

# 2025 GLOBAL STATE OF IT AUTOMATION REPORT

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

© Stonebranch 2025. All rights reserved.



# Table of Contents

- 03 Demographics and Methodology
- 05 Executive Summary
- 08 IT Automation
- 15 Service Orchestration and Automation
- 25 Self-Service Automation
- 32 Data/ML Pipeline Orchestration
- 36 Conclusions and Recommendations
- 37 About Stonebranch and Censuswide
- 38 Abbreviation Glossary



# Demographics and Methodology

Stonebranch, in collaboration with Censuswide, conducted a survey of 400 IT 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 3, 2025.

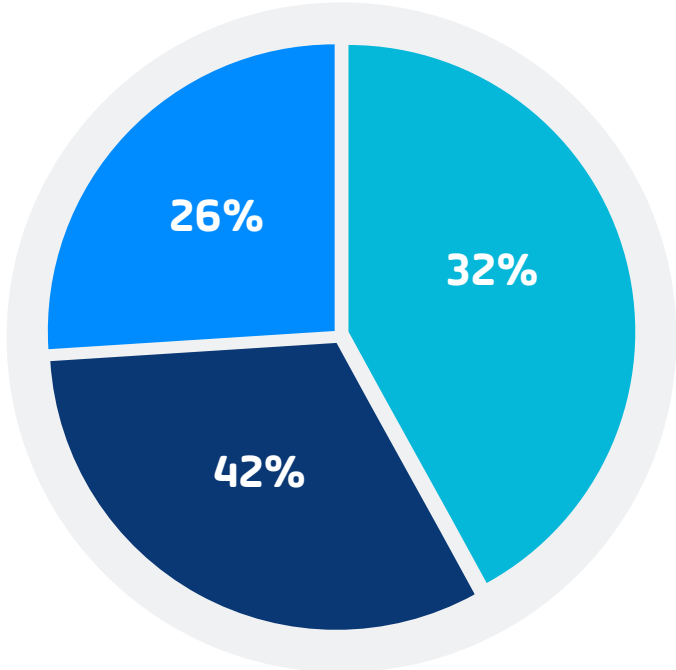
The survey participants were selected through a stringent, multi-step screening process to ensure that only relevant respondents were included.

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 500 employees.

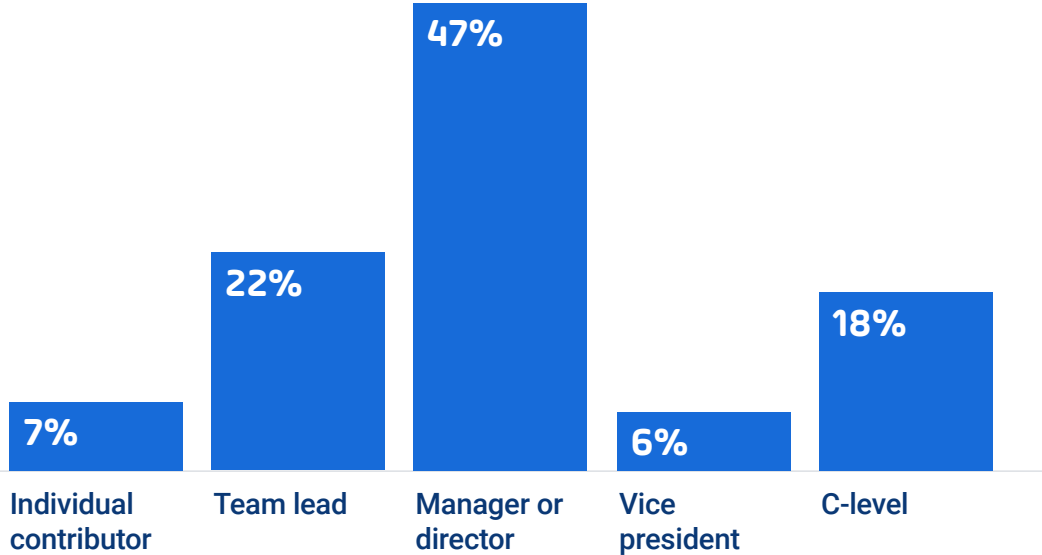
Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles. Censuswide are also members of the British Polling Council.

