



Get back to baseline to unlock the potential of AI

Realize more value from your ServiceNow AI platform

As a long-time user of ServiceNow, you have committed to and depend on the platform's capabilities. However, over time, various factors—some beyond your control—have led to overcustomization of your platform. This has resulted in operational difficulties and a gradual decline in the overall value of your investment. **You might be missing out on cutting-edge innovations, including artificial intelligence (AI) capabilities, that could significantly enhance your operations.** With each passing day, your technical debt grows, pushing your solution further away from its original purpose—a situation that may have even led to negative feedback from business stakeholders, who may now be questioning the effectiveness of the technology.

But there's good news! KPMG LLP (KPMG) offers services and solutions designed to help you restore your ServiceNow implementation to a baseline level.

As both Global Elite Partner and the 2025 ServiceNow Worldwide Transformation Partner of the Year, KPMG has an established track record of assisting clients in refreshing their platform with new ServiceNow tools, increasing the platform's value, and positioning new technologies to support future business needs. We can do the same for your organization.

Discover the KPMG approach to ServiceNow platform refresh

The approach to your ServiceNow platform refresh will depend on your organization's current situation. While some challenges are common, your situation may be unique to your industry, your time on the platform, or specific modules in use. Our ServiceNow specialists can work closely with you to help ensure your platform meets your business objectives. They can help you realize a better return on your investment in ServiceNow and even help you take advantage of the platform's new features and its innovative AI-powered tools and capabilities.



How to realize AI value from your platform

There are several ways to get back to baseline. Your path forward will likely fall into one of the options detailed on the next page, depending on multiple factors, including the current state of your platform, the extent of customizations, and your specific business requirements and needs. Each of these options has its own value proposition, assumptions, and dependencies. KPMG can support your return to baseline, enabling you to leverage ServiceNow's new AI capabilities to their full potential and helping you meet the needs and goals of your organization. **Combined with our platform governance and ServiceNow managed services, we can help!**

Optimize your platform with the latest capabilities from ServiceNow

Depending on the state of your platform, customizations, and current needs, KPMG can help you repair, renovate, or rebuild your ServiceNow platform to help you take advantage of its latest features (including its innovative AI tools) and to help you realize its full potential.



Repair

Platform is working well but needs some patching or repairs to reduce tech debt to utilize its new tools (like AI) or to better align with product direction.



Renovate

Platform is meeting business needs but needs technical debt reduction to utilize its new tools (like AI) or to better align with product direction.





Rebuild

Platform is meeting business objectives but is not aligned with ServiceNow direction or allows you to utilize new its new tools (including AI) and it is costly to maintain.

Criteria	Configurations currently made are directionally aligned with ServiceNow product roadmaps	Configurations currently made are directionally aligned with ServiceNow product roadmaps	Not directionally aligned with ServiceNow product roadmaps
	Minimal technical debt/not overly costly to support	Notable technical debt (including a lack of available AI tools)	Notable technical debt (including a lack of available AI tools)
	Solution is meeting business objectives	Costly to support/maintain (upgrade challenges)	Costly to support/maintain (upgrade challenges)
	Room for technical or process improvements	Solution is meeting business objectives	Solution is meeting business objectives

Realizing more value

Making the most of your platform refresh involves more than technology. A back-to-baseline program also gives you a unique opportunity to optimize your processes and enhance your supporting operating model. Working with you, we will layout a plan that maximizes speed to value. Key principles of this approach include:

 Define outcomes and design principles	 Improve productivity
<ul style="list-style-type: none">Aligning with executive-driven strategic direction and a clearly defined platform visionEstablishing design principles for compliance and future business needsFacilitating a unified, scalable, and adaptable ServiceNow implementation	<ul style="list-style-type: none">Optimizing the use of instances and licenses, the platform can help lower costs and assist in allocating resources efficientlyEnhancing tracking and reporting and allowing for better understanding of license usageAutomating repetitive tasks to free up agents to focus on complex and value-added activities



Personalize user experience

- Creating personalized and consistent user experiences
- Analyzing user behavior and preferences
- Dynamically adjusting the interface to meet individual needs



Create AI-enforced standards

- Taking a business-value-first approach to determine when integrations are established
- Automating the creation and enforcement of integration standards with AI
- Aligning with leading practices for faster time to market



Harmonize processes

- Harmonizing processes by centralizing services and asset data into a single, streamlined, and more efficient process
- Establishing a single point of authority for design decisions and helping coordinate better to make processes more efficient
- Diminishing bottlenecks by digitizing workflows for smoother operations and enhanced efficiency



Mitigate risks with AI-enabled governance

- Helping mitigate risks to deliver optimal performance and proactively identify issues
- Tracking and documenting changes to support a robust governance framework
- Helping enforce technical standards, to improve maintainability and mitigate risks

Contact us to schedule a consultation with our ServiceNow team:



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