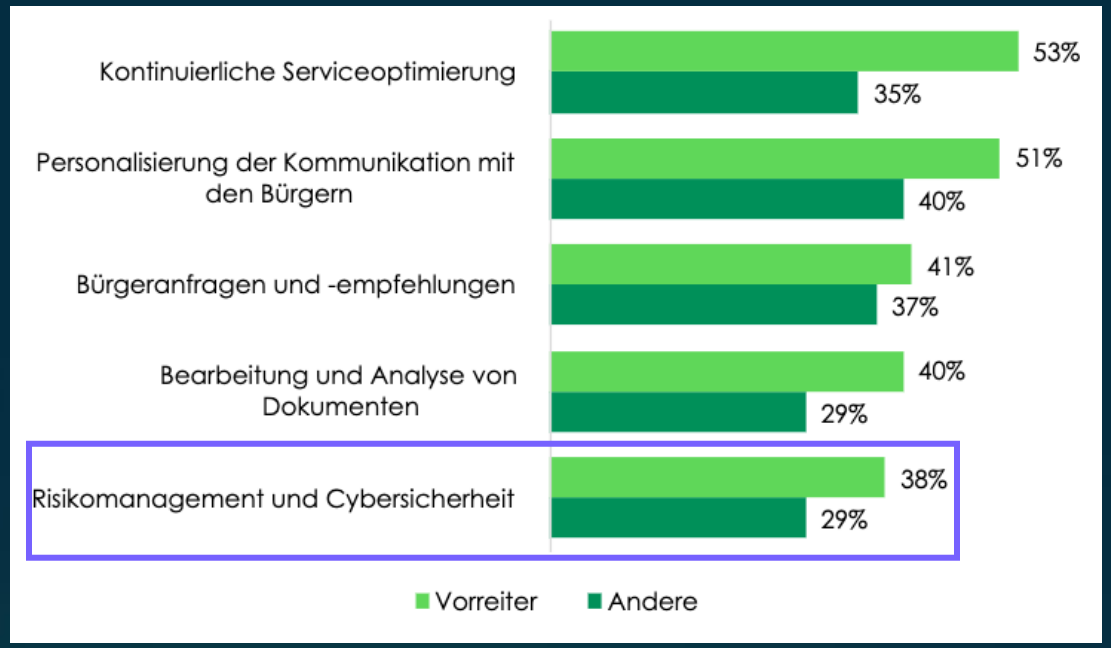
Cybersecurity & AI

Michael Wallner

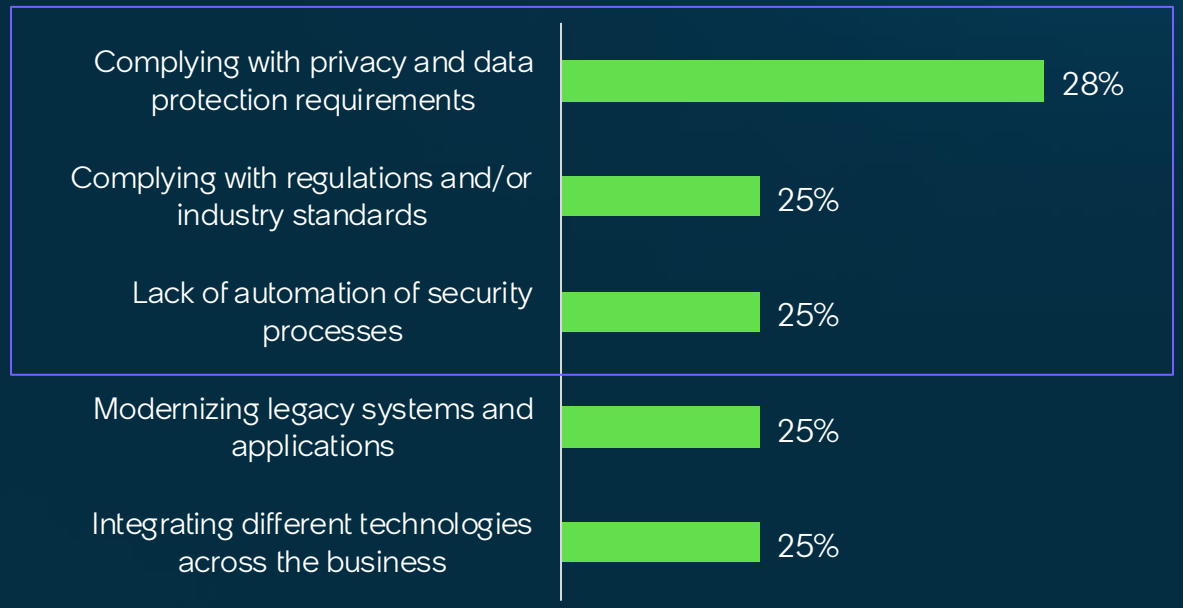
Sr. Business Development Manager AI | EMEA Central

