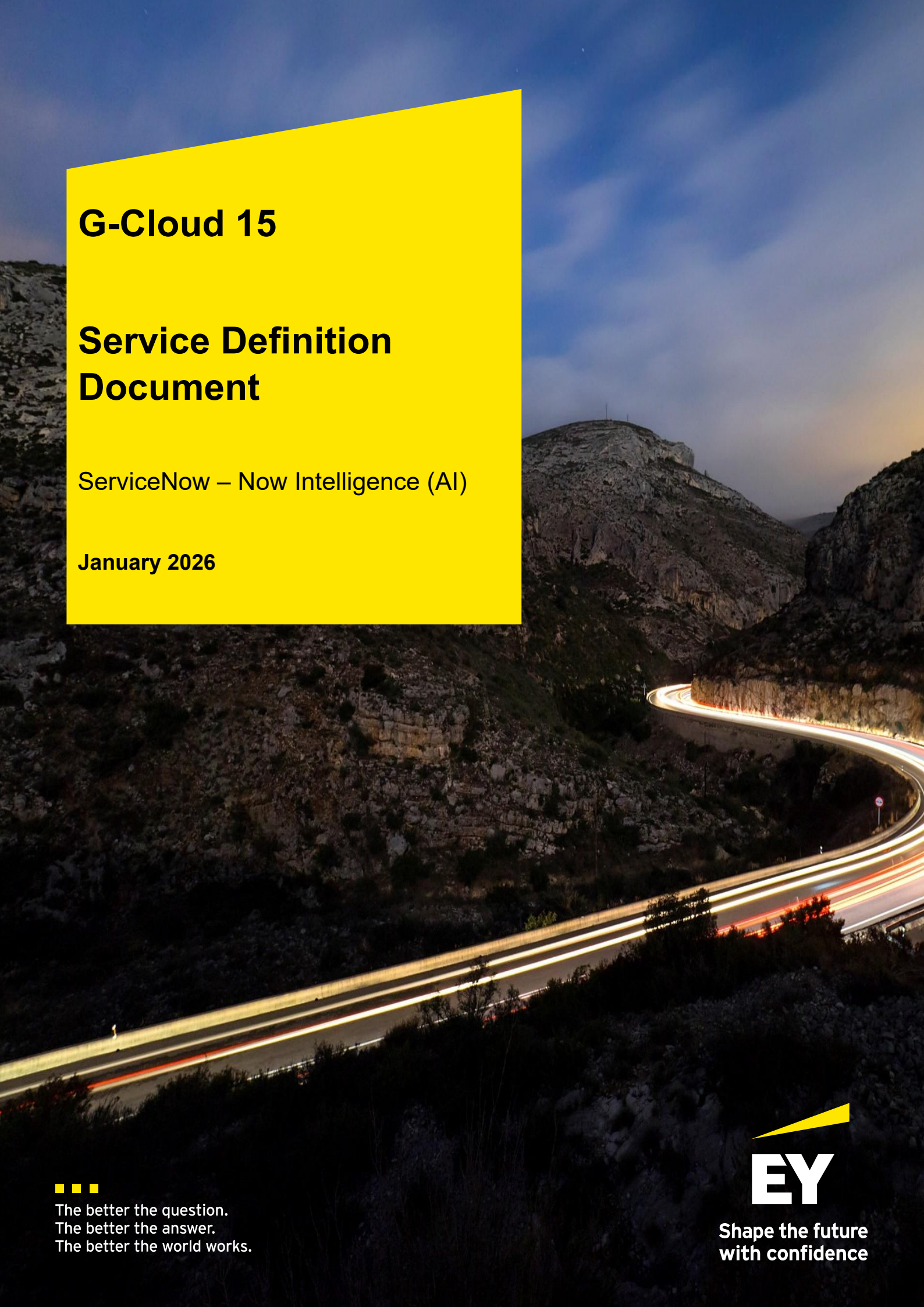




G-Cloud 15

Service Definition Document

ServiceNow – Now Intelligence (AI)

January 2026



The better the question.
The better the answer.
The better the world works.



**Shape the future
with confidence**

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1. Service detail

1.1 Introduction to the Service

The EY ServiceNow Now Intelligence service draws upon the breadth and depth of EY's experience in supporting a wide variety of clients to design, build and deploy the ServiceNow platform and its applications. EY draws on its experienced ServiceNow, People Consulting and Process Consulting experience to help customers to quantify, shape and implement AI enabled use cases.

Artificial intelligence (AI) and analytics are transforming our world and the way we work. Now Intelligence combines Virtual Agent Natural Language Understanding (NLU), Predictive Intelligence (PI), and Performance Analytics (PA) to help you capitalize on the power and potential of AI. Together, these three solutions can equip users at multiple levels in your organization with the insights that fuel innovation. The right implementation strategy can help you integrate the complementary strengths of each solution for a whole that's greater than the sum of its parts.

