

AI-Ready Service Delivery & Operations

How to shift from escalation-driven operations to intelligence-driven operations

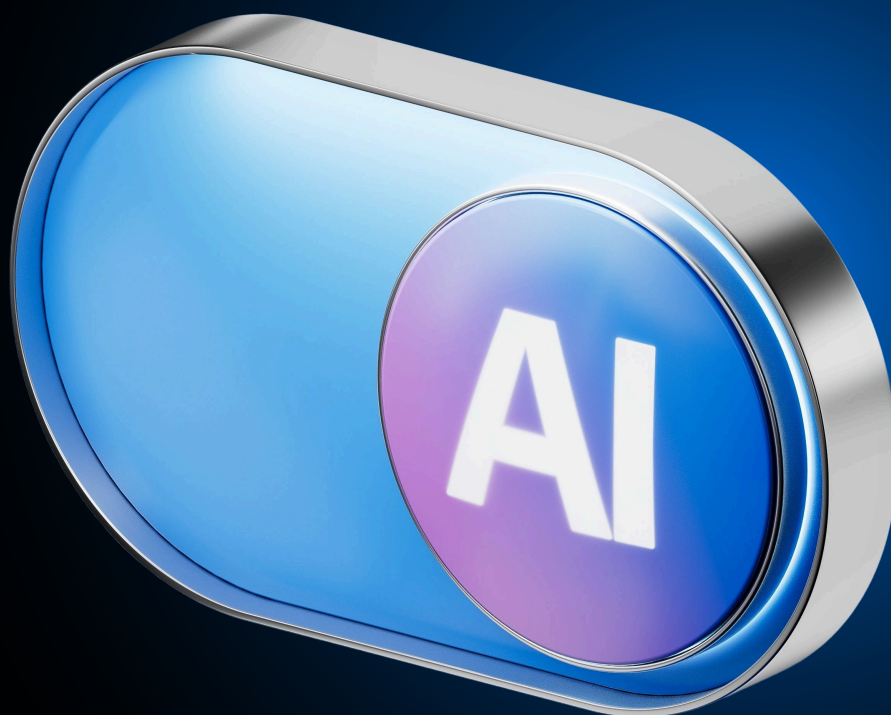


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Most organizations are adopting AI on a foundation that wasn't built to support it. This guide is about changing that.

AI is accelerating change across the enterprise. Digital services are expanding. Hybrid infrastructure is multiplying dependencies. The volume of logs, alerts, configuration changes, and cloud resources is growing faster than IT teams can manage manually.

IT now sits at the center of business performance.

You are expected to deliver more services, keep them always on, reduce risk, control costs, and enable innovation, all at once.

Yet many organizations adopting AI are still operating with disconnected Infrastructure data. Service desks manage tickets in one system. Infrastructure teams manage alerts in another. Dependencies, configurations, and service impact remain fragmented or outdated.

In IT, more data without more clarity does not create control. It creates risk.

If your infrastructure foundation isn't modernized, AI doesn't increase resilience; it amplifies blind spots.

The foundation AI requires is not the foundation most IT organizations have.

To thrive in the AI era, IT leaders must rethink how infrastructure data, service delivery, and operations work together.

In this guide, we explore five practical shifts to:

- 1 Unify service delivery and operations
- 2 Modernize your IT infrastructure
- 3 Build the intelligence foundation AI actually requires

60%

Gartner predicts that through 2026, organizations will abandon 60% of AI projects unsupported by AI-ready data.

Source: [Gartner](#)

Gartner

The reason most AI initiatives struggle in IT is not the AI itself. It is what sits beneath it. Disconnected service delivery and fragmented operations data create the exact conditions that cause AI to fail, with incomplete context, unreliable signals, and automation that accelerates the wrong outcomes. Before asking how to adopt AI, IT leaders must ask whether their operational foundation is ready to support it.

The hidden cost of disconnected service delivery and operations

In today's enterprise, incidents originate from two primary sources: **machines** and **people**.

Infrastructure generates alerts. Users generate tickets. Together, they represent nearly every issue IT teams respond to.

But these signals are rarely unified.

When machine-generated alerts and people-generated incidents live in separate systems, context is lost. Service desks don't see infrastructure dependencies. Operations teams don't see business impact. And change decisions are made without full visibility into service relationships.

Organizations like [Alterra Mountain Company](#) experienced this firsthand. With a complex and disjointed infrastructure, Alterra relied on **11 different systems** to manage support tickets. The result was inefficiency, inconsistency, and operational strain, particularly during peak ski season, when service reliability was critical.



You can imagine how stressful this was during the busy ski season. Our IT resources and time were not being used efficiently, and we knew we had to break these silos.

Christy Cooper,
Senior IT Operations Analyst.

ALTERRA
MOUNTAIN COMPANY

To solve this, Alterra consolidated its fragmented tools onto a unified service management platform, creating a unified platform for service management and operations. By bringing tickets, asset data, and infrastructure visibility together in one system, the IT team gained a clearer view of service dependencies and operational impact. This shift enabled faster issue resolution, improved collaboration across teams, and more consistent service delivery during critical periods.

As AI accelerates change, this disconnect becomes more dangerous.

