



NEWS RELEASE

ServiceNow Enhances Its Workflow Data Fabric With New Ecosystem to Power AI agents and Workflows With Real-Time Intelligence

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New Workflow Data Network unites data platforms, applications, and open-source tools to drive AI-powered insights on the ServiceNow AI Platform

Partnerships with Adobe, Amazon Web Services, Boomi, Microsoft, Oracle, and others enable seamless integration and workflow automation

ServiceNow announces intent to acquire data.world to deliver innovative data catalog & data governance solutions

LAS VEGAS--(BUSINESS WIRE)-- **Knowledge 2025** – Today, at ServiceNow’s annual customer and partner event, **Knowledge 2025, ServiceNow** (NYSE: NOW), the AI platform for business transformation, unveiled new Workflow Data Fabric capabilities, including a data ecosystem built to power AI agents and workflows with real-time intelligence. The new Workflow Data Network is a broad ecosystem of data platforms, applications, and enterprise tools that enhance **Workflow Data Fabric** and connect, understand, and take action from any data source, all on the ServiceNow AI Platform. To help customers better manage data assets in this agentic AI era, ServiceNow also announced its intent to acquire data.world to deliver innovative data catalog and governance solutions.

As AI adoption accelerates, enterprises face a critical challenge: siloed and inaccessible data limits the effectiveness of AI and workflows, slows decision-making, and hinders innovation. Gartner predicts that through 2026, organizations will abandon 60% of AI projects due to a lack of AI-ready data.¹ Workflow Data Network directly addresses this challenge by connecting a powerful ecosystem of trusted data partnerships, enabling secure and

compliant activation of data across environments. By embedding external data into workflows, it empowers AI agents with full context – helping to ensure more informed decisions, faster actions, and greater accuracy. This enhanced insight helps accelerate decision-making and boost ROI, enabling organizations to unlock the full potential of AI-driven workflows.

“As part of the Workflow Data Network, ServiceNow is working with some of the largest companies in the world to eliminate data silos head-on, enabling enterprises to accelerate AI adoption at scale,” said Gaurav Rewari, senior vice president and general manager of data and analytics products at ServiceNow. “By providing AI and workflows with real-time access to data from any source, ServiceNow unlocks the ability to act on insights faster and more effectively, empowering customers to make quicker, more confident decisions and respond to solve problems with greater agility and precision.”

Enterprise-ready integrations for insight-to-action workflows

Workflow Data Network empowers organizations to move from fragmented insights to enterprise-wide action – connecting AI to a dynamic ecosystem of partners that make data accessible and actionable across the ServiceNow AI Platform. With over 100 integrations across structured and unstructured, real-time and historical, and both internal and third-party sources, Workflow Data Network is designed to provide secure, flexible access to data – whether connected in place or brought into ServiceNow.

Zero Copy connectors to platforms like Amazon Redshift, Databricks, Google Cloud BigQuery, Microsoft SQL Server, Oracle, Snowflake, Cloudera, and Teradata deliver secure, scalable access to diverse data types. These connectors allow enhanced governance, compliance, and security while helping to reduce operational costs by eliminating manual data movement. Strategic partnerships with Adobe, Boomi, Microsoft, and Oracle integrate preferred applications and pre-built templates directly into the ServiceNow AI Platform to supercharge workflow automations across departments and functions. ServiceNow's open framework also connects seamlessly to RaptorDB Pro and over 50 open-source databases, enabling enterprises the flexibility to use the data platform of their choice. Workflow Data Network and Workflow Data Fabric fuel AI-driven workflows, streamlines decision-making, and delivers faster, smarter outcomes across the enterprise.

As the Workflow Data Network continues to expand, ServiceNow also announced a strategic partnership with Amazon Web Services (AWS), bringing zero copy with Amazon Redshift to the ecosystem. The solution – part of the ServiceNow Workflow Data Network ecosystem – will unlock real-time insights, increase AI driven actions and create seamless enterprise data unification. AWS joins the growing network of data platforms powering ServiceNow's AI Platform, enabling customers to unify enterprise data across environments and trigger real-time workflows from AWS-derived insights.

ServiceNow to enhance AI agent understanding and deepen enterprise data intelligence and governance with acquisition of data.world

To further strengthen the ServiceNow AI Platform and expand the capabilities of Workflow Data Fabric, ServiceNow today announced it signed a definitive agreement to acquire data.world, a leader in enterprise data cataloging and governance.

data.world's simple, smart, and powerful data catalog and data governance platform will be brought into the ServiceNow AI Platform, allowing customers to enrich data with meaning, context, and relationships — all while enabling AI agents and workflows to operate.

From pinpointing the right data source to seamlessly connecting it with the correct processes and people, ServiceNow helps customers make their data estate AI-ready. By enabling organizations to govern and orchestrate their entire data lifecycle from a single platform, customers can capture and connect all assets, people data, and knowledge in bite-sized, connected insights that fuel action and make ServiceNow's AI interactions more specific, reliable, and actionable.