## Participant Company Size

- 5001+ employees
- 1001-5000 employees
- 500-1000 employees



## Respondents by Job Level



# Demographics and Methodology

Respondents by Region



# Executive Summary



# Executive Summary

The 2025 Global State of IT Automation report highlights a continued shift toward enterprise-wide orchestration, with self-service automation and hybrid IT strategies taking the lead.

Compared to 2024, self-service automation has moved from a fast-growing trend to the new standard, and hybrid IT orchestration has become a necessity rather than an aspiration.

Meanwhile, IT Ops teams are transitioning from execution to governance, reflecting a broader move toward enabling self-service and improving security. The challenge of tool sprawl has also intensified, but organizations are increasingly leveraging the broad integration capabilities of their service orchestration and automation platform (SOAP) to unify operations across fragmented IT landscapes.



# Executive Summary

## Key Trends in 2025

### Hybrid IT Orchestration is Critical

With 77% of enterprises operating in hybrid IT environments, seamless orchestration across on-prem, cloud, and containerized systems is critical for success. WLA/SOAP's broad integration capabilities are helping to unify and streamline operations.

### Data and ML Pipelines Power AI Strategies

Automation plays a growing role in AI adoption, particularly in data and ML pipeline orchestration. While 70% of organizations use data pipelines to train generative AI models, barriers such as automation maturity, staffing shortages, and expertise gaps remain.

### The Optimization Balancing Act

While enterprises are still moving workloads to the cloud, many have been there for a while. So, these organizations have entered optimization mode — constantly balancing workloads between cloud and on-prem systems. As a result, automation of all infrastructure types is up year-over-year.

### IT Ops Shifts from Hands-On Execution to Offering Automation-as-a-Service

With nearly two-thirds of organizations enabling 200 or more citizen automators, IT Ops is shifting toward a strategic model that delivers automation-as-a-service (AaaS) across the enterprise. This approach empowers other teams to self-serve automation through centralized, governed platforms.

### IT Automation isn't Just IT Anymore

ERP and CRM applications are among the most desired automation integrations in 2025. In fact, business teams grew the second most as self-service users, behind IT Ops. Self-service automation and the need for workflows that span multiple business units are driving forces for adoption at the line-of-business level (e.g., finance, HR, sales).

### Ease of Use and Accessibility are Driving Forces when Modernizing Automation Platforms

62% of respondents plan to invest in WLA/SOAP in 2025, up 20% from 2024. They're prioritizing platforms that offer seamless integration, improved visibility, and intuitive experiences to support all types of end-users across the business.



# IT Automation

IT automation is evolving — moving from isolated tools to intelligent orchestration platforms that simplify complex infrastructures, improve scalability, and enable enterprise-wide efficiency.



# Hybrid IT is the Standard

## 77% of respondents operate in a hybrid IT environment

More organizations are adopting a hybrid IT approach. This continued growth highlights the need for IT strategies that balance flexibility, control, and performance.

