

ServiceNow, NVIDIA, and Accenture team to accelerate generative AI adoption for enterprises

2023-07-26

First-of-its-kind AI Lighthouse program helps customers create generative AI-based initiatives to transform their business operations

SANTA CLARA, Calif. — July 26, 2023 — ServiceNow (NYSE: NOW), **NVIDIA** (NASDAQ: NVDA), and **Accenture** (NYSE: ACN) today announced the launch of AI Lighthouse, a first-of-its-kind program designed to fast-track the development and adoption of enterprise generative AI capabilities.

Expanding on the strategic partnerships among ServiceNow, NVIDIA and Accenture, AI Lighthouse will assist pioneering customers across industries in the design, development, and implementation of new generative AI use cases.

AI Lighthouse unites the ServiceNow enterprise automation platform and engine, NVIDIA AI supercomputing and software, and Accenture AI transformation services. The comprehensive offering will let customers collaborate as design partners in architecting custom generative AI large language models (LLMs) and applications to advance their businesses.

“This is a transformational moment for business to revolutionize how work gets done,” said ServiceNow Chairman and CEO Bill McDermott. “Thanks to our visionary partners, ServiceNow, NVIDIA, and Accenture are forming the market-leading standard for AI-first enterprise innovation. We expect the AI Lighthouse customer program to inspire breakthrough ideas with massive ROI: ‘return on intelligence.’”

“Industries are racing to add generative AI tools to their operations at a faster pace than in any previous technology

shift,” said Jensen Huang, founder and CEO, NVIDIA. “NVIDIA, ServiceNow and Accenture are partnering to help customers lead their industries by deploying generative AI tools that harness their own invaluable knowledge to transform the applications they use every day.”

“Generative AI holds enormous potential for enterprises—it can help them reinvent how they work, strengthen their services, differentiate themselves and reach new levels of performance,” said Julie Sweet, chair and CEO, Accenture. “Our expanded partnership with ServiceNow and NVIDIA will apply our combined experience, expertise and insights to helping our clients create powerful, relevant and responsible generative AI use cases and more quickly realize the value of this transformative technology.”

The power of AI Lighthouse program will come to life for enterprise customers by:

- Reducing tedious manual work for customer service professionals, with overviews and insights to help them solve problems faster.
- Deflecting cases by promoting self-service options, empowering people, and delivering engaging experiences with natural human language.
- Generating content automatically, including intelligent search results, work notes, and knowledge base articles.
- Boosting developer productivity with intelligent recommendations for code.

Since May, ServiceNow has launched a slate of powerful generative AI capabilities, purpose-built for the Now Platform, and engaged with large pharmaceutical, financial services, manufacturing, and health care companies to test them in enterprise environments. The AI Lighthouse program will build on that early progress to collaborate on designing, developing, and implementing new generative AI use cases with a select group of customers across IT service management (ITSM), customer service management (CSM), and employee experience.

NVIDIA accelerated computing and software, including **NVIDIA DGX™** AI supercomputing and **NVIDIA DGX Cloud**, as well as **NVIDIA NeMo™** software, will provide full-stack computing for model training and tuning; ServiceNow will be the front-end workflow automation and intelligence platform; and Accenture will leverage its deep functional and industry knowledge and generative AI strategy, design and delivery experience to bring use cases to life for customers.

The ServiceNow platform automates workflows across the entire enterprise by connecting disparate departments, systems, and silos and automating processes to increase productivity and enable seamless work experiences. Now Assist is ServiceNow’s generative AI experience—purpose-built within the ServiceNow platform—designed to enable intelligent automation and accelerate productivity by simplifying repetitive tasks, increasing agility, and transforming the user experience.

NVIDIA AI software and accelerated computing provide the platform for generative AI deployments across industries. Enterprises can use NeMo and NVIDIA frameworks, optimized inference engines and APIs to add intelligence to generative AI applications such as drug discovery, intelligent chatbots, search and summarization.

Building on Accenture's recently announced **\$3 billion investment in AI**, this collaboration will tap into the **Accenture Center for Advanced AI**, with its deep focus on generative AI and large language models. Accenture will accelerate the design and engineering of domain-specific LLMs and generative AI capabilities within the ServiceNow platform to make functional and industry workflows more intelligent – from elevating agent productivity and impact with summarization of service history and recommended actions, to improving self-service quality and speed with AI-powered virtual agents. Accenture will use its infrastructure and IT service operations experience across the cloud continuum, coupled with its vast experience in helping clients across industries leverage generative AI, to accelerate value across the enterprise.

For more information about the AI Lighthouse program as well as additional generative AI solutions ServiceNow strategic partners are offering, visit <https://www.servicenow.com/now-platform/generative-ai.html>.

To learn more about previously announced ServiceNow generative AI advancements, visit:

- Partnerships with **NVIDIA** and **Cognizant**
- BigCode collaboration with **Hugging Face**
- ServiceNow Generative AI Controller, which serves as the foundation for all generative AI functionality on the Now Platform
- Now Assist for Search, which brings the power of generative AI to Portal Search, Next Experience, and **Virtual Agent**
- Now Assist for Virtual Agent, a generative AI integration that helps virtual agents deliver conversational responses to questions from both customers and employees
- Case summarization and text-to-code, powered by a proprietary ServiceNow LLM, to alleviate repetitive work and significantly improve productivity.

About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 732,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We

are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. Visit us at www.accenture.com.

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About NVIDIA

Since its founding in 1993, **NVIDIA** (NASDAQ: NVDA) has been a pioneer in accelerated computing. The company's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined computer graphics, ignited the era of modern AI and is fueling industrial digitalization across markets. NVIDIA is now a full-stack computing company with data-center-scale offerings that are reshaping industry. More information at <https://nvidianews.nvidia.com/>.

NVIDIA Forward-Looking Statements

Certain statements in this press release including, but not limited to, statements as to: the benefits and impact of NVIDIA's products, services, and technologies; NVIDIA's partnerships with ServiceNow and Accenture, including the benefits and impact thereof; industries racing to add generative AI tools to their operations at a faster pace than in any previous technology shift; and the benefits and impact of the AI Lighthouse program are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; NVIDIA's reliance on third parties to manufacture, assemble, package and test NVIDIA's products; the impact of technological development and competition; development of new products and technologies or enhancements to NVIDIA's existing product and technologies; market acceptance of NVIDIA's products or NVIDIA's partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of NVIDIA's products or technologies when integrated into systems; as well as other factors detailed from time to time in the most recent reports NVIDIA files with the Securities and Exchange Commission, or SEC, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

Use of Forward-Looking Statements

This press release contains “forward-looking statements” about the expectations, beliefs, plans, and intentions relating to new generative AI capabilities for the Now Platform. Such 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, ServiceNow’s results could differ materially from the results expressed or implied by the forward-looking statements made. ServiceNow undertakes no obligation, and does 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: (i) changes in the AI regulatory landscape; (ii) delays and unexpected difficulties and expenses in delivering the capabilities; and (iii) uncertainty as to whether sales will justify the investments in the capabilities. Further information on factors that could affect ServiceNow’s financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.

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