



ServiceNow as your Intelligent Coordination Fabric

Experience the next level of agentic workflow
orchestration across the enterprise

ServiceNow is evolving into an enterprise grade **intelligent coordination fabric**—an AI-enabled orchestration layer connecting people, systems, and agents across the organization through a single workflow fabric to drive specific business outcomes.

This coordination fabric acts as a super-agent, orchestrating a network of domain-specific AI agents to achieve desired business outcomes.

This paper outlines the architecture, applications, and value of agentic workflows, and how enterprises can leverage them to simplify operations and deliver coordinated intelligence at scale.



Executive Summary

The era of connected digital technologies made businesses acutely aware about the cost of maintaining siloed systems, processes and data and their contribution to lost potential revenue. In fact, not too long ago, you may have come across studies and research findings on this subject.¹

Today, enterprises operate across multiple systems of record such as Workday, SAP, Salesforce, and ServiceNow. Each of these systems has introduced its own AI assistants and automation features, and yet employees continue to navigate between interfaces and logins to complete what should be a single task. This complexity has reached a critical stage.

This operational disjoint results in measurable inefficiencies and business risks extends across the enterprise:

Delayed Onboarding



In environments where HR, IT, and payroll systems are not integrated,

onboarding can be delayed by up to three weeks, resulting in approximately 80 hours of lost productivity per employee. Enterprises that unify these workflows through platforms like ServiceNow have reduced onboarding time from three weeks to less than one week.²

Approval Bottlenecks



Disconnected approval processes across HR, finance, and

procurement frequently cause delays and rework. A global manufacturer cited repeated production disruptions as a direct result of fragmented, manual approval chains.³

Customer Experience Gaps



Thirty-eight percent of customer experience leaders identify siloed systems and

fragmented data as primary barriers to delivering a seamless customer journey. Organizations with integrated data platforms report 41% faster revenue growth and 51% higher customer retention.⁴

Addressing these challenges requires more than incremental automation within individual systems. It calls for a unified, intelligent layer capable of orchestrating enterprise-wide workflows across disparate systems of record.

AI and especially agentic AI has tremendous potential to overcome these challenges, provided the focus is not only on developing a great agentic AI system per se but, as one research rightly pointed out, “it’s about the workflow.” In other words, to maximize business value with agentic AI, it is important to reimagine the workflow across the enterprise.⁵

With the development of agentic AI and workflow orchestration, we see ServiceNow serving as an intelligent, secure, and omnichannel layer that interprets intent and coordinates specialized domain agents across enterprise systems to deliver the desired business outcomes efficiently and consistently.



1. The Changing Nature of Workflows

Traditional enterprise workflows have been fragmented. Individual functions such as HR, IT, finance and operations developed their own automation tools and systems of record, requiring users to understand where each request should be made.

In an environment driven by conversational interfaces and AI assistants, the workflow is no longer tied to a specific application—it is **defined by the user's journey**.

For instance, a manager's request to "Onboard a new analyst, Priya Sharma" involves multiple systems—HR in Workday, finance in SAP, IT provisioning in ServiceNow, and payroll in ADP. Managing such a cross-system process requires an orchestrator capable of:

Understanding natural language and context

Identifying systems that hold relevant data

Coordinating actions securely across those systems

Logging interactions to meet compliance standards

We at NowVia augment ServiceNow's evolution from a service management platform to an enterprise workflow cloud as a natural foundation for fulfilling this orchestration role.

2. ServiceNow Intelligent Coordination Fabric

Unlike several intelligent chatbots we've been used to, **ServiceNow's intelligent coordination fabric** serves as a central orchestration layer that connects users to enterprise agents, no different than how Uber connects riders with drivers.

Users: Employees, customers, or partners initiating requests through any channel such as Teams, Slack, mobile apps, or web portals.

ServiceNow's Intelligent Coordination Fabric: This is an AI agent, an orchestrator that authenticates identity, interprets intent, and coordinates as well as executes the necessary tasks.

