

A black and white photograph of a woman in a call center headset, looking intently at a server rack. She is holding a cable and appears to be working on the equipment. The background is dark with some bokeh light effects.

Deloitte.

THE RIPPLE EFFECT

Stories of purpose and lasting impact

Rewriting the migration playbook... with a little help from a friend

How do you shift a hodgepodge legacy library of 3,000 knowledge base articles into a new ITSM system without the manual grind? (Hint: AI.)

CLEANER ARTICLES. BETTER SEARCH. FASTER SUPPORT. HAPPIER TEAMS.

THE SITUATION

In the early days of the telephone, you couldn't just call someone—you spoke to an *operator*, and they'd manually connect your line to the line of the person you wanted to reach. The new technology was better than its predecessor, but it was still time- and labor-intensive, so for a while it was hard to scale.

Fast-forward a century and a half, and a similar dynamic was at play at a global health insurance provider. The company was migrating to [ServiceNow](#) as part of an [IT service management](#) transformation and needed to bring along its knowledge base of some 3,000 articles too. While the always-on digital library was better than its predecessor, articles were still written and maintained manually and spanned an organic hodgepodge of platforms and file types. This library—like many important but non-urgent tasks—rarely received consistent attention; managing and accessing it had become more time- and labor-intensive than it needed to be, while the lack of standardization made it hard to scale.

The good news was that the ServiceNow implementation would provide standardization and scale; the less good news was that each article would first need to be normalized to fit its requirements. That meant aligning the different ways of handling article fields (like title, author, or category) to ensure usability. It meant mapping disparate article types (like FAQs, policies, or how-tos) to distinct templates to affirm proper categorization. Applying consistent HTML formatting to boost article readability and user experience. Adding summaries and keywords to improve library search and discoverability.

And to fit the new system, each of those 3,000 articles needed something slightly different.

Cold comfort to the company's operations leaders, but this is a common challenge; many large organizations using cloud-based platforms face similar difficulties with comprehensive, accessible knowledge repositories. But just as automated switchboards meant no more operators, [Generative artificial intelligence \(GenAI\)](#) can mean automating traditionally manual processes into automated, scalable operations.

Enter Deloitte's [ServiceNow](#)-certified AI Team.



THE SOLVE

ServiceNow does offer an AI-enabled capability for knowledge articles, but in practice it's limited—and it wasn't built to handle the kind of high-volume article migration in question. Given the scale of the move and the constraints of the target environment, the team recommended Sage, Deloitte's purpose-built knowledge-article AI agent, to carry this workflow end to end and help ensure the migration is both efficient and consistent.

Once deployed on the company's cloud, Sage used GenAI to automatically process thousands of legacy articles, then modify them. The agent analyzed and assessed each article's content, in some cases rewrote portions, then placed them into the proper article-type template. But that's not all. Sage standardized formatting by converting all articles to HTML, and improved search functionality and discoverability by generating new metadata—unique summaries and assigned keywords—for each article. And following behind for quality control: an additional custom-built AI validation agent, Valerie, vetting Sage's work before passing it to the humans on the client side for final review.

The kicker? Estimates projected that if the company migrated these articles using the old, manual approaches, they'd take 60–90 minutes each.

In real life and in real time, Sage came in at under three minutes each.

**BUSINESS-CRITICAL MIGRATION ACCELERATED 30X
WITH AI-POWERED PRECISION**

THE IMPACT

Fast isn't useful if it's sloppy, but more than 98% of articles processed cleanly on the first pass, which meant the company could trust what was being migrated, with the accelerated processing time reducing months of manual work into something that could (and did) get done. In short order, the people accountable for knowledge base articles could work on things more impactful than copying, pasting, and migrating content all day.

The difference for employee "customers" was immediate, too: They could find what they needed quickly, instead of hunting and pecking the old way. The AI-generated summaries and keywords made articles clearer and more concise, so people spent less time searching and more time solving problems—the kind of improvement that shows up in daily work, with small moments saved adding up across the whole organization.

But the real payoff came from how the library connected to the rest of the organization's operations once it was in ServiceNow. IT support teams, for instance, could now pull up relevant knowledge articles right in the middle of working a case—something they couldn't do before. And because the solution integrated with the company's existing Azure setup, it created a foundation that could scale. More articles in the future? Not a problem. No need to proportionally increase the manual effort.

And no need to call an operator.



AN AI ASSIST TRANSFORMS MONTHS OF
MANUAL WORK INTO DAYS

LET'S CONNECT.

Do these challenges sound familiar?



SAMEER KHAN

Principal

Deloitte Consulting LLP

samekhan@deloitte.com



CHRIS MARTIN

Senior Manager

Deloitte Consulting LLP

christopmartin@deloitte.com



RICHARD HORWITZ

Manager

Deloitte Consulting LLP

rihorwitz@deloitte.com



About this publication

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser.

Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2026 Deloitte Development LLC. All rights reserved.