When data is fragmented:

- **Root cause analysis slows**, extending downtime that costs enterprises thousands of dollars every minute.
- **Downtime lasts longer**, disrupting business-critical services, customer trust, and revenue.
- **Change failures increase**, leading to costly rollbacks and unplanned work.
- **Automation reinforces silos**, scaling inefficiency instead of eliminating it, reducing team productivity and delivery velocity.

When service delivery and IT operations are unified on a shared intelligence foundation, the impact is immediate and compounding. Teams stop working on different pictures of the same problem. Infrastructure signals connect to business service impact. Root cause analysis accelerates because context is already present. And automation, including AI, operates on trusted data rather than assumptions, which means it reduces risk rather than amplifying it.

This is not a tooling upgrade. It is a fundamental change in how IT operates and how the business experiences it.

IT needs a new operating model for the AI era

You've seen the cost of disconnected service delivery and IT operations.

- Fragmented alerts
- Isolated tickets
- Unreliable CMDB data
- Manual change risk assessments
- Automation layered on top of blind spots

The result isn't agility. It's accumulated risk. And in the AI era, that risk compounds faster.

But modernization isn't about replacing tools. It's about redesigning how service and operations work together.

Unification does not happen overnight. It happens in stages. To build AI-ready service operations, IT leaders must move through five deliberate shifts.

“

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It's accumulated risk.
And in the AI era, that
risk compounds
faster.

The 5 stages to AI-ready service operations

Each stage builds on the one before it.

1

Build the foundation—from static assets to living infrastructure intelligence. Establishes the data quality and visibility baseline that everything else depends on



2

Break the silos—unify service and operations on a single intelligence layer. Connects previously disconnected teams and systems



3

Get ahead of failure—shift from reactive response to prevention-first operations. The first tangible payoff of unified, intelligent infrastructure



4

Amplify your team—embed AI into the workflows that matter most. AI augments people in specific, high-value service moments, not a vague “transformation.”



5

Lead the business—turn IT operations into a strategic growth engine. Repositions IT from a cost center to a boardroom-ready value driver

STAGE 1

Build the foundation—from static assets to living infrastructure intelligence

Establishes the data quality and visibility baseline that everything else depends on

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Every CIO wants AI-driven service operations. But AI without infrastructure intelligence amplifies risk.

Modern IT environments are dynamic, distributed, and constantly changing. Hybrid infrastructure, cloud resources, containers, APIs, and third-party integrations create complex layers of dependencies that cannot be understood through static asset tracking alone. Yet many organizations still rely on traditional approaches designed to answer a simple question: What do we own?

What modern service operations require is something different: How does our infrastructure actually operate? Most organizations believe they have visibility. In reality, what they have is fragmented visibility:

- Periodic discovery scans
- Static CMDB records
- Incomplete service maps
- Manual change risk assessments

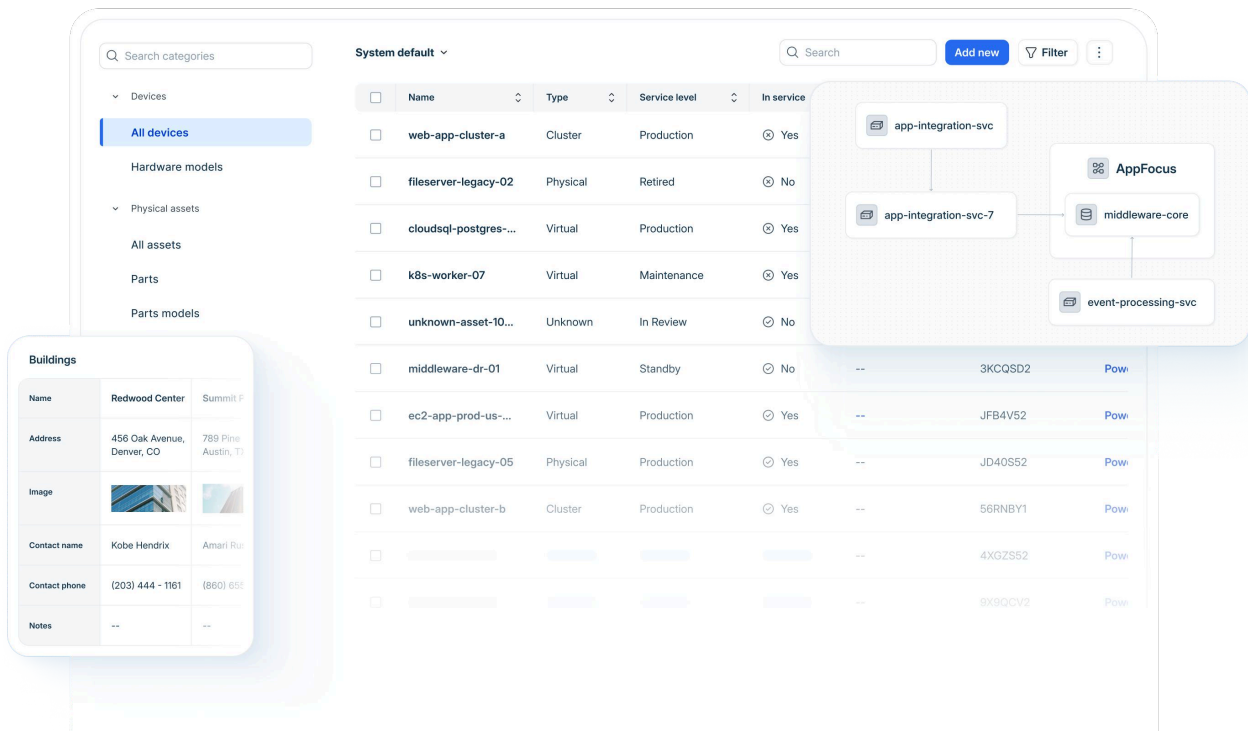
This is not intelligence. It is an approximation. As AI and automation accelerate decision-making, incomplete infrastructure data does not improve performance; it increases exposure.

