



Platform Owner Masterclass

Making Sense of AI on the
ServiceNow Platform

October 21, 2026

Introductions



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Agenda >

1. The AI explosion
2. Decoding the ServiceNow AI portfolio
3. AI in action
4. The platform owner's new responsibilities
5. Building your AI roadmap
6. Questions and discussion

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

Join the Conversation: Using Teams

Turn on Video

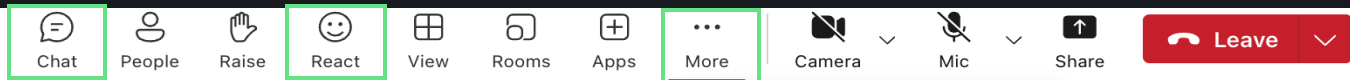
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

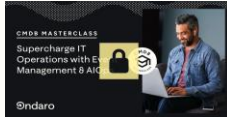
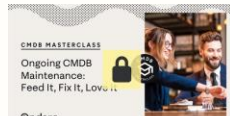
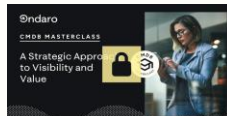
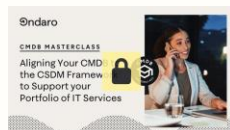
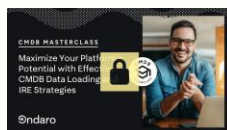
Chat – Message everyone or just one person

Get Help – Use Chat

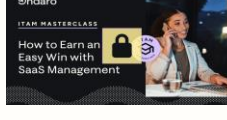
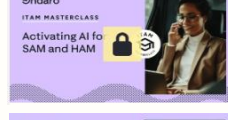
Show Captions - Click More, Language & speech, Show live captions



Catch up with our MasterClass Series!

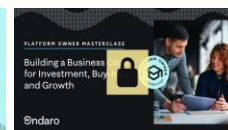


CMDB MASTERCLASS



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ITAM MASTERCLASS



PLATFORM OWNER MASTERCLASS

Find recordings, resources & more!

AUDIENCE POLL

Where is your organization
on its ServiceNow AI
journey?

A Exploring, not yet licensed

B Piloting Now Assist or a few skills

C Running AI agents in production

D Still sorting out the product names

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The AI Explosion



Everyone wants AI.

What problem are we solving?

Platform owners balance business expectations, employee needs and operational reality

Business leaders

- Faster service
- Lower cost to serve
- Better customer and employee outcomes
- Proof that investments pay off

Employees & service teams

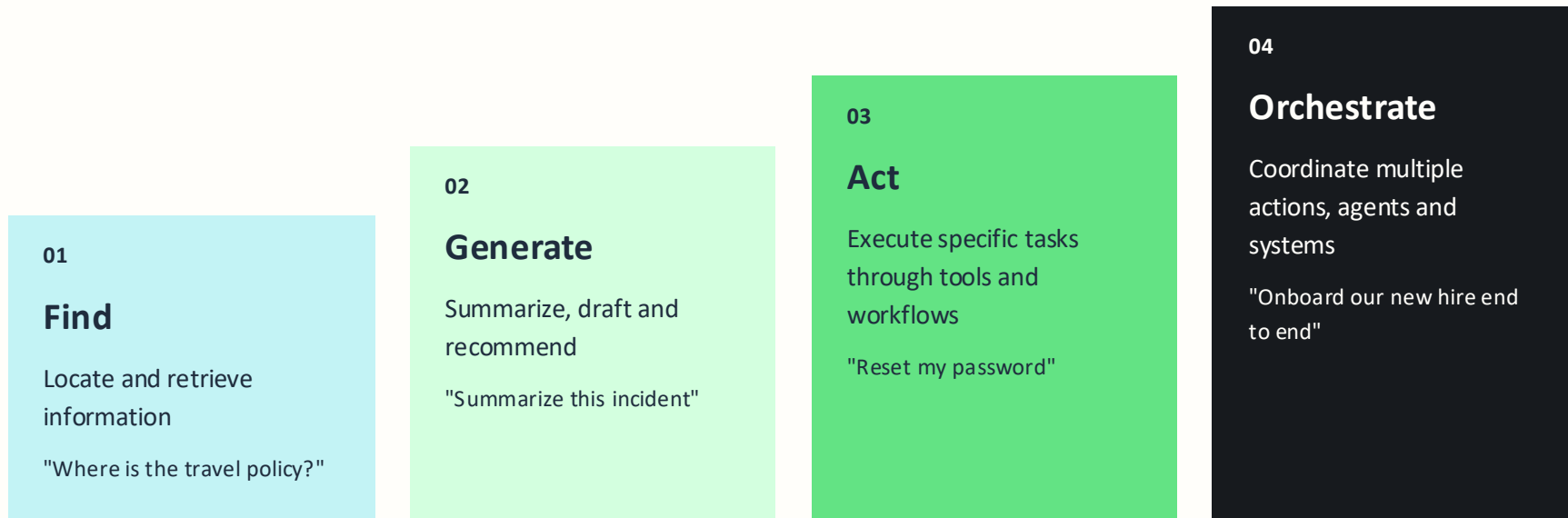
- Less searching and waiting
- Fewer handoffs and repetitive tasks
- Reliable answers and human support

