2025 Automation Benchmark Report

Insights from IT Leaders on
Enterprise Automation and the
Future of AI-Driven Businesses

Jitterbit

Executive Summary

In today's AI-driven world, organizations will fully realize AI's potential by first integrating their data effectively, and then automating business processes end-to-end. Without a strong data foundation, AI initiatives risk being underutilized, hindered by data silos, disparate systems, and inefficient workflows.

Enterprises that take a strategic approach to unifying data and streamlining operations with AI-infused automation — while prioritizing data security and privacy — will gain a competitive advantage in today's rapidly evolving landscape.

➤ Methodology

Jitterbit surveyed 1,000 IT decision makers at director level and above (500 respondents from the UK and 500 respondents from the US), from enterprises with revenues over $32 million.

The survey was independently conducted by Censuswide. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

Key findings

Major challenge is the data divide

71% lack an end-to-end (E2E) automation platform.
70% of resource demand for enterprise automation falls to IT teams.

Increasing the importance of self-sufficiency in automation

97% of IT leaders advocate empowering non-technical users
to build, deploy, and maintain integrations.

AI-infused processes

Drive efficiency across business functions.
99% of enterprises have integrated AI into their operations.

Agentic AI is fast approaching

31% of IT leaders are already planning for it.

IT's top challenges

Cybersecurity, data privacy, scaling and compliance.

High expectations for automation ROI

IT decision-makers expect 26%-50% ROI boost from automation.

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The Data Divide

Today, **67% of organizations actively manage more than 500 applications.** This results in a staggering **125,000 potential integrations** that require continuous oversight, updates and maintenance.

However, IT teams are struggling to keep up with the growing demand for new applications, automations and integrations, due to their limited bandwidth — widening the data divide within organizations.

To solve this challenge, organizations are accelerating their integration and automation efforts through low-code and AI-infused technology to unlock business innovation and growth.

Our survey found 99% of IT decision-makers acknowledged their needs for seamless integration and automation. However, 71% still lack the unified platform needed to enable it.

70% of the resource demand for enterprise automation falls on IT teams, underscoring the need for line-of-business (LoB) units — such as finance, HR, and operations — to have the right tools and autonomy to drive their own automation initiatives.

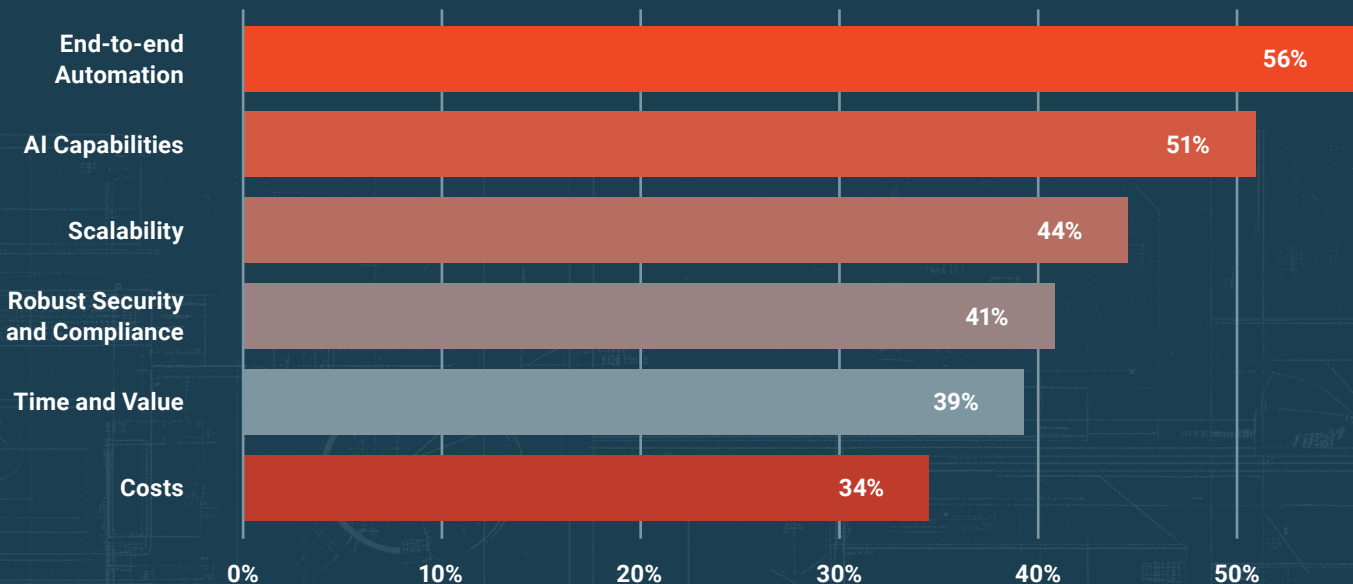## Average 500 apps = 125,000 possible connections