To support AI-ready service operations, organizations must move beyond static asset tracking and establish Infrastructure Intelligence.

Establishing infrastructure intelligence with IT Asset Management (ITAM)

Stage 1 of AI-ready service operations is not about adding more automation. It is about establishing IT Asset Management (ITAM) as the foundation that makes automation and AI dependable and effective.

IT Asset Management creates a continuously validated understanding of infrastructure assets, configurations, and service dependencies. Instead of relying on static CMDB records or periodic discovery scans, organizations gain an accurate and connected view of how infrastructure supports business services.



With IT Asset Management (ITAM) in place, the infrastructure context is embedded directly into ITSM and ITOM workflows. Change decisions become risk-aware. Service impact becomes clearer. And AI recommendations are grounded in trusted data rather than assumptions.

New Balance recognized that sustainable growth required more than incremental process improvements. It required a stronger operational foundation. This is the shift from static visibility to living intelligence.



We wanted a single source of truth for all of our inventory assets...so we can actually see what business services depend on.

Markus Gaulke,
Platform Manager, New Balance



63%

Source: [Gartner](#)

Gartner® reports that 63% of organizations either lack or are unsure about having the right data management practices for AI—highlighting a major barrier to AI success.”

Gartner

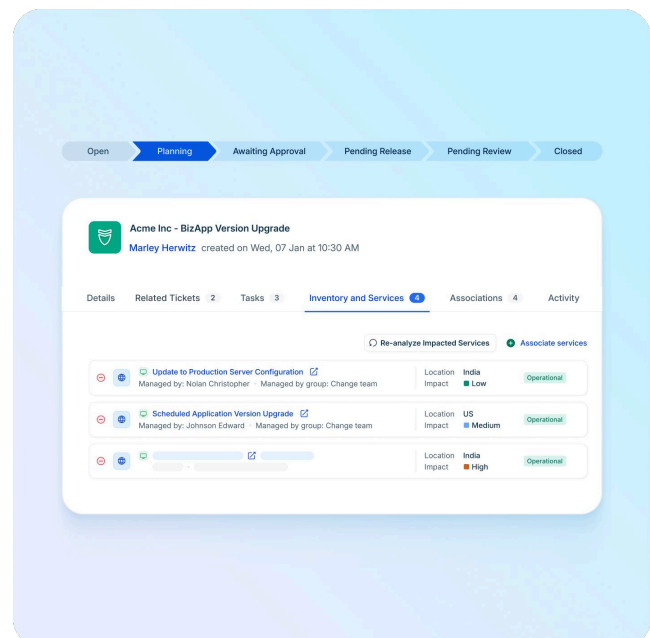
Why IT Asset Management changes everything

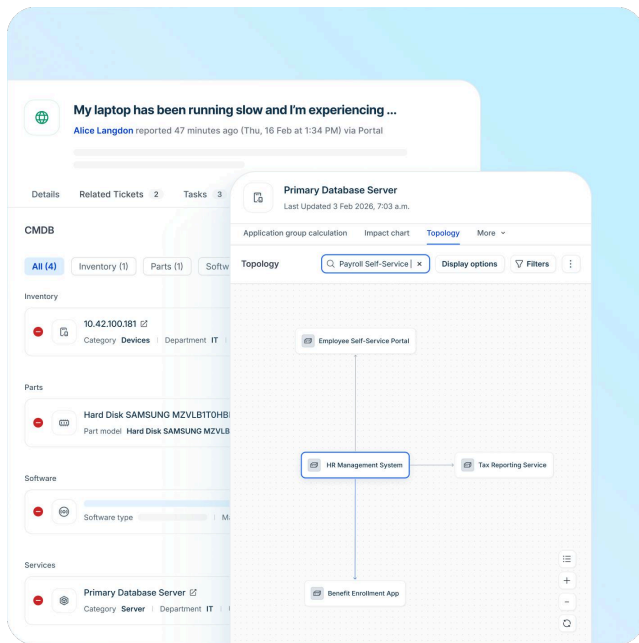
Establishing IT Asset Management (ITAM) is not a configuration exercise. It is a fundamental shift in how IT operates.

When infrastructure data is continuously validated and embedded into service workflows, decision-making across IT begins to change fundamentally. Shared data on a unified platform replaces fragmented records. Visibility becomes dependable. Context becomes actionable.

Shared data on a single platform is vital

Change management evolves first. Instead of relying on static CMDB records or manual risk assessments, service dependencies are understood clearly, and infrastructure impact is evaluated before approvals are granted. Change windows reflect the actual service risk. Blind spots narrow. Rather than reacting to disruption, teams begin preventing it.





Incident response transforms as well. Alerts and service desk tickets are no longer isolated signals; they are connected to accurate service relationships. Root cause analysis accelerates because the infrastructure context is already available. Collaboration improves when teams work from the same source of truth. Instead of investigating symptoms across disconnected tools, teams resolve underlying causes with clarity and speed.