"At data.world, our mission has always been to turn data chaos into clarity, and now, together with ServiceNow, we'll be able to take that mission further across the enterprise," said Brett Hurt, CEO and co-founder of data.world. "By bringing our powerful data catalog and governance platform into the ServiceNow AI Platform, we will help customers unlock the full potential of their data with more trust, context, and control."

"To truly harness the power of AI, enterprises need more than data—they need trusted, connected intelligence," Rewari continued. "data.world's data catalog and modern governance capabilities will supercharge ServiceNow's Workflow Data Fabric, giving every AI agent and workflow the context it needs to drive smarter, faster outcomes. Together, we're expanding what's possible with AI in the enterprise, and turning data into action, all on one platform for AI business transformation."

ServiceNow signed a definitive agreement to acquire data.world in May 2025. Financial terms of the deal were not disclosed.

Accelerating the agentic AI future

Data is the lifeblood of AI. Workflow Data Network ensures AI agents can access enterprise-wide data in real-time. These integrations allow AI to trigger workflows instantly, providing deeper insights and enabling faster, smarter decisions. Combined with data.world's built-in data governance and intelligent data catalog, ServiceNow is empowering AI agents to act with confidence, clarity, and speed. It's a critical foundation for scaling agentic AI that's

not only fast, but trusted.

Cloudera

"Trusted data is the foundation for AI that drives real business outcomes. At Cloudera, we empower the world's largest enterprises to turn their data into actionable insights, securely and at scale. Our collaboration with ServiceNow brings this vision to life," said Charles Sansbury, chief executive officer, Cloudera. "By combining Cloudera's enterprise data platform with the ServiceNow AI Platform, we're enabling autonomous operations and smarter decision-making across the enterprise. Together, we are making AI smarter, faster, and more impactful across the enterprise."

Databricks

"Databricks is excited to partner with ServiceNow as part of the Workflow Data Network," said Michael Kiermaier, senior vice president, business strategy and operations, Databricks. "Together, we're helping customers combine the advanced analytics and AI of Databricks' Data Intelligence Platform with ServiceNow's AI Platform to deliver real-time, business critical use cases."

Google Cloud

"Google Cloud and ServiceNow have a rich history of working together to ensure that the best of Google Cloud is fully integrated into the ServiceNow AI Platform like combining ServiceNow's Workflow Data Fabric into Google Big Query," said Thomas Kurian, chief executive officer, Google Cloud. "We're excited to bring our joint capabilities to customers so they can access the right information to take the right action."

Snowflake

"Snowflake is advancing data innovation through our expanded partnership with ServiceNow, joining the Workflow Data Network ecosystem to deliver a bidirectional, zero copy integration through Workflow Data Fabric," said Christian Kleiner, executive vice president of product, Snowflake. "By uniting the Snowflake AI Data Cloud's powerful analytics and AI capabilities with ServiceNow's real-time workflows and automation, customers can securely connect data, accelerate decisions, and power AI-driven outcomes—without moving or duplicating data."

Teradata

"Agentic AI is revolutionizing enterprise business processes. At Teradata we work with the world's most innovative enterprises and we're thrilled to join the ServiceNow Workflow Data Network to power these agentic autonomous

operations. As Teradata's AI and data platform processes and learns from the critical information being created throughout today's enterprise, ServiceNow applies these insights to intelligent workflows that proactively drive outcomes at scale," said Dan Spurling, senior vice president, product management, Teradata. "For our customers, the possibilities are transformative. Imagine awareness of problems before they happen and having autonomous agents intervene. Imagine agents that proactively flag customers likely to churn and initiate preventative actions. Imagine detecting risk from financial transactions and triggering prevention or remediation. The use cases across industries are endless."

Availability

Workflow Data Network is available.

Additional information

- Learn more about **Workflow Data Network**.
- Learn more about ServiceNow **Knowledge 2025**.

¹Gartner Press Release, "Lack of AI-Ready Data Puts AI Projects at Risk" February 26, 2025.

<https://www.gartner.com/en/newsroom/press-releases/2025-02-26-lack-of-ai-ready-data-puts-ai-projects-at-risk>

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Use of forward-looking statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, intentions, and strategies relating to, among other things, ServiceNow's proposed acquisition of data.world. Such forward-looking statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make. We undertake no obligation, and do not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include, without limitation, inability or delays in assimilating or integrating data.world's technology into our platform; inability to retain employees of data.world after the transaction closes; unanticipated obligations or liabilities related to data.world's legacy business; potential adverse tax consequences; and disruption

to our business and diversion of management attention and other resources. Further information on factors that could affect our financial and other results is included in the filings we make with the Securities and Exchange Commission from time to time.

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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