

ServiceNow partners with Databricks to deliver Zero Copy integration that supercharges machine learning and AI capabilities

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SANTA CLARA, Calif., and SAN FRANCISCO — October 23, 2024 — **ServiceNow** (NYSE: NOW), the AI platform for business transformation, and **Databricks**, the Data and AI company, today announced a Zero Copy partnership that supercharges machine learning and AI capabilities. **Databricks' Delta Sharing** will enable ServiceNow to offer Zero Copy, high-bandwidth, bi-directional, and secure integration with the Databricks Data Intelligence Platform so customers can turn data and insights into instant, AI-powered action.

Bi-directional data exchange with the Zero Copy integration will allow Databricks customers to access data within the ServiceNow platform via ServiceNow's **RaptorDB** high-performance database to analyze, enhance, and combine different sets of company data. Additionally, ServiceNow customers will be able to access rich data and insights from Databricks to trigger workflows in ServiceNow.

Databricks will also enable ServiceNow customers to build, test, and deploy custom GenAI applications tailored to their unique business needs. The partnership also amplifies ServiceNow's agentic AI workflow capabilities. Customers will be able to design and deploy AI-driven workflows on the ServiceNow platform that combine Databricks' AI capabilities with ServiceNow's workflow automation, creating predictive and self-optimizing business processes. This includes training custom models from Databricks and integrating them into the ServiceNow

platform.

“ServiceNow is transforming how organizations leverage and operationalize data through our partnership with Databricks. By providing more integration options, we are empowering customers to achieve unprecedented operational efficiency and agility,” said Jon Sigler, senior vice president of Platform and AI at ServiceNow. “Advanced data platforms have become essential to meeting today’s GenAI demands. Our partnership with Databricks enriches workflows and enables businesses to build tailored AI solutions that drive informed decision making and turn insights into action.”

“We’re thrilled to partner with ServiceNow as it adopts Delta Sharing for bi-directional zero copy data integration,” said Michael Kiermaier, vice president of Business Strategy and Operations at Databricks. “Line-of-business teams can now take actions based on insights generated by their data teams, with confidence that their enterprise data is accurate, governed, and secure. As more companies look to create agentic systems leveraging their unified enterprise data, we look forward to working with ServiceNow to help our customers unlock the power of data intelligence.”

The partnership will augment the launch of **Workflow Data Fabric**, which is forging a new generation of AI-fueled productivity for the enterprise. Workflow Data Fabric is an enhanced integrated data layer that unifies business and technology data across the enterprise, powering all workflows and AI agents with real-time, secure access to data from any source. Through the Zero Copy Delta Sharing partnership with established data intelligence leader, Databricks, customers can activate ServiceNow workflows directly within these ecosystems, helping bridge the gap between insights and actions to harness the full potential of their data estate. Enterprise customers now have the ability to combine the power of Databricks’ Data Intelligence Platform and ServiceNow’s Now Platform to take control of their data and put it to work with AI.

Availability

- ServiceNow’s Zero Copy integration with Databricks will be available to joint customers in the coming months.

Additional Information

- Learn how ServiceNow is helping companies connect, understand, and act on data across the enterprise with **Workflow Data Fabric**.

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.

About Databricks

Databricks is the Data and AI company. More than 10,000 organizations worldwide — including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow. To learn more, follow Databricks on [X](#), [LinkedIn](#) and [Facebook](#).

ServiceNow Forward Looking Statements

This press release contains “forward looking statements” about the expectations, beliefs, plans, and intentions relating to releasing a new Zero Copy integration. 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) delays and unexpected difficulties and expenses in executing the partnership or delivering the product capabilities and offerings, (ii) changes in the regulatory landscape related to AI and (iii) uncertainty as to whether sales will justify the investments in the product capabilities and offerings. 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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Media Contacts:

ServiceNow

Theresa Ianni

216-544-6817

press@servicenow.com

Databricks

Lindsay Life

press@databricks.com