Platform owners

- Choose the right capabilities
- Protect trust and sensitive data
- Drive adoption and measurable value

Start with capabilities

Four capabilities, four kinds of value for people and the business



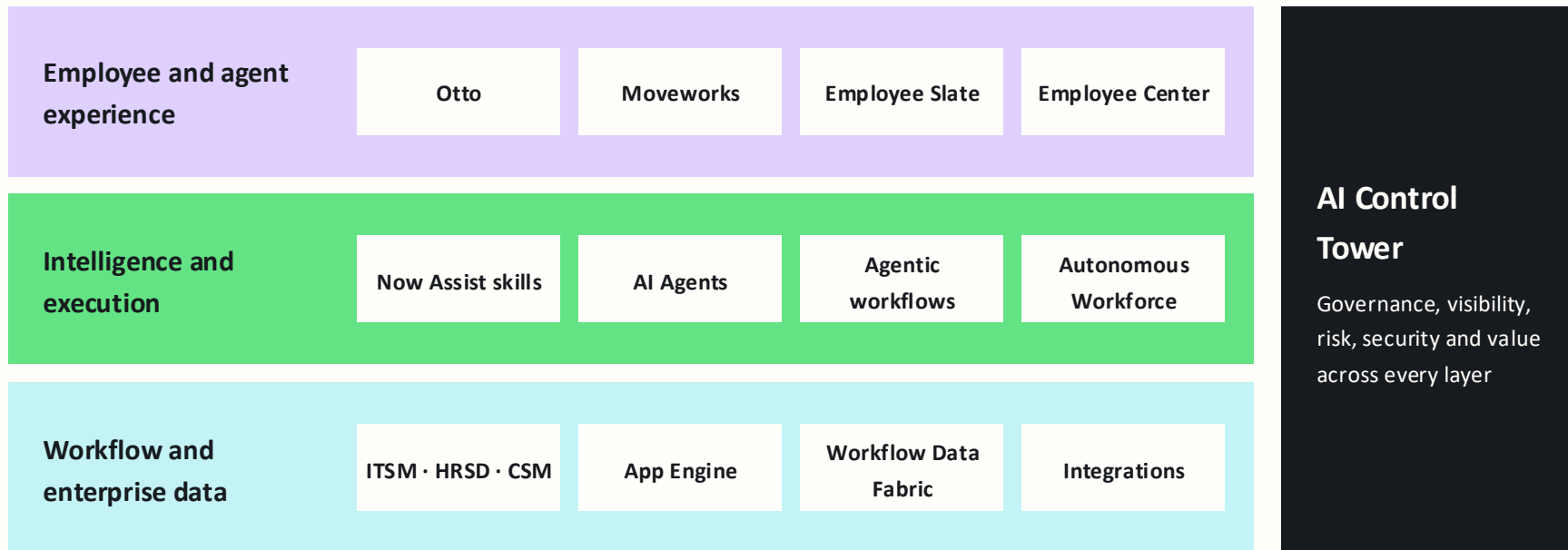
Each step up adds autonomy, and with it more need for data quality, controls and human oversight



