



MAIN SESSION SUMMARY

Put AI To Work for Manufacturing Virtual Summit

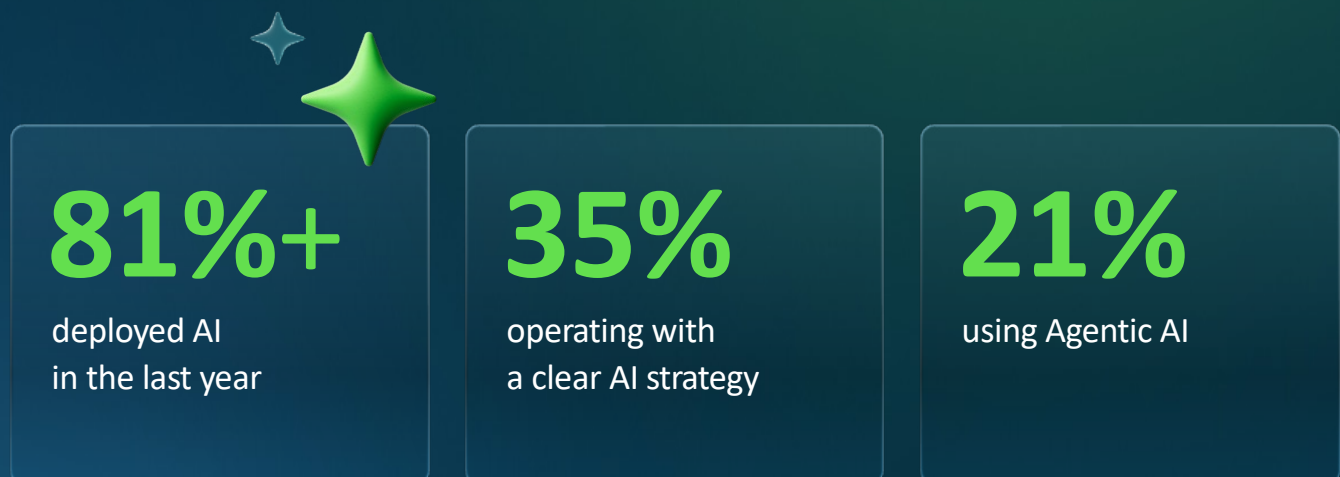
JUNE 18, 2025

Put AI To Work for Manufacturing Virtual Summit

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Manufacturers are eager to harness the power of AI, but most still lack the strategy and platform to make it a reality. The *Put AI to Work for Manufacturing Summit* provided a clear path from vision to execution—showcasing industry thought leadership, real-world use cases, customer success stories, and actionable demos. The spotlight: how ServiceNow enables manufacturers to deploy AI agents across customer operations, supply chains, factory floors, and the workforce.

Kicking off the event, Allen Hackman unveiled results from the latest ServiceNow AI Maturity Study:



This data framed the discussions of the ServiceNow Put AI to Work for Manufacturing Summit, which focused on:

- Gaining a better understanding of how to create a great strategy for deploying AI.
- Inspire new thinking around agentic AI in manufacturing

The Summit featured:

- A keynote by AI thought leader Brian Solis.
- A discussion of ServiceNow's investments in AI innovation and roadmap, led by manufacturing product leader Rohit Batra. Interviews with two customers, Rivian and Schneider Electric, on how they are deploying ServiceNow and AI across their manufacturing organizations.
- Demos on specific use cases that bring AI to life.
- Practical ideas on how to get started in deploying AI and agentic AI.



Brian Solis
Head of Global
Innovation, ServiceNow

KEYNOTE:

Finding Direction in Uncertainty: Rethinking Manufacturing Transformation

AI is just getting started. While some manufacturers are using AI in a limited way and are struggling in areas such as talent and governance, a small number of pacesetters are leading the way. These pacesetters have visionary leadership, hold an innovative mindset, take a platform approach, are talent-focused, prioritize governance, and embrace agentic AI. As a result, they are increasing productivity, innovating more quickly, and delivering improved experiences.

KEY TAKEAWAYS

Digital transformation investments often failed to produce transformation.

Over the past 10 to 15 years, manufacturers were focused on digital transformation. Often, instead of true transformation, legacy analog processes were simply digitized. As a result, "When we look at the ROI of digital transformation, it wasn't quite where we thought it should be," said Brian Solis.

