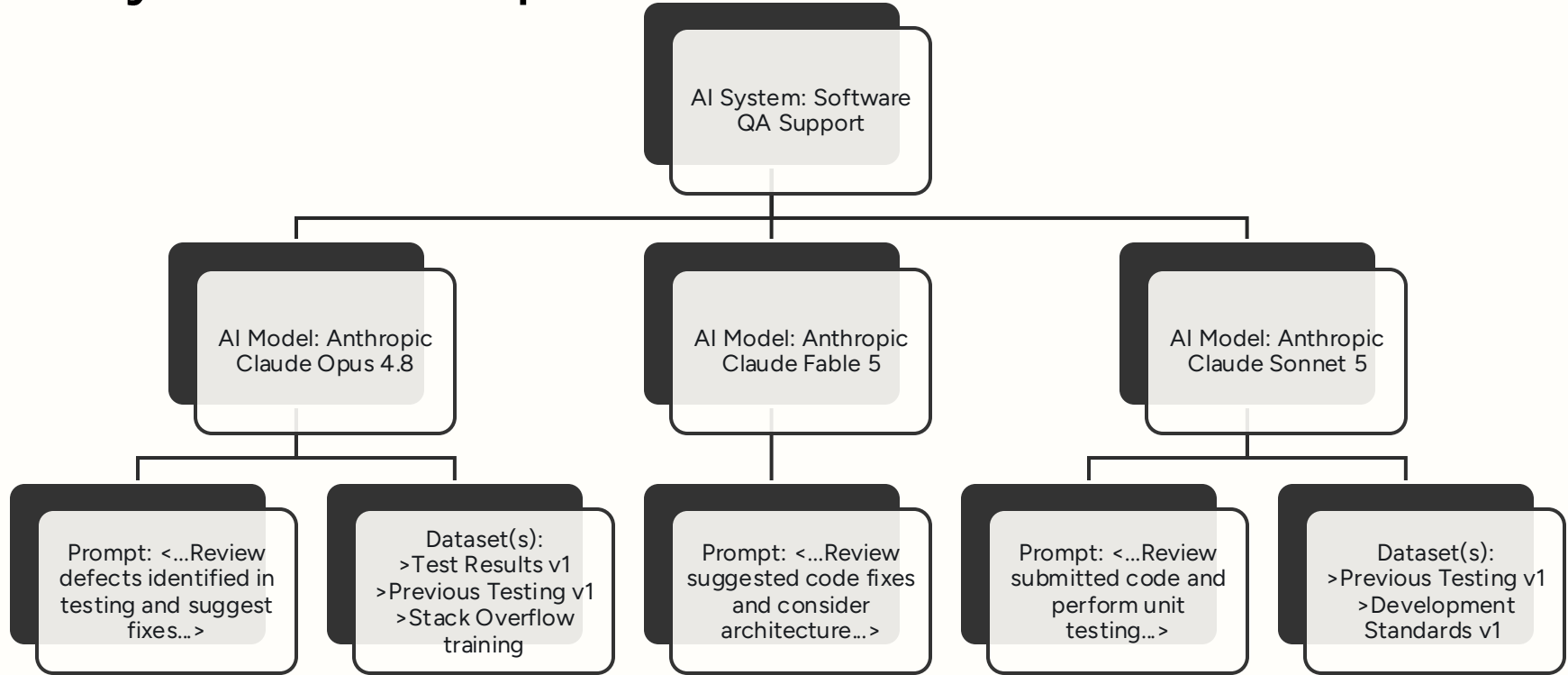
AI Asset Data Model

The AI Asset Data model is very similar to the Software Asset Data model, with some important distinctions:

- **AI System:** An AI System is a parent record for your AI Asset data. It represents a set of targeted capabilities and outputs. AI Systems can be nested together.
- **AI Model:** An AI Model acts as the intelligence in an AI system. There are different types of AI Models (i.e.: LLMs)
- **Prompts:** Prompts are a set of instructions for how an AI Model should produce outputs within an AI System.
- **Datasets:** Datasets are used to train or service an AI Model.
- **MCP Servers:** MCP Servers help AI Models and Systems communicate with one another. They often have their own costs and operating requirements.