Decoding the ServiceNow AI Portfolio

How the ServiceNow AI pieces fit together

Three layers working together, governed end to end



Now Assist: less busywork, more meaningful work

AI makes people more effective without taking them out of the process

Where teams see it first

Incident and case summarization

Resolution notes generation

Knowledge search and article drafting

Agent productivity and assisted decisions

How a skill works

Workflow context

Record data, knowledge, user and role

Skill

Prompt, instructions and guardrails for one job

Model

The LLM provider configured for that skill

Person

Reviews, edits and decides what happens next

Agentic AI moves from recommending to acting

Giving AI the ability to act changes the risk, the operating model and the governance

	Traditional automation	Generative AI	Agentic AI
What it does	Follows predefined rules	Produces content and recommendations	Plans and takes actions toward a goal
Who acts	The workflow, as designed	A person, after reviewing output	The agent, within set boundaries
Example	Assign by category	Draft resolution notes	Diagnose and fix a VPN issue

WHAT MAKES IT WORK

Clear process ownership · Reliable data · Agent permissions · Human approvals · Monitoring · Escalation paths

BUILDING BLOCKS TO UNDERSTAND

AI agents · Agentic workflows · Tools · Orchestration · Human approvals · Autonomy boundaries · Autonomous Workforce AI specialists

Experience Layer

Otto, Moveworks, Slate and Employee Center are not interchangeable chatbots

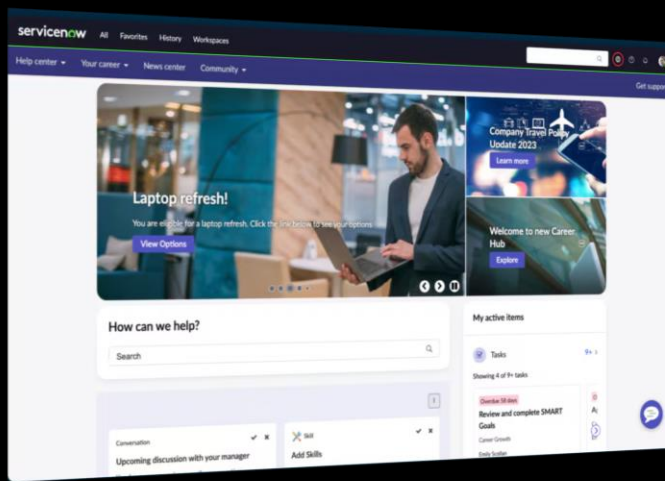
	Primary role	Where it stands
Otto	Unified AI experience combining Now Assist, Moveworks and AI Experience	Announced at Knowledge 2026. First in EmployeeWorks and AI Control Tower, rolling out across products
Moveworks	Enterprise conversational AI, search and action across applications	Powers EmployeeWorks and Slate. Still available as a standalone offering
Employee Slate	AI-first destination for services, tasks, information and interactions	Two versions: powered by Moveworks (EmployeeWorks or AI packages) or built for Now Assist (Pro Plus, Enterprise Plus)
Employee Center / EC Pro	Established employee portal and digital experience	Slate inherits existing configuration such as inbox, profile and org chart

Availability varies by release, region and entitlement. Confirm current packaging with your ServiceNow account team.

Employee Experience is Changing

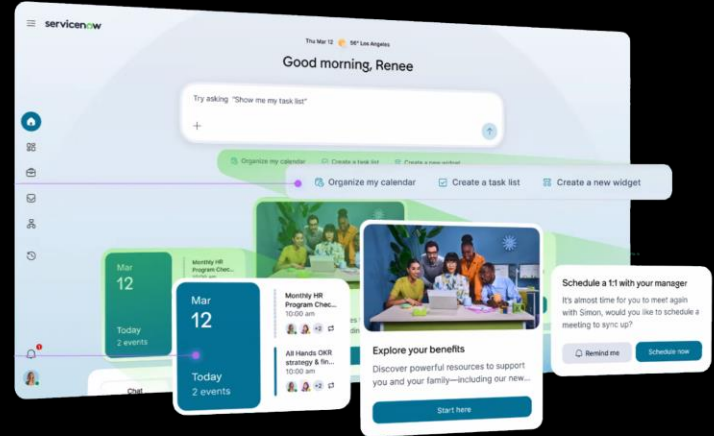
Employees don't want to navigate work. They want to get work done.

