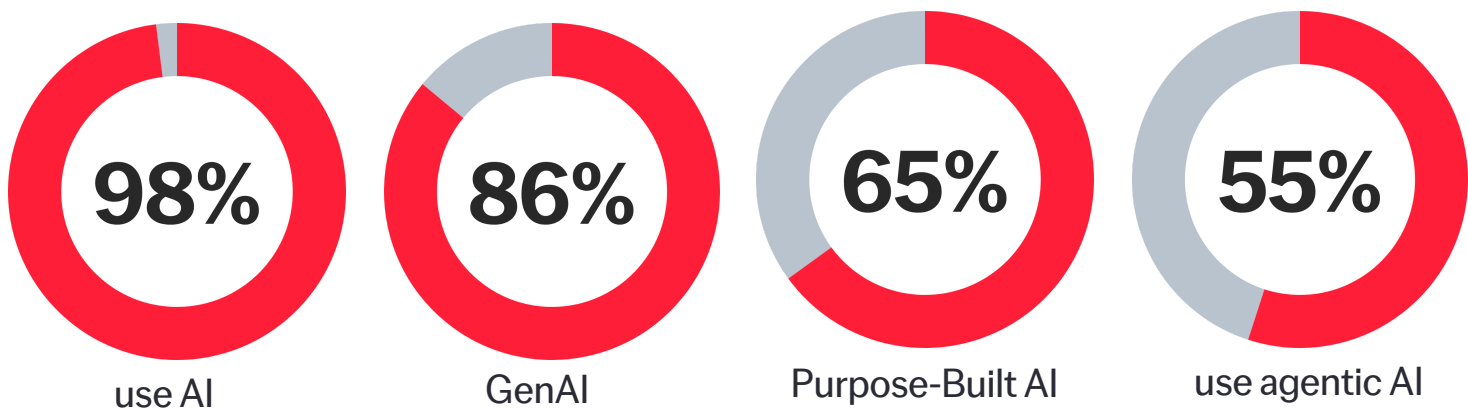


State of Intelligent Automation: Disillusionment of Generative AI 2025

Survey Reveals Challenges with GenAI Models, BYOS and Shadow IT

AI Adoption in the US is High



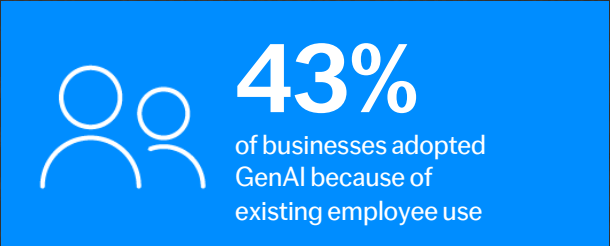
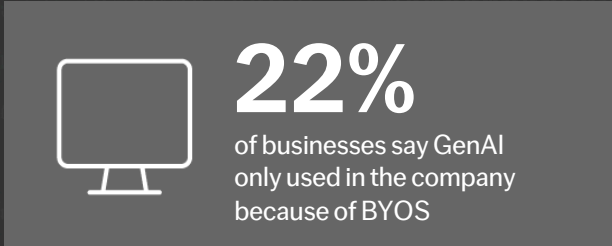
GenAI use is Widespread Across US Businesses

Top uses of GenAI within businesses

- Data analysis and insights generation **64%**
- Employee productivity (writing assistance/project management) **59%**
- Risk management and compliance **53%**
- Customer Service Operations **51%**
- Automating document business process (such as AP, logistics) **48%**

Shadow AI is a Looming Challenge

GenAI use driven by:



US Leaders Face Other Challenges

Top challenges implementing GenAI

- 27%** Training models harder than expected
- 27%** Difficult to integrate into business processes
- 26%** Staff lack necessary deployment skills
- 24%** Staff misuse tools
- 20%** It experienced hallucinations

Businesses Taking Steps to Improve GenAI Results

How the US responded to challenges:	How GenAI output improved with other technologies:
40% invested in AI agents	+58% Higher quality or consistency of outputs
36% used process intelligence to improve analysis	+50% Better integration into existing workflows
31% used Document AI / IDP	+48% More accurate or reliable results
23% used RAG	+44% Greater cost efficiency or resource savings
	+42% Increased user trust or satisfaction with results
	+38% Faster turnaround times or reduced time-to-value

The AI Wishlist

- 31%**
AI asks additional questions for accuracy
- 26%**
Recognizes any business system on deployment
- 26%**
Identifies and improves processes
- 23%**
Admits when it doesn't know the answer
- 22%**
Free of human bias
- 22%**
Runs itself with minimal human intervention
- 22%**
Consumes fewer resources
- 20%**
Saves time processing documents
- 15%**
Be more human/humorous

Investment Outlook

98% of businesses expect to increase AI investments next year



AI investments are modest, with 77% of respondents only planning to increase budget by **up to 30%**



\$794,171
average businesses spent on AI in the last year