

# Messaging for App and Delivery Automation Buying Guide

## Messaging

<p><b>One-liner:</b></p>	<p><b>Respond faster to changing business needs by empowering diverse skillsets with a single App Delivery and Automation platform that connects people, processes, and systems with custom digital workflows</b></p>
<p><b>Value position paragraph</b></p>	<p>Enterprises must modernize processes faster than ever to meet changing market conditions with limited resources to increase efficiency and intelligence while managing risk. Yet, most are struggling with a myriad of manual processes on top of a fragmented landscape of siloed systems of record and islands of automation technology. Intelligent Automation and low-code from ServiceNow empowers developers of all skill levels to build low-code apps fast, digitize and optimize manual or legacy processes, unify the siloes and accelerate automation at scale with a single platform. The ServiceNow Intelligent Automation and low-code solution enables IT teams to set the guardrails to keep the organization safe and oversee the complete automation landscape to uncover new opportunities and track ROI.</p>
<p><b>Key Talking Points</b></p>	<ul style="list-style-type: none"> <li>• Build low-code apps fast and accelerate innovation by expanding your pool of AI-enabled developer talent</li> <li>• Increase the productivity and efficiency of your most skilled developers with the power of low-code and GenAI</li> <li>• Digitize and optimize manual or legacy processes and deliver experiences employees and customers love</li> <li>• Synchronize data across enterprise systems by connecting any system, data, or document to ServiceNow workflows</li> <li>• Unify technology and process silos and accelerate automation at scale with a single Intelligent Automation platform</li> <li>• Apply enterprise standards to govern app quality and data security</li> <li>• Uncover new automation opportunities and track operational health with full visibility into your automation landscape</li> <li>• Accelerate time to value and app dev maturity with personalized insights and KPI/ROI tracking.</li> </ul>
<p><b>25 word copy</b></p>	<p>Intelligent Automation and low code accelerates innovation and elevates experiences by expanding developer capacity and productivity, digitizing processes and unifying siloes while providing vital governance and visibility.</p>
<p><b>50 word copy</b></p>	<p>Is your innovation stalled due to manual or legacy processes and repetitive tasks on top of siloed systems of record and islands of automation technology? The adoption of Intelligent Automation and low code accelerates innovation and elevates experiences by expanding your developer capacity and productivity, digitizing processes and unifying siloes while providing the intelligence, governance, and visibility required to automate at scale.</p>