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2024 Global State of IT Automation Report

IT Automation and Orchestration Benchmarks for IT Ops, DevOps, CloudOps, and DataOps Teams

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Demographics and Methodology

Stonebranch, in collaboration with Censuswide, conducted a survey of 408 IT automation professionals to gather insights on their automation priorities and obstacles in their respective organizations.

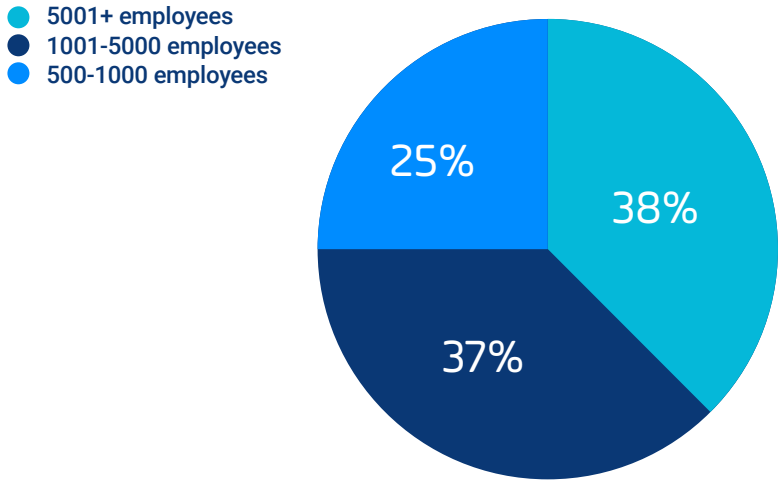
The findings in this report are based on a comprehensive online survey carried out across APAC, EMEA, North America, and South America between January 24 – February 5, 2024.

The survey participants were selected through a stringent, multi-step screening process to ensure that only relevant respondents were included.

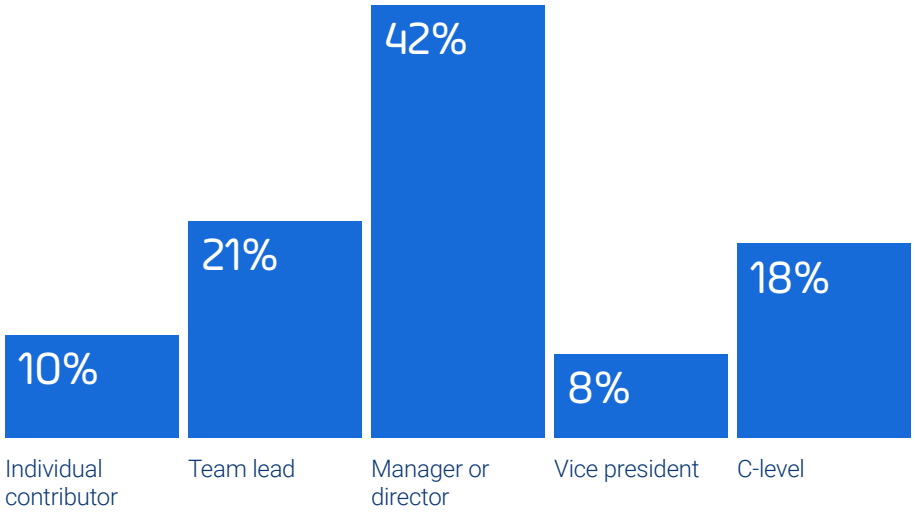
Participants held positions in IT Operations, Data Operations, Cloud Operations, Platform Operations, IT Service Management, and Application Development. Additionally, they were age 21 or older, and worked for organizations with over 1,000 employees.

Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles. Censuswide is also a member of the British Polling Council.

Participant Company Size

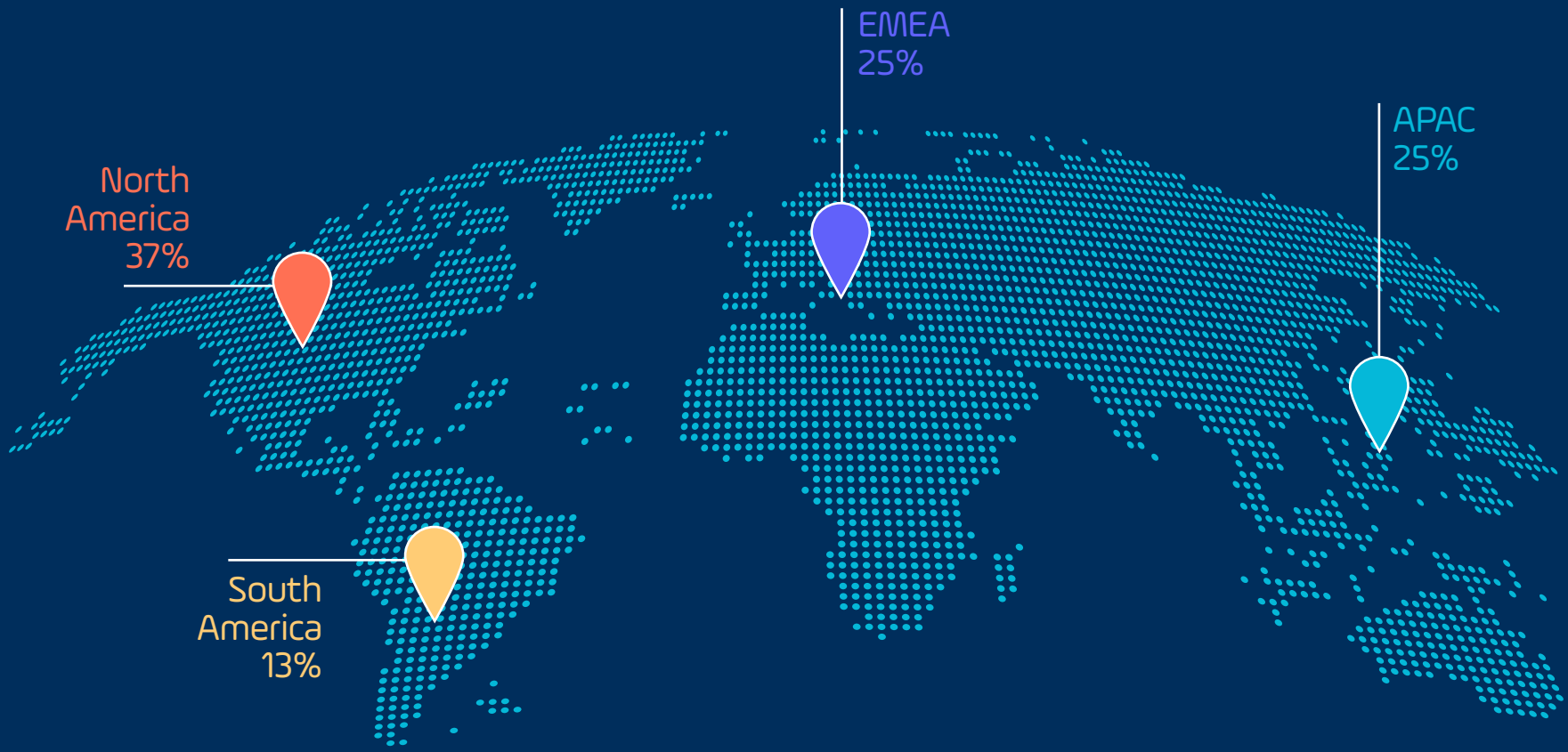


Respondents by Job Level



Demographics and Methodology

Respondents by Region



IT Automation	Cloud Orchestration
Data/ML Pipeline Orchestration	IT/Business Alignment

Executive Summary

The 2024 Global State of IT Automation reflects a transformative landscape where hybrid IT environments are the new norm, automation has transformed into orchestration, and demand for self-service automation now expands enterprise-wide.

Enterprises are navigating these changes with a focus on balancing innovation with the careful management of technical debt, ensuring long-term scalability and efficiency.

The underlying theme is clear: agility, foresight, and the intelligent harnessing of automation are now required to thrive in an ever-competitive landscape.

Stonebranch recently partnered with Censuswide to survey a diverse group of IT automation professionals. Their responses offer valuable insights into the challenges and opportunities that organizations face as they continue to adapt both emerging and established automation platforms to their IT and business processes.

Executive Summary

Emerging Trends

Three emerging trends stood out in our 2024 research:

1 I Want My Hybrid IT: Companies Prefer a Mix of On-Prem and Cloud Environments

With hybrid IT usage doubling to 68%, companies are favoring a mix of on-premises and cloud environments that allow them to quickly adapt to changing demands. The challenge then becomes integrating these environments into a seamless landscape.

2 Organizations Seek a Balance of Agile Speed with Sustainable Scalability

A dramatic rise in the use of automation scripts at one end of the spectrum and centralized orchestration tools at the other reflects a balancing act between speed and operational scalability.

3 Machine Learning Pipelines are Evolving and Growing in Importance

74% of respondents have already embraced data and ML pipelines to power their genAI programs. This high adoption rate indicates enterprises are betting on the importance of AI in the future.

Executive Summary

Continuously Evolving Trends

Five evolving trends continue to stand out in our 2024 research:

Cloud Automation is Still Center Stage

Cloud automation remains a top priority across all regions in 2024 — half of all respondents cited plans to invest in this automation category.

Automation is Evolving into Orchestration

Managing processes spanning on-prem and cloud environments is complex. In response, 82% plan to replace legacy automation tools — or add a new platform to the mix — to achieve orchestration.

Self-Service Automation is Booming

88% are enabling a growing pool of end-users across the business. Growth is most dramatic for data teams (3x increase) and developers (6x increase) over the past three years.

Centralized Automation Teams Drive Best Practices

A central IT automation team serves as an organization-wide hub for best practices, monitoring, improvement, and planning. 91% of those surveyed have such a team in 2024; a significant jump up from 77% in 2023.

Interest in Service Orchestration and Automation Platforms (SOAPs) is Growing

30% of users find their automation tools lack full integration with cloud/SaaS technologies. Organizations are adopting SOAPs — the next evolution of workload automation (WLA) — to centrally manage and integrate workflows across various systems and applications.

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IT Automation

How are IT automation professionals addressing the rising complexity and scalability demands in hybrid IT environments?

They're replacing traditional, siloed IT automation tools with intelligent, interconnected orchestration platforms.

Automation Programs Will Continue to Grow in 2024

86% **of respondents plan to grow their automation program over the next 12 months.**

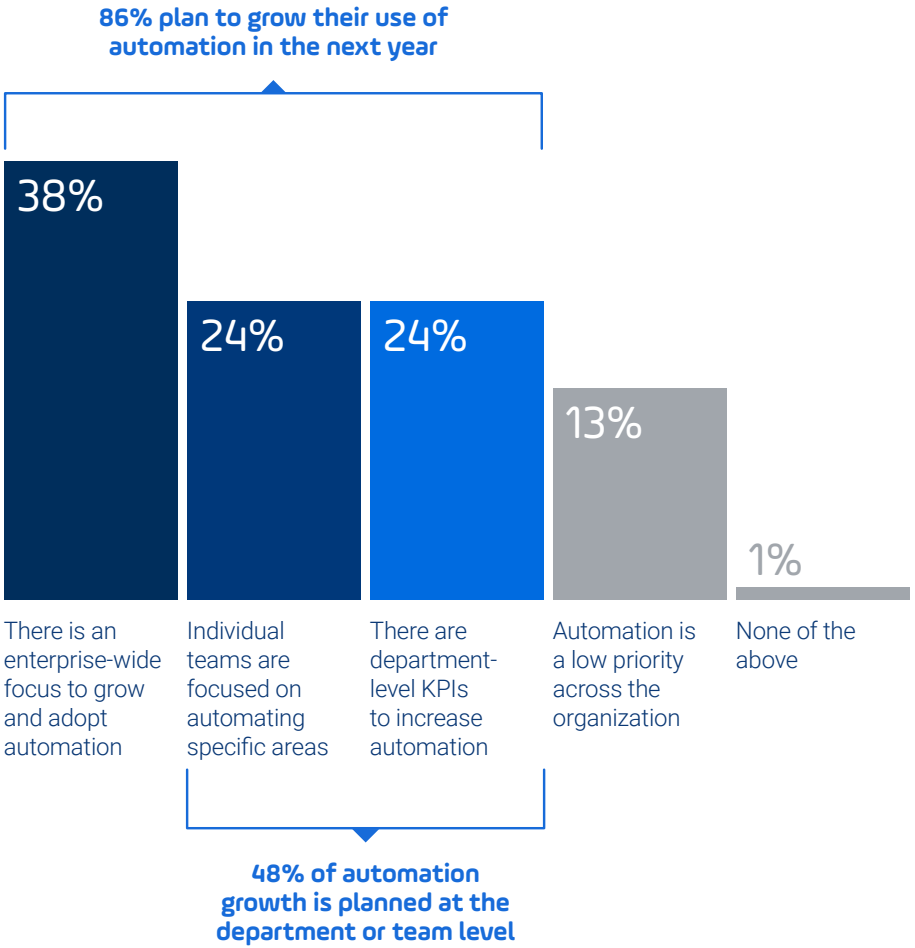
An overwhelming number of organizations plan to invest in automation in 2024. Overall, we saw 5% year-over-year growth in plans to grow automation, alongside a 5% reduction in the number of respondents who said automation was a low priority.