Automation becomes safer and more effective. Automation layered on incomplete data increases exposure. With ITAM in place, AI recommendations are grounded in trusted infrastructure data.

IT Asset Management is no longer just a visibility tool at this point; it becomes the intelligence layer the rest of IT operates from. Change management, incident response, and automation all improve because they are drawing from the same trusted, continuously updated source of truth. That foundation is what makes the next step possible: connecting Service and Operations into a single, coordinated system.

Infrastructure intelligence is the foundation. But a foundation alone does not deliver resilience; that requires connecting it to the people, processes, and workflows that run your business. That is where Stage 2 begins.

STAGE 2

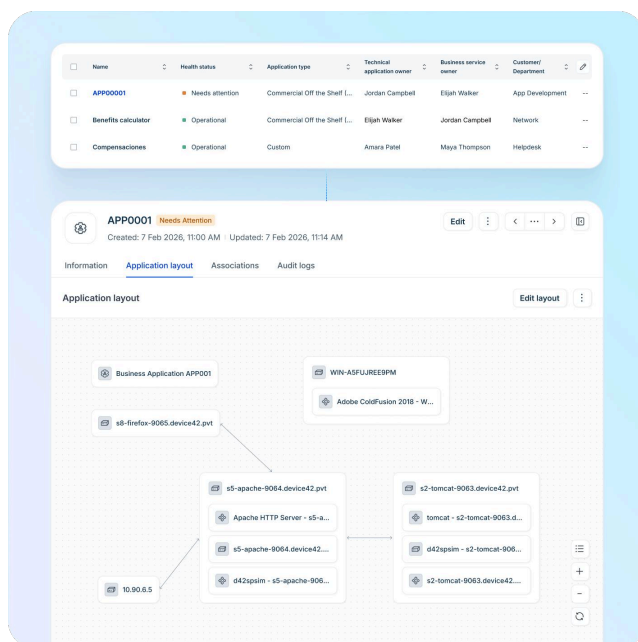
Break the silos—unify Service and Operations on a single intelligence layer

Connects disconnected teams and systems

For years, IT service management (ITSM) and IT operations management (ITOM) have operated in parallel. Service desks manage tickets in one system. Operations teams monitor alerts in another. Incidents originate from both people and machines, yet the signals rarely converge. Context is fragmented. Diagnosis slows. Change risk increases.

With a trusted intelligence foundation in place, these workflows can finally operate as one coordinated system.

Unification does not mean replacing tools. It means connecting human workflows and machine-generated signals on a shared infrastructure context. Alerts, incidents, changes, configurations, and service dependencies become part of a single operating model rather than separate streams of activity.



When a machine-generated alert fires, it is immediately correlated to business service impact. When a user reports an incident, infrastructure dependencies are already visible in the record. Service desk teams understand what sits behind the issue. Operations teams understand what the business is feeling. Change approvals reflect actual service relationships, not static assumptions made weeks earlier.

The result is operational alignment, a state where service desk and operations teams are no longer working from different pictures of the same problem. They share context, share accountability, and move toward resolution together rather than across organizational boundaries.

Friction between teams decreases. Escalations reduce. Root cause analysis accelerates. Collaboration becomes proactive rather than reactive. Instead of asking, “Which team owns this?” organizations begin asking, “How does this affect the service, and what is the fastest path to resolution?”



How to operationalize unification

- **Connect alerts and incidents to a shared service context.**

When a monitoring signal fires, teams should instantly see which business service is affected, not just which server. This means ensuring your alerting, ITSM, and infrastructure data all reference the same service relationships so impact is understood in seconds, not after a bridge call.

- **Embed infrastructure intelligence into ITSM workflows.**

Agents should never have to leave an incident or change record to understand what sits behind it. Asset configurations, dependency maps, and recent change history should surface automatically within the workflow, reducing diagnosis time and eliminating the context-switching that slows resolution.

- **Standardize what both teams see.**

Operations and service desk teams should work from an identical view of service dependencies and live operational events. When both teams share the same picture, the conversation shifts from "What do you see on your end?" to "Here is what we are dealing with—what is the fastest fix?"

- **Treat machine and human signals as one data stream.**

Alerts, logs, and user-reported tickets should feed into a single correlation layer. Patterns that would otherwise stay hidden across siloed tools become visible earlier—and earlier visibility means faster root cause identification before incidents escalate.

This is the turning point where intelligence becomes execution.



Today, every asset in the organization gets tracked on Freshservice, with asset management built into every service request....The visibility has enabled a centralized hierarchy system that allows pinpointing the impact of asset failures and planning the impact of change rollouts.

- [Probe CX](#)



Unifying ITSM and ITOM transforms IT from a collection of specialized functions into a coordinated, service-centric operating model. But unification is not the destination, it is the enabler.

When service workflows and infrastructure intelligence operate as one system, IT no longer waits for disruption to respond. The organization can begin anticipating impact before users experience it. And that shift leads directly to the next stage: moving from reactive response to prevention-first operations.

STAGE 3

Get ahead of failure—shift from reactive response to prevention-first operations.

The first tangible payoff of unified, intelligent infrastructure

When service workflows and infrastructure intelligence operate as one system, IT no longer waits for disruption to respond. It begins anticipating impact before users experience it.