The Now Intelligence service is specially designed for customers who have upgraded to a ServiceNow Professional offering (ITSM Professional, HR Professional, or CSM Professional) and who want to take advantage of the Virtual Agent NLU capabilities in concert with their Professional solution. EY work with you and your business team to complete your implementation based on EY / Now Create leading-practice methodologies.

Through this service, organisations will be able to:

- Implement and drive value from Virtual Agent by continuously leveraging the power of Predictive Intelligence (PI) and Performance Analytics (PA).
- Utilize and benefit from all pieces of your Professional investment to deflect calls and speed up resolutions with natural language conversations.
- Empower your organization to use, maintain, and evolve your Virtual Agent environment by learning how it's done alongside our experts.

AI in the Now Platform

- **Deliver better self-service** Make it easy for users to get what they need with a 24/7 Virtual Agent that understands their requests in natural language.
- **Detect major incidents** Quickly identify critical issues by proactively identifying similarities across open incidents or cases.
- **Route and prioritize work** Classify requests so incidents, cases, and tasks automatically get to the right team, at the right time.
- **Discover hidden patterns** Continuously group clusters of related items to uncover trends and the best opportunities for improvement.
- **Optimize knowledge bases** Deflect tickets and reduce call volume by uncovering knowledge gaps and preventing duplicate content.
- **Quickly identify opportunities to automate** End the struggle with how and when to turn-on automation solutions from ServiceNow and increase deflection while lowering mean-time-to-resolve (MTTR).
- **Recommend actions and deliver answers** Connect the dots for agents by suggesting relevant tasks and content that help them solve issues faster.
- **Empower users with search** Gain highly accurate and relevant search results for an enhanced user experience.
- **Supercharge productivity** Deliver simple solutions to unlock efficiency for everyone across every workflow.

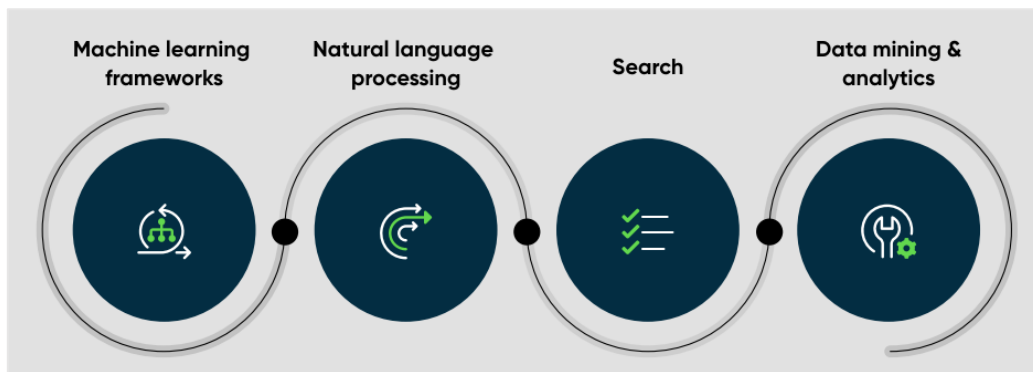


Figure 1 – AI in ServiceNow

Now Assist

Now Assist is the cross-platform family of generative AI features, which are tasks that a large language model (LLM) can perform. Generative AI features are based on the initial training and architecture. With Now Assist, you can improve the productivity and efficiency in your organization, deliver better self-service, recommend actions and provide answers, and empower your users to search more effectively.

The following generative AI features are currently offered:

- Case or incident summarization
- Chat summarization
- Resolution notes generation
- Work order task closure summarization
- Now Assist in AI Search
- Flow generation
- Now Assist in Virtual Agent

The Now Assist framework is supported across the Now Platform and includes the following products:

- Now Assist for Creator
- Now Assist for Customer Service Management (CSM)
- Now Assist for Field Service Management (FSM)
- Now Assist for HR Service Delivery (HRSD)
- Now Assist for IT Operations Management (ITOM)
- Now Assist for IT Service Management (ITSM)