Research from KPMG found that 51% of companies have not seen an increase in performance or profitability from digital transformation investments.

ServiceNow's research finds companies often use early AI investments to automate previously digitized processes for greater efficiency. This is a good goal for AI investments. However, it is possible to go beyond just improving efficiency by leveraging AI to also drive growth.

AI pacesetters are leading the way in manufacturing.

In studying the adoption and maturity of AI Solis sees two types of companies. The majority of companies are deploying AI as part of the "new status quo." But a small group of manufacturers are embracing AI to explore entirely new horizons. Solis termed these visionary early adopters as "pacesetters." ServiceNow has found that AI pacesetters outperform other organizations in areas such as improved productivity and faster innovation.

"Manufacturers that use agentic AI were able to achieve significant measurable returns at a higher rate than everybody else. This is why they are the pacesetters."

— Brian Solis, ServiceNow

Key pacesetter attributes are:

Visionary leadership Have a vision for where they want to go and what success looks like; 56% of pacesetters have a clear shared AI vision.	Innovative mindset Are exploring new opportunities while balancing efficiency and effectiveness, iteration and innovation, automation and augmentation; 43% have invested in AI innovation centers.	Platform approach 70% of pacesetters have adopted a platform approach to innovation, with built-in capabilities across the enterprise.
Talent focused Take a multi-pronged approach to help employees use AI effectively; 46% have the talent to execute their AI strategy.	Prioritize governance Are making more progress on governance than non-pacesetters; 61 % have addressed evolving data governance and security and created AI-specific policies.	Embrace agentic AI Are agentic AI ready and have higher use of agentic AI, with 36% already using. They are experimenting, exploring, building agentic AI, and reimagining work.

Solis sees organizations adopting AI in two ways:

- **Optimized AI:** Purpose-built to solve real-world business challenges and improve everyday workflow. It removes the routine and complex, enabling faster, more efficient, productive, value-added work.
- **Innovative AI:** Create entirely new products, services, or business models. It enables organizations to reimagine value creation by uncovering opportunities that were previously impossible or impractical, leading to exponential growth and competitive differentiation.

“Innovative AI is what’s going to disrupt the business but also help it grow.”

— Brian Solis, ServiceNow

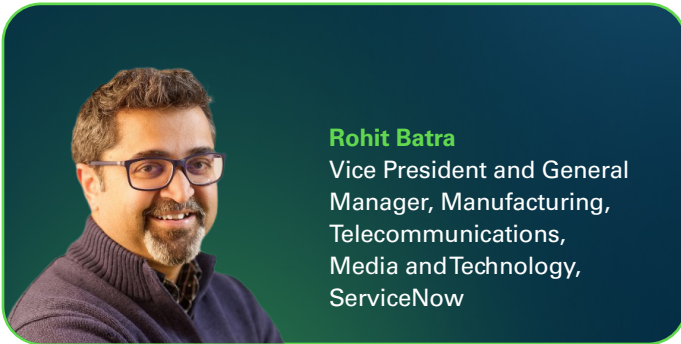
AI use is widespread but is not without challenges.

While AI can be transformative, deploying AI comes with challenges that must be overcome. The most significant AI challenges manufacturers must navigate are data governance, cybersecurity, regulatory compliance, and IP infringement of data.

“The number one barrier to realizing value from AI is data security.”

— Brian Solis, ServiceNow

Other pressing challenges include developing the organizational skills that are necessary to scale AI and missing opportunities for impact.



Rohit Batra

Vice President and General
Manager, Manufacturing,
Telecommunications,
Media and Technology,
ServiceNow

AI will solve the complexity of digital transformation. A Deloitte survey found that 93% of manufacturing leaders believe AI will be integral to operational efficiency.

**“AI is going to be the way
manufacturing organizations are
going to revolutionize and industrialize
the vision of digital transformation.”**

— Rohit Batra, ServiceNow

Unite, Innovate, Transform: Putting AI to Work for Manufacturing

AI will transform every part of manufacturers’ businesses from the supply chain to factory operations, sales and service, and the employee experience. ServiceNow’s AI platform enables manufacturers to bring together data and apply AI agents to workflows using any cloud and AI models. The ServiceNow AI platform will boost efficiency, enhance productivity, and drive growth.