Traditional IT operating models are built around reaction. An alert triggers investigation. A ticket signals a problem. A change is reviewed using static data. Even with automation in place, the posture remains reactive if decisions are driven by incomplete context.

With unified workflows grounded in trusted infrastructure intelligence, that posture begins to shift.



A fire department cannot protect a city without precise location data and early warning signals. IT Operations is no different. With accurate, connected infrastructure data, ITOM becomes predictive – anticipating risk and reducing change failure before disruption occurs. Data integrity turns IT Operations from reactive firefighting into proactive resilience.



Robert Ross,
Senior Director, Product Management,
FireHydrant, A Freshworks Company



Patterns surface earlier. Service dependencies are understood before outages occur. Risk is evaluated before changes are introduced. Signals across alerts, logs, and tickets are correlated to identify emerging issues before they escalate into business disruption.

But moving from reactive response to prevention-first operations also requires deliberate changes in how teams operate.

- **Start with continuously updated infrastructure visibility.**

Proactive operations begin with an accurate, continuously updated understanding of infrastructure assets and their relationships to business services. When discovery, configuration data, and service dependencies are maintained in real time on a unified platform, teams gain the context needed to detect potential issues before they escalate.

- **Prioritize by service impact, not alert volume.**

In complex environments, not every signal deserves the same response. The question is not how many alerts are fired, it is which ones threaten a service the business depends on. Correlating signals against live service dependency maps allows teams to immediately separate critical risk from background noise and direct attention where it actually matters.

- **Anticipate change risk before it becomes incident risk.**

Anticipate change risk before it becomes incident risk. Every change introduced into a live environment carries the potential for unintended disruption. With infrastructure dependencies mapped and continuously validated, teams can model the blast radius of a proposed change before it is approved, identifying conflicts, affected services, and downstream risks that static change records would never surface. Prevention-first operations treat change management as a risk reduction discipline, not an approval formality.

- **Use historical intelligence to resolve issues faster.**

Turn historical incident data into forward-looking intelligence. Every resolved incident contains information about how your environment fails. When incident, problem, and change records are connected on a shared platform, patterns become visible across time, with recurring root causes, high-risk configuration states, and change combinations that repeatedly precede failure. Teams stop treating each incident as a new problem and start recognizing the signatures of problems before they fully materialize.

- **Automate early detection and response.**

Automation should not only resolve incidents, it should also detect early signals of disruption. By applying analytics and machine learning to operational data, organizations can surface anomalies earlier, reduce alert noise, and trigger preventative actions before users experience impact.

Prevention-first operations do not eliminate incidents entirely, but they significantly reduce their likelihood, scope, and severity. Instead of resolving failure after impact, teams work to reduce the probability of failure in the first place. Instead of restoring service, they protect it.

The results are measurable and compounding. Change failure rates decline as decisions are made with accurate dependency data rather than assumptions. Detection improves because signals are correlated earlier across a unified system rather than investigated in isolation. Service stability increases as recurring root causes are identified and resolved permanently rather than patched repeatedly. And operational stress decreases—not because IT teams work harder, but because they are no longer operating blind.

Teams that once spent the majority of their capacity responding to disruption begin redirecting that capacity toward strengthening the environment. Firefighting gives way to engineering. Reaction gives way to foresight.

Unification made coordination possible. Prevention-first makes resilience sustainable. And once IT operates with this level of foresight, the organization is prepared for the next transformation: embedding AI and automation into context-rich workflows rather than layering them onto blind spots.



The Freshservice implementation for operations management has unlocked several layers of operational efficiency for the NOC. The reduction in alert noise has been phenomenal. We are no longer constantly firefighting and can instead proactively work toward making our 24/7 NOC and SRE functions increasingly resilient and scalable in step with Freshworks' growth.



Sreedhar Gade,
Vice President, Engineering



Source: [Freshworks](#)

STAGE 4

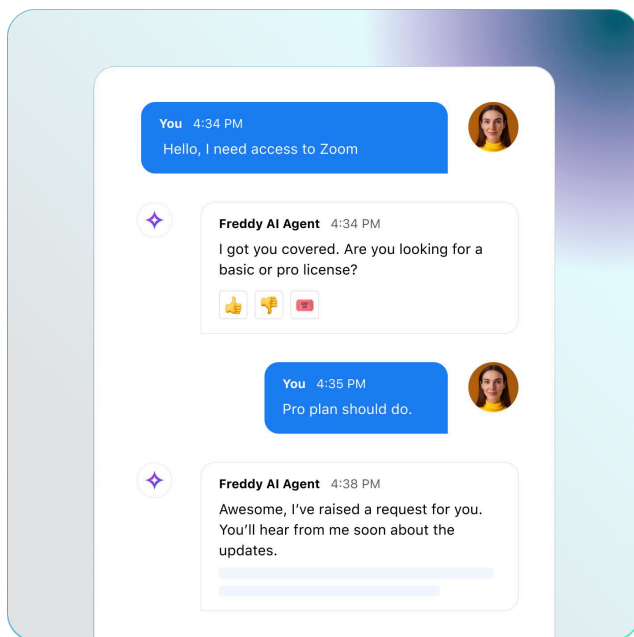
Amplify your team—embed AI into the workflows that matter most

AI grounded in infrastructure intelligence accelerates resolution. AI without it accelerates noise.

