



Put Responsible AI to Work for You

Authored by Riddhi Mody
Product Manager





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INTRODUCTION

AI is Changing the Way We Work

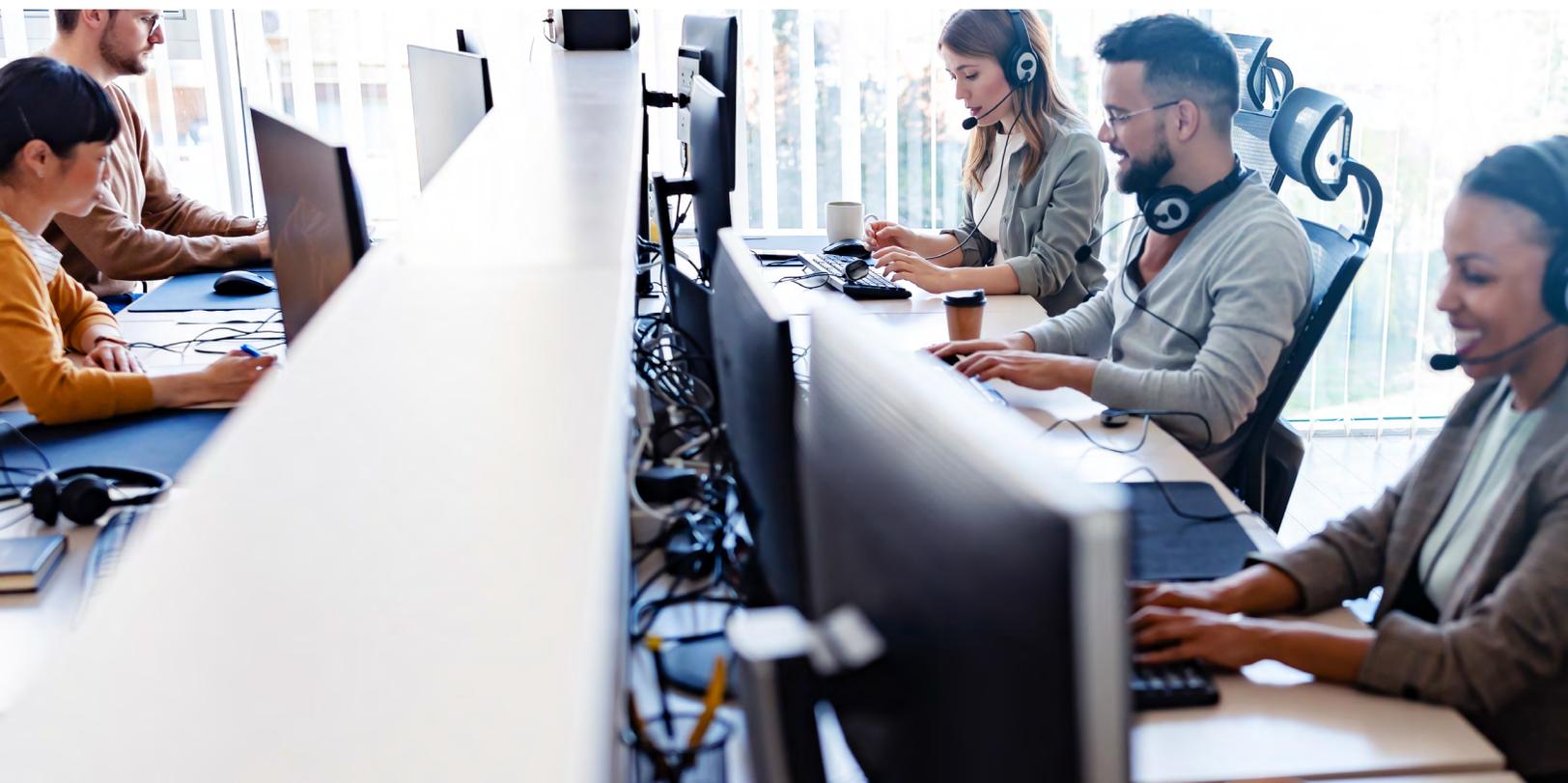
Artificial Intelligence (AI) has rapidly emerged as a transformative force across all industries, challenging established norms and creating new opportunities for innovation. In the evolving landscape of IT Service Management (ITSM), the adoption of AI technologies has been higher than in other industries, and this investment will continue at the rate of over 40%, as per [IDC's Business Case for Responsible AI](#).