© 2025 ServiceNow, Inc. All Rights Reserved.

Market Trends: Digital Business requires focused Technology Investment



Top 5 IT Departments' Challenges for the next 12 months



Top 5 IT Departments' Technologies Priorities for the next 12 months

Platform

Industry

Banking | Technology Provider | Telecom | Manufacturing | Healthcare | Public Sector | Insurance | Automotive | Life Science | Retail | Nonprofit

AI

AI Agents and Studio

AI Control Tower

AI Agent Fabric

AI Agent Orchestrator

Our Models. Your Models. Any Model.

OpenAI NVIDIA

Data

Workflow Data Fabric

Knowledge Graph

Data Catalog

RaptorDB

Analytics

Workflow

IT

CRM

Risk and Security

Human Resources

App Development

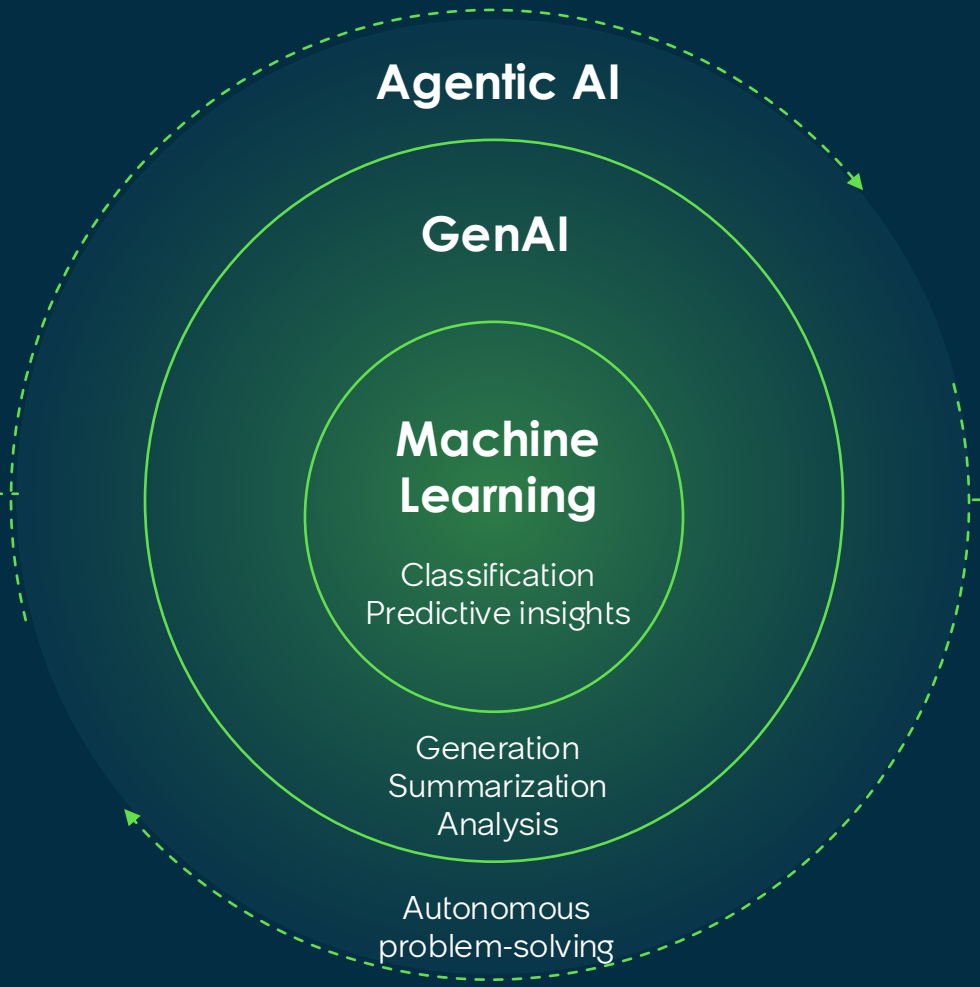
Finance and Supply Chain

Cloud

servicenow aws

System

AI for every use case – on a single platform



Data

Real-time data
Semantic relationships
Unified data model

Workflow

OOTB spokes and connectors
Robotic process automation
Low-code/no-code flows

Agentic AI

1

WHY

Agentic workflow

This is the overall business problem you're trying to solve—the reason you're deploying AI agents.

Prompt

Response

2

HOW

AI agent Orchestrator

The Orchestrator plans and leads a team of AI agents to solve a specific use case.

Planning

3

WHO

AI agents

The virtual workers that perform specific tasks. AI agents leverage tools like workflow, skill, script, and KB to complete specific tasks.

4

WHAT

Tools

The technologies and resources that AI agents leverage to perform their tasks and achieve the use case.