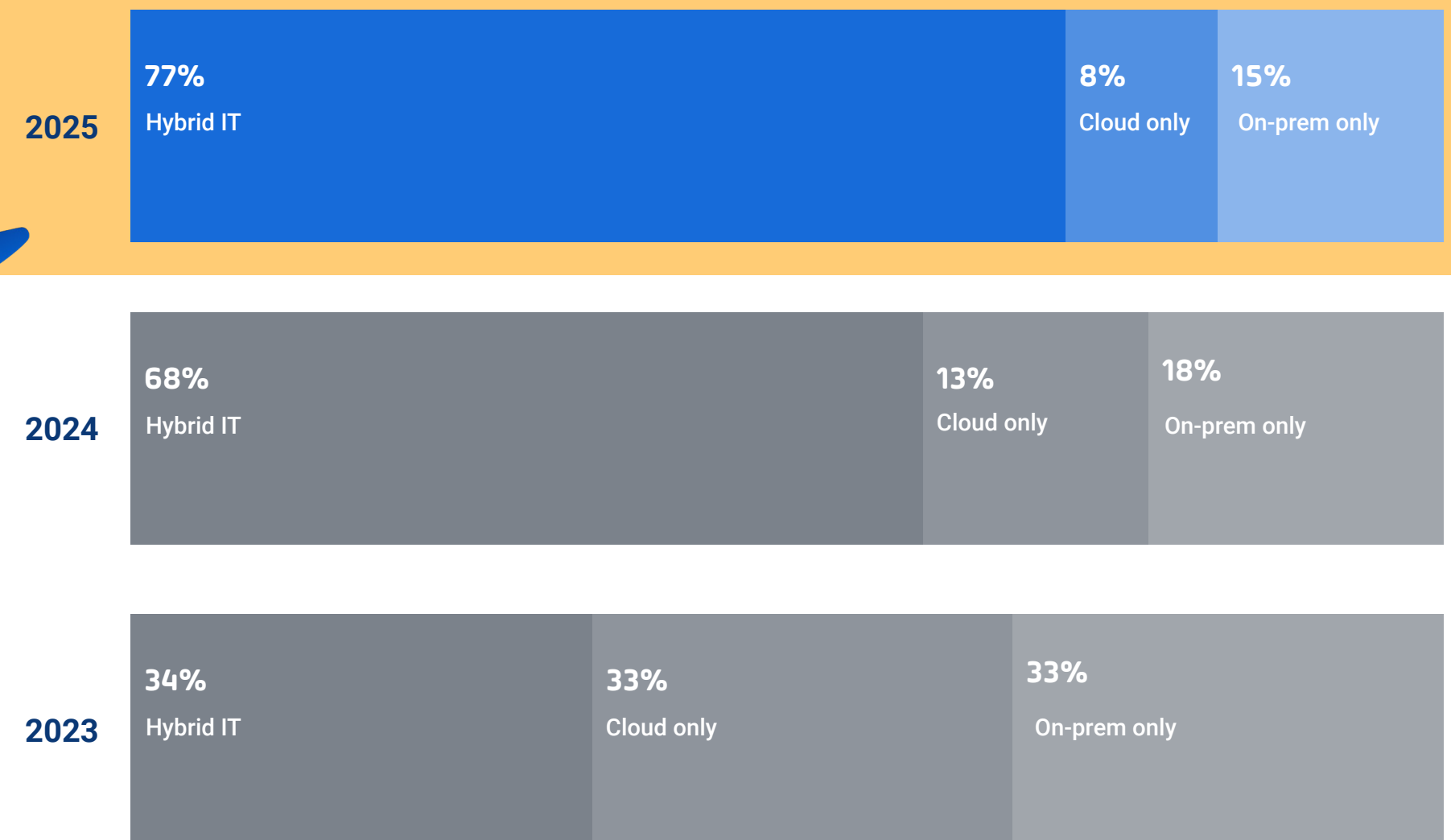
At the same time, cloud-only adoption has dropped by almost half, while on-prem environments remained nearly steady.

To keep up with this trend, IT automation is key. Organizations require tools that:

- Connect cloud and on-prem systems
- Provide visibility and portability
- Orchestrate workloads wherever they may reside

## IT Environment Currently in Operation (2023–2025)

What IT environments are you currently operating in?