Employee Center Pro



Modern Web UI with chat capabilities

Slate



A conversational-first, persona-based interface with dynamic entry points & highly personalized

Workflow Data Fabric: enterprise data for AI

Connects data outside ServiceNow to workflows and AI agents, often without copying it

1 Query in place

Zero Copy

Read external data where it lives, such as data warehouses and SAP or Oracle ERP, without copying it in

2 Integrate and stream

Integration Hub · Stream Connect

No-code spokes to third-party systems, plus real-time events from Kafka

3 Search content

External Content Connectors

Search documents in other systems while keeping each source's permissions

4 Add business context

Knowledge Graph · Data Catalog

Relate data to people, assets and processes so agents can answer plain-language questions

What it means for platform owners

Agents act on live data from other systems, not just ServiceNow tables

Fewer copied tables to sync, store and secure

You still own the data contracts: source owners, freshness and what agents may see

Components and connectors vary by release and entitlement. Confirm availability with your ServiceNow account team.

AI Control Tower: building trust at scale

Visibility and guardrails help leaders understand what AI is doing, who owns it and whether it creates value

Discover	Observe	Govern	Secure	Measure
Inventory AI assets, including agents and models outside ServiceNow	Monitor agent activity and behavior as it happens	Assess risk across agents, models, datasets and prompts	Control identities and permissions, and stop agents that overreach	Track cost, adoption and return on investment

A governance product is not a governance program

People, process ownership, enterprise architecture, security policy and accountability still sit with you.

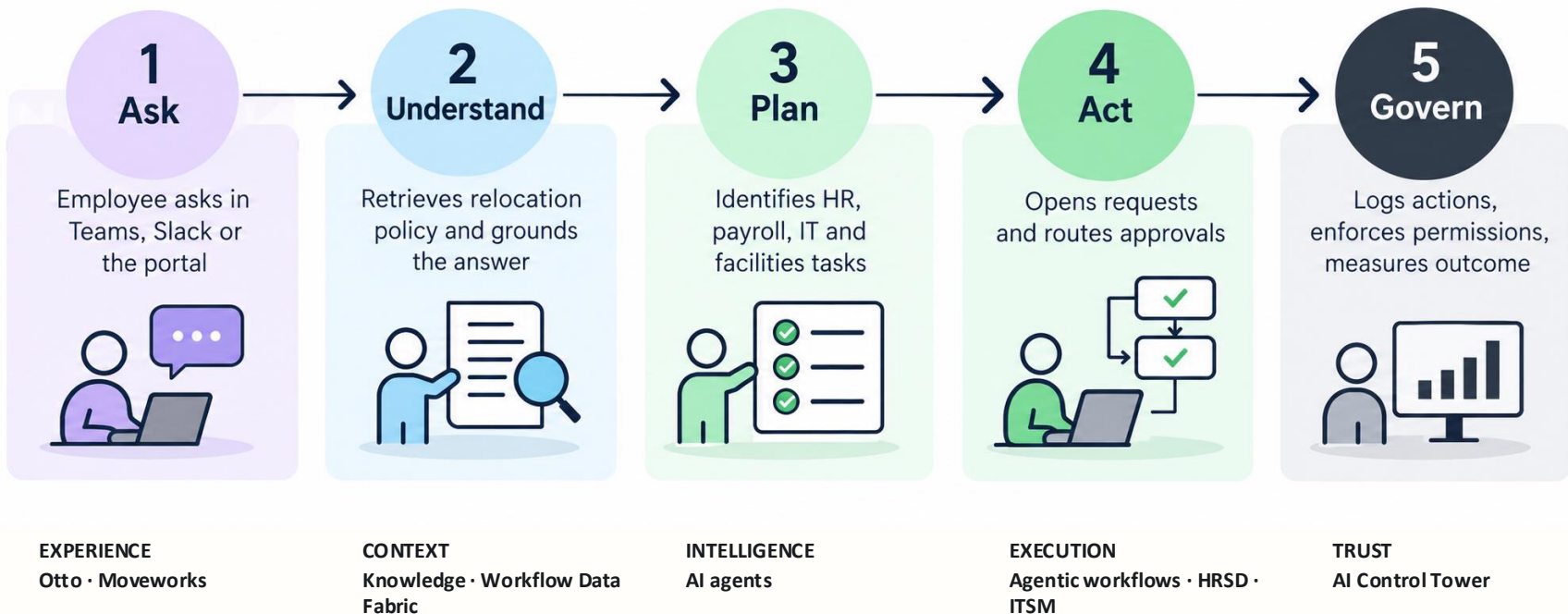
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AI in Action



One employee. One request. A better experience.