Enterprise Agents: Domain-specific systems such as Workday Assistant, SAP Joule, Salesforce Einstein, or organization-specific copilots.



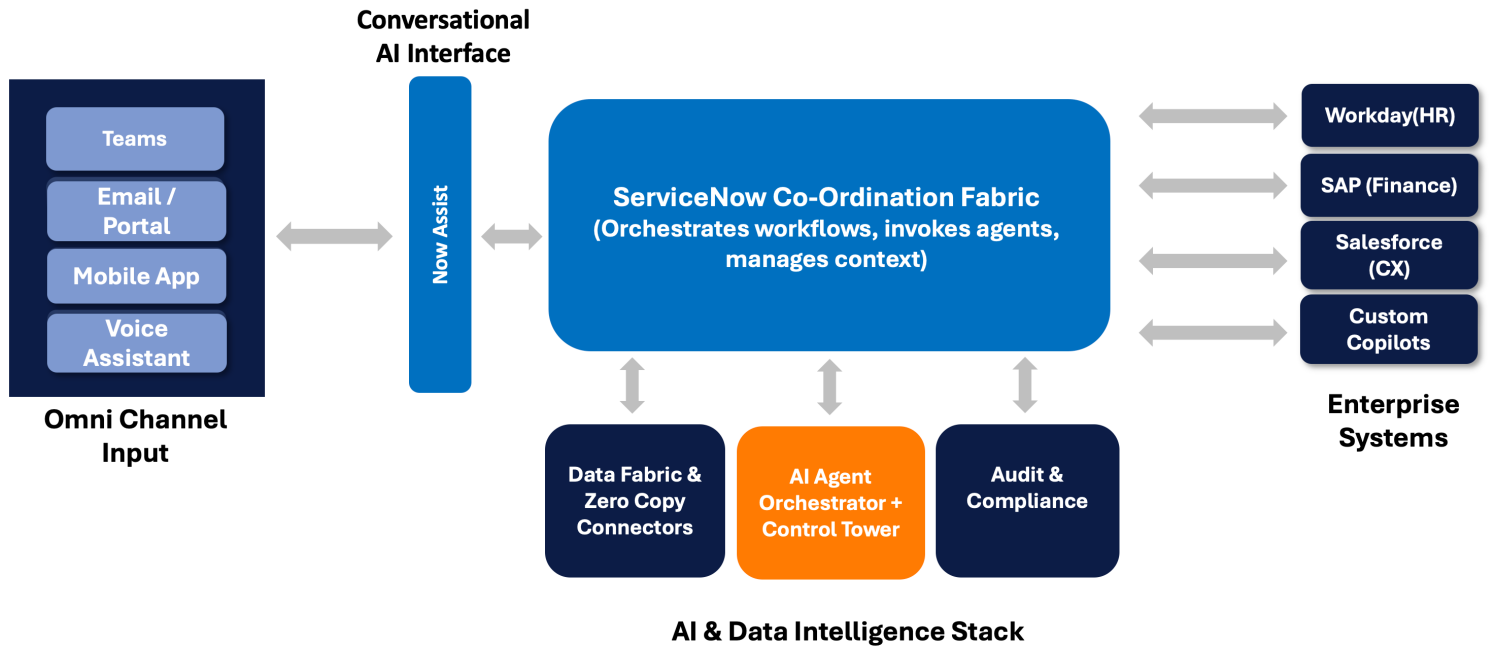
Outcome Layer: The agentic capability powering the **intelligent coordination fabric** consolidates responses, resolves conflicts, and returns verified outcomes with full auditability.

Through this model, we can realize the value of ServiceNow as the **coordination fabric** of the enterprise, bridging human interaction and machine-to-machine execution.



3. Architectural Foundation

At the heart of the ServiceNow workflow is the ServiceNow Co-Ordination Fabric—a centralized entity, interacting with a host of enterprise systems, AI & data stacks and omni channel inputs through a conversational AI interface.