E2E Automation: Imperative for AI

As AI influences automation strategies, IT decision-makers are redefining their selection criteria for automation and orchestration platforms.

While cost was once a primary factor, organizations today are prioritizing AI capabilities and end-to-end automation.

56% of respondents view end-to-end automation as a key selection criterion, while 51% prioritize AI integration. Cost considerations rank lower, cited by just 34% of respondents.

Most important factors when choosing an automation platform

Factor	Percentage
End-to-end Automation	56%
AI Capabilities	51%
Scalability	44%
Robust Security and Compliance	41%
Time and Value	39%
Costs	34%

Top challenges preventing E2E automation

Moving from data silos to unified orchestration is challenging. Security and compliance, legacy system integration, and sheer process automation complexity were all reported as barriers to end-to-end automation.

47%
Security and compliance concerns

40%
Legacy system integration

40%
Process automation and complexity

37%
Scalability

31%
Shortage of expertise

IT and Line-of-Business Collaborate with AI

Traditionally, IT teams handled application development based on requests from business units, often leading to technical debt and backlogs.

With AI, over 60% of business processes are now automated outside IT, enabling line-of-business teams like HR, and Sales & Operations to drive their own digital transformation.

Line-of-business units gain significant value from end-to-end automation, especially for operational efficiency and customer experience. More specifically, Supply-Chain Management and Finance are primed to see substantial benefits.

Which areas benefit most from business process automation?