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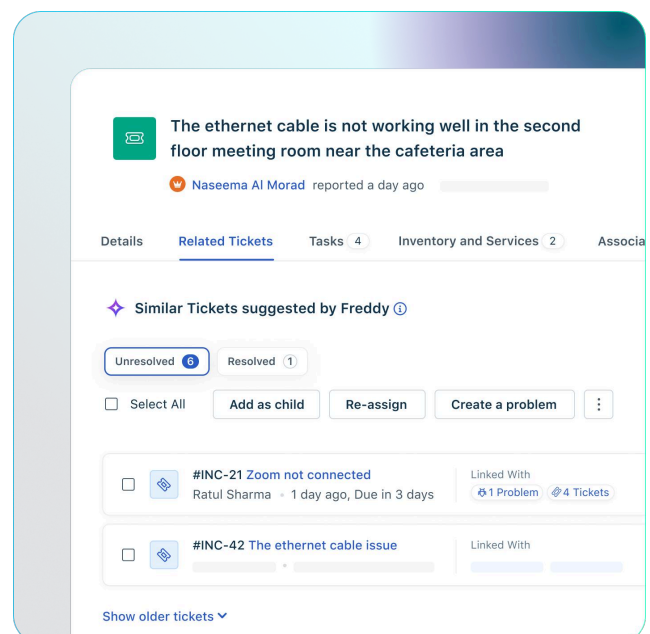
By this stage, operations are prevention-first. Infrastructure intelligence is established. ITSM and ITOM workflows are unified. Now AI can be scaled across the workflows that matter most. AI without context accelerates noise. AI grounded in infrastructure intelligence accelerates resolution.

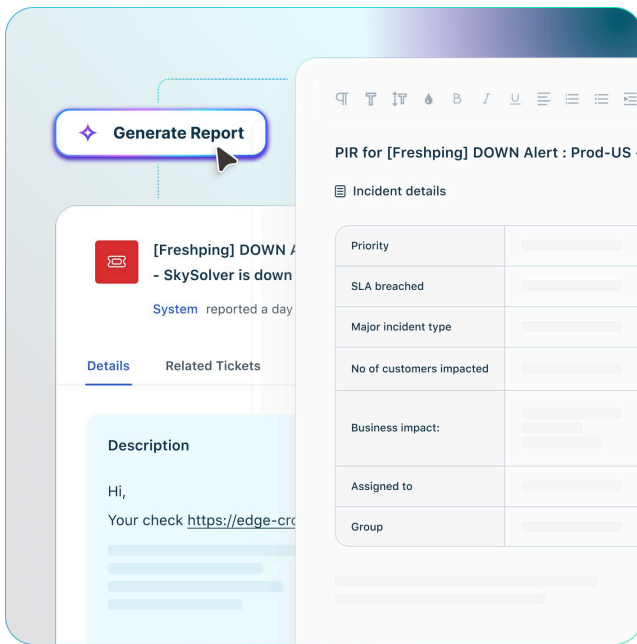
When IT Asset Management (ITAM) powers your Service Operations foundation, AI operates with full awareness of service dependencies, asset relationships, and validated configuration data. It no longer works in isolation; it works within a governed, intelligence-driven environment where every recommendation is anchored to validated data.



Service requests become intelligent fulfillment workflows. AI agents interpret user intent, validate entitlements against current configuration data, and automatically initiate the appropriate fulfillment path, without requiring human triage at every step. Because infrastructure intelligence is embedded into the process, automation remains controlled and risk-aware. Requests that once required manual routing and back-and-forth clarification are completed in minutes rather than hours, with full audit trails maintained throughout.

Incident resolution becomes context-aware. AI surfaces similar historical incidents tied to the same assets or service dependencies, allowing teams to recognize patterns immediately. Root cause analysis accelerates because infrastructure relationships are already connected to the issue. Instead of investigating symptoms across disconnected systems, teams act on informed insight from the start.





Post-incident reporting becomes a byproduct of resolution, not a burden after it. AI-generated summaries draw from validated service relationships, correlated tickets, and resolution data to produce accurate, complete documentation automatically. Impact is correctly scoped. Associated assets are properly identified. Compliance trails are maintained without manual effort. What once consumed hours of engineer time after a major incident is handled intelligently, allowing teams to move forward rather than look back.

The practical impact of context-rich AI is already measurable for organizations that have made this shift. [Smartsheet](#) embedded AI-assisted service capabilities directly into the tools their employees already use, Slack and Freshservice, allowing staff to resolve routine requests without ever opening a ticket. Knowledge base content was surfaced automatically, self-service completion rates increased, and the volume of requests reaching IT teams dropped significantly. The result was not just faster service, it was IT capacity redirected toward work that actually required human judgment.

“

It used to take up to four hours to provision software. Now we're able to provision it within minutes.

Logan Jacobson,
Manager of Technology Asset Management, Smartsheet



That shift from hours to minutes is not a technology story. It is what happens when AI operates with full awareness of the environment it is working in and the people it is working alongside.

STAGE 5

Lead the business—turn IT Operations into a strategic growth engine

Repositions IT from a cost center to a boardroom-ready value driver

By the time organizations reach Stage 5, Service Operations has evolved beyond operational efficiency into strategic enablement. Infrastructure intelligence is established. ITSM and ITOM workflows operate as one. Operations are prevention-first, and AI is embedded into context-rich processes.

