

Bradesco Foundation and ServiceNow modernize the teacher and student experience

2025-04-16

The ABC Project digitizes education management and increases operational efficiency, security, and scalability in 40 schools across Brazil

São Paulo, Brazil – April 16, 2025 – Bradesco Foundation, the largest private social investment project in Brazil, and ServiceNow (NYSE: NOW), the AI platform for business transformation, together are modernizing education digital operations and services across Brazil through the ABC Project. This initiative strengthens operational governance and delivers greater efficiency, agility, and security to enhance the experience of teachers, administrative staff, and students.

With an annual investment of R\$1.5 billion in free, high-quality education and 40 proprietary schools throughout Brazil, Bradesco Foundation sought a solution to make its administrative processes more agile and scalable, allowing its team to focus on the experience of more than 42,000 students and approximately 1,500 educators. In just five months, the Bradesco Foundation's ABC Project implemented the ServiceNow Platform, leveraging its comprehensive suite of products and automated workflows to centralize and streamline essential services across its education system.

At the heart of this transformation is Conecta, a unified portal that centralizes administrative services, and FaBi, Bradesco Foundation's AI-powered virtual assistant, which enables faster and more personalized interactions. Since its implementation, the platform has been available to over 4,000 employees across Brazil and has already delivered significant improvements. The number of service requests has doubled, while the average resolution time has decreased 12-fold, without requiring an increase in staff.

Additionally, more than 30,000 tickets have been processed in five months, optimizing administration and accelerating internal issue resolution. The time required to complete purchasing processes, which previously took 72 hours, has been reduced to just 30 minutes through an SAP integration, enabling the immediate creation of orders. More than 18,000 devices are now monitored in real time, ensuring greater control and security.

With the platform already consolidated, Bradesco Foundation is preparing for the next steps. The adoption of artificial intelligence is on the institution's roadmap for ServiceNow's continued evolution, reinforcing its commitment to innovation, automation, and efficiency in educational management.

"Technology is not just an operational support tool; it is a strategic pillar for education. With ServiceNow, we ensure that our processes keep pace with the scale and complexity of our operations, allowing our team to focus on what truly makes a difference: student development," says Marcos Stahl, CIO of Bradesco Foundation.

"Together, ServiceNow and the Bradesco Foundation have set a new standard for efficiency and productivity, serving as an inspiration for institutions across Brazil and Latin America," says Federico Grosso, Group Vice President, Latin America at ServiceNow. "We are incredibly proud to partner with them on their digital transformation journey and to help shape the future of education in Brazil."

With the implementation of the ABC Project, Bradesco Foundation and ServiceNow are committed to innovation and the use of technology to strengthen educational management, making it more efficient, connected, and prepared for the future.

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We keep pace with innovation to help customers transform organizations across all industries while maintaining a trusted, human-centric approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business results. For more information, visit: <https://www.servicenow.com/br/>

About Bradesco Foundation

Bradesco Foundation is the largest private social investment project in the country, being the first in Brazil to offer free, high-quality education from basic education for children, young people, and adults from socioeconomically vulnerable communities. Currently, it operates a network of 40 proprietary schools across the country.

Founded in 1956 by Amador Aguiar, also the founder of Banco Bradesco, the institution focuses on the

comprehensive development of its students. Its mission is to transform lives through education by combining didactic and methodological strategies aimed at forming citizens who are aware of their role in society and equipped with skills that create future opportunities.

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