



NEWS RELEASE

ServiceNow named a leader in IDC MarketScape for AI-Enabled IT Service Management

2026-10-19

By Rahul Tripathi, SVP & GM, Service Operations, ServiceNow

As AI disrupts IT functions, ITSM is transforming into **Autonomous Service Operations**. ServiceNow has led IT service management for two decades. Today, we continue to meet the moment, bringing native AI capabilities to the enterprise operational backbone that every organization depends on to run its business. In the 2026 IDC MarketScape for AI-Enabled IT Service Management Software report, ServiceNow is recognized as a Leader, reflecting the enterprise-scale capabilities and roadmap aligned with customer needs in the AI era.

“Worldwide AI-Enabled IT Service Management Software 2026 Vendor Assessment”, September 2026, IDC # US54115226.

Why scale matters now

Over 85% of the Fortune 500 runs on ServiceNow ITSM, with hundreds of thousands of concurrent users powering mission-critical operations. That scale, data foundation, and operational trust are why ServiceNow can leverage AI in ITSM at enterprise grade.

This is what enterprises demand: AI that drives measurable outcomes and value. They need an autonomous workforce that can resolve issues, handle requests without escalation, and understand complete operational context so they can act with confidence instead of guessing.

And ServiceNow is not stopping with the enterprise. **Flow by ServiceNow** is a conversational AI-native service desk

that deploys instantly – no implementation, no infrastructure. Flow extends Autonomous Service Operations to organizations of any size, expanding ServiceNow's reach across the full ITSM market.

The architectural difference

Most vendors bolted AI onto existing fragmented architectures, but ServiceNow built AI into the foundation. The unified data model connects incidents, assets, and knowledge to power intelligent action.

ServiceNow's Super Intelligence Control Tower gives IT real-time visibility into every decision. Guardrails live at the platform layer, so organizations can see exactly what's happening and why. That confidence lets teams push more work to autonomous resolution without sacrificing control.

Multi-model flexibility is also foundational to ServiceNow's approach. Organizations can choose from Gemini, Azure, OpenAI, Claude, or ServiceNow's own LLMs based on their compliance and performance requirements. That flexibility helps eliminate lock-in and any single point of failure.

Customers are already operating at this speed

- City of Raleigh shifted from reactive firefighting to proactive support. With a four-person help desk serving 4,400 employees, they deployed an AI specialist to handle requests autonomously and route the rest accurately. Result: 1,300+ hours returned to staff annually. 98% of tickets routed correctly on first contact. 66% reduction in IT service desk costs. The turning point: moving from responding to requests to preventing them.
- LTIMindtree (LTM) built an autonomous workforce of AI agents, agentic workflows, and AI Specialists to handle invoice processing and incident management across IT, HR, security, and project delivery. Result: HR productivity jumped 21% while onboarding satisfaction climbed from 4.7 to 5.0. IT ticket volume dropped 30% and mean time to restore unplanned outages fell 72.3%. Across the enterprise, LTM freed up 326,000 hours annually. The transformation proves autonomous IT works at massive scale—87,000 employees, 700+ clients, 40+ countries.

Why this moment matters

The separation between platforms built for Autonomous Service Operations and those retrofitting it reflects something fundamental about competitive advantage. Governance at scale requires unified data from the foundation, not added later. That foundation grows more valuable as autonomous operations accelerate, and IT governance stakes rise. That's the competitive advantage in the AI era

Learn more about **Autonomous IT** and **Autonomous Service Operations**. Read the full IDC MarketScape **report**.

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.