3.1. Omnichannel Entry Point

ServiceNow Virtual Agent and Now Assist operate as the primary conversational entry points. Employees can interact using the channel of their choice—Teams, Slack, WhatsApp, or a web portal—while maintaining context throughout their interaction.

3.2. Agentic Workflow Layer

At the core of orchestration lies ServiceNow’s **Integration Hub**, **Flow Designer**, and the **AI Agent Orchestrator**, which enable invocation of external system actions. The **AI Agent Control Tower** adds governance and oversight by monitoring agent performance, setting priorities, and enforcing compliance.

Together, these components allow enterprises to manage multiple agents effectively while maintaining security and alignment with business objectives. Prebuilt spokes provide native integration to platforms like Workday, SAP, and Salesforce.

For example:

- 1 A Virtual Agent flow may call Workday’s API to onboard a new analyst and trigger IT provisioning in ServiceNow.
- 2 The same flow may initiate SAP processes to generate purchase orders for required equipment.

The orchestration engine maintains data consistency, validates permissions, and handles exceptions across connected systems.

3.3. Data Fabric & Context Memory

ServiceNow's **Data Fabric** unifies data across systems using live integrations, providing the AI Agent with contextual awareness—who the user is, prior requests, and pending actions. The introduction of **Zero Copy Connectors** enables secure, real-time access to enterprise data without duplication.

This capability allows workflows and agents to interact directly with live data from systems like Snowflake or Azure SQL, ensuring faster decisions, reduced data redundancy, and strong governance through policy-based access.

3.4. Security and Auditability

All interactions—dialogues, transactions, and cross-system calls—are logged to ensure traceability and auditability:

- 1 Within ServiceNow: interaction transcripts, flow logs, and case updates
- 2 Within external systems: API transactions associated with user identities

These records create a unified audit trail consistent with enterprise compliance and governance requirements.





4. Common Real-World Use Cases

4.1 Unified Employee Service

An employee requests through Teams: “Update my home address and check my PTO balance.” ServiceNow verifies the user’s identity, updates the address in Workday, retrieves the PTO balance, and responds within the same conversation—eliminating portal navigation and manual intervention.

4.2 Laptop Replacement

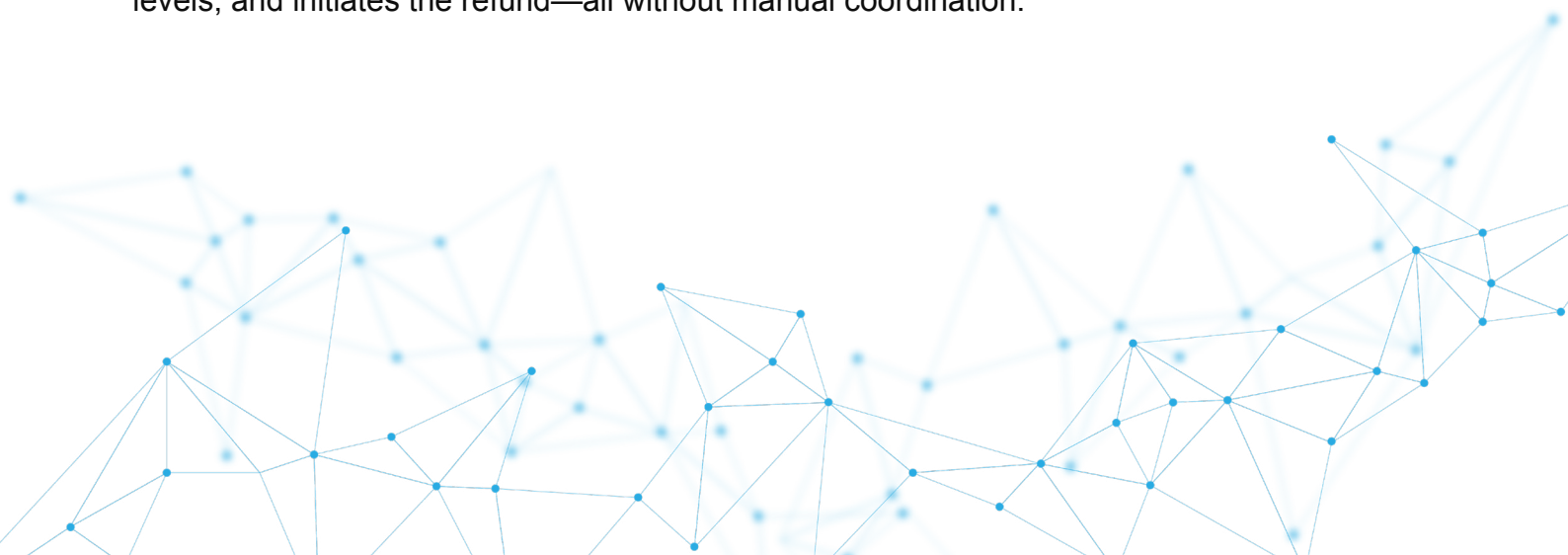
When an employee reports a broken laptop through the mobile app, ServiceNow checks inventory, triggers a purchase in SAP if needed, and updates the asset record upon delivery. The entire lifecycle—from request to fulfillment—is tracked in one workflow.