Provance, as a software developer and provider of ITSM products built on the Microsoft Power Platform, is at the forefront of this technological revolution, harnessing Microsoft AI tools to enhance service efficiency, ensure compliance, and improve user experiences.

Adopting AI in ITSM brings substantial productivity gains, translating into tangible business value. Automated workflows and AI-driven insights streamline operations, reduce response times,

and enhance the accuracy of issue resolution. This leads to cost savings and improved service quality, fostering a more efficient and responsive IT environment. Moreover, the ability to handle a higher volume of tickets efficiently allows organizations to scale their operations without proportional increases in staffing costs. However, with the growing adoption of AI comes the critical responsibility to ensure that these technologies are developed and deployed in a manner that is safe, secure, and trustworthy.

Exactly for that reason, we have developed this guide to ensure customers—who use AI deployed within Provance products—know that it is built upon a responsible AI framework based on industry best practices, which will make your AI investment safer.



Definition and Role of Responsible AI

Responsible AI is a global movement and framework that emphasizes the ethical and accountable use of AI. It involves creating, implementing, and using AI systems in a way that adheres to ethical standards, ensures transparency, and maintains accountability. It encompasses a broad set of practices and principles aimed at ensuring that AI technologies are designed and implemented to enhance societal well-being, uphold human values, and avoid unintended harm.



About this Whitepaper

This whitepaper aims to provide an overview of how Provance is adopting Microsoft's Responsible AI standards and guidelines within the context of ServiceTeam ITSM, which is developed in and deployed on the Microsoft Power Platform. These guidelines will cover various aspects of responsible AI.

As a company dedicated to providing innovative IT Service Management and IT (ITSM) Asset Management (ITAM) capabilities, aligning with responsible AI principles to generate trust and accountability, mitigate risks, and ensure equitable service delivery is imperative. This document outlines Provance's commitment to responsible AI, detailing the purpose and principles that guide Provance's approach to integrating AI into ITSM. Through this commitment, Provance seeks to embrace responsible innovation, applying a standard for the industry and contributing to the broader discourse on responsible AI use.

Responsible AI is a shared responsibility between Microsoft, Provance and our customers. Provance ensures its AI-infused products are safe by adopting and inheriting responsible AI standards. This approach not only benefits customers by providing reliable and fair services but also supports broader corporate and governance goals by promoting ethical AI deployment. These standards align with many of the global standards being enforced by the likes of the European Union and others. For more information, read about the EU AI Act here: [The Act Texts | EU Artificial Intelligence Act](#).

Microsoft's Responsible AI Principles

Microsoft has articulated a comprehensive set of principles to guide the responsible creation and use of AI. These principles are foundational to Microsoft's commitment to harnessing AI in ways that create trust and benefit society at large:



FAIRNESS

Microsoft is dedicated to ensuring that AI systems treat all individuals impartially and without bias. This involves rigorous testing and validation processes to identify and mitigate any potential biases in AI models, thereby promoting equitable outcomes for all users.

RELIABILITY AND SAFETY

AI systems must perform consistently and safely under various conditions. Microsoft adheres to stringent standards for reliability, conducting extensive testing and validation to ensure that AI technologies operate as intended and do not pose risks to users or society.

PRIVACY AND SECURITY

Protecting user data is paramount. Microsoft incorporates robust privacy and security measures in the design and deployment of AI systems, ensuring that personal information is safeguarded against unauthorized access and misuse.

INCLUSIVENESS

AI technologies should be accessible to all individuals, regardless of their background or abilities. Microsoft strives to develop AI solutions that are inclusive and consider the diverse needs of users, fostering greater participation and engagement.