More than a third of organizations have an enterprise-wide focus on growing and adopting automation technologies. Additionally, nearly half of all automation growth is prioritized at the team or department level.

Automation is a necessity for most companies as their IT landscapes become more hybrid.

Planned Growth and Adoption of Automation Technologies in 2024

Which of the following statements, if any, best describes your organizations planned growth and adoption of automation technologies over the next 12 months?



Breaking Down Automation Silos and Wrangling Complexity

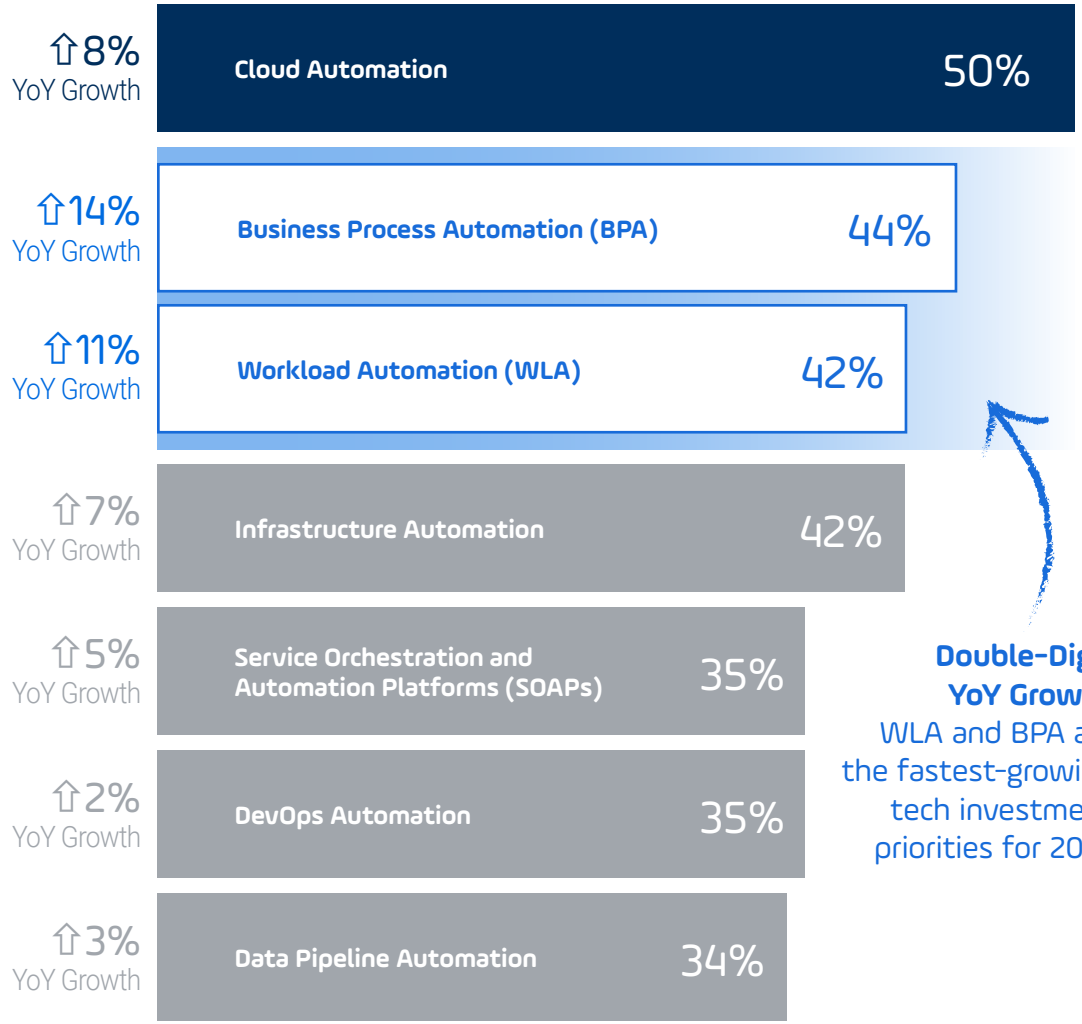
Digital transformation: driving **double-digit growth** for WLA and BPA

Cloud automation is the top technology investment priority in 2024, but it's not the fastest growing. Workload automation (WLA) and business process automation (BPA) both saw double-digit growth from last year. These two automation categories have common traits:

- Both create workflows of automation
- Both centralize automation spanning multiple solutions
- Both are go-to automation solutions to support digital transformation and cost-saving initiatives

Top Automation Technology Investment Priorities in 2024

What automation solution(s) is your organization investing in this year, if any? (Tick all that apply)



Double-Digit YoY Growth
WLA and BPA are the fastest-growing tech investment priorities for 2024

WLA and BPA are two sides of the same coin.

What's the difference?

BPA focuses on human-centric business processes and approvals, while WLA automates the backend across business applications and infrastructure services.

Together, they cover all aspects of business processes involving people and systems.

"In a world where digital transformation is on everybody's mind, it's no surprise that WLA and BPA are two fastest growing automation categories. Both help wrangle in tool sprawl that's largely driven by the acceleration of cloud initiatives."

Peter Baljet
Chief Technology Officer
Stonebranch

Breaking Down Automation Silos and Wrangling Complexity

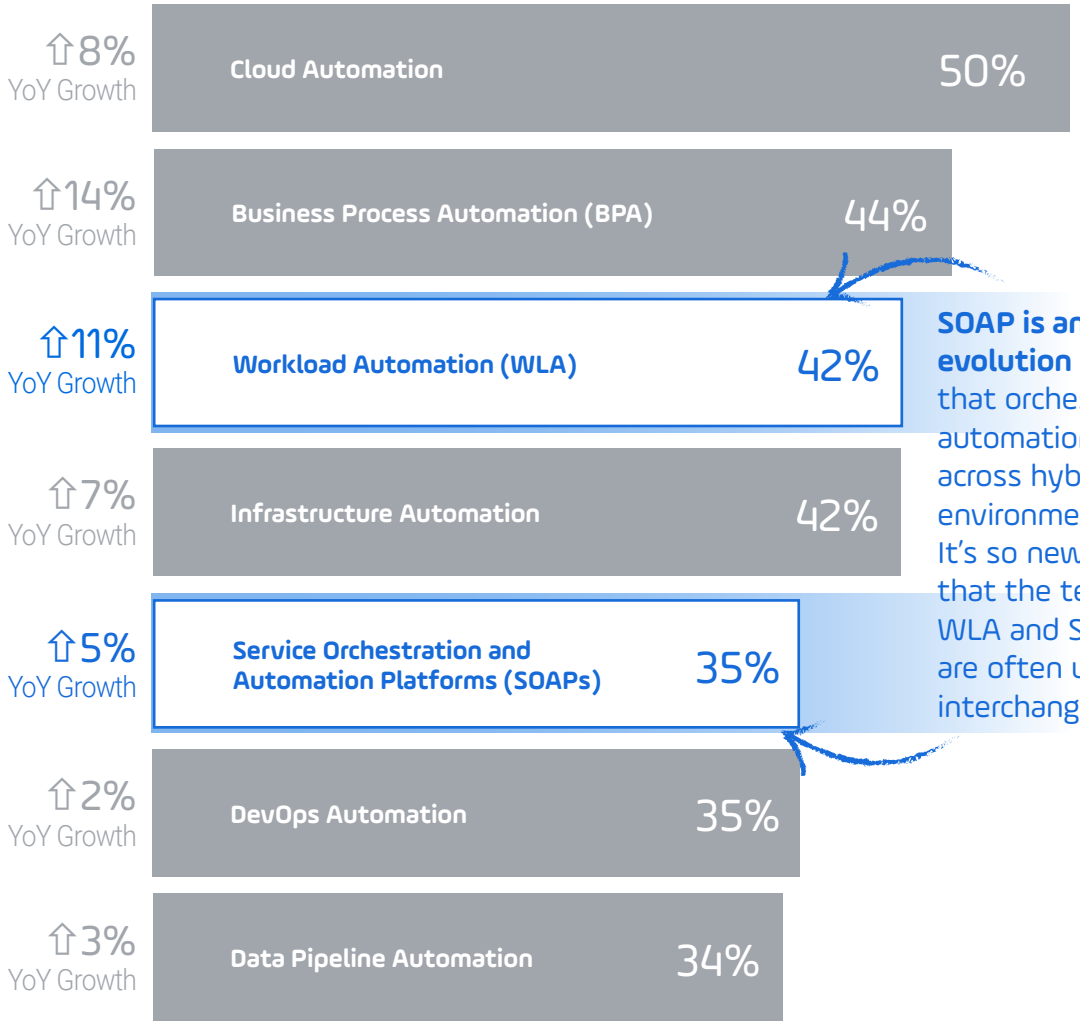
SOAPs are the
next evolution
of WLA tools

The service orchestration and automation platform (SOAP) category is new — it was coined by Gartner in 2020. Yet these platforms have already gained significant traction, because they:

- **Orchestrate everywhere:** connect workloads across public and private cloud resources, on-prem servers, containerized microservices, and mainframes.
- **Orchestrate everything:** centralize the automation of applications, infrastructure, and databases. This includes the capability to meta-orchestrate the other automation tools (i.e., cloud, BPA, WLA, infrastructure, DevOps, and data/ML pipelines).

Top Automation Technology Investment Priorities in 2024

What automation solution(s) is your organization investing in this year, if any? (Tick all that apply)



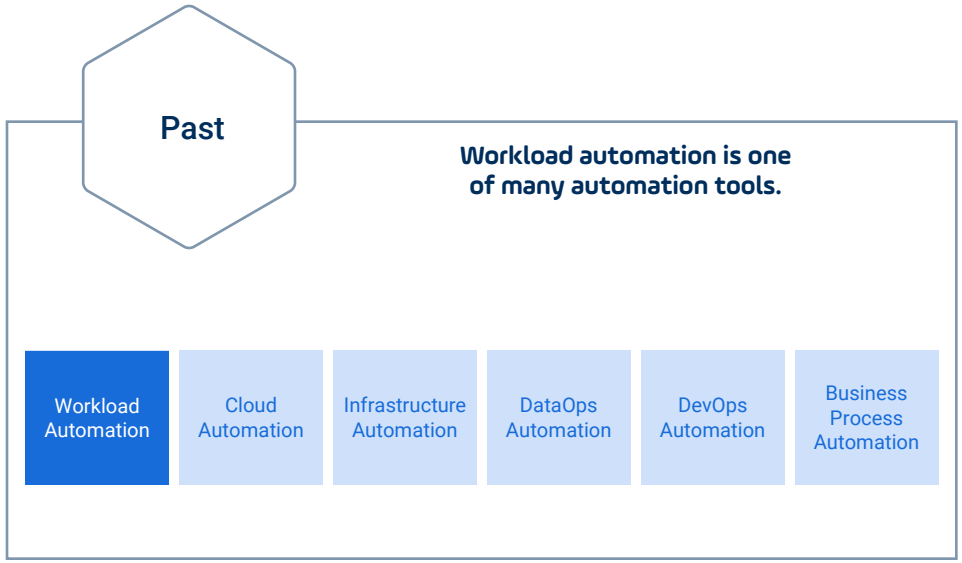
SOAP is an evolution of WLA that orchestrates automation across hybrid IT environments. It's so new that the terms WLA and SOAP are often used interchangeably

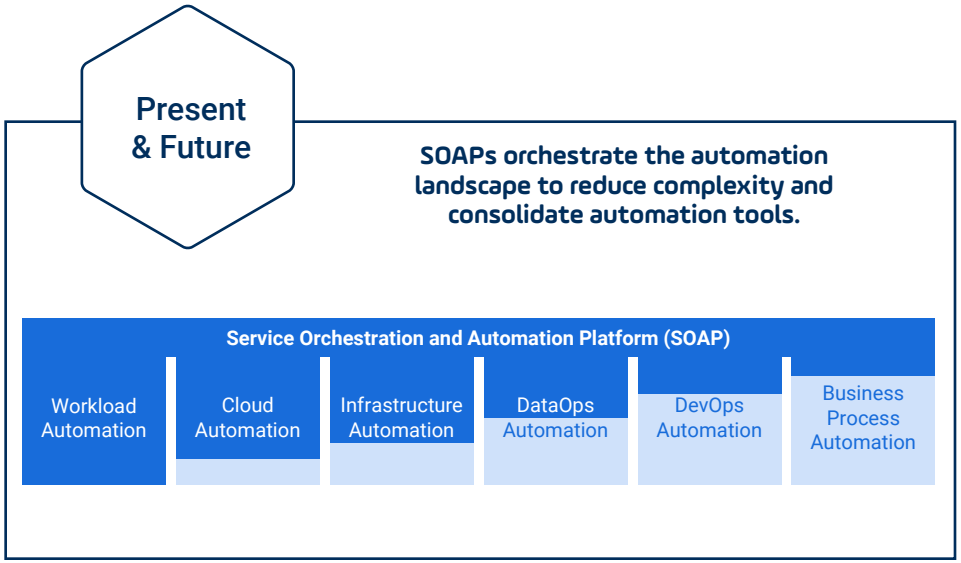
SOAPs Reduce Automation Complexity

SOAPs can be used to orchestrate automation across the entire IT stack

In the past, workload automation tools were one of many disparate automation tools.