# Automation Programs Continue to Grow in 2025

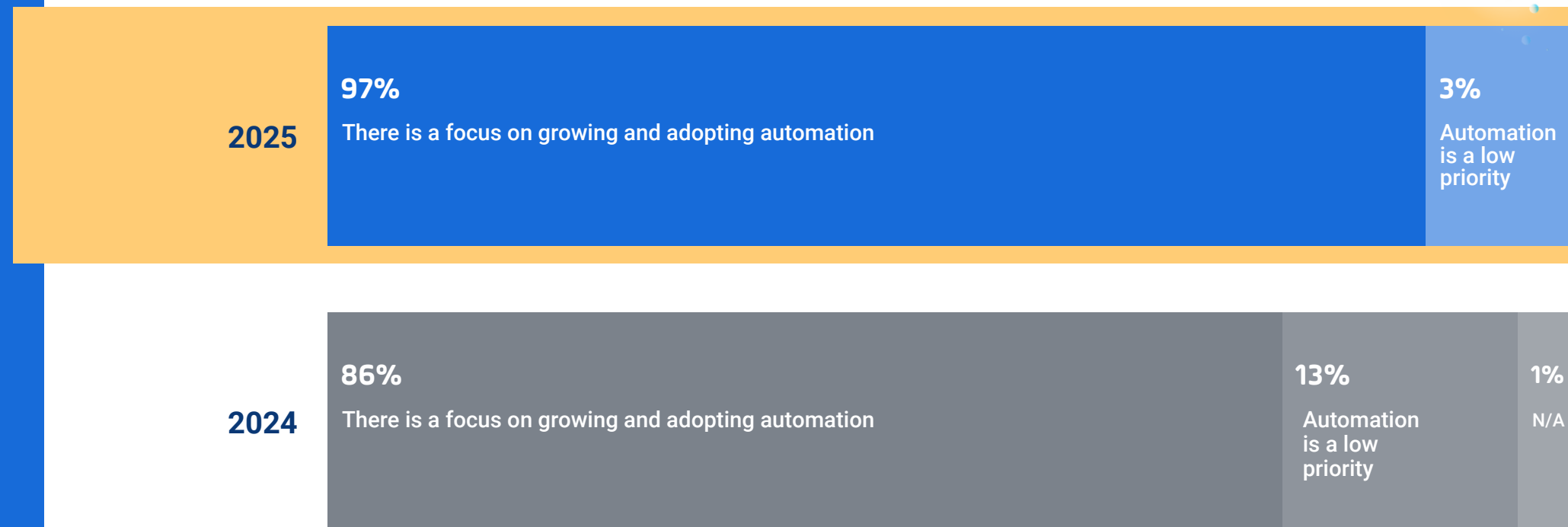
Automation is no longer optional: low-priority responses drop 10% YoY to only 3%

97% of organizations plan to expand their automation initiatives in 2025, up from 86% in 2024. This dramatic shift highlights automation's increasing importance as a strategic investment.

One of the most notable changes is the sharp decline in organizations that consider automation a low priority, dropping from 13% in 2024 to just 3% in 2025 – a 10% year-over-year decrease. This shift underscores a near-universal recognition of automation's role in improving efficiency, scalability, and innovation.

## Planned Growth and Adoption of Automation Technologies in 2025

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



# Cloud Automation and WLA/SOAP Investments Surge in 2025

## Cloud automation drives WLA/SOAP growth as automation expands across all functions

Surging investments in Cloud Automation and WLA/SOAP reflect the growing shift toward hybrid IT environments and enterprise-wide automation strategies. Cloud automation is a key driver of WLA/SOAP growth, enabling IT Ops teams to seamlessly orchestrate workloads across on-prem, private cloud, and public cloud systems.

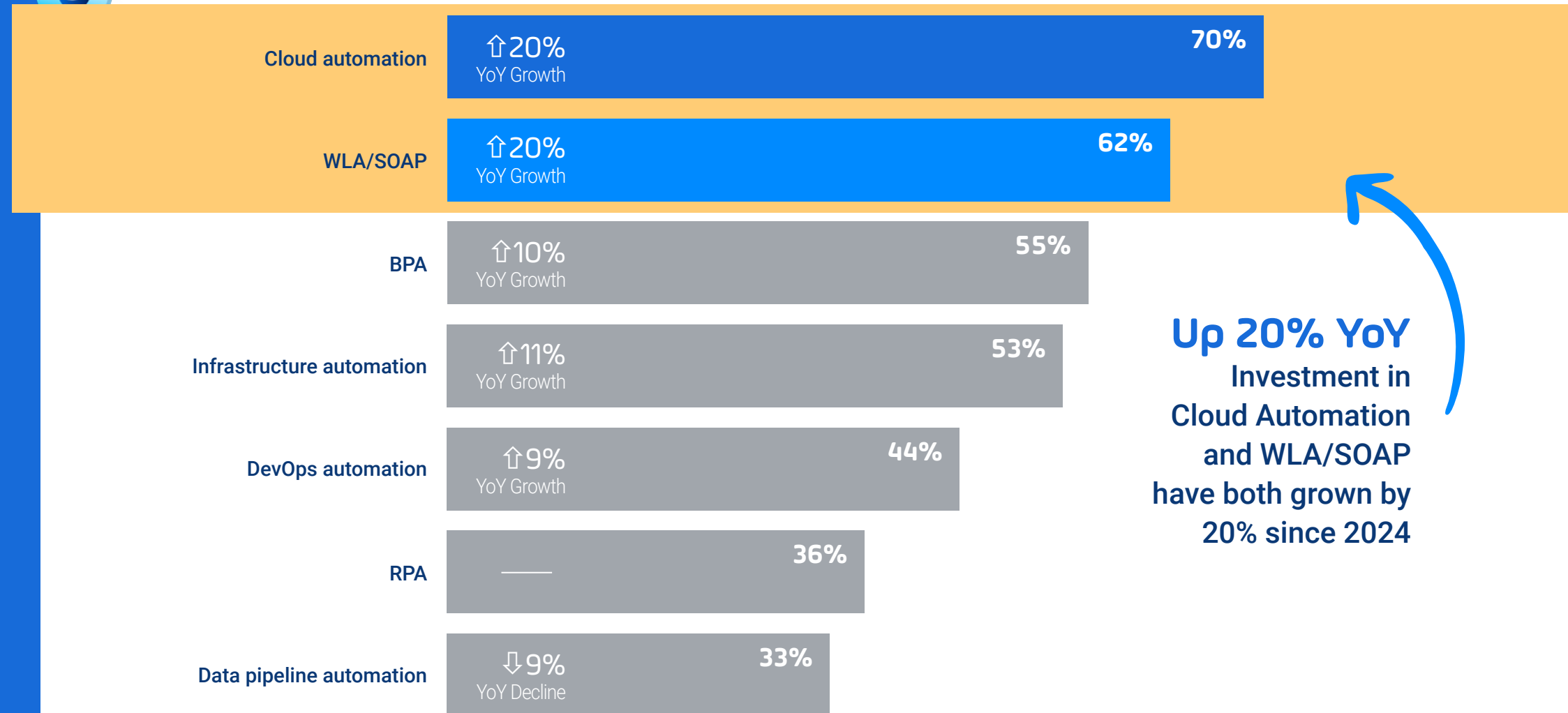
Organizations are expanding automation beyond IT Ops, integrating it into business functions like finance, HR, and customer service to improve efficiency and agility. WLA/SOAP addresses the increasing need for centralized control, event-driven automation, and self-service capabilities to manage complex, distributed IT landscapes.