"I'm moving to our Berlin office next month. Can you help me get ready?"



How much autonomy should we give the Bots?

The right answer depends on risk, trust and the human decisions that matter

Use case	Suggested approach	What the human owns
Summarize an HR case	Generative AI assistance	Reviews and edits before using it
Answer a routine policy question	Grounded conversational AI	Owns the content and its accuracy
Execute a multi-step employee transfer	Agentic workflow with approvals	Approves key steps and handles exceptions

Four factors shift the decision

Risk	Repeatability	Process maturity	Data sensitivity
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The Platform Owner's New Responsibilities



AI changes the platform owner's job

New accountabilities sit on top of the ones you already have



AUDIENCE POLL

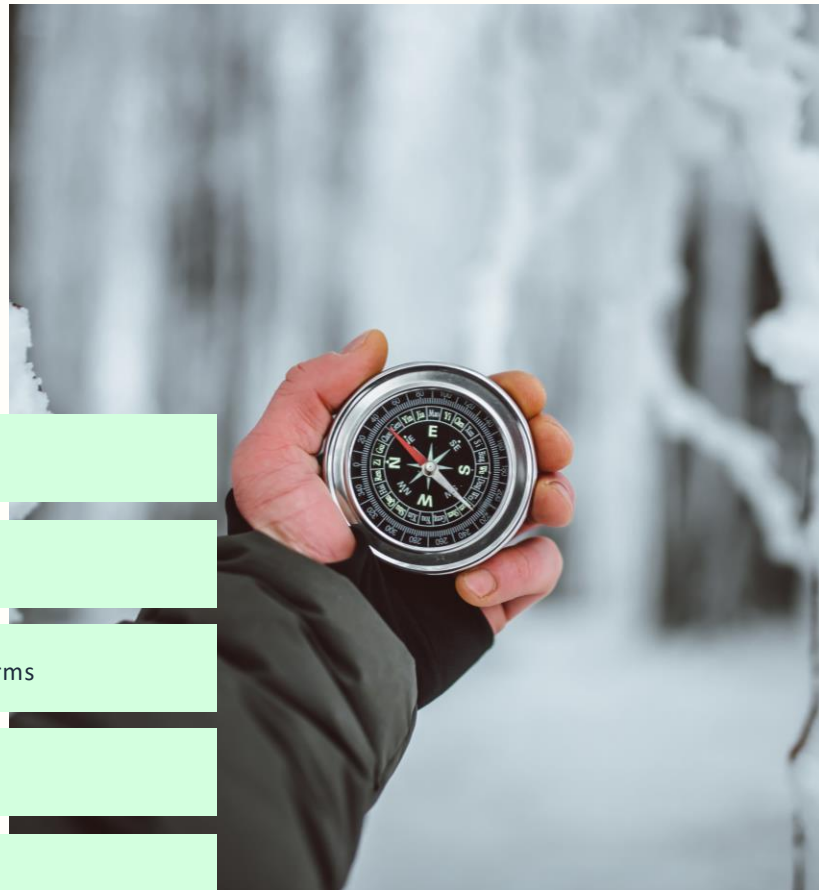
Who owns AI decisions on your ServiceNow platform today?

- A The platform team
- B A central AI office or center of excellence
- C Each department decides on its own
- D No one clearly owns it yet

Too many AI tools. Not enough shared direction.

A coordinated AI strategy reduces employee confusion, duplicated spend and unmanaged risk

- 1 Multiple AI assistants serving the same employees
- 2 Departments buying or building agents on their own
- 3 Overlapping capabilities across ServiceNow, Microsoft and other platforms
- 4 Unclear accountability when agents work across systems
- 5 Rising model, integration and consumption costs



Before you give AI the keys

Practical controls to put in place before agents act on your behalf

Least privilege

Agent identities with only the access they need

Sensitive data

Know what data agents touch and where it is processed

Prompt injection

Guard against manipulated inputs and unintended actions

Human approvals

Set escalation thresholds by risk level

Test and audit

Monitor, log and be able to roll back

Model choice

Decide which providers and routing you allow

Why this is urgent now

Starting July 9, 2026, store app updates began moving default model providers for out-of-box AI skills and agents to third-party models such as Azure OpenAI, AWS Claude and Google Gemini. Review your allowed providers in AI Control Tower before applying updates.