TRANSPARENCY

Transparency in AI involves providing clear and understandable information about how AI systems function and make decisions. Microsoft is committed to ensuring that users have access to relevant information about AI technologies, enabling them to make informed choices and understand the implications of AI-driven decisions.

ACCOUNTABILITY

Microsoft holds itself accountable for the impact of its AI technologies with the organizations that use them. This principle involves establishing clear lines of responsibility and governance to address any issues that arise from the use of AI, ensuring that there are mechanisms in place for oversight and redress.

Microsoft's AI Principles

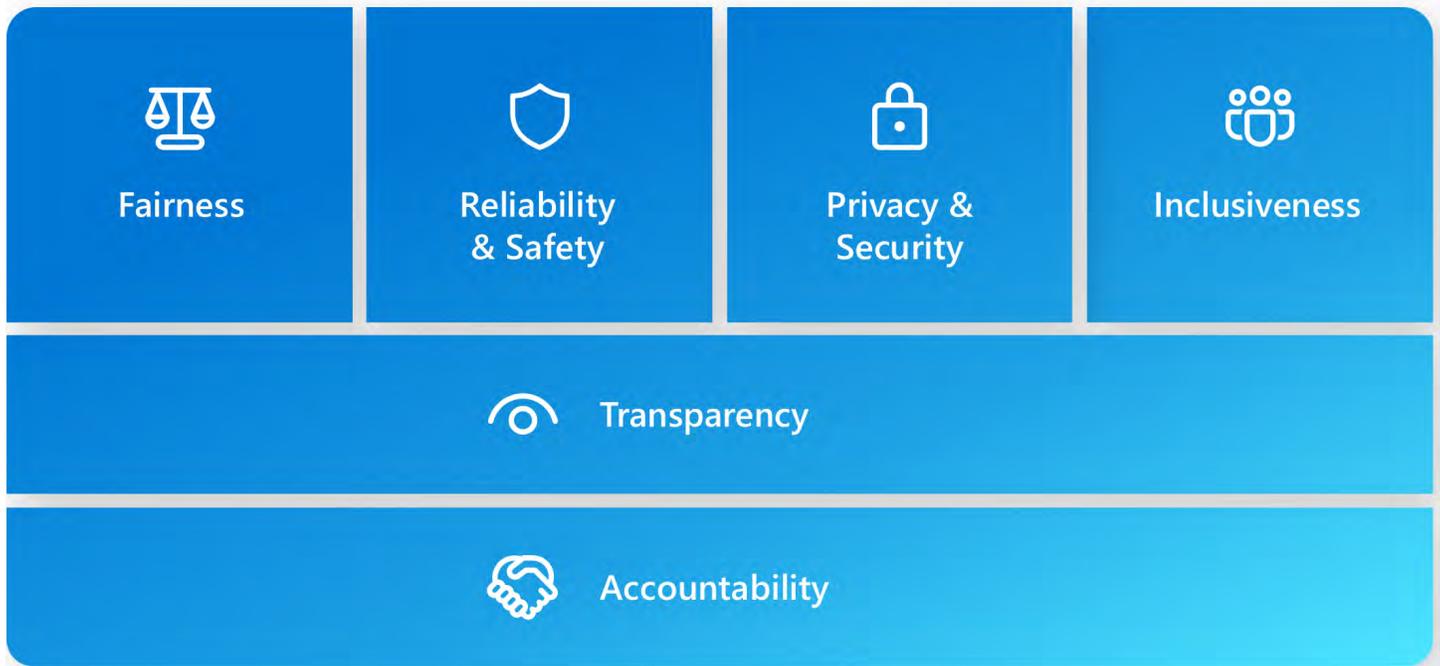


Figure 1: The six AI principles that form part of [Microsoft's Responsible AI Framework](#).