Skills

Workflow

Scripted
AI
Conversational

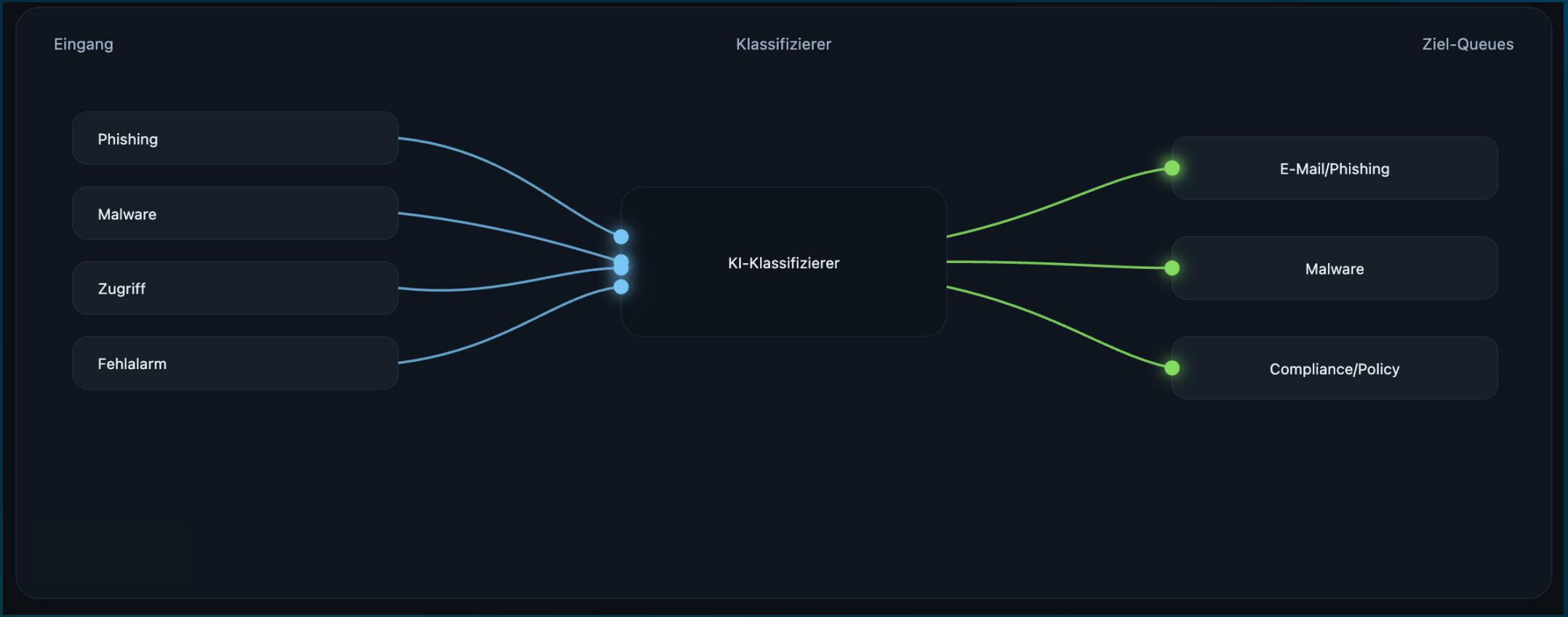
Information

What got you here won't get you there

AI Is Not a Product - It's a Strategy

Intelligent Incident Classification

Low effort • Fast ROI



≈ 40 %
less triage

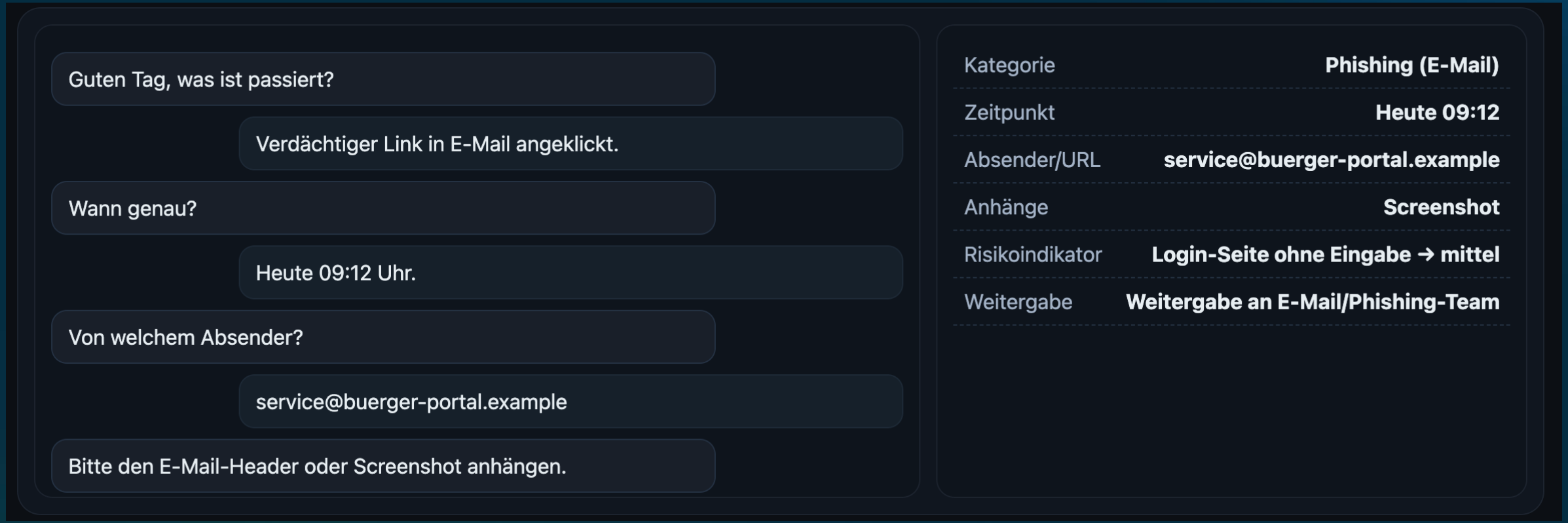
2×
faster processing

Simple
Risk reduction

experience from general customers; Variable depending on the degree of ripeness