For most of the previous four stages, success has been measured in operational terms: faster resolution, fewer incidents, and safer changes. Those metrics matter. But at Stage 5, the frame shifts. The conversation moves from the service desk to the boardroom. IT leaders who have built this foundation are now positioned to speak the language of business outcomes: resilience, agility, cost efficiency, and growth enablement. The goal is not just to demonstrate that IT is running well, it is to demonstrate that the business runs better because of how IT operates.

At this stage, IT leaders should begin measuring how Service Operations contribute to business outcomes, not just operational activity.

Instead of focusing only on how quickly tickets are resolved, track how reliably IT supports business continuity and innovation.

The shift from operational IT to strategic IT is not abstract—it shows up in metrics the business already cares about. Fewer unplanned disruptions mean more reliable delivery of the services customers and employees depend on. Faster, safer change execution means the business can move at the speed the market demands. Reduced operational overhead means IT investment flows toward innovation rather than incident recovery. And when IT teams are no longer consumed by firefighting, they become active contributors to the digital initiatives that drive growth.

“

At this stage, IT leaders should begin measuring how Service Operations contribute to business outcomes, not just operational activity.

These are not IT metrics dressed up in business language. They are outcomes that belong in a board-level conversation about resilience, competitiveness, and long-term value creation.

At this stage, Service Operations become more than a support function, they become a strategic advantage. Organizations that successfully scale this maturity should begin seeing measurable improvements.

What strategic service operations looks like in practice



Unplanned downtime

Critical services remain available. Business continuity becomes a measurable, defensible commitment rather than a best-effort outcome.



Service resilience

Risks are identified and resolved before users experience them. Reliability becomes a competitive differentiator, not just an operational target.



Change failure rate

Deployments succeed because decisions are made with full infrastructure context. The business moves faster with less risk, not more.



Operational efficiency

Automation and AI handle the work that does not require human judgment. IT teams redirect their capacity toward the work that does.



Cost predictability

Redundant assets are identified. Infrastructure investment is optimized. Finance has clearer visibility into what IT costs and why.



Innovation capacity

When IT is no longer consumed by reactive operations, it becomes a partner in delivering new digital capabilities. Speed to market improves. Strategic initiatives get the support they need.

The organizations that will lead their industries over the next decade are not the ones that simply adopt AI—they are the ones that build the operational foundation that makes AI dependable, the workflows that make it effective, and the culture that makes it sustainable.

That foundation begins with infrastructure intelligence. It scales through unified operations. It matures through prevention-first practices. And it reaches its full potential when AI is embedded into every context-rich workflow that drives service delivery.

The five stages in this guide are not a technology roadmap. They are a leadership journey from managing IT as a function to leading it as a strategic asset.

The question is not whether your organization needs AI-ready Service Operations. It is how quickly you are prepared to build it.



Freshservice powers AI-ready Service Operations with IT Asset Management

The five stages in this guide represent a deliberate progression from fragmented infrastructure visibility to a unified, intelligence-driven operating model where IT becomes a strategic asset to the business. Each stage moves IT closer to an operating model that is resilient, prevention-first, and aligned with what the business actually needs.

That progression requires a platform built to support it at every stage, one that grounds every decision, recommendation, and automation in trusted infrastructure intelligence. That is what Freshservice is built to do.

Freshservice powers AI-ready Service Operations by embedding IT Asset Management (ITAM) at its core.

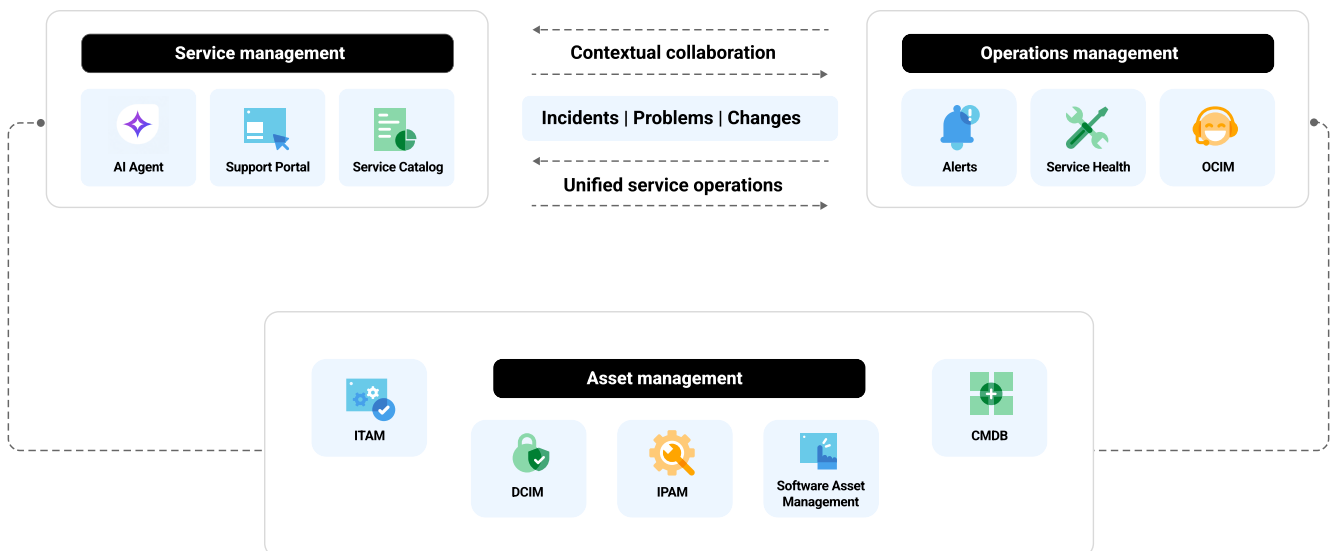
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Proactive ServiceOps: Uncomplicating IT, Together

Unifying IT service, infrastructure operations management for excellence in delivery of digital business services



- Change decisions become impact-aware.
- Incidents are resolved in context.
- Automation operates within validated guardrails.
- AI recommendations are grounded in trusted data.