AI System Example



Key AI Asset Attributes

Things You Need to Know:

Model Name

Name of the model (including model number if applicable)

Model Parameters Info

Number of parameters for the model

Model Size

Size of the model in MB

Source

Links or details of the model's source/provider

Training Procedure

One or more of several types of model training, including: Linear Regression, Reinforcement Learning, Deep Neural Networks, etc.

Context Window

Size of input sequences the model can handle

AUDIENCE POLL

If you discovered tomorrow that employees were paying for 200 AI subscriptions with company credit cards, your first reaction would be...

A "That can't be right."

B "Let's find out who's paying for what."

C "I knew this day was coming."

D "Honestly...it might be more than 200."



Managing Your AI Assets



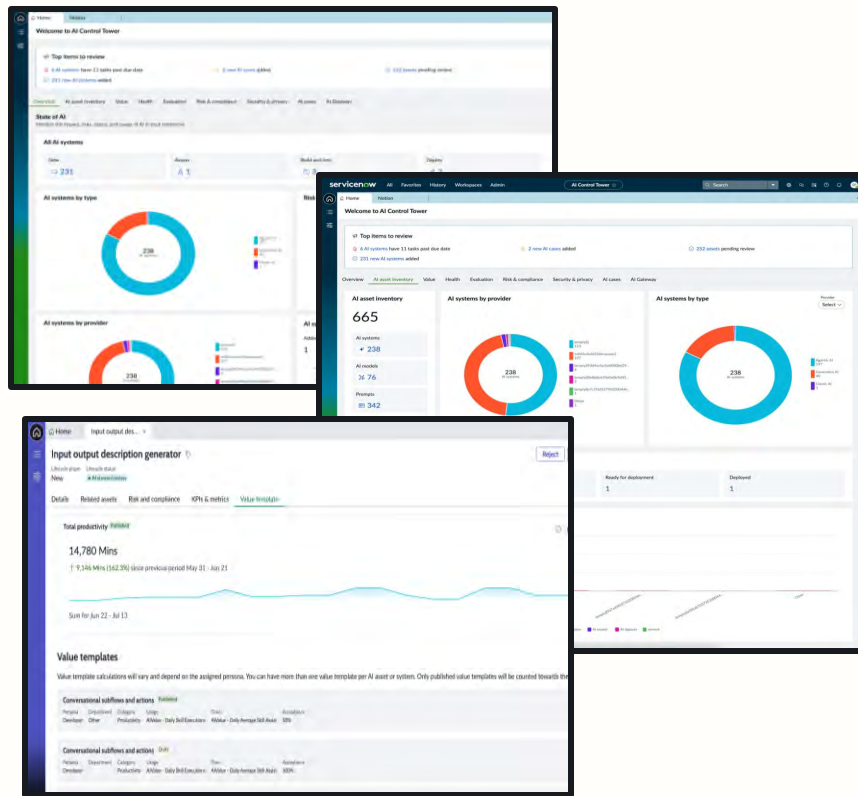
ServiceNow's AI Control Tower (AICT)

What is it?

AI Control Tower uses ServiceNow's Workspace interface to offer a **unified AI Adoption, Management, and Governance** toolset.

AICT uses ServiceNow's underlying technology discovery capabilities like **Service Graph Connectors**, as well as a native **AI Gateway** toolset, to source information on how and where AI is used within an environment.

AICT then makes use of **on-platform workflows** and **data visualizations** to support intelligent decision-making and optimization of AI-driven value.



AICT Roles & Responsibilities

For AI Asset Management

AI Steward

Responsible for:

- Configuring & Maintaining AICT
- AI Discovery (using connectors & MCP)
- Participating in AI Asset Management activities like asset creations & approvals
- Collaboration with cross-functional teams in the adoption of both AI and AI-related policy.

