

Scaling Trust

Building AI Governance that Drives Strategy & Value

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POLL

**Where are you in your AI
Governance Journey?**

AI is powerful



51%

of global VC funding was deployed in AI-focused companies in Q4 2024 (+100% YoY)¹

+18%

Companies adopting AI in 3 or more business functions jumped from 27% to 45% through 2024²

AI Has Improved Work-Life Balance

EBay turns to AI to power the future of e-commerce experiences

AI 'improves' nurse-doctor collaboration in spotting deterioration

AI will protect global supply chains from the next major shock

Wendy's hits the gas on drive-thru AI, digital menu boards and kiosks

Cranky the robot and shorter work weeks: What manufacturers see as the value of AI



AI is powerful

but without governance
AI will not deliver
on it's promise

53%

of enterprises say
AI presents greater
ethical risks than other
emerging technologies.

+23%

Of leaders feel their
organization's risk management
and governance functions
are ready to support scaling
GenAI initiatives.¹

Apple is pulling its AI-generated notifications for
news after generating fake headlines

Clearview AI's massive fine for GDPR
violations – and what it means

NYC AI chatbot encourages
business owners to break the law

Healthcare algorithm failed to flag
Black patients

AI 'hallucinations' in court papers spell
trouble for lawyers

Return on investment is now under the spotlight

French regulator fines Google \$271M
over generative AI copyright issue

Enterprises are struggling to scale AI

and divided on how to proceed

Go faster!

- Accelerate revenue
- Improve customer experience
- Drive efficiencies
- Innovate and compete!



Product Teams • Business Users
IT Ops • Go-to-market

Slow down.

- Hallucinations
- Manage risks
- Comply with regulations
- Privacy concerns



Risk • Compliance • Legal • Data Governance
Security • Audit • Enterprise Architecture

Alignment helps enterprises scale AI outcomes



Product teams
Business users
GTM



Risk
Compliance
Legal
Data governance
Security
Audit
Enterprise architecture

POLL

What are your biggest challenges right now?

Fireside Chat

Ravi Krishnamurthy

VP Product Management, AI Foundations & Responsible AI

AI control towers help you deliver

Confidently adopt AI at speed and scale



**Align AI with
business
goals**



**Streamline
AI project
delivery**



**Prove AI's
value with
insights &
KPIs**



**Maintain
compliance
&
mitigate
risks**



Increase the speed of innovation

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What gaps do you see in aligning AI strategy with your business?

