Lutech becomes the first ServiceNow Center of Excellence in the EMEA South area

The CoE brings the platform's latest innovations into customers' processes, from agentic AI to hyperautomation, with certified expertise and faster release times

Milan, November 16, 2026 – Lutech, a leader in Italy in digital and AI services and solutions and a ServiceNow Elite Partner, announces its ServiceNow Center of Excellence (CoE), the first in the EMEA South area, which covers the Middle East and Southern Europe (Italy, France, Iberia, Greece, Israel). The initiative was created to help organizations bring the platform, and its most advanced new features, into everyday processes: from IT request management to customer service, all the way to the employee experience.

In large organizations, work crosses dozens of functions, sites and systems, and every handoff from one area to another is a point where timelines, responsibilities and visibility risk being lost. ServiceNow gives these processes a single point of orchestration: an IT support request, the onboarding of new employees and the handling of customer reports all follow the same flow, with clear roles, shared rules and a single view of what is happening, even when they involve multiple departments and existing systems. With agentic AI and automation, many repetitive tasks are handled by the platform, and people can focus on high-value activities and judgment-based assessments.

At this scale, the value of a platform depends on adoption: on how many functions and people actually use it in their processes and on how quickly new features reach their destination. A feature that is available but not adopted remains an untapped opportunity. Lutech's Center of Excellence was created to close this gap. By working in direct relationship with ServiceNow, it closely follows the platform's evolution and tests its new features, helping customers understand which ones are relevant to their business and introduce them while they still represent an advantage. Activities focus in particular on agentic AI and CRM projects.

"With the ServiceNow Center of Excellence, Lutech positions itself as the partner of choice for companies that want to bring the platform's innovation directly into their business processes, leveraging specialized expertise, AI and methodologies geared toward fast, measurable value," said Giorgio Ancona, Chief Delivery Officer at Lutech.

"ServiceNow is thrilled to extend its important partnership with Lutech across Southern Europe with this Center of Excellence, the first of its kind, to offer in-depth expertise in AI, Security and CRM, as well as tailored local know-how for our customers," said Samih Moussly, Area Vice President, Partners & Channels, ServiceNow Southern Europe, Middle East & Africa.

At the heart of the CoE is a dedicated team of certified professionals, specialized in cross-functional processes and in integrating the platform with the application ecosystem already in place in the company, from enterprise management systems to customer relationship systems. This is where the difference is made in a large group: a customer request involving customer service, IT and operations, or a new

hire connecting human resources, systems and security, only works if systems talk to each other and governance rules are shared. Agile methodologies and preconfigured assets make it possible to start projects on already consolidated foundations, reduce release times and make the return on investment visible from the earliest stages.
The CoE combines a local presence, with knowledge of companies' contexts and needs, with ServiceNow's global vision. With this initiative, Lutech strengthens its offering on the platform and its ability to support businesses in high-impact transformation projects.

Press Contacts

Lutech Group

Alice Di Prisco
+39-333-429-5792
alice.diprisco@lutech.it

Sara Antonelli
+39-338-615-2813
sara.antonelli@lutech.it

About Lutech Group

Lutech Group, a leader in Italy and a European player in digital technologies and artificial intelligence, designs, develops and manages solutions for the digital transformation, innovation and growth of companies and institutions, leveraging in-depth knowledge of the specific processes of different industries. With 6,000 professionals and a turnover of 1 billion euros, Lutech Group drives change through an approach in which business consulting, execution and governance maximize business results, offering a complete and integrated proposition. Lutech expands and updates its portfolio of solutions and services through strategic acquisitions and continuous investment in people, platforms and geographic markets.

For more information, visit www.lutech.group

Press Office
Golin Ketchum: lutech@golinitaly.com / 02 89041650
Valentina Generali: vgenerali@golinitaly.com / 338 8448469
Morgana Lupica: morgana@golinitaly.com
Eugenio Giagoni: egiagoni@golinitaly.com