The NIST Framework

In 2023, Microsoft used their Responsible AI (RAI) Standard to formalize a set of generative AI requirements, following a responsible AI deployment cycle. The generative AI requirements align with the core functions of the National Institute for Standards and Technology (NIST) AI Risk Management Framework (more details here: [AI Risk Management Framework | NIST](#))—govern, map, measure and manage—with the aim of reducing generative AI risks and their associated outcomes. The framework consists of four core areas, these being:

- **Govern:** Aligning generative AI systems with Microsoft Responsible AI principles, involving diverse stakeholders, and enforcing risk mitigation procedures. Employees are educated in Responsible AI practice at the highest company levels to ensure consistent AI governance.
- **Map:** Mapping risks helps plan, safeguard, and assess the suitability of a generative AI system. This involves impact assessments, security threat modeling, and red teaming.
- **Measure:** Establishing metrics to assess potential harms and evaluate the effectiveness of mitigation strategies aimed at addressing these harms is crucial. It involves testing for and mitigating fairness-related harms and performance disparities.
- **Manage:** Address identified risks at the platform or application level. Protect against previously unknown risks by continuously monitoring system performance and creating processes for incident response and system rollback if necessary.

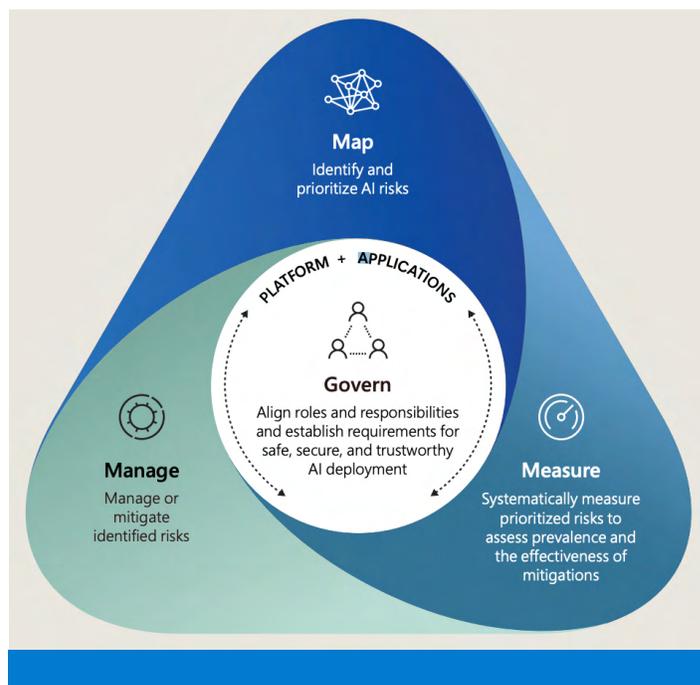


Figure 2: The four core pillars of the [NIST framework](#), which form the foundation of Microsoft's AI development.

These principles serve as the foundation for Microsoft's AI development and deployment strategies, guiding the company in creating AI technologies that are ethical, trustworthy, and beneficial for all. These principles also act as guiding narratives to help the Microsoft ecosystem build and use AI solutions with Responsible AI in mind. All AI-infused platforms, services and products that Microsoft creates and distributes are taken through a deployment safety process that respects the most stringent of Responsible AI standards. Transparency notes are available for more than 30 of these platforms and services. More information can be found in the latest release of Microsoft's 2024 AI Transparency report: [Microsoft Responsible AI Transparency Report | Microsoft CSR](#).

The Microsoft Power Platform, and its associated applications, adhere to Microsoft's Responsible AI standards.

More information can be found on Microsoft Learn:

[Responsible AI Considerations for Intelligent Application Workloads—Power Platform; Responsible Low Code for Everyone](#)

How Provance is Aligned

As an independent Software Vendor (ISV) who has strategically tied its product development to Microsoft's technology platform, Provance has chosen to be informed by and aligned to the best practices shared by Microsoft on the use of AI. Such information has resulted in a continuous investment of resources in understanding, respecting and applying Responsible AI standards across all Provance ServiceTeam products.