46% Operational Efficiency

40% Customer Experience

34% Financial Forecasting

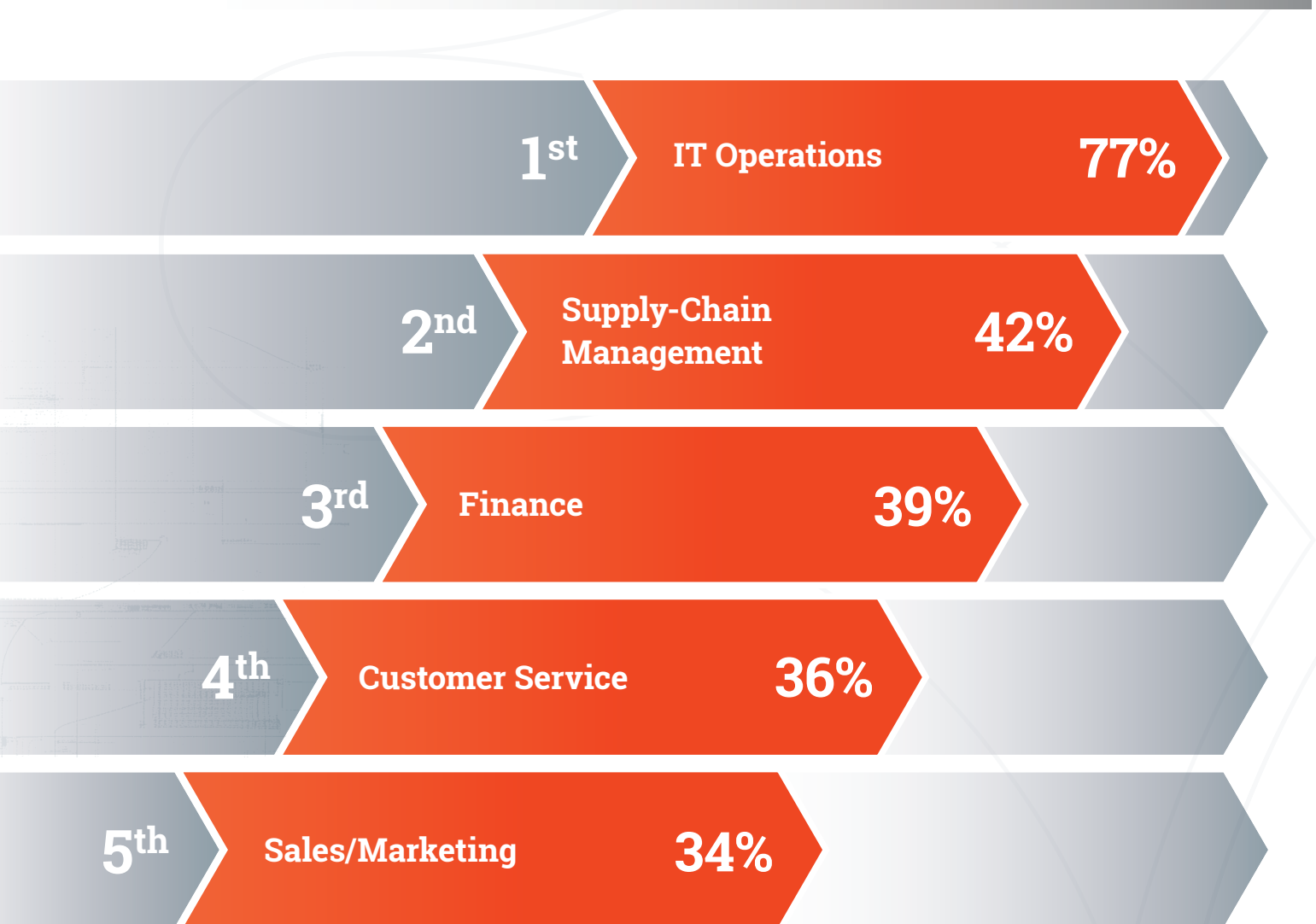**33%** Supply-Chain Management

32% Real-time Decision Making

32% Strategic Planning

Largest return on investment from end-to-end automation?

A fundamental rethinking of today's digital processes is well underway. **97%** of IT leaders recognize the need to empower non-technical users to build, deploy, and maintain applications and their integrations end-to-end. This reduces IT bottlenecks, improves business agility, lowers costs, and drives user-led innovation and collaboration.

Rank	Category	Percentage
1st	IT Operations	77%
2nd	Supply-Chain Management	42%
3rd	Finance	39%
4th	Customer Service	36%
5th	Sales/Marketing	34%

Agentic AI Drives Automation

The move to agentic AI is fast approaching.
Organizations are putting in place the building blocks of AI integration and automation to lay the foundations. A total of **99%** of enterprises have already integrated AI into their operations. Early adopters see agentic AI as the next frontier, with **31%** of respondents actively planning for it today.

Agentic AI dynamically adapts to new inputs and executes decisions autonomously without direct human intervention.