Today, SOAPs provide broad coverage across these tools to meta-orchestrate the entire IT stack from one central point of control. This reduces complexity while providing transparency.





IT Automation	Cloud Orchestration
Data/ML Pipeline Orchestration	IT/Business Alignment

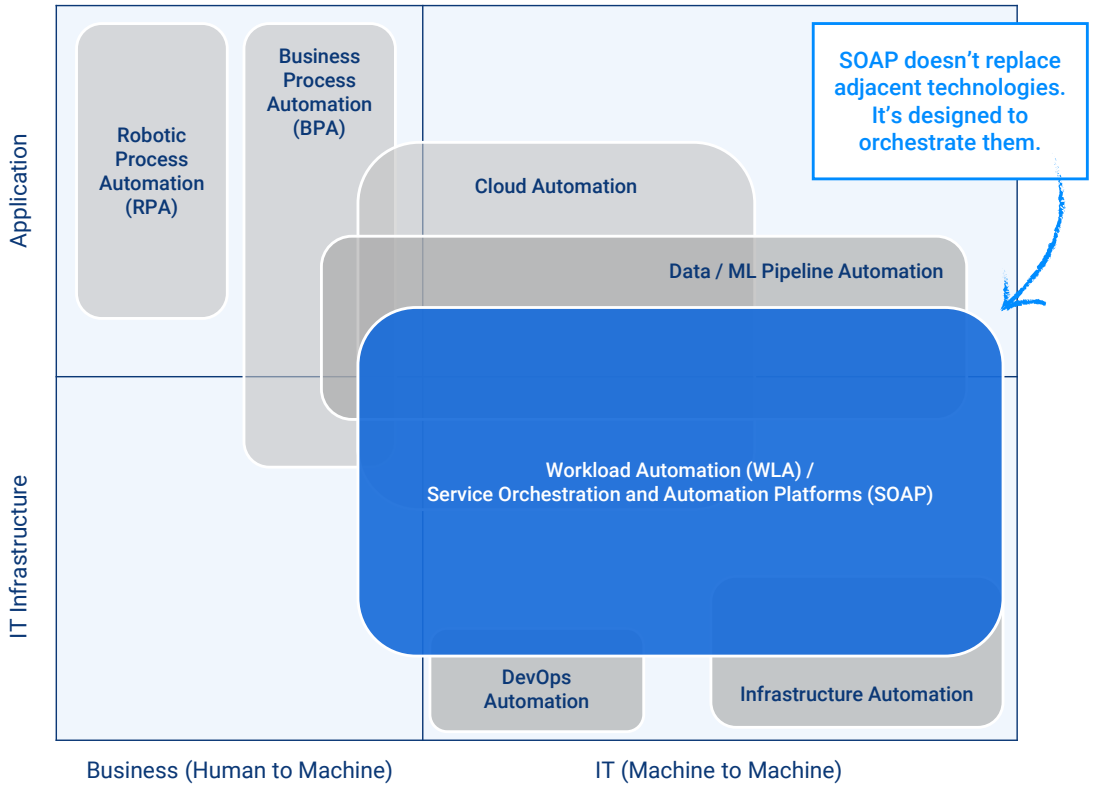
WLA/SOAP is an IT-Focused Platform that Orchestrates Other Automation Technologies

WLA/SOAPs easily integrate with IT infrastructure and applications that span both business and IT user bases.

Unlike other tools that focus on specific tasks, SOAPs are designed for IT professionals to deeply integrate within IT infrastructure.

SOAPs orchestrate a range of specialized tools across different focus areas, including cloud, data/ML pipeline, DevOps, and infrastructure automation.

Broader IT Automation Landscape



Breaking Down Automation Silos and Wrangling Complexity

Regional Analysis

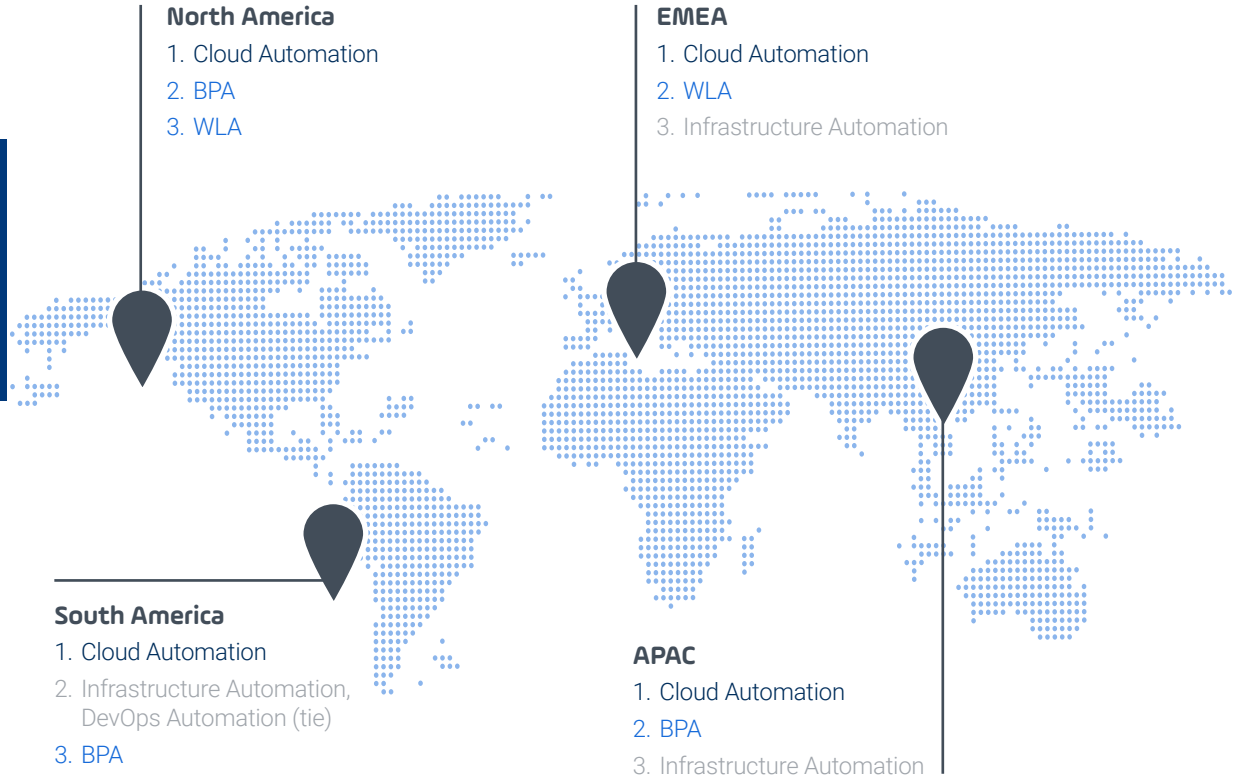
Cloud is the top priority across all regions in 2024, and it's the only top-three priority to span all regions.

The year-over-year growth of cloud automation is particularly notable in APAC, where it rose from third place to first place.

It's no surprise that cloud automation is such a high priority. Organizations are navigating an increasingly complex web of systems and applications that need to connect workflows and share data.

Top Automation Technology Investment Priorities in 2024, by Region

What automation solution(s) is your organization investing in this year, if any? (Tick all that apply)



Most Organizations Live in a Hybrid World

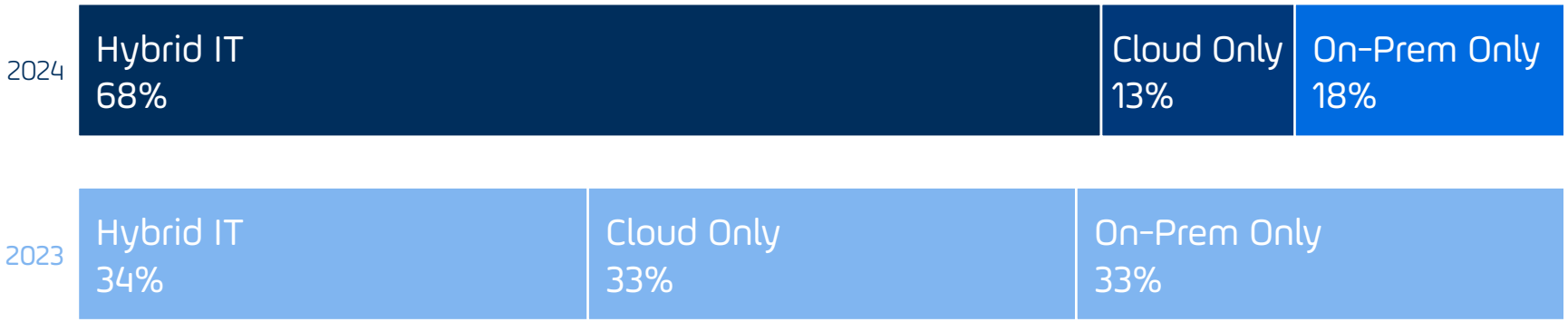
68% of respondents operate in a hybrid IT environment — double what was reported in 2023

Organizations are investing in the cloud, but they're not going all-in on it. Instead, the majority prefer to blend on-premises and cloud resources for greater flexibility and scalability.

That means IT teams are navigating an increasingly complex web of systems and applications that need to connect workloads, workflows, and data.

IT Environment Currently in Operation (2023–2024)

What IT environments are you currently operating in?



Orchestration Plays a Crucial Role in Ensuring the Success of Hybrid IT Environments

The evidence is clear: your automation solution must orchestrate everywhere and connect everything

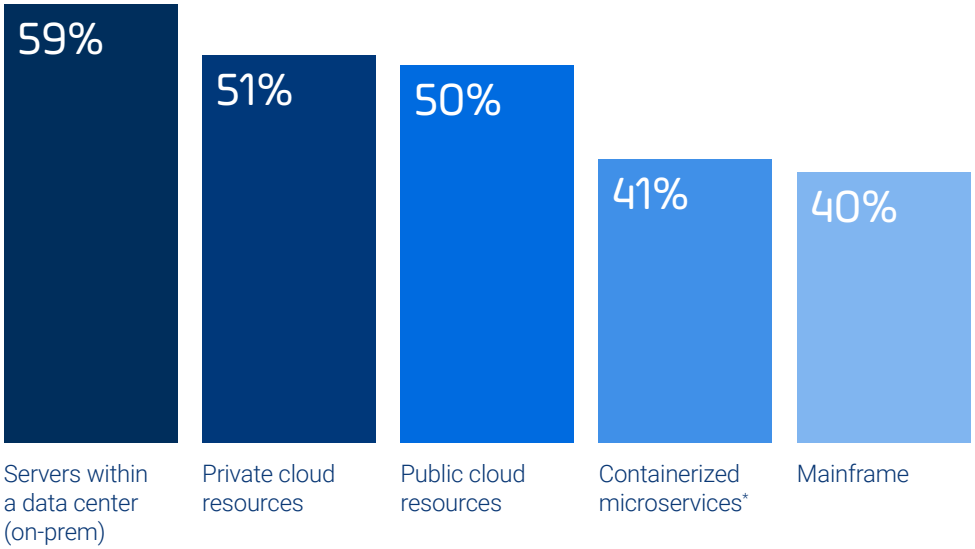
Cloud adoption has driven much of the advancement in automation tools and practices. Recognizing their value, companies are implementing these same automation capabilities back in their on-prem environments.

They're also optimizing their legacy systems and ensuring they integrate with the broader IT ecosystem.

Investment in integration and orchestration creates a more cohesive, automated IT landscape for enhanced operational efficiency, agility, and innovation.

IT Environments Automated in 2024

What IT environments, if any, do you currently automate with a workload automation/ service orchestration and automation platform? (Tick all that apply)



Industry Challenge

Not all automation solutions can bridge the gap between cloud, container, on-prem, and mainframe systems.