ServiceTeam has effectively integrated AI by adopting various forms, such as, automation, generative, and agentic AI, tailored to specific use cases. Each of these approaches requires varying levels of commitment and responsibility. For instance, generative AI relies heavily on data; therefore, Provance places significant emphasis on data quality, keeping it unbiased and inclusive from the customer's side to ensure that AI

outcomes are trustworthy and ethical. Regarding agentic AI, Provance is committed to its ethical development and provides detailed documentation around this. Equally, management from the customer side is responsible for providing access of these AI agents for the relevant individual, team or process. For many Customers, these decisions and related guidance are decided upon by internal AI governance boards and processes updates related to AI adoption.

The tools utilized within the Microsoft Power Platform are also designed to ensure that AI-In-fused processes adhere to the highest standards of responsible AI from a product development perspective. Provance adopts these guidelines in developing our AI capabilities. Provance supports utilizing AI in a safe, secure and trustworthy manner, aligned to Microsoft's guidelines.



Commitment to Microsoft's Responsible AI

FAIRNESS

For Generative AI implementation, content becomes the key. As the content is sourced from the customer's knowledge base and other sources, the customer must also curate knowledge to ensure it adheres to this practice. Agentic AI and AI-integrated automations developed by Provance adhere to the principles of fairness without biased mitigations but if a customer adds their customizations on top of out-of-the-box agents, they should ensure that fairness is not compromised.

RELIABILITY AND SAFETY

Provance ensures that all AI models and services are 'fit for intended purpose' and thoroughly documented. Provance acts as a bridge, utilizing Microsoft-provided tools to develop solutions with reliable and safe guardrails inherited from the platform.

PRIVACY AND SECURITY

Provance is committed to minimizing the data required for input and output across the application. This approach is configurable by customers and their proxies. We implement guardrails to ensure sensitive information remains protected, preventing unauthorized access, such as a service desk agents accessing HR data. It is crucial for our customers to adhere to this principle.

INCLUSIVENESS

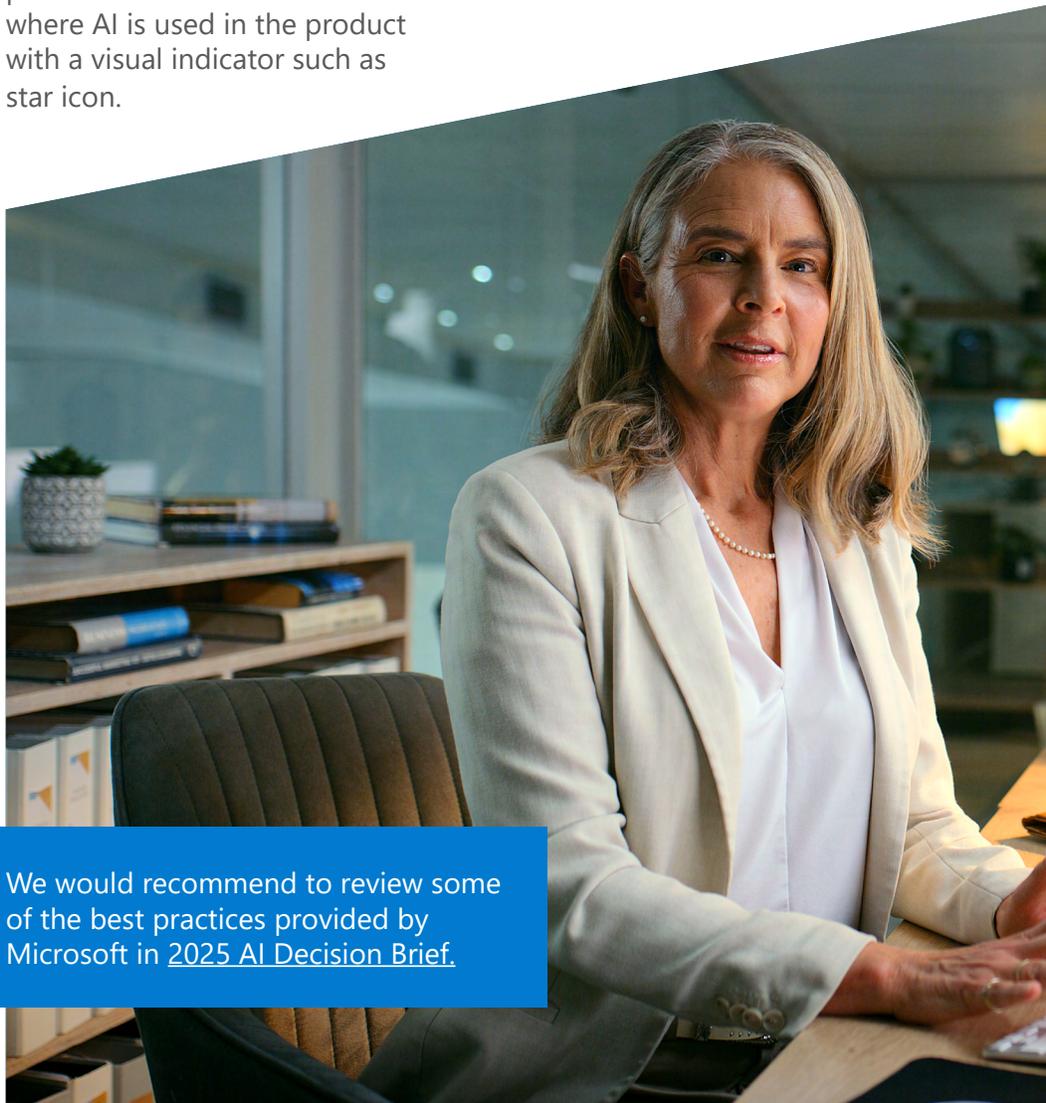
Provance ensures that the content and data provided to Gen AI is inclusive and we recommend customers make appropriate decisions and take steps to be compliant with this principle. Ultimately, the customer is taking responsibility in this area.