99%
of enterprises have already integrated AI into their operations

31%
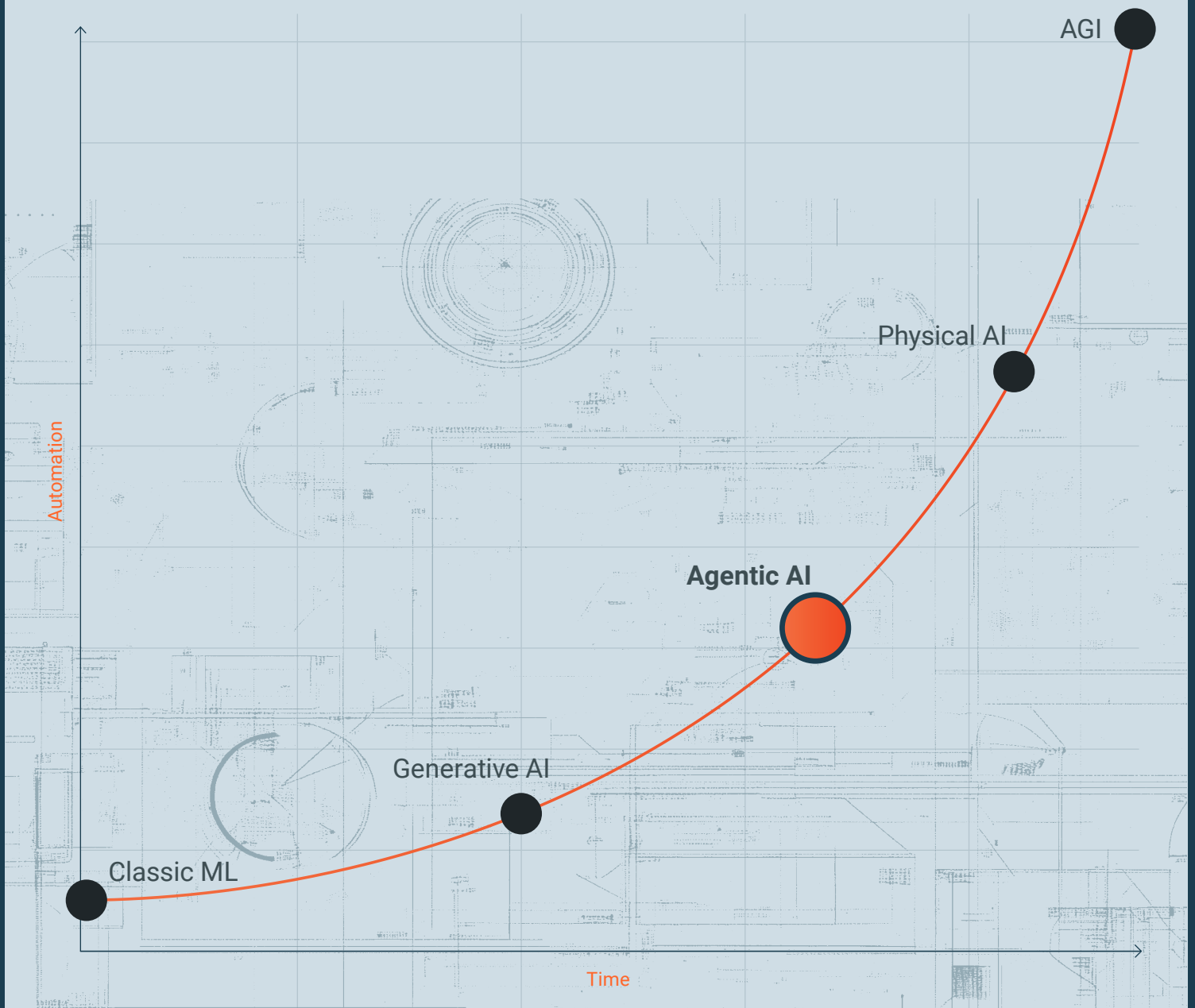of enterprises are actively planning for agentic AI

An agentic enterprise uses AI-driven agents to autonomously execute and optimize business operations. Scaling AI successfully requires seamless data integration and automated business processes.

AI agents perform at their best when connected to data and workflows, empowering organizations to fully harness AI-driven automation for intelligent, autonomous operations across business units.