**Note: while containers are not a traditional type of infrastructure, they do operate in their own run-time environment and require specialized automation capabilities.*

Automation is Essential to Increase Agility and Minimize Operational Costs as Enterprises Adopt More Technologies and Applications

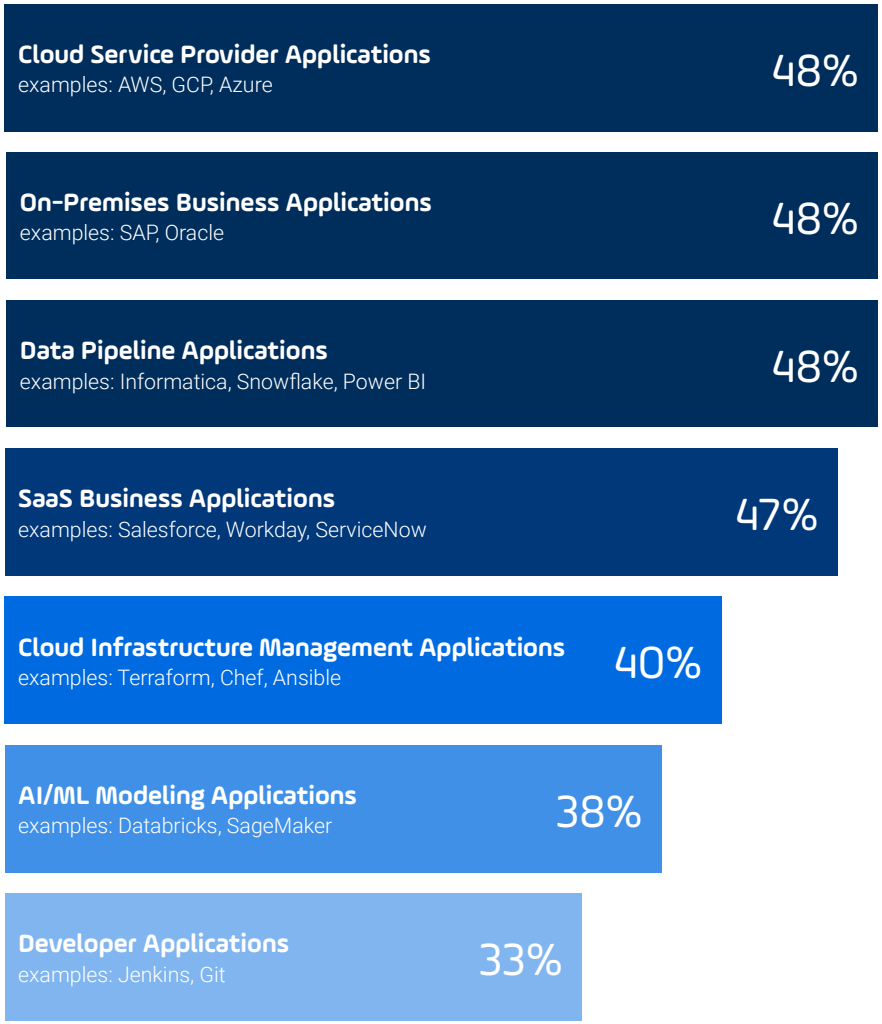
Data- and business-focused applications experienced the highest year-over-year growth.

Enterprises have put an enormous amount of effort into automating developer, cloud, and infrastructure applications. While they're not done in these categories, it's clear that YoY growth is focused on automating business applications (both on-premises and SaaS) and data pipeline applications.

Though a new category in this report for 2024, **AI/ML modeling applications** are already an important aspect of the automation landscape, given the important role they play in the broader adoption of generative AI.

Applications Automated in 2024

What applications/tool categories, if any, do you currently automate with a workload automation/service orchestration and automation platform? (Tick all that apply)



WLA is Being Replaced by SOAP

82% of respondents plan to replace or add a new WLA platform

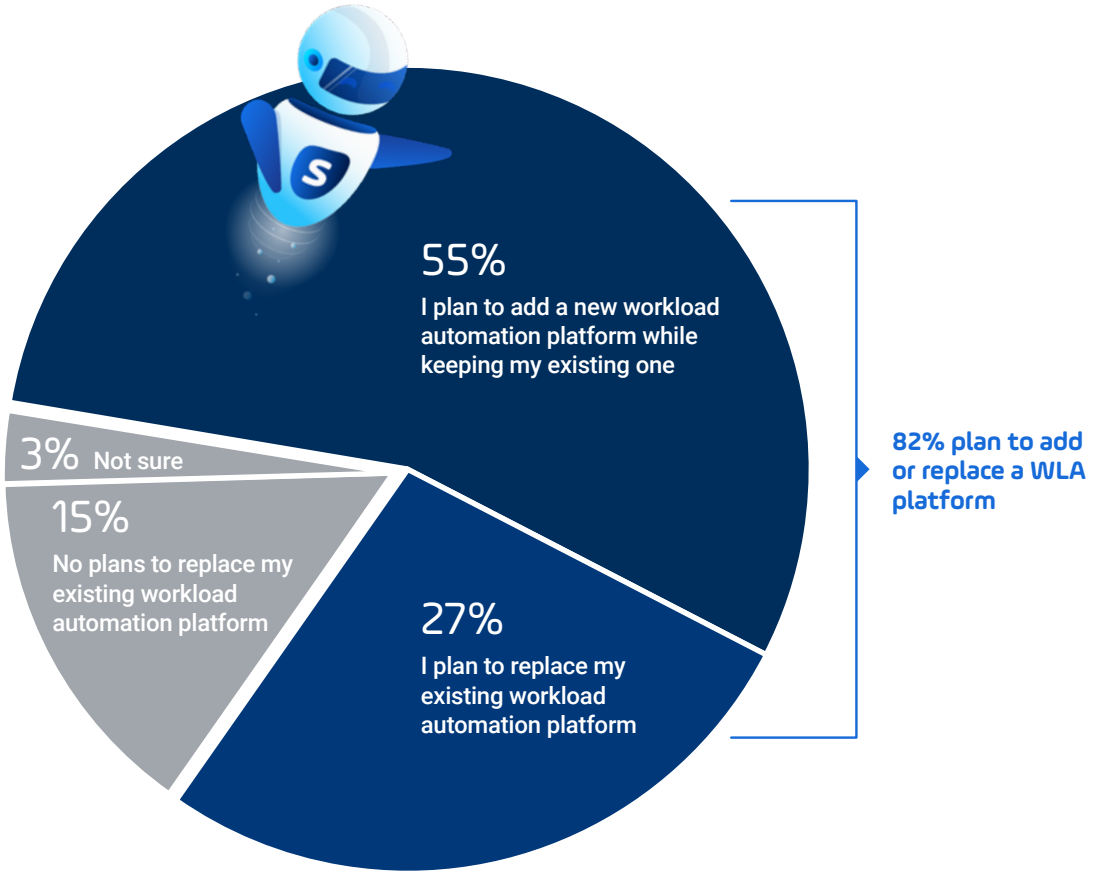
There has been a seismic shift in the workload automation (WLA) market, a technology historically focused on legacy mainframe and distributed server automation. Many WLA tools have evolved into the service orchestration and automation platform (SOAP) category to meet the demands of automating cloud, big data and machine learning pipelines, and DevOps toolchains.

"By year-end 2025, 80% of organizations currently delivering workload automation will be using SOAPs to orchestrate workloads across IT and business domains."

Gartner
2023 Market Guide for Service Orchestration and Automation Platforms (SOAPs)

Planned Replacement of Workload Automation Technologies in 2024

What best describes your approach to adding or replacing workload automation platforms in 2024?



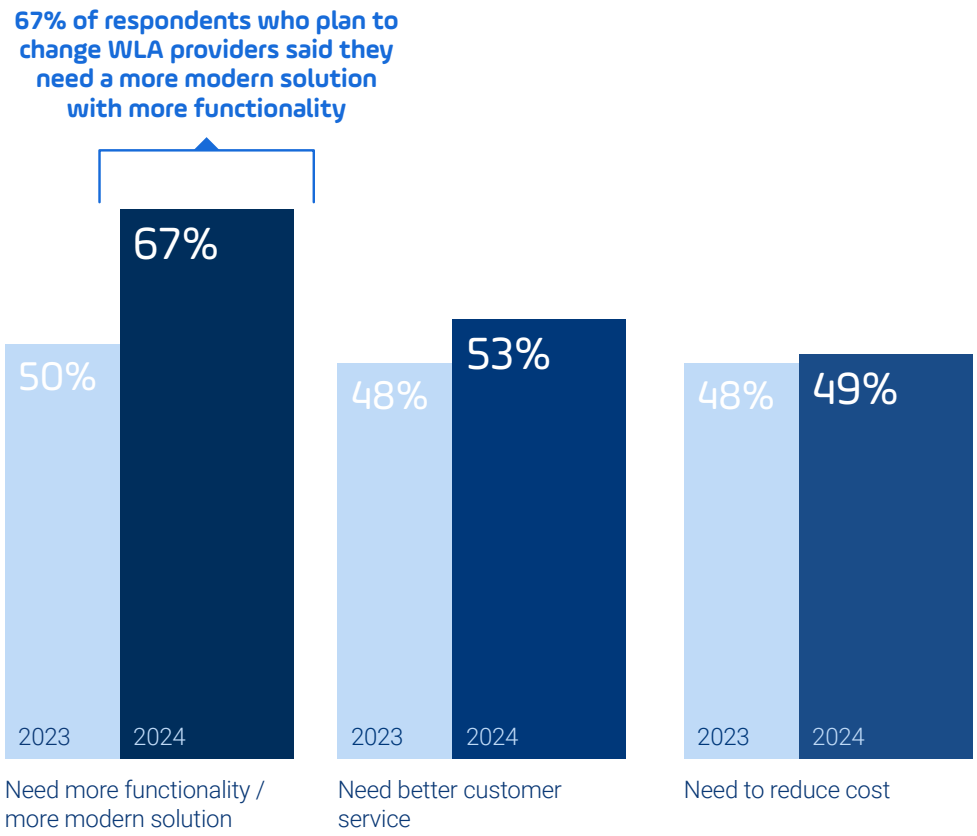
The Drive for More Sophisticated, Versatile, and Scalable Automation Solutions is Stronger than Ever

30% **of respondents said their automation tools either can't connect to or only connect to some cloud/SaaS-based technologies via API.**

Not all WLA tools have made the leap to SOAP. There are still many legacy WLA tools in use that are unable to reach the cloud. This accounts for the need to either replace these tools entirely or add tools that add hybrid IT functionality.

Motivations to Change Workload Automation Toolset (2023–2024)

You said that you are planning to make changes to your workload automation platform. What are the reasons behind this change? (Tick all that apply)



SaaS Deployment is the Fastest Growing Feature in a Modern IT Automation Platform

SaaS deployment rose from the 7th most sought-after feature 2023 to the 3rd most in 2024.