TRANSPARENCY

Provance is committed to sharing relevant information about the implementation of AI within its products. Users are informed where AI is used in the product with a visual indicator such as star icon.

ACCOUNTABILITY

Provance products are designed with role-based access allowing customers to easily organize their ITSM team structure. When it comes to generative AI features, which is highly dependent on the content source, customers must ensure accountability for the content (knowledge and/or other data) they provide and who has access to this content. For agentic AI and automation AI, customers will need to define role-based accountability.



We would recommend to review some of the best practices provided by Microsoft in [2025 AI Decision Brief](#).

Shared Responsibility

Provance has adopted Microsoft’s “Shared Responsibility” approach, to AI adoption. More about this approach can be found here: [AI Shared Responsibility Model—Microsoft Azure | Microsoft Learn](#). This means that it is the responsibility of Microsoft, Provance and our customers together to ensure Responsible AI is observed within the boundaries each organization controls.

The image below is Microsoft’s AI shared responsibility diagram. We have added to it to indicate where Provance also participates with Microsoft and our customers in the shared responsibility approach.

The image indicates that Provance is only partially responsible for AI plug-ins and data connections, as it primarily acts as a bridge between Microsoft technology and your tenant, data, team structures, and roles. While Provance certainly participates in AI-integrated automation, agentic features, and generative AI features in terms of how they are built, we do not have full control over them once implemented and deployed by our customers. For example, Provance does not know what the data and data sources are and who has been given access to which features.

