

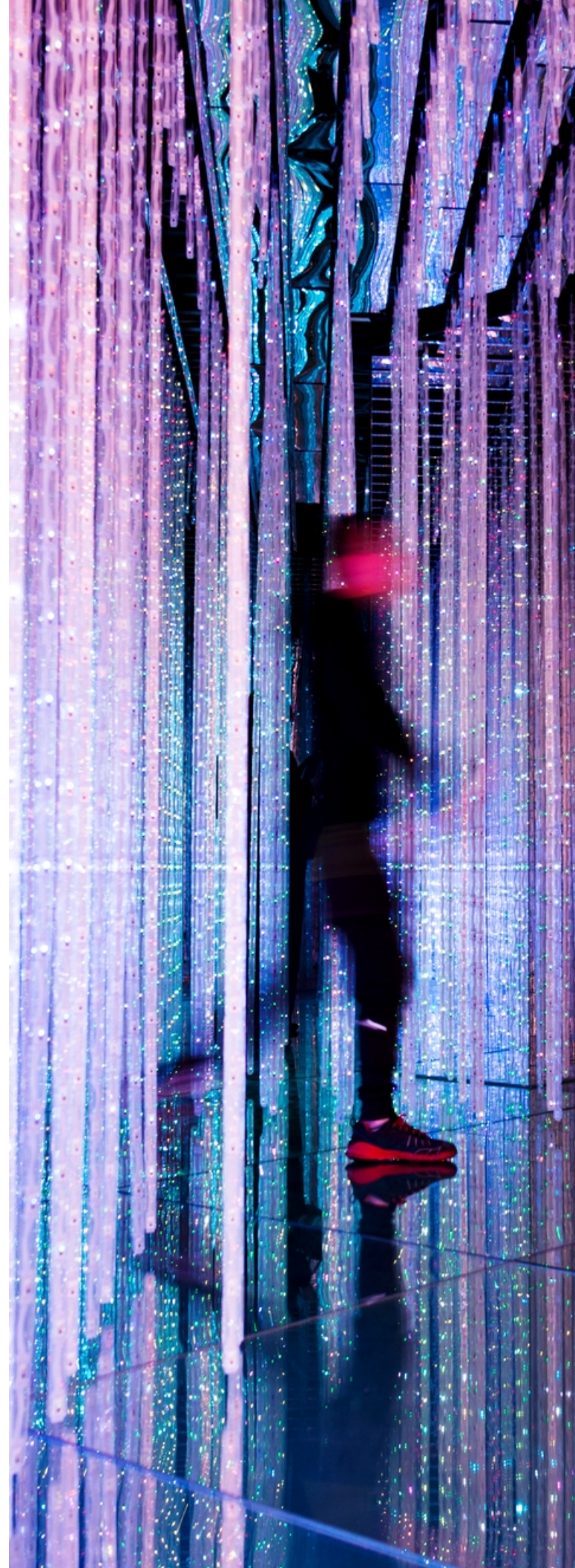
Powering Federal Transformation with GenAI & ServiceNow

Generative Artificial Intelligence (GenAI) is changing the world as we know it – redefining the way we work, connect, and create.

For the last fifteen years, we have used AI to analyze and make decisions based solely on existing data. The exciting advancement of GenAI is its ability to create new data and content from existing information. GenAI mimics human abilities, demonstrating the capacity to converse, synthesize, and generate new ideas – making it a partner in creation.

The GenAI wave is making its mark in businesses and federal agencies alike. Accenture Research estimates that, for public sector organizations, **39% of working hours have a higher potential for automation or augmentation** to help employees focus on more complex tasks.

As agencies embark on their GenAI journeys with ServiceNow, Accenture offers the federal expertise required to navigate intricacies with precision.



The GenAI Federal Landscape

Executive Order 14110 directs federal agencies towards GenAI integration, which presents opportunities for agencies to maximize efficiency and drive competitive advantage.