Introducing the CAIO/AI CoE

AI CoEs and CAIOs are emerging to help organizations align and scale AI adoption



Product Teams

AI product innovation

Business Users

AI driven efficiencies

Go-To-Market

Revenue acceleration
and improved CX



CAIO / AI CoE

AI Strategy

Governance

Execution

Value



Risk

Legal

Audit

Security

Compliance

Third-Party Risk

Enterprise PMO

Data Governance

Enterprise Architecture

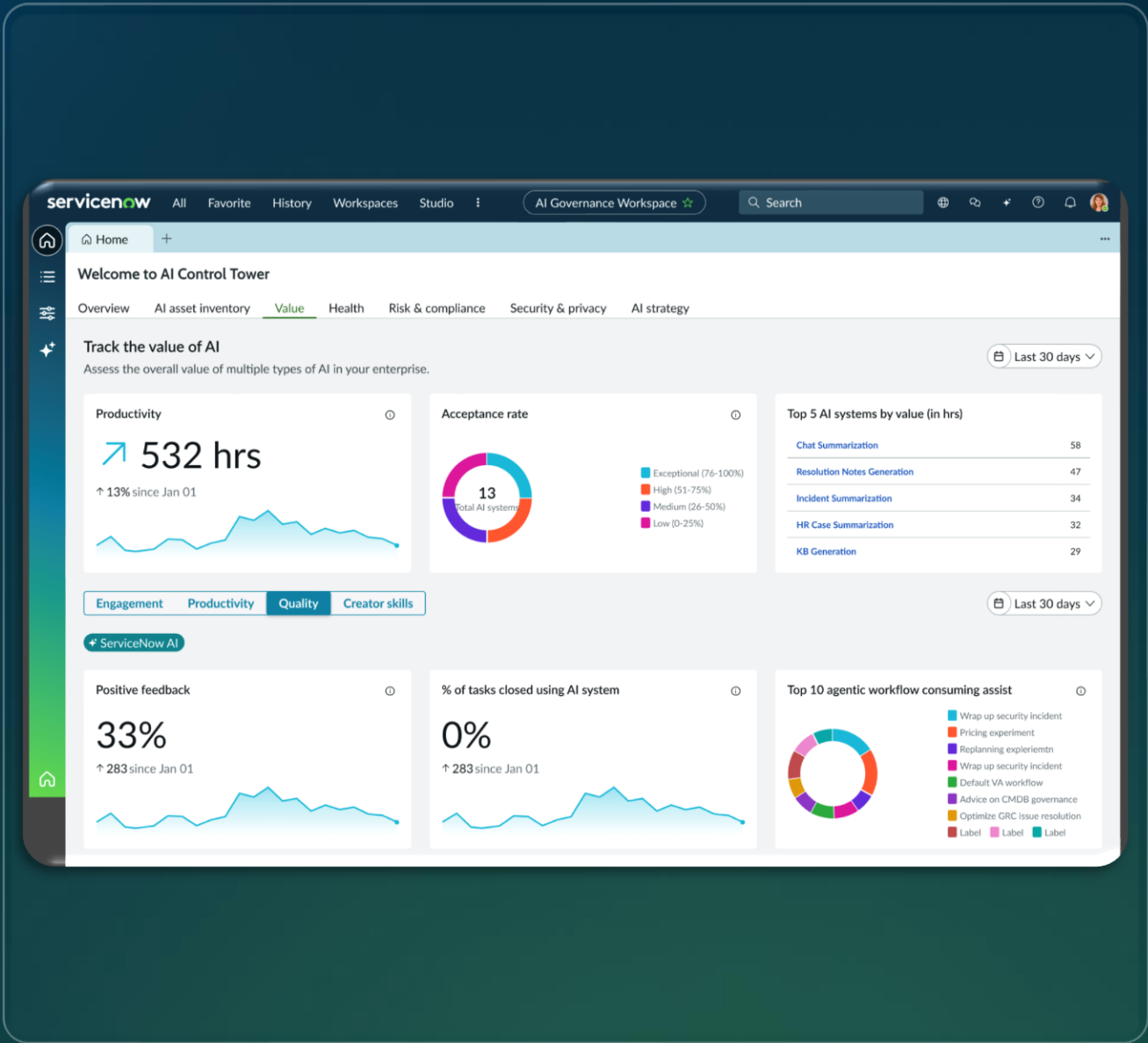
AI CoEs and CAIOs are emerging to help organizations align and scale AI adoption

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Does your organization have or plan to have an AI CoE?

Trusted AI drives value

Engagement and quality are key indicators of trusted AI



Guardrails protect data

- Know what data is sent to models or external tools
- Monitor for sensitive data leaks and anonymize to protect data and privacy