KEY TAKEAWAYS

AI promises to solve the complexity of digital transformation.

Digital transformation promised utopia for manufacturers, including self-improving operations, fully integrated IT and OT systems, and an intelligent supply chain. However, the promise of digital transformation has fallen short.

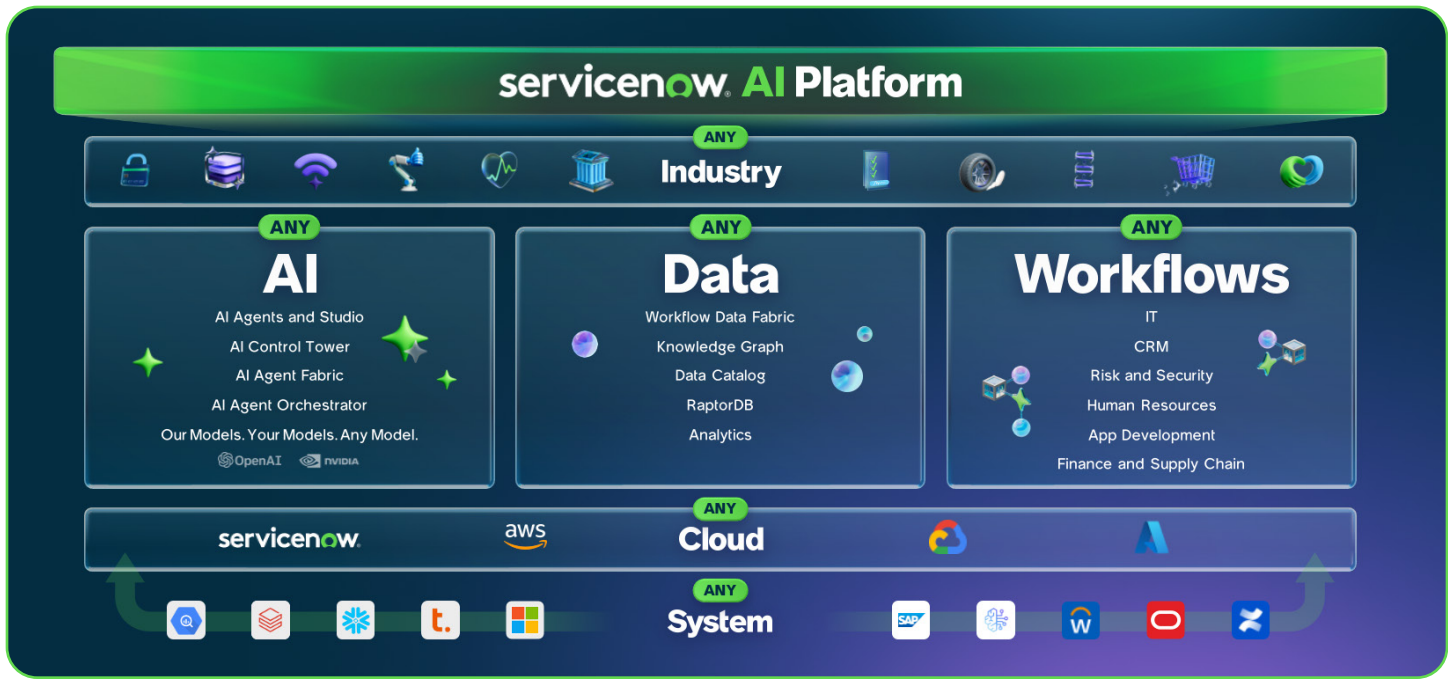
ServiceNow is the platform to bring AI to every corner of manufacturers’ businesses.

Just adopting AI is not enough, as an organization’s AI can only be as powerful as the platform it is built on. This is where ServiceNow comes in. For 20 years ServiceNow has been building an integrated platform that connects all manufacturers’ departments and systems. This platform is built for AI.

**“Our vision and mission is to be able
to deliver AI in every corner of
your business.”**

— Rohit Batra, ServiceNow

ServiceNow’s AI platform is for any industry—especially manufacturing—using any AI agents, data, and workflows, usable in any cloud and any system or AI model.