Integrating GenAI into federal systems comes with a breadth of benefits as well as complexities. As agencies move towards integration, they will need to assess their GenAI readiness and objectives.

Accenture sees the three key considerations on the right as pivotal for federal agencies as they begin their journey.

While these considerations begin the conversation, we know that there are many other factors and variables that will impact GenAI integration at a federal agency.

Accenture has developed a holistic GenAI Integration Assessment to help our federal partners create a personalized GenAI Integration Roadmap.

Key Considerations

1. Data

The data, architecture, and expertise that are required to create a foundation of trustworthy and responsible GenAI use.

2. Design

The human-centered approach that is crucial for GenAI integration to meet customer and employee needs.

3. Security

The security framework needed to defend against malicious, inappropriate, and hostile uses of GenAI.



Cross-Industry Federal Use Cases

As GenAI gains momentum in the public sphere, Accenture has created a non-exhaustive list of its potential ServiceNow use cases for federal organizations to consider.

Document & Report Creation

Efficiently synthesizes comprehensive reports using natural language generation and customizable templates.

Analytics, Reporting, & Decision Support

Streamlines reporting and data processing to aid informed, proactive decision-making.

Hyper-Personalization

Boosts the delivery of hyper-personalized services to end-users based on past interactions.

Customer Service & Multilingual Support

Offers more advanced virtual assistants that can provide immediate, multilingual support for inquiries, eliminating the need for extensive training.

Development Support

Simplifies integration and application development, minimizing downtime and accelerating software delivery timelines.

Adoption Essentials

To get started, federal agencies should consider the following adoption essentials to prepare their ServiceNow instance for GenAI advancements:

Prepare proprietary data

The business value of foundation models increases with the amount of data they are provided, and that makes solving the data challenge an urgent priority for every business. Take a strategic and disciplined approach to acquiring, refining, safeguarding, and deploying data.

Invest in a sustainable tech foundation

Consider requirements for infrastructure, architecture, operating model, and governance structure in order to leverage GenAI and foundation models—keeping a close eye on cost and sustainable resource consumption.

Level up responsible AI

Design the agency's GenAI Integration Roadmap with responsible AI principles as a foundation. Assess the current AI governance model and build in controls to identify risks throughout the organization.



Our Services

Maximizing the benefits and navigating the potential pitfalls of GenAI requires a trusted advisor. Accenture offers technical proficiency, strategic guidance, and innovative adoption practices to set up government clients for long-lasting success.

Data & Applied Intelligence Capability

865 data scientists, engineers, and AI/ML experts applying emerging technologies to federal use cases.

Platforms Capability

1856 low-code platforms experts delivering more effective services with digital platforms and ERP solutions on secure cloud-based technology.

Cybersecurity Capability

639 cybersecurity experts protecting federal systems, ensuring confidentiality, integrity, and availability of networks, devices, data.

Cloud and Engineering Capability

2864 cloud engineering experts providing cloud strategy, implementation, migration, and optimization services.

Responsible AI (RAI)

Accenture, a pioneer in RAI, helps agencies create systematic change focused on risk mitigation, governance, and regulatory compliance.

Federal GenAI Center of Excellence

Designing prototypes, scaling pre-built solutions, and applying models to real-world, federal mission challenges.

Government Futures Lab

Connects innovation, people, and partners to help leaders create a framework for the future and accelerate change across their organization.

FedGPT

Our Federal Generative Pre-Trained Transformer delivers GenAI capabilities tailored to federal needs with explainable, accurate, and traceable outputs.

Innovation at Scale

AFS facilitates the Platform Elevation Lab and Discovery Lab, partnering with federal clients on analytics, automation, and scalable assets.

Strategy and Consulting Capability

1963 experts offering actionable recommendations and unlocking 360-degree value across industries.

Contact

Jessica Bannasch | Associate Director, Platforms

Gino Sferra | Managing Director, Platforms

Accenture Federal Services
digital.platforms@afs.com