Laying the foundation for an agentic enterprise

Automation has evolved from early stages of machine learning to more advanced forms like generative AI, with agentic AI being the next significant leap. Agentic AI enhances automation by enabling autonomous decision-making and action, positioning it as a crucial step towards the ultimate goal of Artificial General Intelligence (AGI). This progression underscores the ongoing development of AI capabilities, from basic learning to complex, self-directed systems.
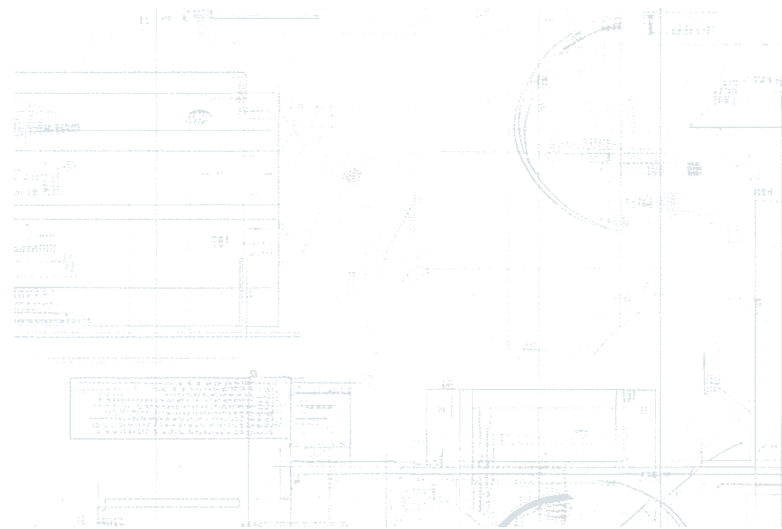
Security is a Significant Differentiator

As AI drives end-to-end automation, and with agentic AI on the horizon, **cybersecurity and data privacy** have emerged as the foremost concerns in AI-driven automation.

The complexity of AI-driven integrations also amplifies privacy risks, as third-party ecosystems are increasingly integrated into tech stacks. This underscores the urgent need for robust AI security protocols, platform security controls, and accountability processes.

When asked specifically about AI-driven automation, regulatory compliance emerged as a top concern. Over a third (36% of respondents) identified compliance as a major constraint to full deployment. This reflects growing tension between AI's rapid evolution and the slower pace of regulatory change.
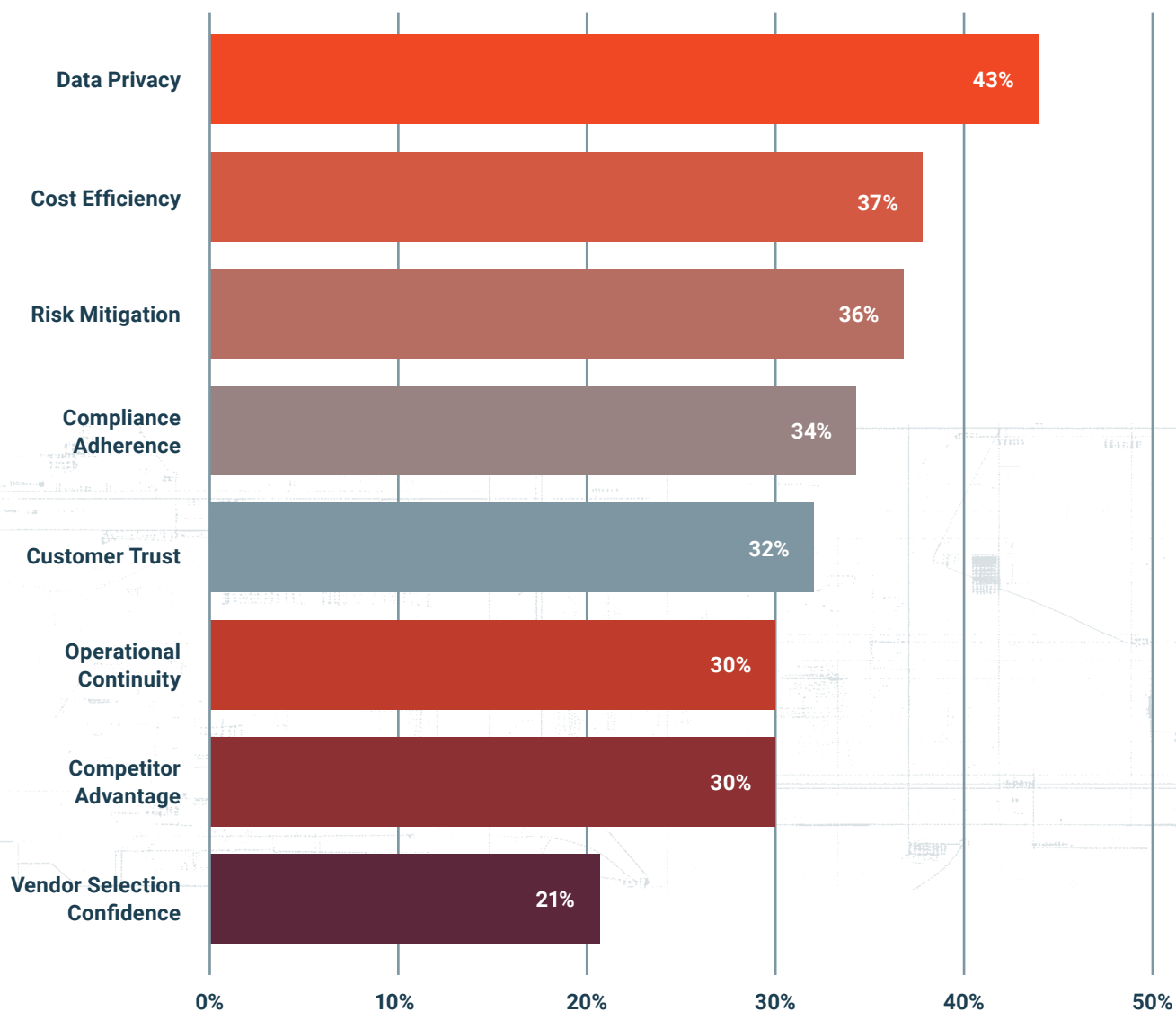
50% of IT leaders cite potential vulnerabilities in AI-powered third-party integrations as their top data security concern.