The key pillars of the ServiceNow AI platform are:

- **Any AI.** ServiceNow has hundreds of out-of-the box AI agents that can be orchestrated to work together to build end-to-end-processes. More agents are being developed and ServiceNow provides users a framework and tools to build their own AI agents.

"We are delivering agents in every release. There are hundreds of agents available today . . . for IT, HR, CRM, risk, security, and more, and there are thousands more AI agents in the roadmap."

— Rohit Batra, ServiceNow

- **Any data.** ServiceNow's platform can use structured and unstructured data and data from enterprise systems and sources throughout the organization. Pulling together data from any sources connects and unifies the organization.
- **Any workflows.** As the #1 workflow automation engine, ServiceNow agents connect any types of workflows on an end-to-end basis.
- **Any cloud.** ServiceNow can support any cloud environment, including ServiceNow Cloud, AWS, Google Cloud, Azure, and more.
- **Any system or AI model.** This provides flexibility to use any type of AI model, which could be domain-specific or bring your own, or users can select from a diverse ecosystem including ServiceNow, NVIDIA, ChatGPT, Gemini, and many more.

AI will power every department and role across manufacturers' value chains.

Among the key AI use cases for manufacturers are:

- **Preventing supply chain disruptions** and accelerating supplier self-service by conversationally answering queries and providing accurate next steps.
- **Ensuring factory uptime** and empowering teams by generating personalized and approved maintenance checklists for production workers based on SOPs and manuals.

- **Elevating the customer experience** and deepening loyalty by resolving customer complaints faster.
- **Improving the factory worker experience** by streamlining HR processes and supporting employees with empathy and care.

These use cases and others will transform manufacturing by reducing the time-to-market for new products, improving collaboration with suppliers, accelerating digital factory transformation, improving customer experience, driving service revenue, and much more.

ServiceNow Customers:



Moderator:
Allen Hackman
VP Manufacturing
GTM, ServiceNow



Shailesh Pathak
Rivian



Saurabh Singh
Rivian Fujitsu
(supporting
Schneider Electric)

How Your Peers and Competitors Are Using AI in Manufacturing

Manufacturing customers are using the ServiceNow platform to solve some of their most important operational challenges including supply chain, facility management, and HR challenges. The ServiceNow platform and AI agents are dramatically improving the processes and speed of onboarding new suppliers and employees. Customers are now exploring new opportunities to use AI agents to further improve their operations.

KEY TAKEAWAYS

Rivian is using the ServiceNow AI platform to improve its supply chain and facility management.

Rivian is a fairly young electric vehicle manufacturer that is an AI-first, cloud-first company. Rivian uses ServiceNow in every corner of its business.



Previously, Rivian lacked a way to onboard its 2,000 suppliers; the manual onboarding process took weeks. After looking at several solutions, Rivian decided to build a custom portal using the ServiceNow low-code App Engine Studio. This solution is now used by all

2,000 suppliers and almost 10,000 users. The portal enables easily onboarding and offboarding suppliers, and controlling suppliers' access.

“What used to take weeks [to onboard a new supplier] is now done in hours. Those are exponential savings for our company. . . everything is secure, very easy, and there are significant cost savings.”

— Shailesh Pathak, Rivian

Rivian is also using ServiceNow's Field Service Management to improve the management of company facilities and showrooms. This has resulted in automating and streamlining multiple aspects of facility management, including reducing the time for technicians to perform repairs.

As the company has grown from 2,000 to 18,000 employees, the number of HR-related tasks has grown as well, including onboarding, offboarding, responding to HR questions, and more. Rivian is using a self-service HR agent to enable employees to quickly and easily deal with many HR tasks on their mobile phones.

Schneider Electric is leveraging the ServiceNow AI platform to improve its HR processes.

Schneider Electric is a French multinational company specializing in digital automation and energy management. Schneider Electric engaged Fujitsu to provide solutions for its HR-related challenges.



Among Schneider's HR challenges was a cumbersome online application process that took candidates more than 40 minutes to apply for a job, as well as a slow onboarding process for new employees. Onboarding was challenging because Schneider wanted a uniform onboarding experience for all employees worldwide, while meeting the unique compliance and cultural challenges of onboarding employees in more than 100 countries.