4.3 Procurement & Finance

For a field engineer requesting, “Order replacement parts for generator 2203,” the AI Agent queries SAP for stock, initiates a purchase requisition, and synchronizes updates with ServiceNow’s asset records. Approvals, if required, route automatically through the appropriate channels in Workday or ServiceNow.

4.4 Retail Customer Experience

In a retail scenario, a customer submitting a return request through an online portal triggers a workflow where ServiceNow logs the case, retrieves details from Salesforce, adjusts ERP stock levels, and initiates the refund—all without manual coordination.



5. Business Value

Companies across industries are already seeing measurable benefits from their ServiceNow investments.⁶ For example,

- 1 30,000 human hours saved annually at AstraZeneca. Additionally, customer satisfaction scores improved by 15-20%, agent productivity increased by 20-30% and the company save on cost by 10-15%.⁷
- 2 7 times faster resolution times for cases at Pure Storage and 30% faster case resolutions as well as reduced major IT outages by 25% at Adobe
- 3 125 service management platforms integrated on one unified platform at BT
- 4 167 percent ROI upon implementing ServiceNow Customer Service Management (CSM) at supply chain software provider
- 5 75% faster control attestation of compliance work and 85% faster gap analysis from weeks/months to hours/days at Honeywell.



Our own experience shows that increasingly businesses will embrace the agentic-AI powered ServiceNow platform to realize value in, at least, five key areas.



Potential Value	Impact on Business
1 Faster Response Times	Automated coordination across systems reduces human dependencies and cycle times.
2 Employee Experience	A single conversational interface simplifies access to enterprise services, improving satisfaction and adoption.
3 Operational Efficiency	Central orchestration removes duplicate integrations and redundant tickets.
4 Governance & Compliance	Unified audit trails and consistent identity management enhance visibility and control.
5 Scalability	New systems and AI agents can be integrated as additional “skills” without redesigning existing workflows.

6. The Road Ahead: Agentic Enterprises

We anticipate the next stage of evolution to involve **multi-agent collaboration**. As individual platforms advance, their own copilots—such as Workday Assistant, SAP Joule, or Microsoft Copilot—ServiceNow’s role is to interconnect these systems, so they operate cohesively.

Key elements of this evolution include:

Adaptive Workflows:

AI agents dynamically identify and collaborate with each other based on intent.

Explainable Automation:

Every AI-driven decision is recorded, traced and reviewable.

Learning Systems:

Feedback loops continuously refine orchestration logic and improve process outcomes.

We view this as the foundation of an agentic enterprise, where systems operate as a network of cooperating agents, with ServiceNow serving as the control and coordination layer ensuring consistency, compliance, and speed.