As automation adoption accelerates, fewer organizations are opting out of investment, signaling a shift from automation as a competitive advantage to an operational necessity. IT automation must now enable IT Ops teams to optimize costs, governance, and agility across diverse infrastructure and business processes.



## Top Automation Technology Investment Priorities in 2025

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



**Up 20% YoY**  
Investment in  
Cloud Automation  
and WLA/SOAP  
have both grown by  
20% since 2024

# Security is a Top Cloud Concern

**Security remains the #1 reason not to place jobs in the cloud**

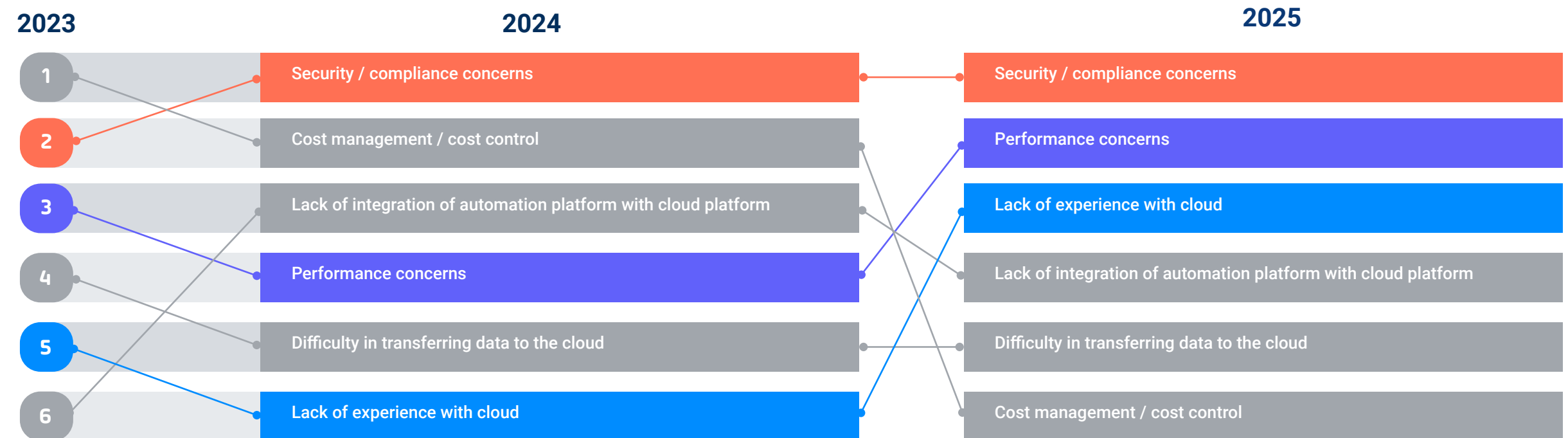
Security and compliance concerns remain the top reason for organizations hesitating to place jobs in the public cloud, maintaining their #1 ranking from 2023 through 2025.