AI Asset Owner

Responsible for:

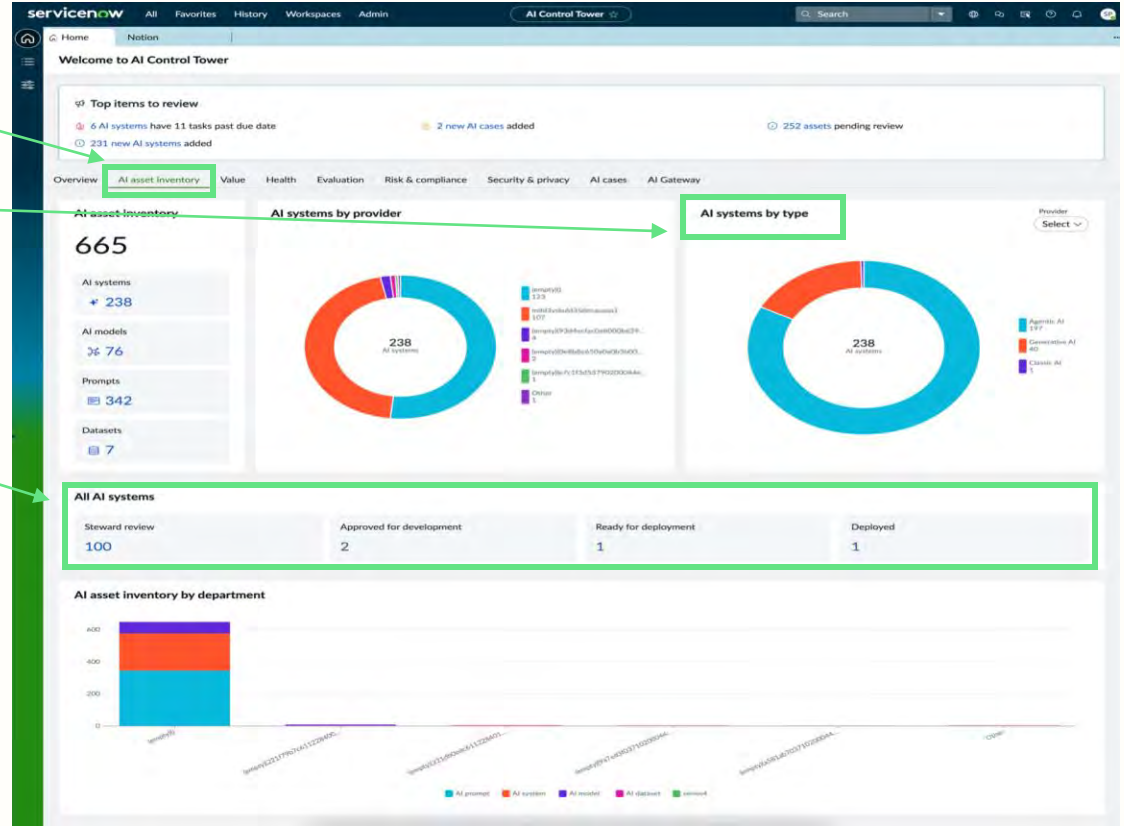
- Create & Maintain AI Asset records
- Manage the AI Asset Lifecycle and ensure assets' adherence
- Make use of AICT value and adoption tabs to ensure AI assets are being utilized appropriately

