

ServiceNow Accelerates UK AI Innovation with NVIDIA AI Infrastructure for Agentic AI Capability

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ServiceNow supports UK private and public sector organisations' sovereignty compliance requirements with NVIDIA AI Infrastructure

London, UK – 15 October 2025– **ServiceNow** (NYSE: NOW), the AI platform for business transformation, announces the activation of NVIDIA AI infrastructure in its UK data centres, in London and Newport. With this strategic move, ServiceNow aims to deliver high-performance and local processing of large language models (LLMs), supporting its UK customers, including public sector organisations, with their digital transformation.

This deployment marks a key milestone in ServiceNow's commitment to invest \$1.5bn (£1.15bn) in its UK business, **announced last year**.

The UK Government's plan to shape the AI revolution has placed a greater emphasis on AI implementation in the public sector. To meet these rising demands, locally hosted NVIDIA AI infrastructure by ServiceNow will keep compute capacity within the UK, unlocking faster performance and ensuring national resilience. ServiceNow is using NVIDIA AI infrastructure and various models packaged as **NVIDIA NIM** microservices to power hundreds of use cases across ServiceNow's portfolio, including Aperi, a new reasoning LLM, built using NVIDIA Nemo.

The activation will also support data sovereignty compliance requirements for UK private and public sector organisations. This empowers start-ups and academics to train models responsibly, as well as safeguarding access to critical infrastructure, aligned to the UK Government's **ambition to build sovereign AI capacity**.

Damian Stirrett, Group Vice President & General Manager UK & Ireland at ServiceNow, commented: "ServiceNow is

committed to delivering agentic AI at scale to transform the way public and private sector organisations work. With ServiceNow's AI Control Tower, we are helping businesses accelerate AI projects with transparency and a centralised framework for clear governance across all AI projects. Now, with expanded NVIDIA AI infrastructure capability in our UK data centres, we support public and private sector needs for local residency and reaffirm our commitment to supporting the UK's AI and digital transformation."

UK Government AI Minister, Kanishka Narayan, said:

"This is a real shot in the arm for the world-class AI infrastructure we're rolling out right across the country. Importantly, it means we can continue to drive forward AI development on our own terms by making sure we have the tools we need on British shores.

"This deal shows how we are delivering for Britain - not just giving people access to even more cutting-edge, lighting-fast processing power, but speeding up our ability to get the next wave of AI-powered innovations into the public's hands."

For more information on ServiceNow, visit www.servicenow.com.

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered 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 outcomes. For more information, visit: www.servicenow.com.

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