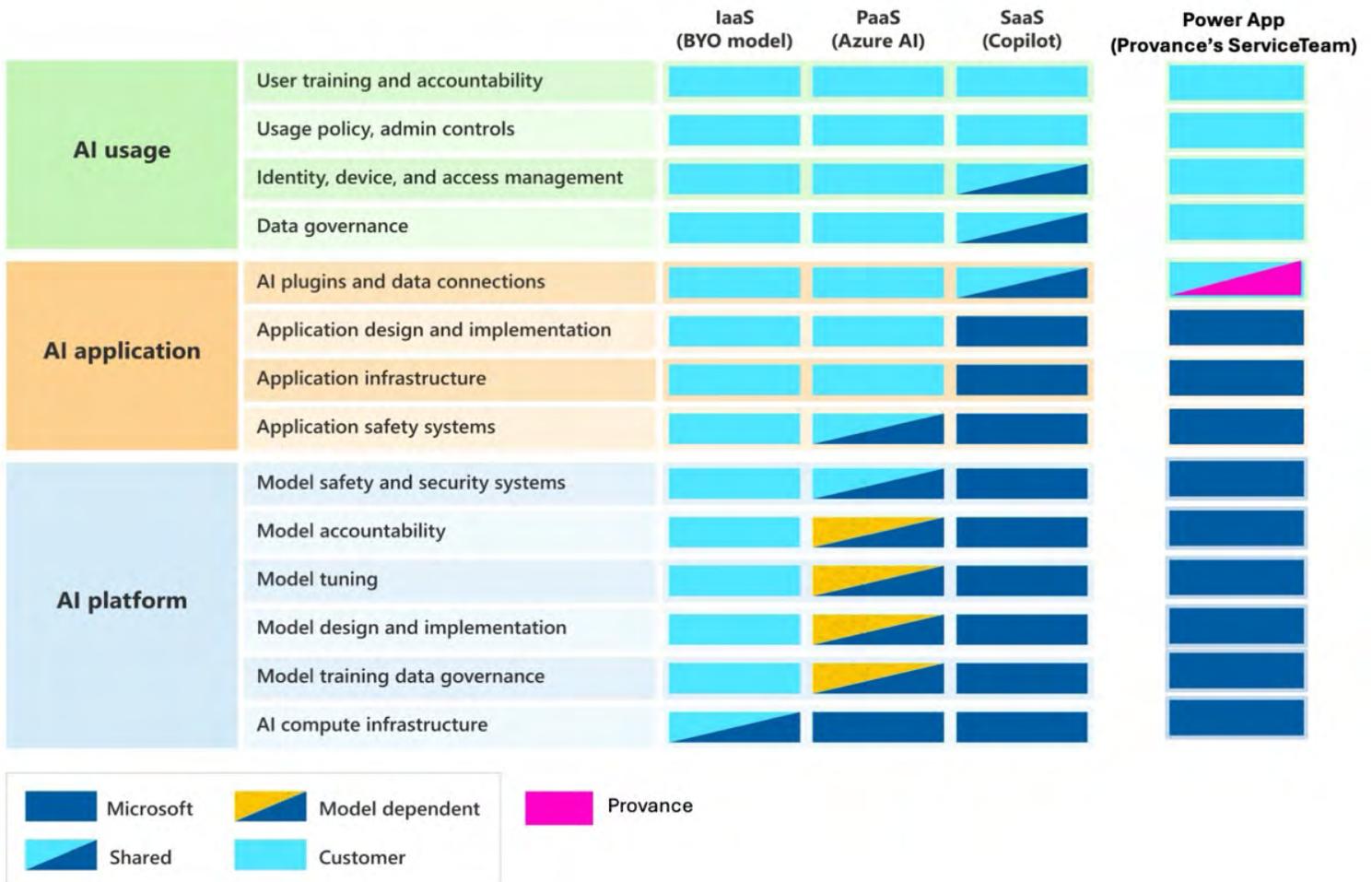


Figure 3: [Microsoft's AI Shared Responsibility Diagram](#).

Shared Responsibility Guidelines

Role-based access enhancement:

Concerning the current data structure in Provance ServiceTeam, certain custom security roles will need to be added to the Dataverse data structure to ensure data is only made available to the right people at the right time in the process. This is an active change. But at the same time, the customer is equally accountable while adding new roles or editing existing roles because the solution is deployed in their tenant where they can make their customizations.

Gen AI chatbots and linked content:

The [Responsible AI Transparency Report](#) provided by Microsoft offers detailed information about safely deploying Copilot Studio. Provance inherits some of these safety features by being part of the Microsoft ecosystem. Provance follows Microsoft Copilot Studio guidelines for the deployment of the customer support portal bot. Provance has implemented all necessary measures to avoid infusing any biases, thereby upholding responsible AI principles. Once the bot is deployed and customers apply their configurations or connect with their content, it becomes their responsibility to respect the responsible AI guidelines. While we strive to provide a fair and unbiased platform, the content linked with generative AI, such as a chatbot by customers, is beyond our control.