AICT Asset Inventory

AI Asset Inventory

AI Systems by Type

All AI Systems

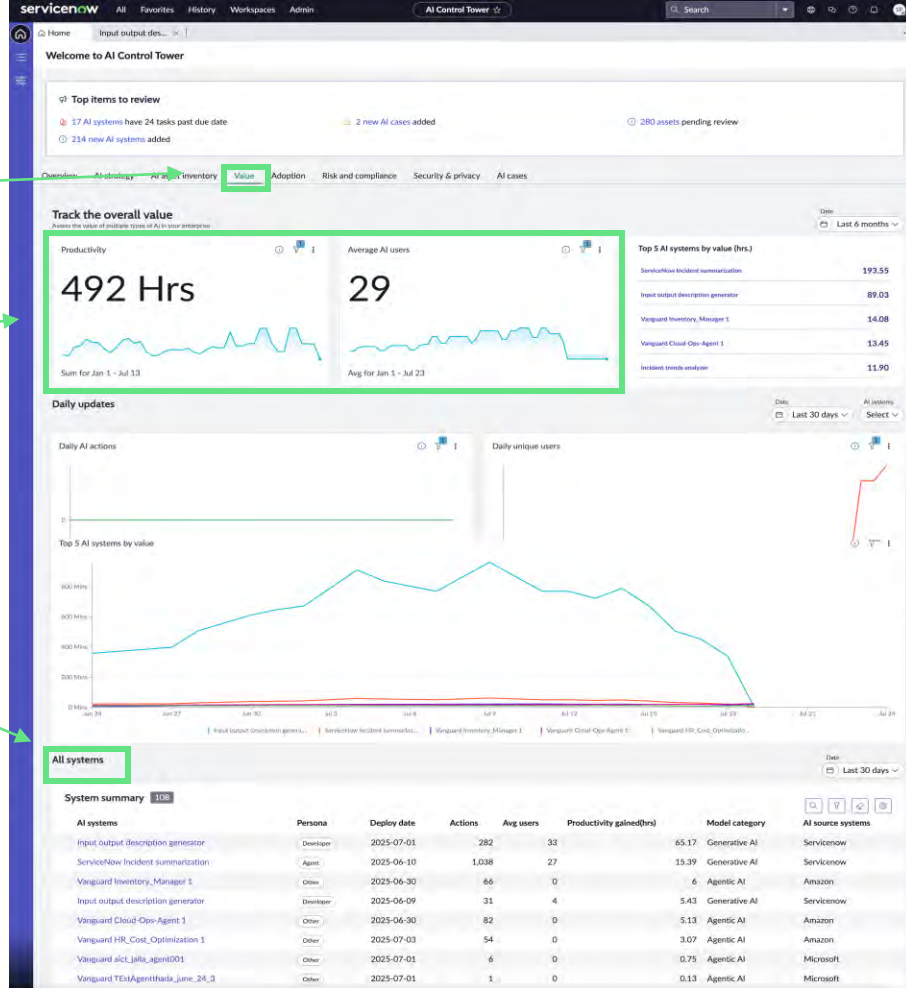


AICT Value Management

AI Value Tab

Track Overall Value

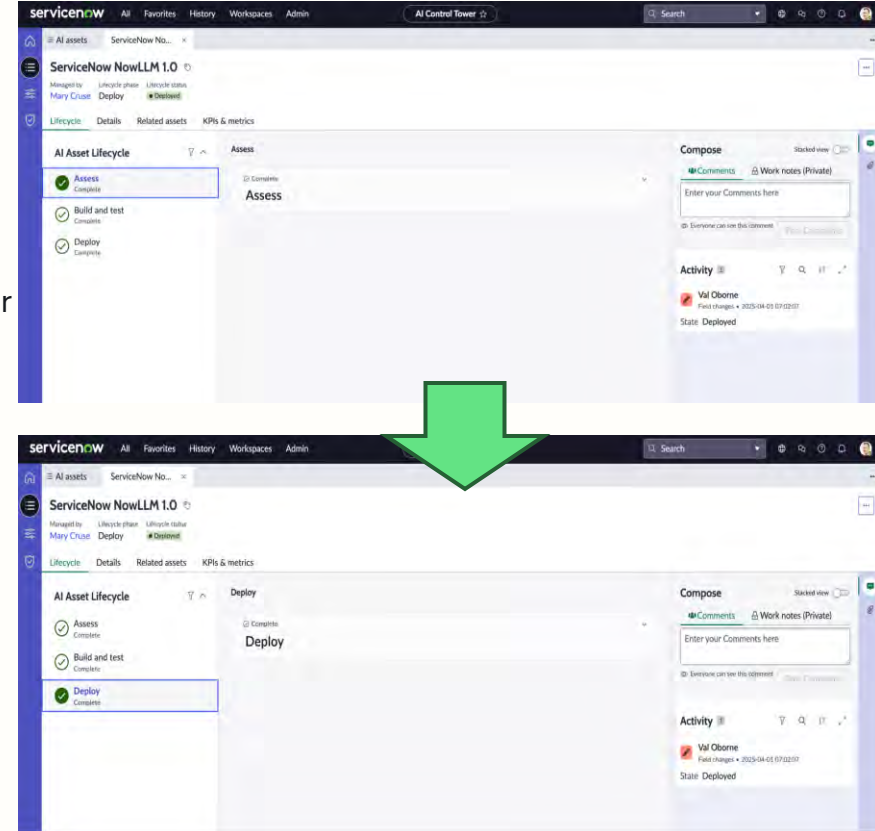
Value by AI Systems



AICT Asset Lifecycle Process

Completing an AI Deployment

1. After **Onboarding** an AI asset, the AI Asset Lifecycle process is kicked off in AI Control Tower
2. Set up and complete the **Assess** phase. Assessment criteria is available out of the box but can be configured to support your organization's specific requirements.