Fujitsu and Schneider Electric saw ServiceNow as the only platform that can provide customized, automated workflows for every country.

"We chose ServiceNow as the only platform that can link this entire problem and give them [managers in each country] the ability to do the workflow on the back end."

— Saurabh Singh, Fujitsu (supporting Schneider Electric)

Schneider Electric started with a pilot in France and a few other countries, then rolled out this solution in phases to 10 countries, 25 countries, and now more than 100 countries. In each country, candidates and new hires had a consistent Schneider experience that was localized and compliant for each market.

Results include decreasing the time to apply for a job to just five minutes and increasing onboarding satisfaction by 20%.

Schneider Electric is now laying the foundation for launching agentic AI solutions that include an HR agent for bulk hiring and a talent acquisition agent, which can help with candidate screening.

Chris Yeung
Advisory Solution
Consultant,
ServiceNow



Elena Roytek
Advisory Solution Consultant,
ServiceNow

Andrea Kruse
Solutions Advisory Consultant,
ServiceNow

AI Agents in Action in Manufacturing

A series of interactive demos showcased the power of ServiceNow's AI agents to have a dramatic impact across the manufacturing enterprise.

KEY TAKEAWAYS

AI agents can help manufacturers manage quality incidents.

A problem for manufacturers is detecting, investigating or containing product issues fast enough. The reason: because the architecture is too complicated, data resides in different locations, and it is hard to start the process when a suspected incident occurs.

ServiceNow uses AI, data, and workflows to identify issues early, analyze them, and recommend actions to prevent costly recalls.

A demo showed how a quality manager asked an AI agent to analyze an uptick in issues. The AI agent analyzed the data and suggested opening a quality engineering report and investigating the issue. The AI agent immediately understand what was occurring—which in the demo was an issue with a lot number. The AI agent could then inform dealers about the issue and the action they needed to take.

This demo showed:

- Seamless integration of data from multiple sources to drive insights and action to contain a product issue before it became a costly recall.
- How custom workflows can be used to gather information, provide insights, and drive action.
- How AI can inform customers, dealers, and teams to ensure everyone is on the same page, working together to resolve an issue.

"Early detection and response can improve safety, reduce cost, but most importantly, increase customer loyalty and retention."

— Chris Yeung, ServiceNow

AI agents can help manufacturers operate more resilient supply chains

Manufacturers are highly dependent on their suppliers, and even a small delay in receiving critical components can cause costly disruptions in production.

A demo showed a procurement manager at an automotive manufacturer, who is responsible for avoiding supply chain disruptions while ensuring timely delivery of essential components to keep production on schedule and on budget.

In this demo, the procurement manager received an alert that ServiceNow identified a high-priority supply chain risk. The risk was related to a critical component that had been ordered from one of the company's suppliers. This AI agent analyzed trends, signals, and previous delivery patterns of this supplier to determine the component was at risk. If the manufacturer experienced a production delay due to not receiving this component, it would cost the manufacturer millions of dollars in lost revenue.

Based on this alert, the procurement manager used AI-generated templates to have the AI agent create and send a personalized email to the supplier inquiring about the order status. The supplier informed the procurement manager the purchase order would be delayed by six weeks. (The AI agent's analysis of risk was spot on.)

Since the AI agent understood the response and the context, the agent automatically created a procurement case to find a resolution. Specifically, the AI agent knew that the next best step is to find an alternative supplier for this component from the company's approved supplier list.

Do you want to find an alternative approved supplier for the specific supplier case SCASE0001037?

yes

What criteria would you like to use to evaluate alternative suppliers for the Lithium ion EV battery? Examples of criteria include lead time, cost, or quality.

lead time and quality

Available approved Vendors for the Lithium ion EV battery:

1. **IonPath Technologies:** On-Time Delivery Rate: 95%, Return Rate: 3%, Lead Time: 13 days
2. **Hypervolt Dynamics:** On-Time Delivery Rate: 92%, Return Rate: 2%, Lead Time: 14 days
3. **Ampflux Systems:** On-Time Delivery Rate: 90%, Return Rate: 2%, Lead Time: 10 days

Please select one supplier from the list above.