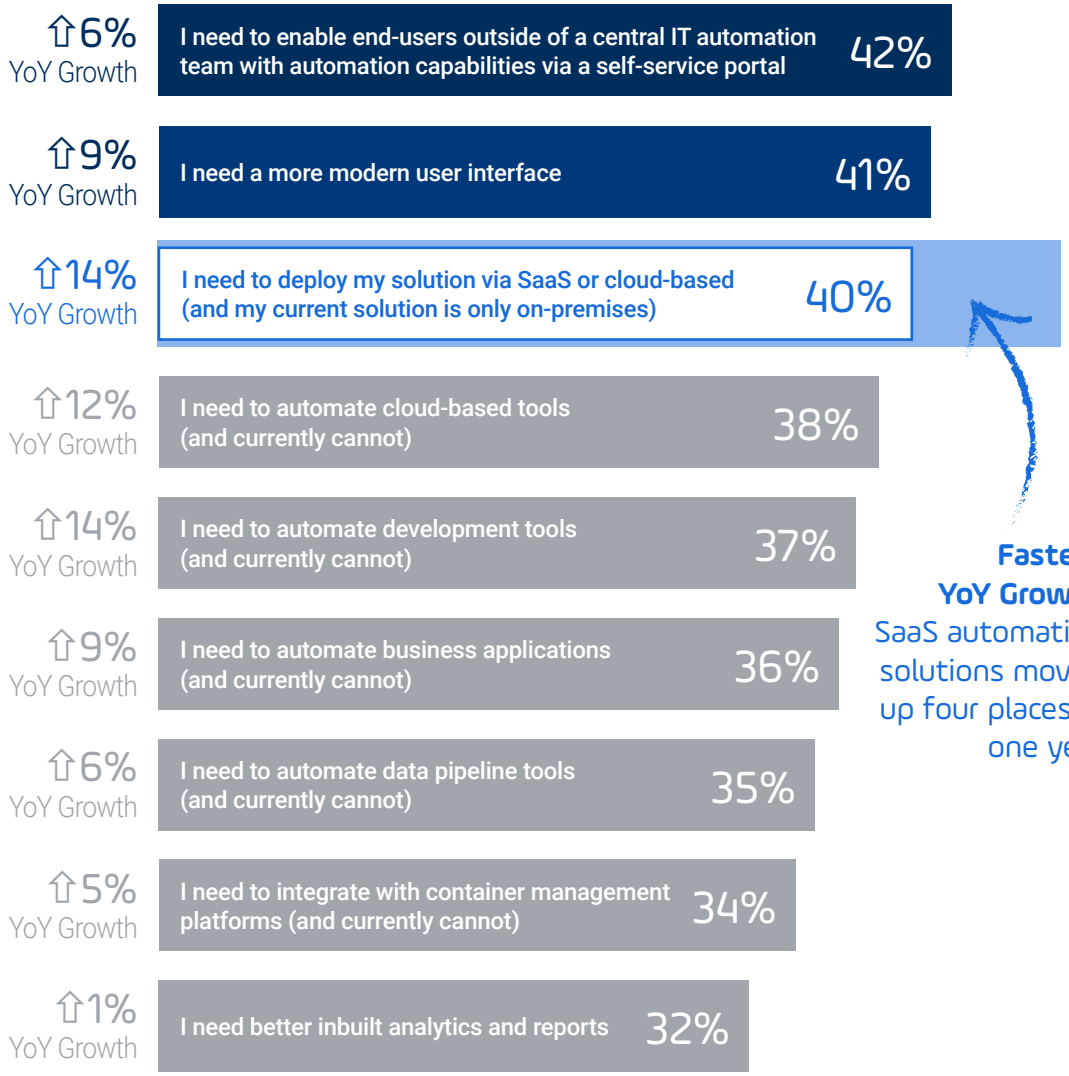
The top three motivators for change — self-service capabilities, modern user interfaces, and SaaS deployment models — seem very different at first glance.

But there is a common theme: accessibility.

There is a clear demand for more sophisticated, user-friendly, and easily accessible automation solutions that can support the dynamic nature of modern IT environments and a growing user base across the business.

Features and Capabilities Sought in a Modern IT Automation Platform (2024)

You said that you are planning to make changes to your workload automation platform. Please select the modern workload automation features driving your decision to make a change: (Tick all that apply)



Fastest YoY Growth
SaaS automation solutions moved up four places in one year

The SaaS surge: transforming an industry built on legacy tools.

Why is SaaS growing so fast?

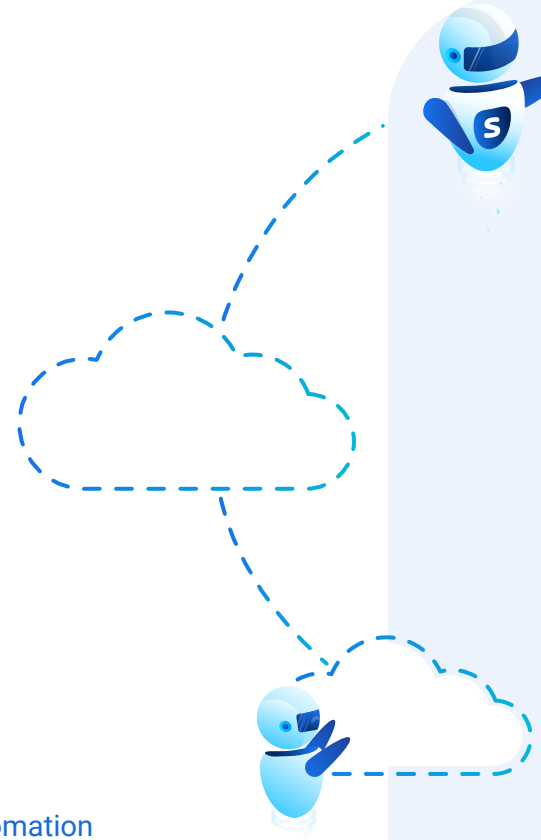
IT automation has its roots in batch job scheduling, more akin to historical punch-card systems than modern cloud technologies that run in real-time.

The traditional (on-prem) workload automation industry has lagged behind others in developing SaaS deployment offerings... until recently.

Driven by a widespread desire for modernization, the industry is now shifting to flexible, cloud-based services. This aligns with broader market movements but also marks a significant period of market transformation and adaptation.

As a result, there's pent-up demand, and SaaS has some catching up to do.

Read this Blog Post to Learn More



"As the cloud continues to grow into a more significant part of enterprise operations, organizations are adopting a cloud-first approach, whereby they prioritize applications in the cloud over on-prem."

Colin Cocksedge
Director, Product Management
Stonebranch

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Cloud Orchestration

How are IT automation professionals orchestrating the widespread adoption of cloud resources throughout the organization?

They're shifting towards hybrid ecosystems, balancing public and private resources to optimize flexibility, compliance, and security.

Cloud Usage is Now Nearly Universal

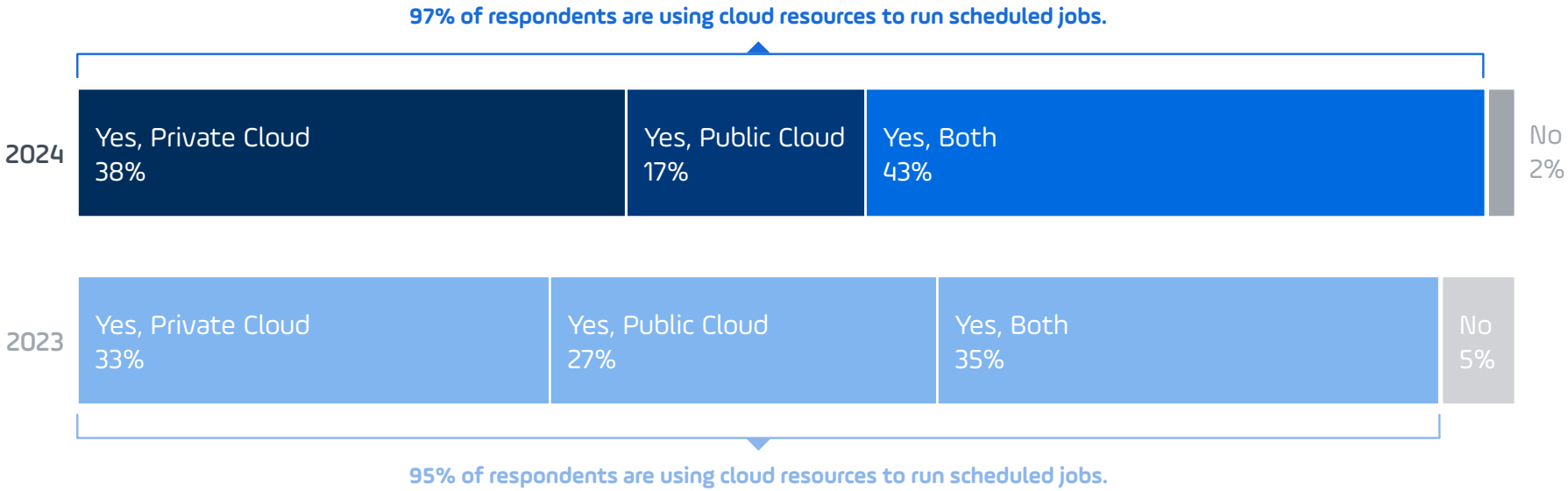
97% of respondents are using public and/or private cloud resources to run scheduled jobs.

The vast majority of organizations use public and private clouds to run their daily tasks.

However, there's been a distinct shift to hybrid cloud ecosystems. In 2024, more organizations are using a combination of both public and private cloud resources in a more nuanced, flexible approach that's tailored to specific business needs, compliance requirements, and cost considerations.

Use of Cloud Resources to Run Scheduled Jobs (2023–2024)

Is your organization using private and/or public cloud resources to run scheduled jobs?



Cloud Automation is Here to Stay

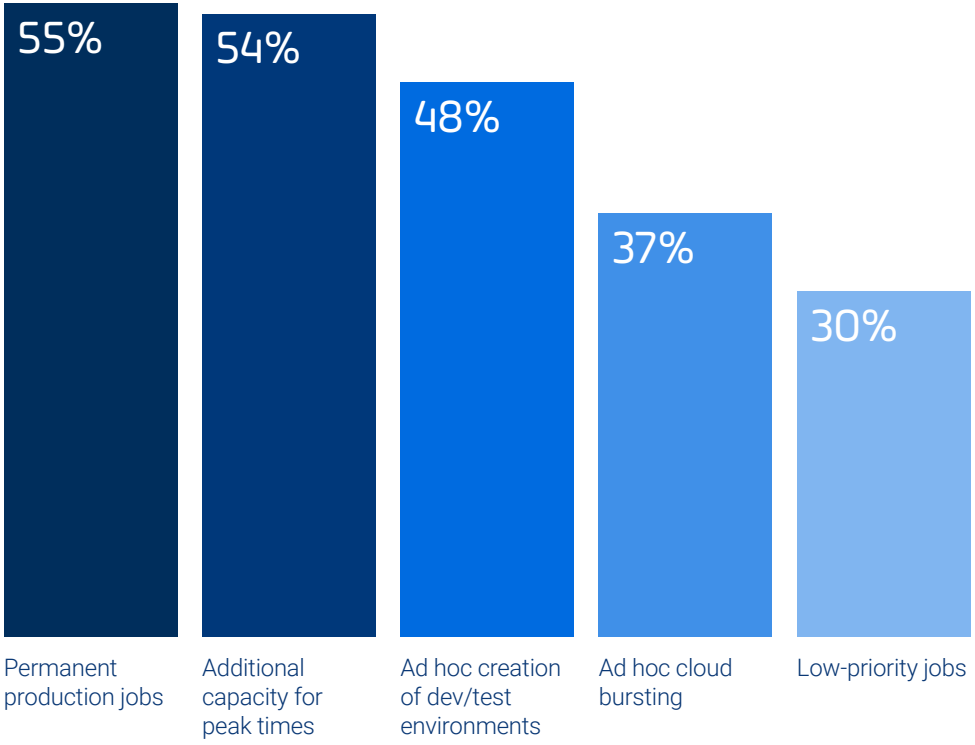
Over half of
respondents automate permanent production jobs and capacity adjustments in the cloud.

In 2024, permanent production jobs are the most popular type of workload to be automated in the cloud. Organizations have clearly gained enough confidence in cloud environments to support their most critical operations.

The next two types (additional capacity and ad-hoc creation) have a distinct focus on speed and flexibility — automation designed to instantly adapt to changes in demand for cloud resources.

Most Popular Workload Types Automated in Cloud Environments in 2024

How is your organization using private and/or public cloud resources to run scheduled jobs? (Tick all that apply)



Security is a Top Cloud Concern

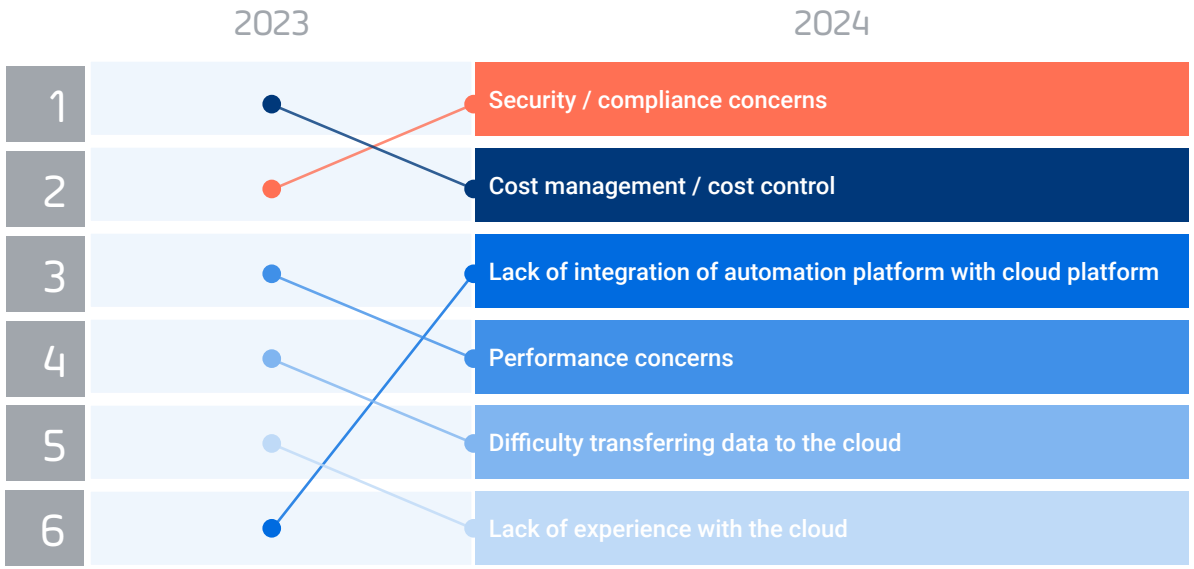
Security is the #1 reason to not place jobs in the cloud.