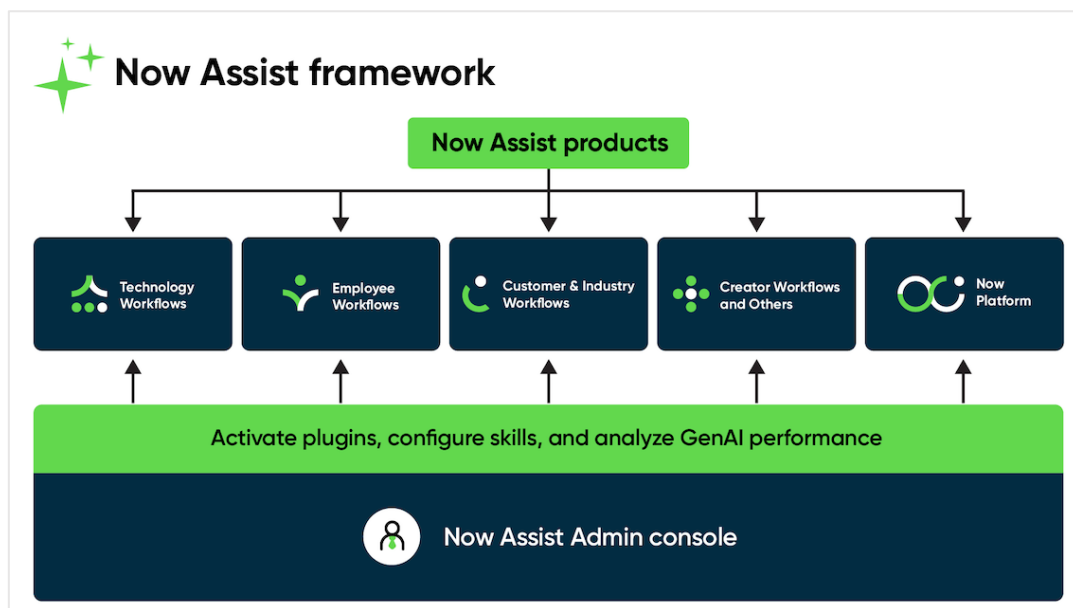


Figure 2 – Now Assist framework

1.2 Service Description

The EY ServiceNow practice is comprised of a team of practitioners drawn from technology, operational, consulting and business backgrounds, who collectively have advised and supported all types of clients to deliver a wide range of value outcomes resulting from the deployment and adoption of the ServiceNow platform. This level of collective knowledge, experience and expertise is critical in making the correct high-impact choices at key moments (e.g., customisations), ensuring that foundational elements are fit for purpose and built to last into the future (e.g., data/service models and integrations) and in understanding how to generate the maximum return on investments from the ServiceNow platform (e.g., accelerating business processes).

- **Staff Augmentation:** providing EY consultants to join and support a client team which does not have at present, or need in the long term, specific ServiceNow experience, skills, and knowledge (e.g., solution architect, integrations specialist, process configuration specialist, business change lead)
- **Project Team:** a group of EY consultants who take responsibility for a particular client project deliverable or operational improvement outcome (e.g., specific ServiceNow integrations, Service Request Catalogue design and implementation, Change management process automation)
- **Client Position Backfill:** providing a suitable experienced EY resource to act in a client role while that position is established and recruited or otherwise resourced (e.g., Platform Owner, Platform Architect, Data Manager, Process Manager)
- **Operational Support Agreements:** access to a team of EY ServiceNow staff providing operational support for existing platforms, higher-level technical support, hyper care for new releases or an “operate then transfer to client” model for new deployments (e.g., virtual admin, data migration, request catalogue configuration)

EY can provide staff at all levels of ServiceNow certification (all the way up to the highest level of Certified Master Architect) with a wide range of experience across all platform capabilities. For those clients who require it, we have consultants who are BPSS, and SC cleared to work on projects requiring that level of security clearance.

EY’s approach to providing ServiceNow services to clients goes beyond the more common technical platform implementation and configuration aspects. To maximise the return on

investment and positive business benefits resulting from using ServiceNow our approach to maximising value encompasses all of these aspects:

- **People:** are the required roles in place, is the operating model effective, is governance working
- **Processes:** are processes measured and managed, do they have owners, do processes work end-to-end, are processes unnecessarily heavily customised
- **Systems:** is ServiceNow optimally configured, are customisation or other specific aspects driving higher support and maintenance costs, are all the available modules being used
- **Data:** is foundational data like assets, account and locations available, accurate, complete and up-to-date, is personal data suitably protected, are technology elements correctly associated with the business services they support to allow process automation and automatic incident priority assignment
- **Controls:** what IT General Controls and others such as SoX need to be applied to ServiceNow, how are they evidenced and what automation is possible
- **Integration:** how does ServiceNow interoperate with other systems, are there manual interfaces, are there functionality overlaps, can systems be consolidated and automated
- **Affordability:** how do the measurable business value benefits resulting from using ServiceNow measure up against the total cost of ownership, where can costs be reduced and where can value be increased
- **Reliability:** are ServiceNow's operational performance, resilience and recovery adequate in terms of the business risk and impact of degradation, outages and failures, what can be done to improve these factors
- **Security:** is access to the platform adequately managed, is there an authoritative Identity and Access Management system connected, are the Access Control Lists for particular accounts and groups correct, is personal and company confidential data adequately protected
- **Experience:** can staff easily find the information, knowledge, assets and support they need to be as productive as possible, are customers recommending your support portal to others, is there a one-stop-shop portal, is experience measured, what can be done to delight staff and customers
- **Speed:** how quickly can business units release new B2B or B2C applications via the formal Change Control process, how quickly can items be changed in the request catalogue, can change and request approvals be automated under agreed circumstances

Depending on the specific client needs and priorities, all or some of these aspects can be selected to be addressed to improve the value that the ServiceNow platform is generating.

1.3 Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. EY is also able to provide off-shore and near-shore pricing at reduced rates. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.



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EY | Building a better working world

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