Let's go with IonPath Technologies

The AI agent asked the procurement manager if he wanted to find an alternate supplier (he did) and then asked the manager the criteria to decide on the best alternative supplier. Based on the manager's criteria (lead time and quality), the AI agent recommended the top three approved suppliers that met these criteria.

After the manager selected one of the alternative suppliers, the AI agent found the supplier's contact information and contacted the alternative supplier to ask if they could fill the order in the desired lead time (they could). The agent then created a new purchase order using pre-negotiated prices for the component and asked the manager if he wanted to cancel the original purchase order (he did). The purchase order was created in the company's ERP system and all data was synchronized using Workflow Data Fabric.

This demo showed how AI agents in the supply chain can:

- Proactively identify, alert on, and address critical supply risks.
- Automate analysis and selection of alternative suppliers.
- Integrate seamlessly with existing systems of record.

“ServiceNow agents can help manufacturers proactively identify, assess, and mitigate supply chain risks, before these risks even cause disruptions by using the power of AI, data, and workflows.”

— Andrea Kruse, ServiceNow

AI agents can help reduce unplanned downtime in manufacturing facilities.

Manufacturing environments are becoming more complex with the rise of connected devices, sensors, and systems. As a result, a big challenge is managing and securing operational technology devices.

An example of an operational incident is an unexpected equipment outage. This can trigger a fire drill, causing teams to scramble to determine the problem, with every minute of downtime having a significant cost. An incident lasting a few hours might cost hundreds of thousands of dollars.

Using ServiceNow’s Operational Technology Management Solution paired with Now Assist and AI agents changes the game. Using these tools, a control systems engineer can immediately spot a productivity decline. The engineer can review the incident and look

at a unified map that provides visual context by showing the relationship between various devices and systems.

An AI-powered agent provides recommendations and suggests remediation steps based on historical incidents and knowledge articles. The engineer quickly discovers a relevant knowledge article that provides helpful troubleshooting steps. He can attach this article to the incident so others can see it. Using this information, the engineer determines the potential root causes of the incident.

Then, the AI agent automatically extracts key details from the incident to produce a comprehensive knowledge article.

“This process streamlines knowledge capture and enables continuous improvement, ultimately reducing unplanned downtime. . . This demo shows how ServiceNow helps revolutionize your OT operations.”

— Elena Roytek, ServiceNow

AI helped identify likely issues, prioritize where to look, and create documentation. For manufacturers, this translates into faster repairs, less downtime, and significant time and cost savings.

There are multiple high-volume use cases that are great candidates for AI agents.

These demos represent examples of high-volume use cases where AI agents can make a significant difference. Manufacturers should contact their ServiceNow representative to identify key use cases and deploy ready-to-use AI agents.

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manufacturers seeking to stay competitive. He encouraged attendees to identify their most pressing challenges and leverage ServiceNow's expertise and platform to drive meaningful change across their organizations.

KEY TAKEAWAYS

- AI is transforming manufacturing across the value chain.
- AI agents streamline critical functions across customer engagement, workforce operations, factory productivity, safety, and the supply chain
- ServiceNow's AI platform delivers measurable improvements in productivity, efficiency, and revenue.

Start or Mature Your AI Journey Now

In recapping the ServiceNow Put AI to Work for Manufacturing Summit, Allen Hackman concluded the summit by emphasizing that AI-powered transformation is no longer optional but essential for



ServiceNow is not just for IT; it is for the entire manufacturing value chain.

ServiceNow's platform is not just for IT. It is driving transformation for employees—in IT, HR, quality, design and engineering, and support functions—and for customers through sales and service, supply chain, and production. Manufacturers are using the ServiceNow platform to reduce time-to-market for new products, reduce SG&A, and transform all aspects of their business.

"If you remember one thing, it's that we're not just IT anymore. We are transforming every part of the manufacturing organization."

— *Allan Hackman, ServiceNow*

Continue your AI journey with ServiceNow.

For manufacturers interested in learning more about AI, a starting point is to figure out the organization's most significant challenges and opportunities. ServiceNow can help. Reach out to your ServiceNow account rep. They can help you access resources within the ServiceNow ecosystem, help orchestrate your journey, find the right partner—and get started implementing AI-driven solutions.

[Click here](#) for the on-demand recording on [servicenow.com](#)

Contact [ServiceNow](#)