Performance concerns have risen in importance, climbing to the second spot in 2025. Additionally, a lack of experience with cloud technology has become a more prominent challenge, surpassing cost considerations.

These findings indicate that while financial concerns are diminishing, technical and security-related issues continue to be major roadblocks in cloud computing.

## Top Reasons to Not Place Jobs in the Cloud (2023–2025)

*What are the top three reasons, if any, for not placing jobs in the public cloud? (Select up to three)*



# IT Ops Remains a Key Player in Automation, Even as Ownership Expands

**WLA/SOAP and infrastructure automation continue to be IT Ops strongholds**

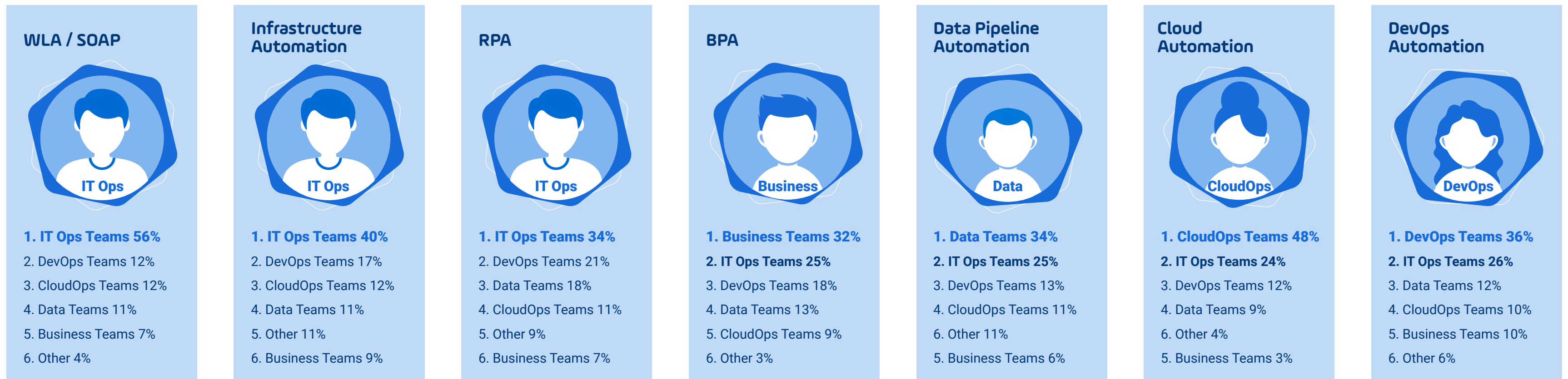
IT Ops remains the critical player in traditional IT automation, particularly in WLA/SOAP and Infrastructure Automation, where it maintains primary ownership.

Responsibilities are becoming more distributed as Business, CloudOps, DevOps, and Data Teams increasingly take ownership over their own automation. Even with distributed leadership, IT Ops is the second most common owner.

As this trend evolves, IT Ops will continue to be a foundational player, offering automation-as-a-service to ensure security, governance, and orchestration regardless of which team officially leads the initiative.

## Responsibility for Automation in 2025

*Who, if anyone, is the primary owner of each automation solution in your organization?*