3. **Build & Test** your AI Asset with tasking that can be assigned to the responsible teams within your organization.
4. Once testing is complete, execute a **Deployment** plan which can include assigning subscriptions, installing interfaces, etc.
5. **Offboarding** can be initiated at any step throughout this process and at any time thereafter when removing or decommissioning an AI Asset.



AI Connections & AI Gateway

Integrating with Model Providers

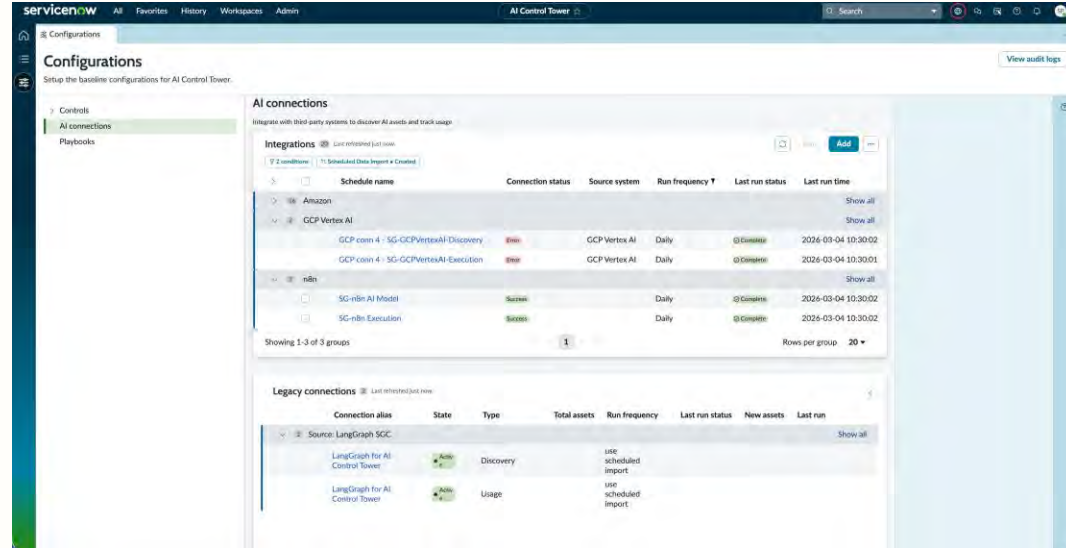
Currently, there are two main paths to achieve AI Asset Discovery.