ServiceNow Resolution notes generation

Reject Edit Start review

Details Related assets Risk and compliance KPIs & metrics Value template

Sub AI systems

AI models

Prompts

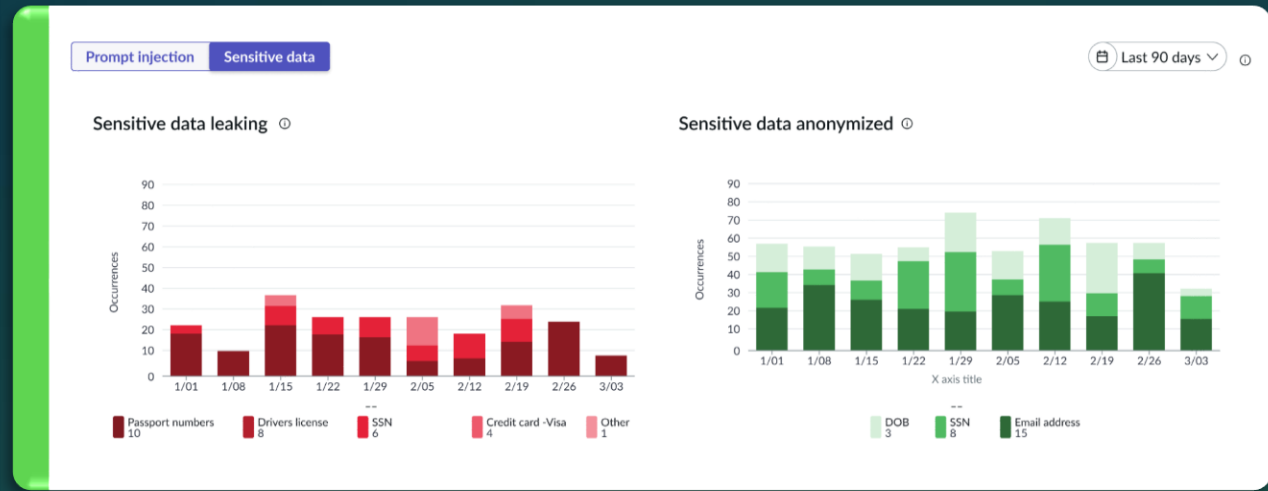
Evaluation datasets

Inputs and Outputs

Inputs and Outputs 12

Last refreshed just now.

Name	Description	Type	Category
sysid		Text	Input
state	Task's state	Text	Input
short_description	Task's short description	Text	Input
other_fields	Field data other than specific default input fields - short_description, description, state, activities	JSON object	Input
resolution_code_choices	Resolution code choices	JSON array	Input
description	Task's description	Text	Input
tablename		Text	Input
activities	Task's journal entries	JSON array	Input
error	Error	Text	Output
provider	Provider	Text	Output
status	Status	Text	Output
response	Response	Text	Output



Looking ahead

How Risk, Compliance, & Privacy must evolve to support AI

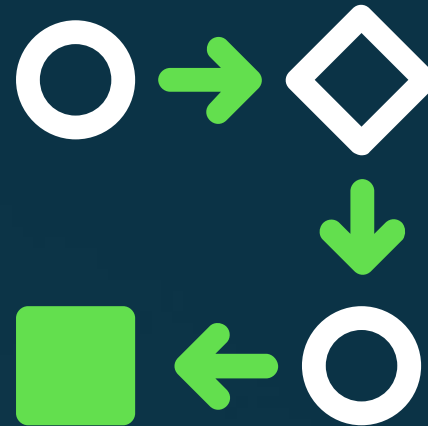
**More complex,
sophisticated
assessments**



**More risk
segmentation**



**Process
automation**



**Agility in
response and
adaptation**



Q&A

AI Maturity Index

- Understand the state of enterprise AI in 2025
- Why business leaders are falling behind
- How a select group of pacesetter organizations are using AI differently to gain a decisive edge.



servicenow.com/ai-maturity-index-2025



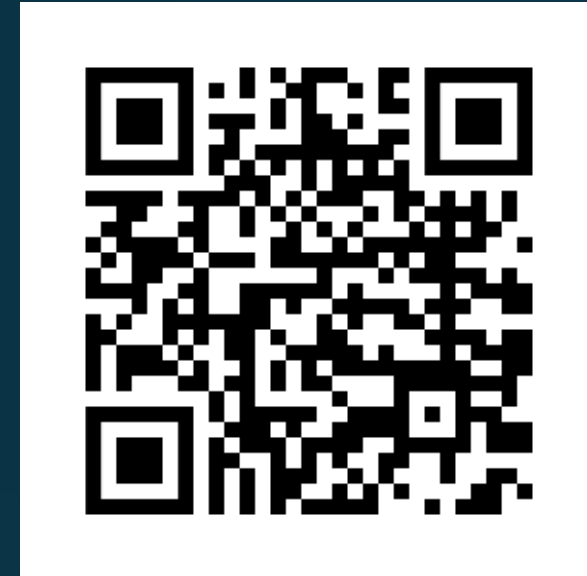
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