Even though the cloud is becoming more commonplace, half of the respondents who said they were not placing jobs in the cloud said they were still concerned about security and compliance. This shows that keeping information safe in the cloud is a big deal for many organizations.

Concerns with cloud security have consistently ranked in the top three reasons for the last three years. This enduring focus on security highlights the complex regulatory landscape and the imperative to safeguard sensitive data against evolving threats.

Top Reasons to Not Place Jobs in the Cloud (2023–2024)

You said you are not using public or private cloud resources to run scheduled jobs.
What are the top three reasons, if any, for not placing jobs in the public cloud? (Tick up to three)



Multi-Cloud Environments are Ubiquitous

96% **of respondents automate the transfer of data between cloud environments, or plan to soon.**

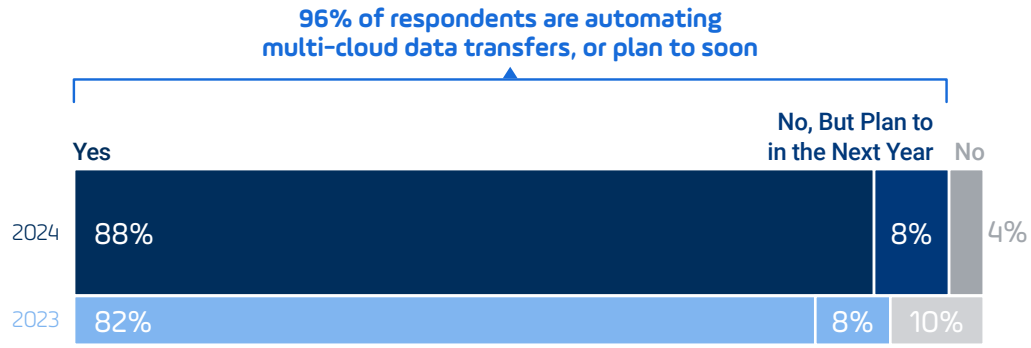
With organizational data spread across multiple clouds, seamless and efficient data transfer is critical. Automation enhances data fluidity and enables successful data and ML pipelines.

68% **of respondents use multiple public clouds. 78% have multiple private clouds.**

Multi-cloud environments continue to be a popular approach to leverage the strengths of different cloud platforms. However, organizations are becoming more discriminating in the number of providers they use.

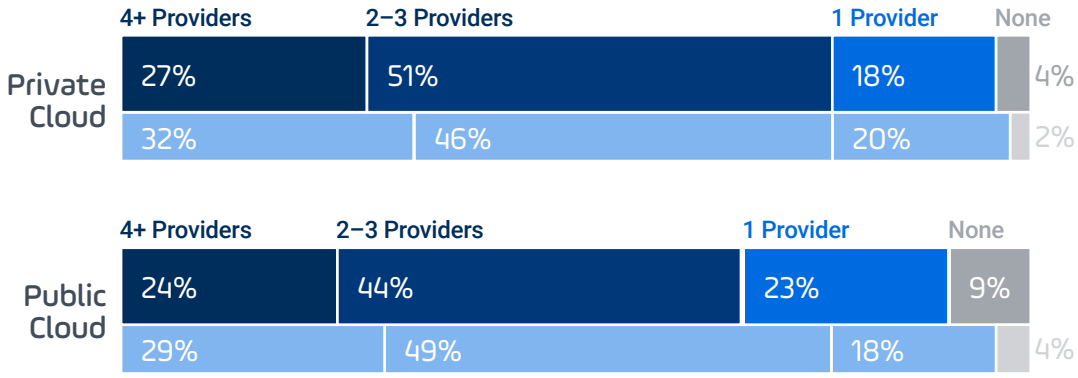
Multi-Cloud Automated Data Transfers (2023–2024)

You said you use two or more public cloud providers. Do you automate the transfer of data between multiple public cloud providers (multi-cloud)?



Private and Public Cloud Providers Used (2023–2024)

You said you are responsible for any cloud operations. How many cloud providers are you using today in public and private?



Cloud Responsibilities Extend Beyond CloudOps Teams

74% of organizations have a centralized CloudOps team — up from 53% in 2023.

The sharp rise in central CloudOps teams indicates the strategic importance placed on managing cloud resources effectively to streamline operations, governance, and innovation across cloud environments.

These teams are establishing enterprise-wide best practices and standards, empowering citizen automators throughout the business.

95% of respondents are actively involved in cloud or data operations. 50% are involved in both.

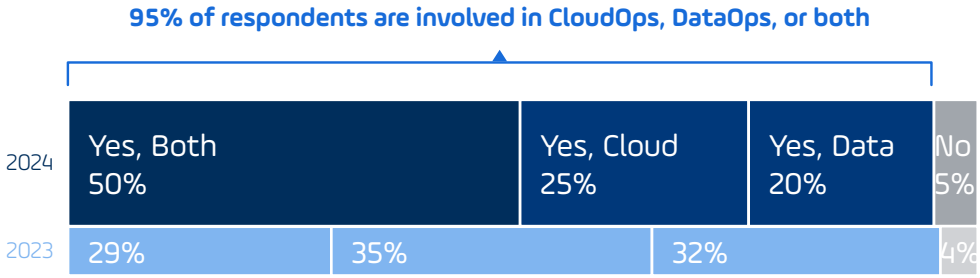
Speaking of citizen automators, respondents increasingly feel responsible for both cloud and data operations. A critical driver in the growth of centralized CloudOps teams is the need to help organizations scale into the cloud.

Centralized Cloud Operations (2023–2024)

You said you or your team are responsible for cloud operations. Does your organization have a centralized Cloud Operations team?

Responsibility for Cloud/Data Operations (2023–2024)

Are you or your team responsible for ANY cloud operations or any data operations (pipeline management, database management, ETL, BI/analytics)?



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Data and ML Pipeline Orchestration

How are IT automation professionals evolving their data pipelines to enable machine learning and artificial intelligence initiatives?

They're reacting quickly to integrate new technologies, with a mindful eye on future scalability and manageability.

Data Automation Strategies are Still Evolving

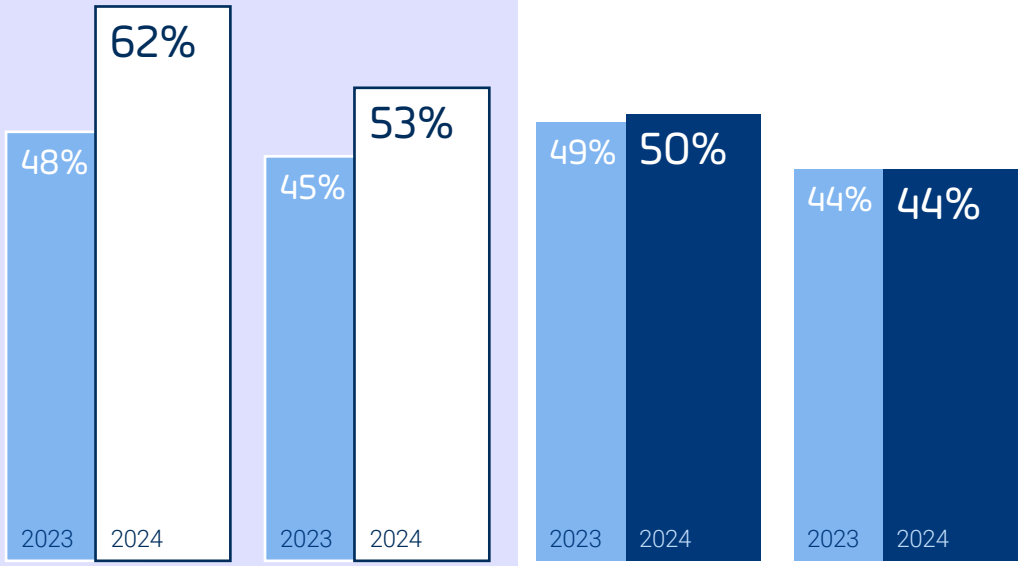
62% of respondents rely on a combination of scripts and custom integrations managed in-house.

The rapidly evolving world of data pipeline orchestration has led to a critical trend: an increasing reliance on scripts and custom integrations — up 14% from 2023. This approach is indicative of the fast pace at which new tools and technologies are emerging in the data and machine learning space, often outpacing the development of standard integrations. It also reflects the growing frequency of source data updates.

Enterprise-grade scheduling and orchestration solutions lie on the opposite end of the spectrum from scripts and custom integrations. These centralized platforms are growing in popularity because they help boost speed and flexibility while ensuring long-term scalability, cost-effectiveness, and manageability across hybrid IT environments.

Data Automation Approaches (2023–2024)

You said that you or your team are responsible for any data operations. As it's related to orchestrating data pipelines, what solution(s), if any, do you use to automate jobs/tasks within data tools (data storage, ETL, ML, AI, data visualization, etc)? (Tick all that apply)



A combination of scripts and custom integrations managed in-house

An enterprise-grade scheduling / orchestration solution

Data tool-specific inbuilt job schedulers

An open-source scheduling/ orchestration solution

Fastest YoY Growth

There's a growing trend for ad-hoc solutions to keep up with technological advances and data volume. Meanwhile, centralized orchestration platforms are becoming more popular for their efficiency and ability to scale within complex IT infrastructures.

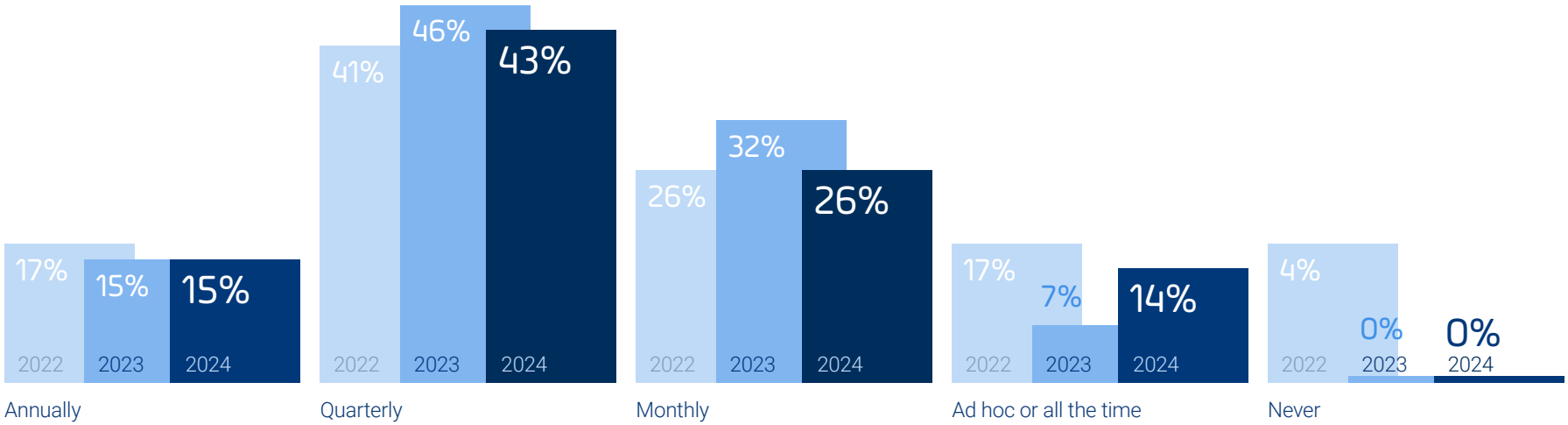
Updates to Source Data are Frequent and Intentional

Source data is most likely to be updated at quarterly or monthly intervals.

Organizations are taking a proactive approach to maintaining the accuracy and relevance of source data, a trend that has been consistent for all three years of the Global State of IT Automation survey.

Frequency of Source Data Updates (2022–2024)

You said that you or your team are responsible for any data operations. How often, if at all, do you add or remove data sources or data tools along your average data pipeline?



Automation Supports GenAI's Rapid Evolution

72% of respondents have embraced data and ML pipelines to power their genAI initiatives.