Agentic AI:

The inclusion of agentic frameworks within Provance's ITSM products further demonstrates the opportunity to leverage AI for enhanced service management. These features are designed to assist organizations on their journey towards more autonomous operations, offering tools and functionalities that support the gradual adoption of AI-driven processes. For example, Provance's solutions can aggregate multiple knowledge base articles to build comprehensive playbooks that not only offer step-by-step guidance, but also automate certain actions to resolve issues independently. This is only effective when it is connected with curated and reliable data provided by the customer and access to these features are given to the defined role or team.

Good data gives good results:

Provance recommends customers restrict or block access to uncurated knowledge sources, such as the web. This recommendation reduces the risk of hallucinations and incorrect knowledge violating the principles associated with responsible AI and your company's policies and procedures. As the knowledge content used by AI is restricted to a customer's knowledge base, it becomes the obligation of the customer to curate that knowledge within the responsible AI framework. Such curated knowledge should be linked with the copilots and AI agents.

The same applies to data quality as well, for example, if the workaround and resolution notes are maintained with good-quality data, it will be more effective and accurate for use with generative AI to produce the ticket resolution steps. Similarly, if service catalogs are well organized, it will help AI agents to do reliable ticket classifications.

Our Commitment to Customers

Ethical development:

At Provance, we prioritize ethical and responsible AI development, deployment, user empowerment, and transparency. We ensure our users are always informed about where and how AI is utilized, keeping human oversight at the core of our approach. By maintaining detailed audit logs and securing user consent, we uphold our commitment to responsible AI practices. Additionally, leveraging AI Builder enables us to develop advanced features in ServiceTeam, enhancing our service offerings while adhering to our standards.

Ability to toggle on/off AI:

ServiceTeam products are built to allow customers to configure which AI-related

features will be enabled. It is the customer's decision as to what and when AI-related features are enabled. Furthermore, some features are built as hybrid automation/AI features, and we allow the customer to control whether the AI portion is enabled. For Provance customers, details are available in the ServiceTeam documentation and knowledge base.

Shared responsibility:

Provance considers the Responsible AI principles to be a shared responsibility. While our application was initially designed with people-centric ITSM processes, we are advancing it to incorporate more AI technology, allowing AI agents to operate more autonomously. With such

advancements customers are equally responsible to update their internal processes to adapt these changes.



Let's Recap. Provance is committed to:

- Being transparent about the gen AI and agentic AI features, their roles, and triggers and the approach taken from Microsoft for the best practices.
- Providing guidance on how modifications by customers or third parties may impact the safety, operation, and reliability of our AI agents and features.
- Allowing granular control to enable or disable and configure AI agents and features.
- Identifying where custom models and prompts have been used.
- Visually indicating where AI is used in the product.
- Offering guardrails and guidelines for our custom models and prompts.
- Clarifying where and how custom language models are utilized and fine-tuned by customer data.
- Provide tools for collecting metrics and displaying key performance indicators (KPIs), while ensuring all data remains within the customer's tenant and under the customer's control.



In conclusion, Provance adheres to responsible AI while enhancing the capabilities of their ITSM tools and setting guardrails for ethical AI usage in the industry. This is made easier for Provance and our customers due to the incredible leadership and work by Microsoft around their products and responsible AI. Our thoughtful integration of AI functionalities within ServiceTeam illustrates a forward-thinking approach that balances innovation with shared responsibility, ultimately delivering trustworthy and ethical AI outcomes.

If you have any questions or comments about this topic, please do not hesitate to contact Provance at info@provance.com.

ADDITIONAL RESOURCES FROM MICROSOFT

[Responsible AI Tools and Practices](#)

[Microsoft's Responsible AI Transparency Report](#)

[Responsible AI Overview](#)

[2025 AI Decision Brief](#)