Top security concerns when considering an automation platform

Our research reveals **43%** of IT decision-makers see data privacy as their primary security risk when considering an automation platform. This figure is consistent across both US and UK, despite their differing regulatory frameworks.
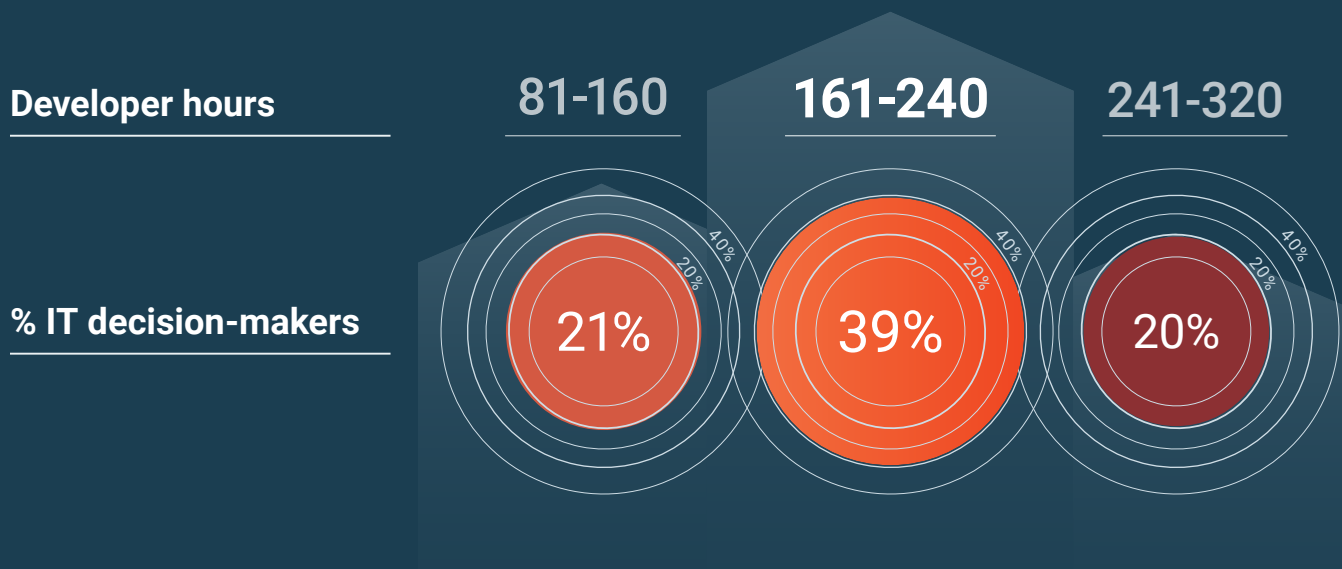
Time is Money: AI's Payoff