Your AI is only as ready as your platform

AI won't compensate for foundational weaknesses. It exposes them.

If your platform has

Poor knowledge quality



Unreliable answers

Inconsistent processes



Automation that breaks

Weak integrations



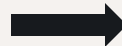
Agents that cannot act

Unclear ownership



Governance gaps

Poor adoption planning



Value that never shows up

AUDIENCE POLL

How confident are you in implementing AI tools on ServiceNow if you had to?

- A We have a plan set in place and know what needs to be done.
- B We have a plan and some ideas but have trouble launching.
- C We don't have much of a plan, but we have an idea of what we want to do.
- D At this point, we need AI to tell us how to implement AI.

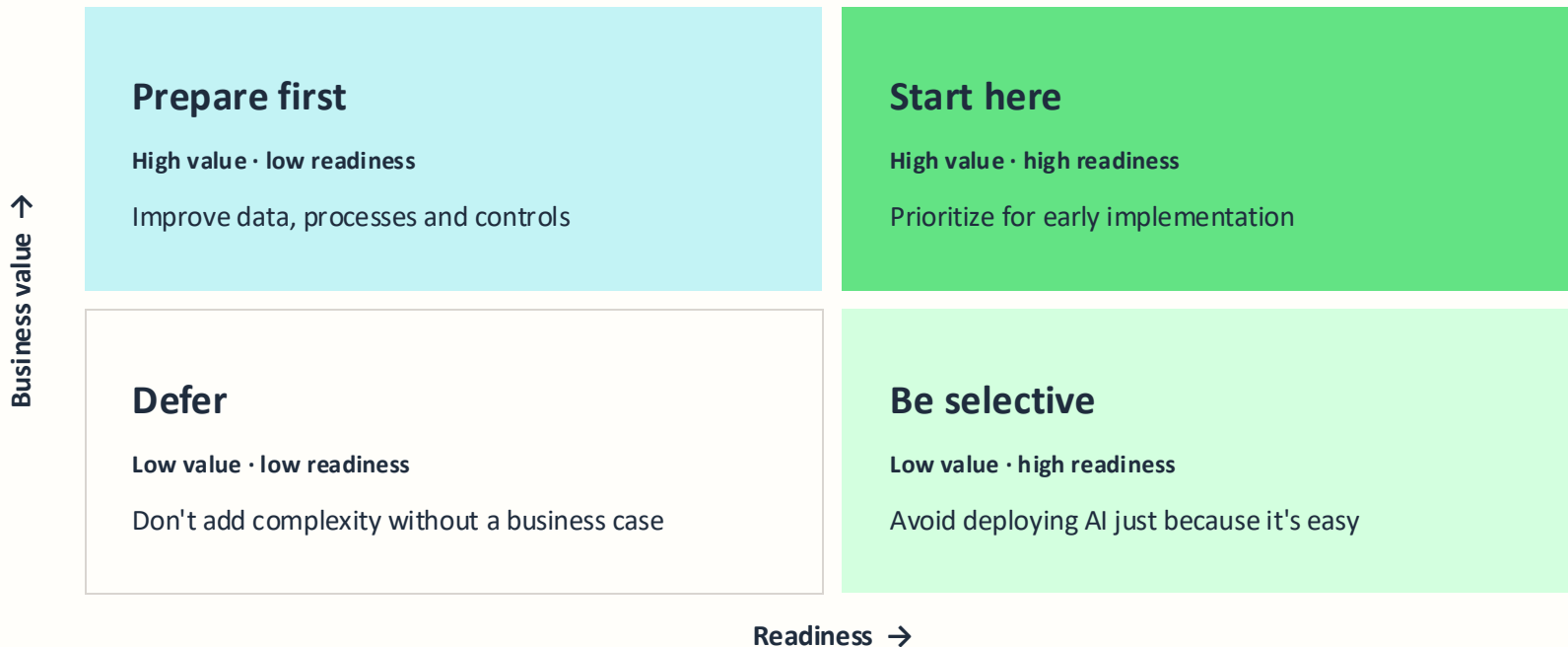


Building Your AI Roadmap



Start with the outcome, not the AI product

Prioritize use cases by employee impact and business value, then assess readiness, risk and effort



If AI is working, what actually gets better?