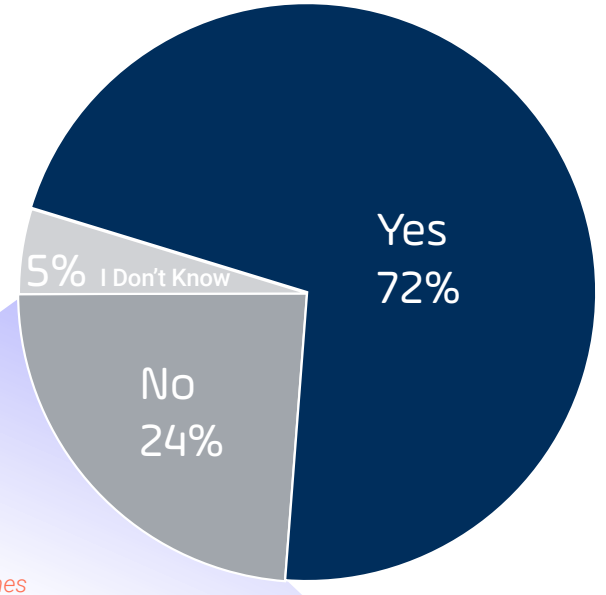
The dramatic growth of generative AI (genAI) — and the breakneck pace at which it's been adopted by the enterprise — stands as a testament to innovation's relentless pace.

Lack of expertise and insufficient staffing are the greatest barriers to automating genAI models.

Overall, the challenge in adopting and effectively utilizing genAI technologies is less about trust in the technology itself and more about having the appropriate people, processes, and platforms in place.

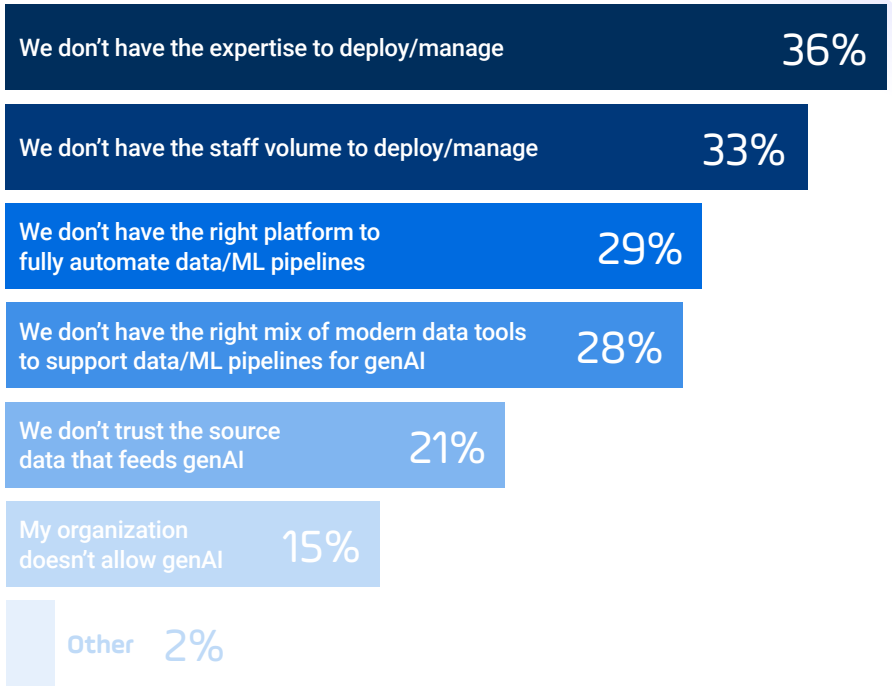
Use of Data/ML Pipelines to Train GenAI Models in 2024

Is your organization currently using data/ML pipelines to process data used in training genAI models?



If Not, Why Not?

If your organization isn't using data/ML pipelines to process data used in training generative AI models, why not? (Select all that apply.)



Machine learning (ML) pipelines power genAI initiatives.

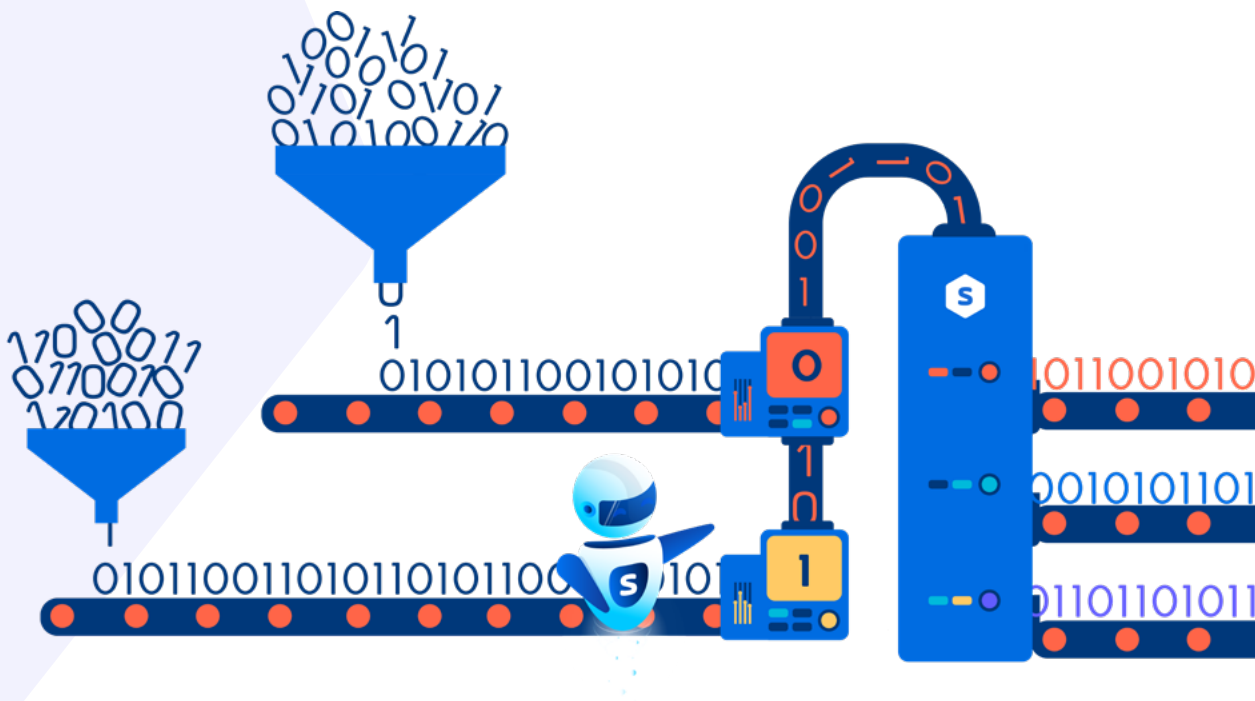
What's an ML pipeline?

An ML pipeline is a set of processes that automate and streamline the flow of ML models from development to deployment.

These ML models drive how AI systems analyze and interpret data — and learn, adapt, and make predictions based on that data.

Automating your ML pipeline allows you to operationalize model integration for optimal performance, paving the way to unleash innovation at scale.

Read this Blog Post to Learn More



Company Size Plays a Part in GenAI Adoption

Medium-size

enterprises lead the way in using data/ ML pipelines to train genAI models.

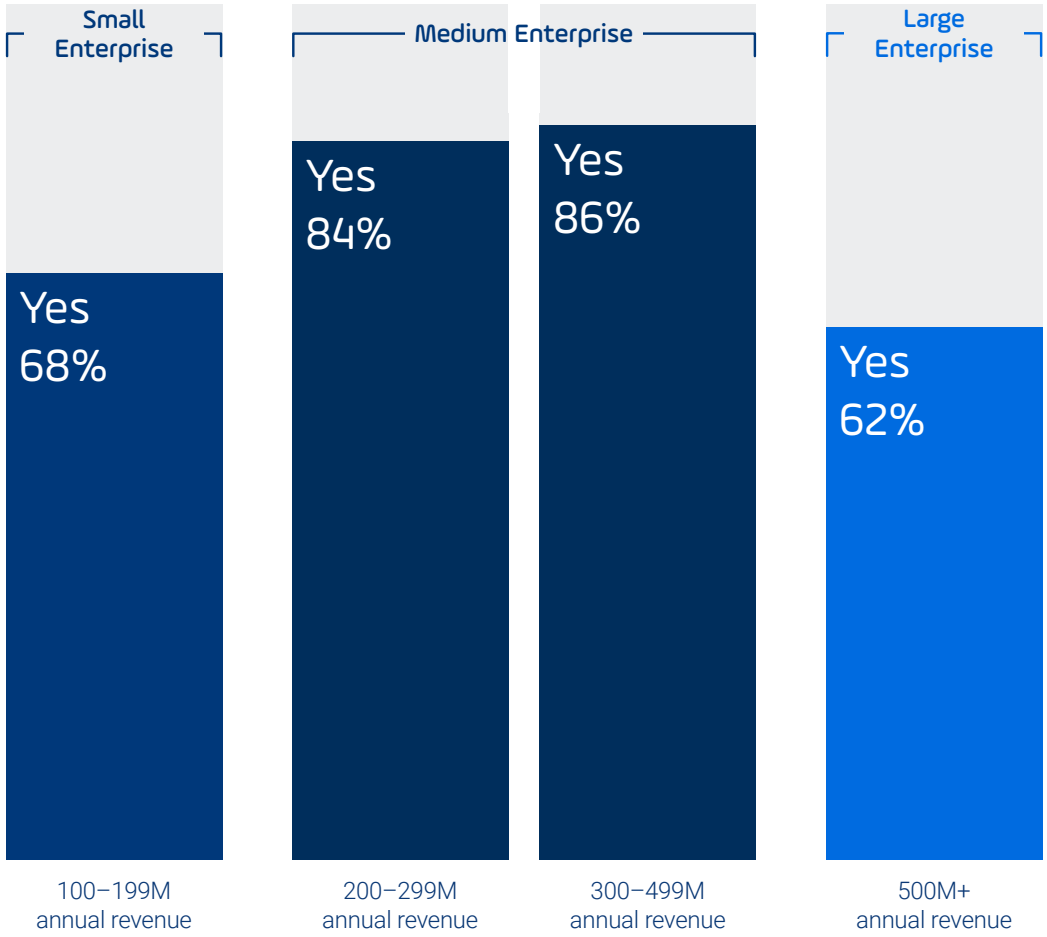
Medium-size enterprises are particularly well-positioned to navigate the genAI revolution, benefiting from a balanced mix of tooling and people resources.

Smaller enterprises have the interest and tools but lack sufficient people resources and expertise.

Larger enterprises have the people, resources, and expertise but struggle with organizational trust and overall speed of adoption.

Use of Data/ML Pipelines to Train GenAI Models in 2024

Is your organization currently using data/ML pipelines to process data used in training genAI models?



GenAI Will Drive Automation's Next Frontier

97% of respondents are interested in incorporating generative AI into their automation programs.

With an overwhelming majority expressing interest in leveraging genAI in automation, it's evident that genAI is poised to redefine the landscape of IT automation.

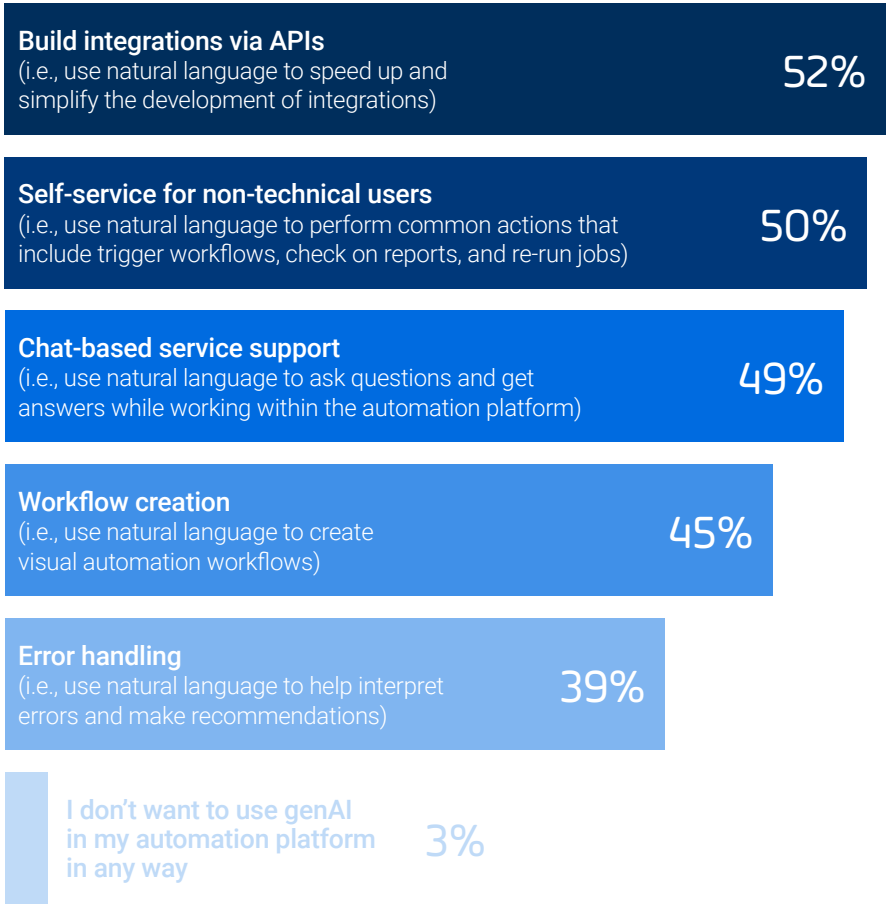
There's a slight preference in using genAI to build integrations via APIs and provide self-service capabilities to non-technical users.