AI-infused automation can offer advantages including streamlined development cycles, and accelerated deployment of new applications and automated workflows.

As businesses move beyond the experimentation phase and navigate the complexities of AI-driven automation, they can reap significant financial benefits.

72% of IT leaders estimate AI automation could save over 160 developer hours every month.

Developer hours are just the beginning. The true financial impact of eliminating manual, repetitive tasks is the upside of achieving faster time-to-market with new applications and accelerated business systems.

› Developer hours potentially saved through AI-driven automation

Developer hours	81-160	**161-240**	241-320
% IT decision-makers	21%	39%	20%

Success metrics for E2E automation

50%
of IT leaders prioritize improved data accuracy and compliance, emphasizing the critical role of integration

42%
cite a reduction in operational costs as a key factor, which is unsurprising given its importance as a success metric

41%
highlight accelerated application and process deployment, reflecting the urgency for faster innovation cycles and reduced time-to-market

41%
cite time saved on manual workflows, showing the importance of freeing up employees to focus on more meaningful work instead

33%
of respondents emphasize time to business value, reflecting a strong desire for rapid returns on AI investments

Investing in AI Integration and Automation

Business success often comes down to budget. IT leaders are re-evaluating their budgets to prioritize data integration, process automation, and orchestration as key components of their strategy.

Two-thirds of IT decision-makers allocate 30% of their IT budget to these initiatives, with 34% dedicating more than half of their budget.

Organizations investing in intelligent automation and automation platforms are not just streamlining workflows — they're fundamentally reshaping their operations to compete in an AI-driven landscape.

They believe in the transformative potential of unified automation platforms that encompass integration, low-code development, orchestration, and AI-infused automation.

IT budget allocated to data integration, process automation and/or orchestration

Enterprises have high expectations of AI investments. IT decision-makers recognize this as 57% expect an ROI increase of 26-50%

More than 6/10

of IT decision makers have allocated over 30% of their budgets to data integration, process automation, and/or orchestration

More than 1/3

of these IT decision makers have allocated over 50% of their budgets to this

What's Next for AI and Automation?

> ## The objective is clear

Leverage end-to-end automation and AI to not only streamline data processes, but to transform the way businesses operate.

It all begins with integrating and automating data to create a strong foundation.

With the right data foundations in place, AI will deliver true end-to-end automation, driving innovation and efficiency throughout the organization.

Why Jitterbit?

For organizations ready to modernize and innovate, Jitterbit provides a unified, AI-infused, low-code platform for integration, orchestration, automation, and app development that accelerates business transformation, boosts productivity, and unlocks value.

The Jitterbit platform, including iPaaS, API Manager, App Builder and EDI, future-proofs operations, simplifies complexity, and drives innovation for organizations globally.

The future of business acceleration is powered by AI. Jitterbit is at the forefront of the AI evolution by solving complex automation, integration, and development challenges with the ease of simple conversational language, allowing you to build an agentic AI enterprise.

- Based on NIST, CISA, CSA and CERT frameworks, Jitterbit's hybrid security framework is categorized into three layers: physical security, organizational security, and logical security

- Jitterbit's average "time to go live" is just 1.8 months—much quicker than the industry average of 3.34 months

- The entire Jitterbit Harmony platform features an intuitive, responsive user interface that is accessible to both technical and non-technical users

Learn more at **Jitterbit.com**

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