7. Conclusion

As organizations scale AI adoption, the focus is shifting from isolated automation toward coordinated intelligence. With its integration fabric, agent orchestration, AI control tower, and secure data management capabilities, we at NowVia believe ServiceNow provides the structural backbone for this coordination.

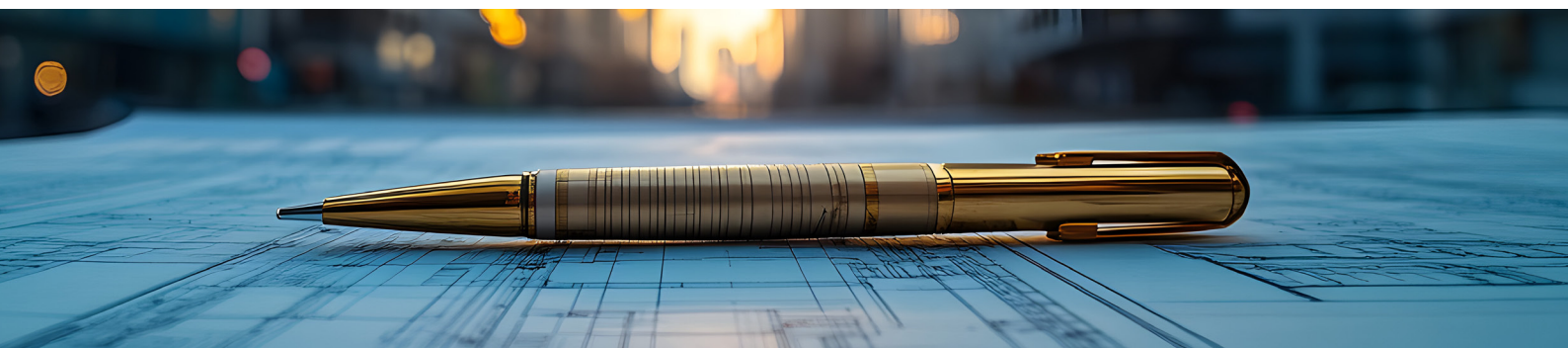
This transformation represents a progression:

From manual tickets to intelligent conversations

From system silos to connected agents

From process automation to orchestrated intelligence

The enterprise of the future will operate through agentic collaboration, and ServiceNow is positioned to function as the orchestrator of that environment.



Endnotes

¹ See, for instance, [The Hidden Cost of Data Silos & The Value of CRM-ERP Integration](#); [Data Quality: Best Practices for Accurate Insights](#); [Breaking “bad” silos starts with executive and employee buy-in](#). According to an [IBM study](#), 82% of enterprises reported that data silos disrupted their critical workflows, while 68% of enterprise data remains unanalyzed. See also [Drowning in Data for Want of Information: Is Data Minimization Really Possible?](#) and [Silos are stifling growth, revenue and opportunity in B2B enterprise companies. But there is a solution...](#)

² [The Total Economic Impact™ Of ServiceNow HR Service Delivery](#) - A Forrester study commissioned By ServiceNow, February 2024

³ [The Total Economic Impact™ Of Infor Industry CloudSuite](#)

⁴ [Forrester’s 2024 US Customer Experience Index: Brands’ CX Quality Is At An All-Time Low](#)

⁵ [One year of agentic AI: Six lessons from the people doing the work](#)

⁶ [ServiceNow named a Leader by Gartner® in business orchestration and automation](#)

⁷ [Case Study: How ServiceNow’s AI-Powered CRM Transformed Customer Experiences and Reduced Operational Complexity](#)



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About Nowvia

NowVia is a ServiceNow-first digital transformation partner. We work closely with businesses across industries to maximize and unlock hidden business value by stabilizing, expanding, and modernizing their ServiceNow ecosystems. We specialize in advanced, intelligent workflow design, agentic architecture, and system integration, enabling organizations to fully leverage ServiceNow as their enterprise orchestration hub.

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