A key theme emerges: expansion.

IT professionals see genAI as a pivotal tool to connect a more diverse set of tools and empower a broader range of users, signaling a significant shift toward a more inclusive, agile, and interconnected IT ecosystem.

Preferred GenAI Capabilities in an Automation Platform in 2024

Which way would you most prefer to use generative AI within an automation platform? (Tick up to 3)



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IT/Business Alignment

How are IT automation professionals supporting users throughout the organization?

They're empowering end-users with self-service automation capabilities, and forming centralized teams to guide and support these efforts efficiently.

Self-Service Automation is Booming

88% of respondents offer self-service automation to their organizations.

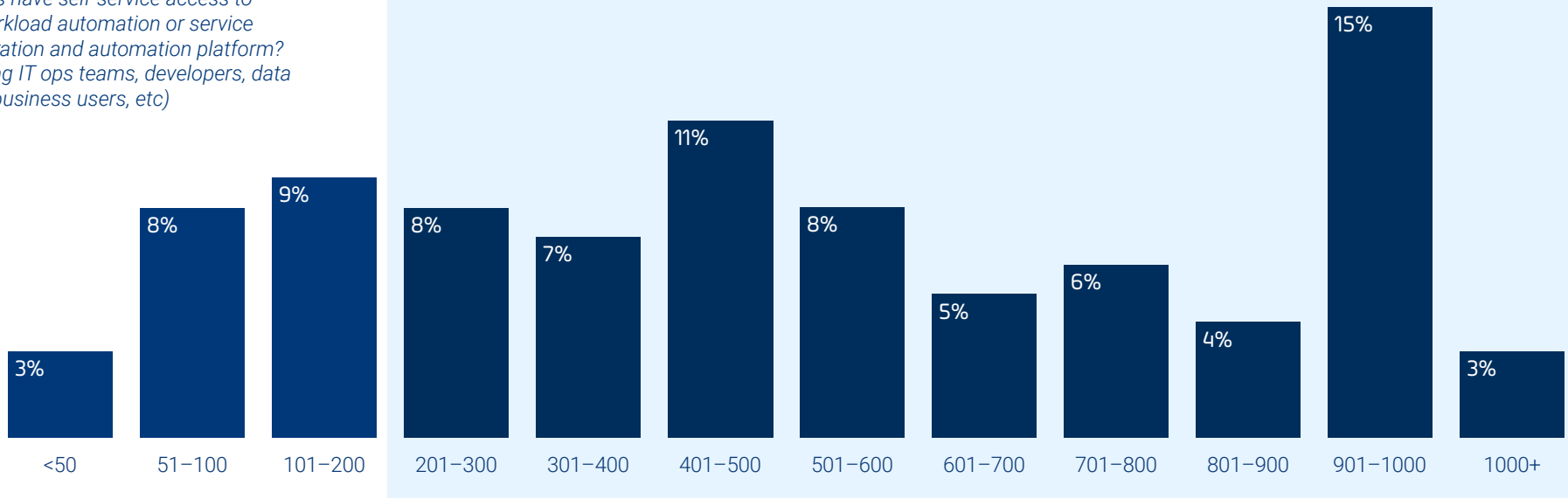
We're witnessing a transformative shift in IT automation, with a significant expansion in self-service access across the business. This evolution marks a departure from traditional, centralized IT control towards a more inclusive, democratized approach to automation.

Volume of Self-Service Automation End-Users in 2024

How many, if any, end users across the business have self-service access to your workload automation or service orchestration and automation platform? (including IT ops teams, developers, data teams, business users, etc)

67% have 200+ citizen automators

By democratizing access to self-service automation platforms, end-users across the organization can execute workflows and tasks autonomously. This shift not only accelerates operational processes but also significantly reduces the dependency on IT teams for routine tasks, allowing them to focus on strategic initiatives.



Self-service automation can help break down organizational silos to boost employee efficiency.

What's self-service automation?

Self-service automation lets people in an organization execute tasks and workflows without being dependent on IT. This type of automation helps people control their own processes, reduces manual work, and boosts efficiency — for the end-user and the IT team.

Read this Blog Post to Learn More

Self-Service Automation Empowers a Diverse User Base

Over the last three years, self-service automation is up 3x for data teams and 6x for developers

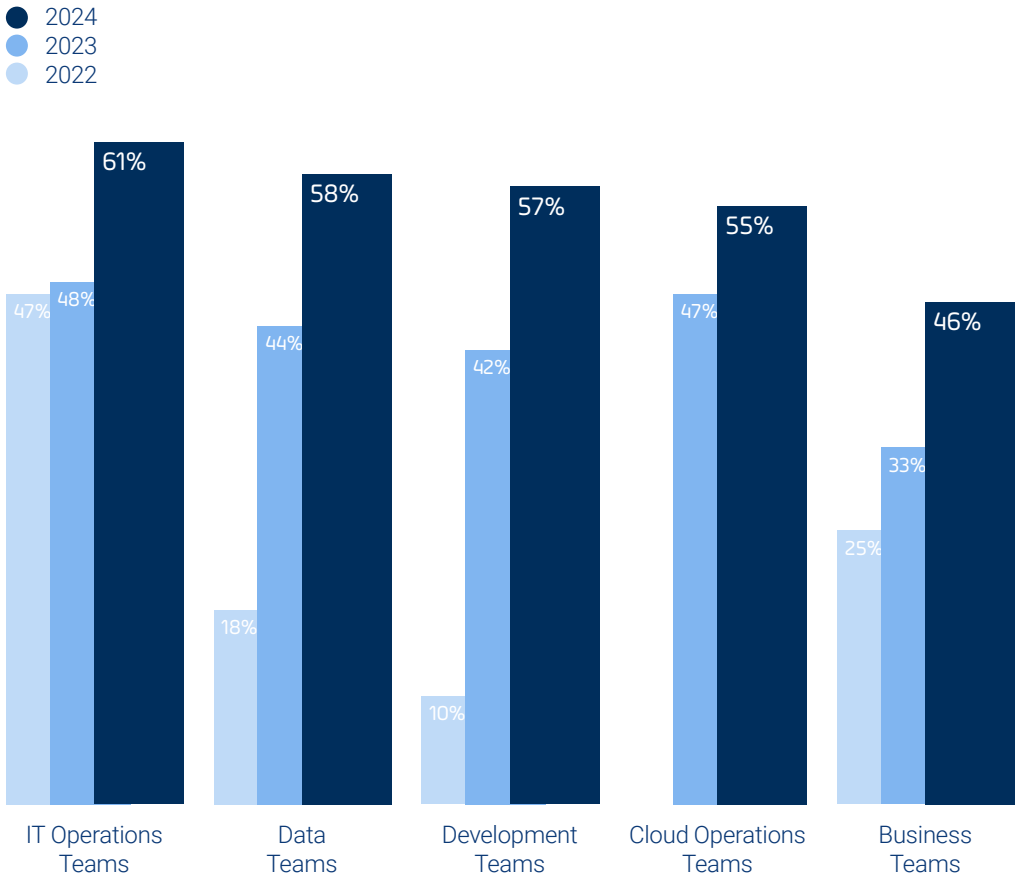
Automation is no longer the sole domain of IT operations teams.

The adoption of automation across IT, cloud, data, development, and business teams indicates that self-service automation is rapidly becoming a mainstream solution. Organizations are embedding automation deeply into the fabric of their enterprise-wide operational strategies.

In the past, employees had to wait for IT requests to be completed before they could continue their work. This could lead to delays, missed deadlines, and decreased productivity. But with self-service automation, end-users move at their own speed while IT Ops teams maintain centralized visibility and overall control.

Self-Service Automation End-User Roles (2022–2024)

You said that you offer self-service to your organization. What functional areas / roles currently use self-service automation portals at your organization? (Tick all that apply)



Most Organizations Have a Centralized IT Automation Team

91% of respondents report having a centralized IT automation team, up from 77% in 2023.

The IT automation field has shifted towards a more structured and strategic approach. This signals automation's central role in maintaining the agility and cost-effectiveness of a more complex, hybrid IT landscape.

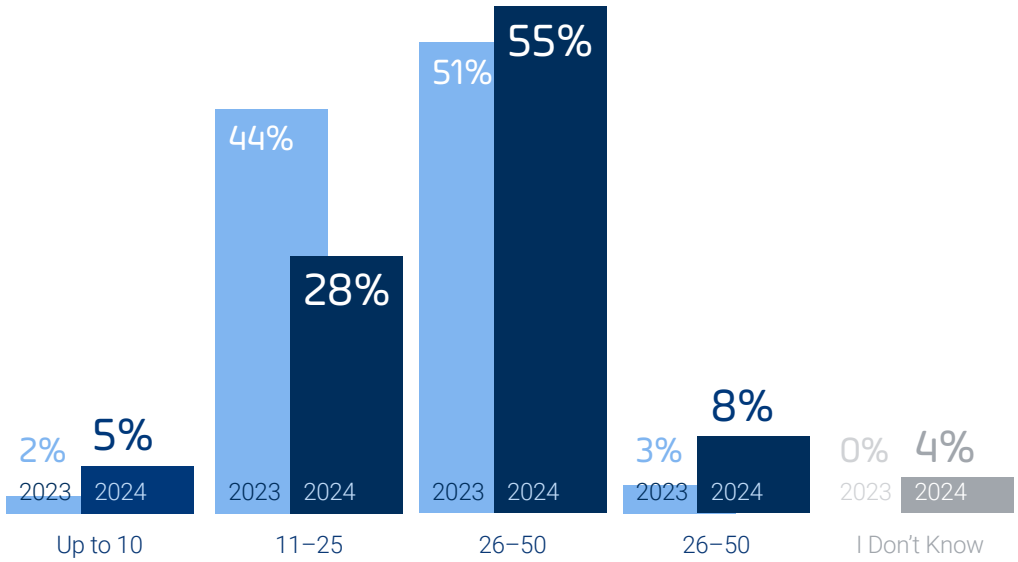
By centralizing and driving best practices, these automation teams are at the forefront of driving automation excellence, collaboration, and self-service.

Centralized IT Automation Teams (2023–2024)

Does your organization have a centralized IT automation team/group?

Size of Centralized IT Automation Teams (2023–2024)

You said your organization has a centralized IT automation team/group. How many people are part of your centralized IT automation team?



Conclusions and Recommendations

The 2024 Global State of IT Automation report paints a picture of an IT world in transition. As tech teams continue to navigate these waters, the lessons learned from balancing new technologies with existing platforms and systems will undoubtedly shape the future of IT automation and orchestration strategies.

Without orchestration, hybrid IT success cannot be fully realized. If you're among the 82% who plan to make changes to their workload automation toolset in 2024, consider prioritizing these capabilities for future-proof IT operations:

Integration

Look for automation and orchestration solutions that ensure seamless integration across cloud, on-premises, and hybrid systems.

Self-Service

Seek out solutions that are designed with access controls and intuitive user experiences. Focus on empowering both technical and non-technical users by extending automation capabilities to common end-user tools, including ITSM, chat communication, and DevOps.

Centralized Management

Remove silos of automation by consolidating point tools. Look to centralize and orchestrate automated processes in order to drive best practices, governance, and system-wide observability.

Scalability

Opt for automation platforms that help you balance agility and scalability without accruing technical debt.

GenAI Strategy

Develop a roadmap to integrate genAI into your automation program and seek out automation platforms that align with your vision and future needs.

About Stonebranch and Censuswide

CENSUSWIDE
THE RESEARCH CONSULTANTS

Censuswide is an international market research consultancy headquartered in Clerkenwell, London. Their dedicated and passionate teams are experts across various areas, including healthcare, corporate, international, and consumer research. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

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Stonebranch builds IT orchestration and automation solutions that transform business IT environments from simple IT task automation into sophisticated, real-time business service automation. No matter the degree of automation, the Stonebranch platform is simple, modern, and secure. Using the Stonebranch Universal Automation Center platform, enterprises can seamlessly orchestrate workloads and data across technology ecosystems and silos. Headquartered in Atlanta, Georgia, with points of contact and support throughout the Americas, Europe, and Asia, Stonebranch serves some of the world's largest financial, manufacturing, healthcare, travel, transportation, energy, and technology institutions.

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Global State of IT Automation Report

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