Virtual Security Assistant

Medium effort • 24/7 availability



≈ 70%
Deflection of simple requests

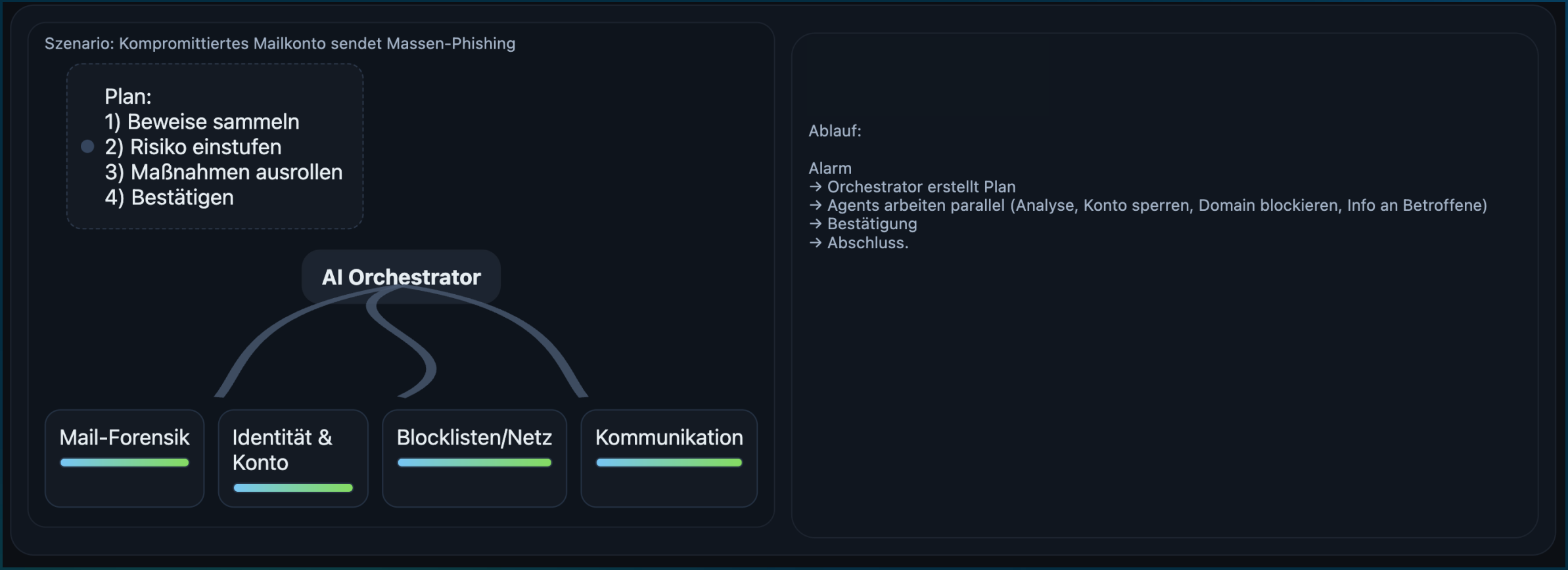
24/7
Reactivity

Medium
Risk reduction

experience from general customers; Variable depending on the degree of ripeness

Autonomous Threat Prevention

High effort • Maximum efficiency



Up to 80 %
Known Threat Automation

Near
Real-Time

High
Risk Reduction

experience from general customers; Variable depending on the degree of ripeness

1. AI needs data and connected processes to support a stronger cybersecurity

2. AI is a marathon and not a sprint – approach it stepwise and you will succeed

3. Cybersecurity paired with AI capabilities can secure your environment: Triage, Chatbot, Autonomous Systems