Freshservice's AI layer, Freddy AI is designed to operate on top of this intelligence foundation rather than independently of it. This distinction matters. AI that works without infrastructure context generates suggestions based on pattern matching alone. Freddy AI works with full awareness of live service dependencies, validated configuration data, and historical incident relationships which means its recommendations are grounded in how your environment actually operates, not how it was documented months ago.

In practice, this means Freddy AI surfaces similar historical incidents tied to the same assets and service dependencies, generates accurate post-incident reports automatically, automates service request fulfillment within validated guardrails, and guides agents with contextual awareness at every step of resolution.

The result is not just faster ticket resolution. It is a unified, intelligence-driven operating model where Service Operations become resilient, prevention-first, and strategically aligned with business outcomes.

As enterprises scale AI adoption, the differentiator will not be how much automation they deploy but how strong their infrastructure intelligence foundation is.

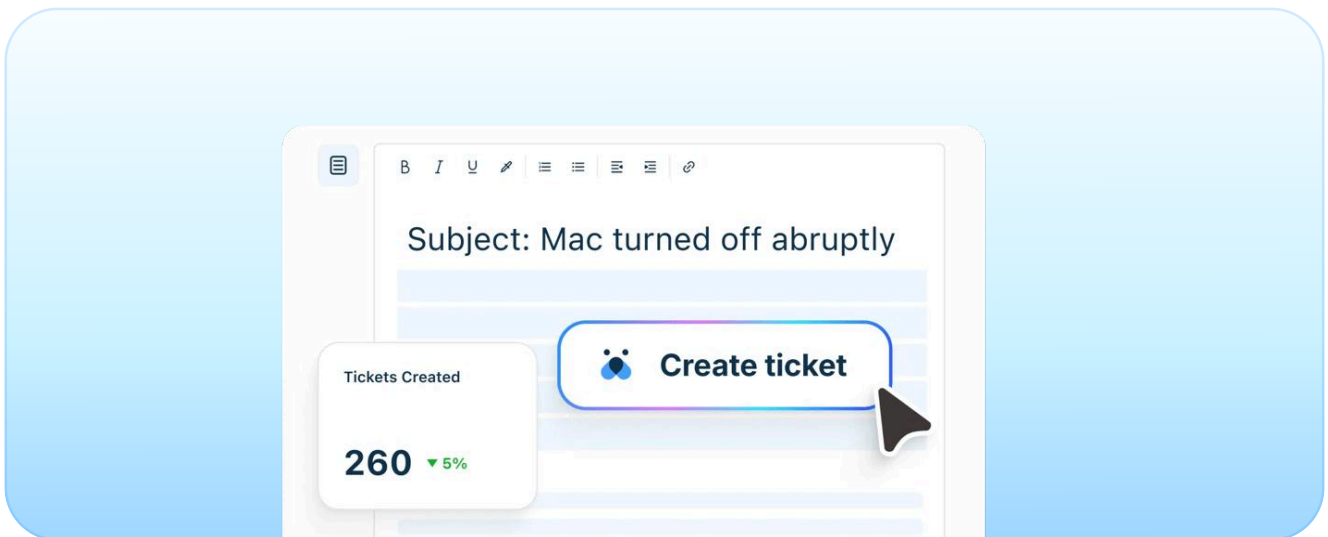
Freshservice, powered by IT Asset Management, is built for that foundation as the operational backbone for AI-ready Service Operations at enterprise scale.

The organizations that will define the next era of IT are not waiting for AI to mature. They are building the foundation that makes AI dependable today and expanding its impact tomorrow.

The journey across these five stages is yours to lead. Freshservice is built to make every stage of it possible.

About Freshservice

[Freshservice](#) is a modern, AI-powered, unified IT management platform that is easy to deploy, implement and maintain. Freshservice enables IT and business functions to scale with enterprise-grade ITSM, ITAM, ITOM, and ESM without the burden of high costs, complexity, or lengthy implementations that come with traditional tools. Freshservice comes with secure, trusted, and native AI copilots and AI agents to delight employees, supercharge operational efficiency, and drive bottom-line savings. Trusted by 18,000+ customers globally, Freshservice drives faster resolution times, higher employee satisfaction, and reduced operational costs, making IT a strategic enabler for business growth.



About Freshworks

Freshworks Inc. (NASDAQ: FRSH) provides people-first AI service software that organizations use to deliver exceptional customer and employee experiences. More than 74,000 companies, including American Express, Bridgestone, Databricks, Fila, Nucor, and Sony choose Freshworks' uncomplicated solutions to increase efficiency and loyalty. For the latest updates, visit www.freshworks.com and follow us on [Facebook](#), [LinkedIn](#), and [X](#).



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