Measure employee experience, service quality and business results, not just AI usage.

EMPLOYEE EXPERIENCE

Less effort · Faster answers · Satisfaction

SERVICE PERFORMANCE

Resolution time · Handoffs · Quality

TEAM CAPACITY

Time saved · Rework avoided · Throughput

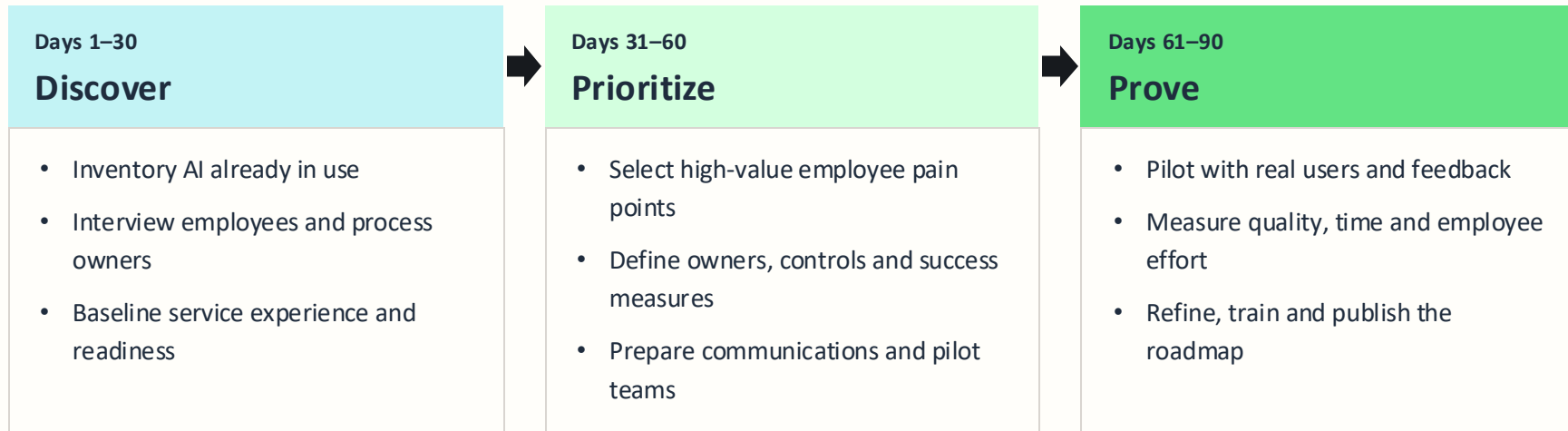
ECONOMICS

Cost per outcome · AI consumption · ROI

10,000 AI interactions mean little if employees still struggle to get help.

Your first 90 days: move from AI interest to results

Make people, ownership and measurable outcomes part of every step



Own the outcomes, not just the technology

Three takeaways for platform owners

1

Start with the human problem, then choose the capability

2

Build trust, readiness and accountability from day one

3

Measure success by business outcomes, not the number of agents deployed

You don't have to become an AI expert overnight.

As a platform owner, you do need to understand where AI fits, how to govern it and how to turn its potential into measurable business value.

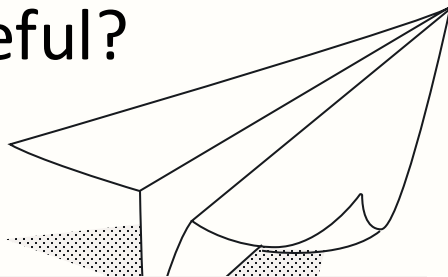
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Questions?

Ready to make AI useful?

Ondaro helps turn ServiceNow AI potential into measurable business and employee outcomes.



Need help finding the right AI use cases and building a practical roadmap?

AI READINESS & ADOPTION

Want to prepare your data, processes and people for AI adoption?

AI STRATEGY & ROADMAP

Need a clear approach to AI risk, ownership and value?

LIGHTHOUSE FOR AI CONTROL TOWER



Tell us what topics you want to learn more about!

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Thank you!