AI Gateway allows for AI integration via MCP servers through channels:

- AI Control Tower
- AI Agent Studio
- MCP Catalog

These go through an Approval Workflow and then can be configured through **AI Gateway Setup**

ServiceNow also offers a set of **AI Service Graph Connectors** that provide direct integration capability.



AI Connections & AI Gateway

Available AI Service Graph Connectors

AWS	Data Bricks	GCP Vertex
HuggingFace	IBM	LangGraph
Microsoft	Moveworks	N8n
OpenAI	OCI	Salesforce
Snowflake		

Other (Non-ITAM) AICT Capabilities

Secure



- ✓ Manage AI agent identities
- ✓ Manage AI access controls
- ✓ Identify sensitive data in AI workflows
- ✓ Establish privacy baselines and reporting

Perform



- ✓ Evaluate AI reliability
- ✓ Evaluate AI efficiency
- ✓ Establish workflow connectivity
- ✓ Track organizational adoption
- ✓ Gain AI-driven insights into how to improve AI

Support



- ✓ Open AI Cases to track enhancements and user feedback
- ✓ Open AI Issues to track impacted users and resolutions
- ✓ Create requests for AI Assets to drive change or adoption

AUDIENCE POLL

Do you know where
to start with AI
Control Tower?

(A) Yes, in fact, we already started!

(B) Yes, we just haven't started yet.

(C) I have a good sense where to start.

(D) No clue.



LIGHTHOUSE
FOR AI CONTROL TOWER

Where to Start

Why do you need a plan?

The pressure is already here.

 Shadow AI is spreading	 Regulators aren't waiting	 Leadership wants proof	 Agents outpace oversight
Teams are using AI tools without IT or legal visibility, and the risk is compounding quietly.	EU AI Act deadlines and audit findings mean the long road to governance isn't an option.	CAIOs and boards approved the investment. Now they need the portfolio view and the ROI.	AI agents are shipping faster than governance can follow. Security and compliance have no answers yet.

ServiceNow has included AI Control Tower in all new SKUs (Advanced, Prime, etc.) and is also making it available to legacy customers at no cost under certain circumstances.



Most organizations
have AI in motion. Few
know where it stands.

Lighthouse is an expert-led 90-minute discovery session that identifies where you should start based on your needs and delivers your tailored activation plan in less than 24 hours.



Where Lighthouse takes you



- | | | |
|---|---------------|--|
| 1 | SEE IT | Know your AI estate, who owns it, and where it lives. |
| 2 | UNDERSTAND IT | Turn visibility into decisions on risk and priority. |
| 3 | GOVERN IT | Enforce governance at scale. Prove the portfolio's value. |
| 4 | OPTIMIZE IT | Value compounds at every stage. Improvement is continuous. |



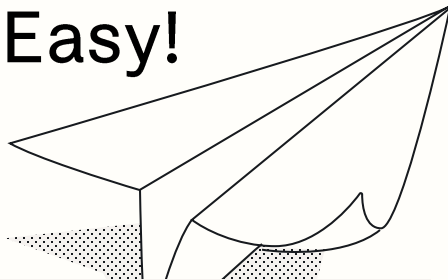
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Next Steps:



Getting Started Is Easy!

We can help you get control over your AI assets and prove ROI.



Book a 90-minute discovery session with a tailored activation plan.

LIGHTHOUSE FOR AI CONTROL TOWER

Implement ServiceNow AI and see value fast

ASK ABOUT AI SPARK

Get a dedicated team for maintaining your ServiceNow Platform.

ONDARO RESERVE



Tell us what ITAM topics you want to learn more about!

Look for a survey following this session!

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Unlock the Power of Your Platform with a Strong CMDB Foundation



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Starting and Maintaining Your ITAM Program



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PLATFORM OWNER MASTERCLASS

Building the Foundation for Scale, Value, and Adoption



PLATFORM OWNER MASTERCLASS

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Questions?



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Questions?

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Thank you!