# Automation Users Embrace GenAI, But Trust Varies by Use Case

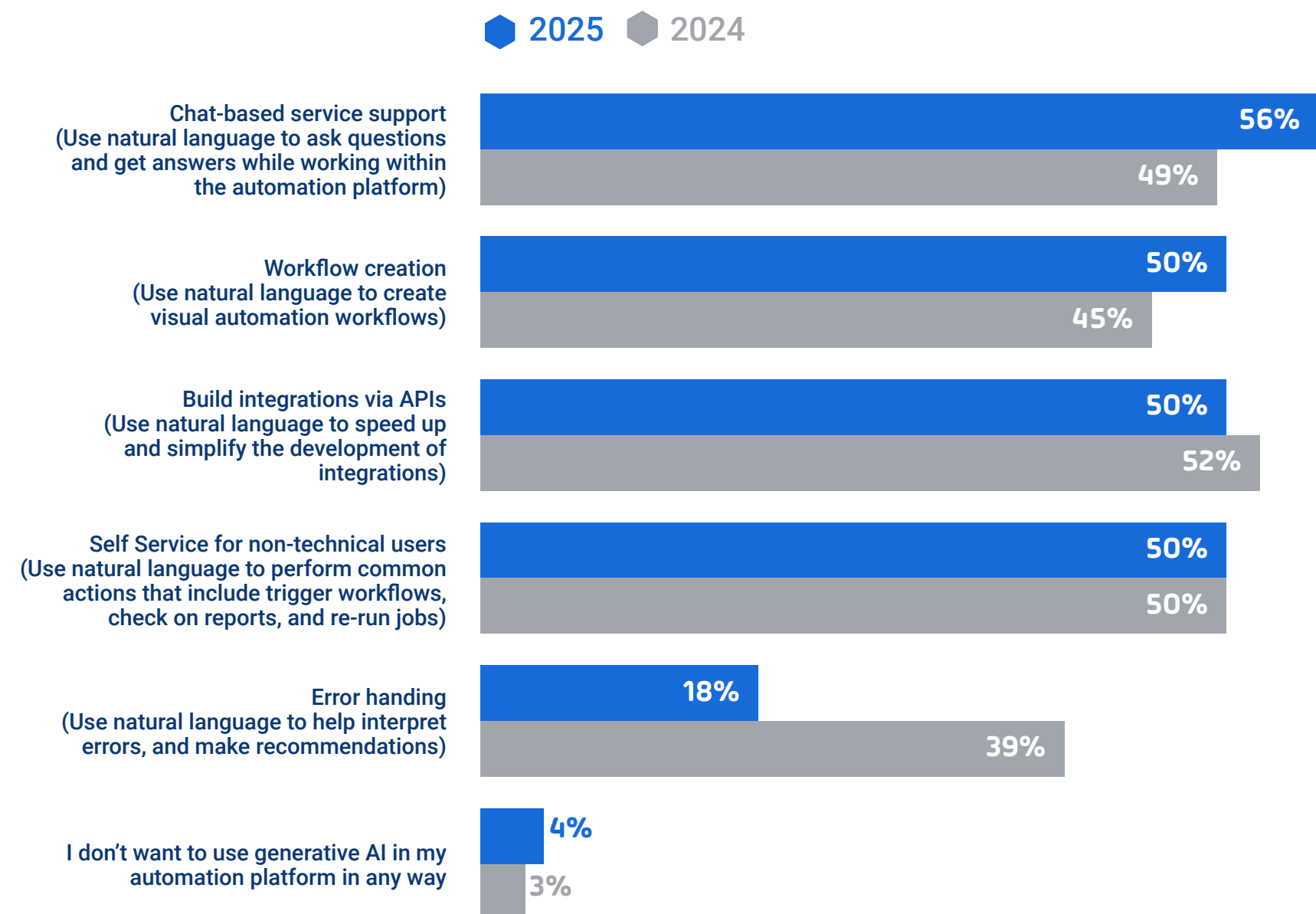
## Desire for AI-driven error handling down 21%

Automation platform users continue to embrace generative AI, particularly for chat-based support and workflow creation, both of which saw an increase in preference compared to the previous year.

AI-powered self-service and API integration support also remain strong. However, trust declines when AI is tasked with interpreting errors, with preference for this capability dropping significantly. This suggests that while users appreciate AI for structured and guided tasks, they remain cautious about relying on it for critical error interpretation and decision-making.

## Preferred GenAI Capabilities in an Automation Platform (2024-2025)

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





# Service Orchestration and Automation

Service orchestration and automation platforms (SOAPs) expand beyond IT to support the business through a combination of workflow orchestration, workload automation, resource provisioning, and self-service capabilities.



# Top WLA/SOAP Benefits: Efficiency, Productivity, and Cost Savings

56% of respondents report gains in operational efficiency

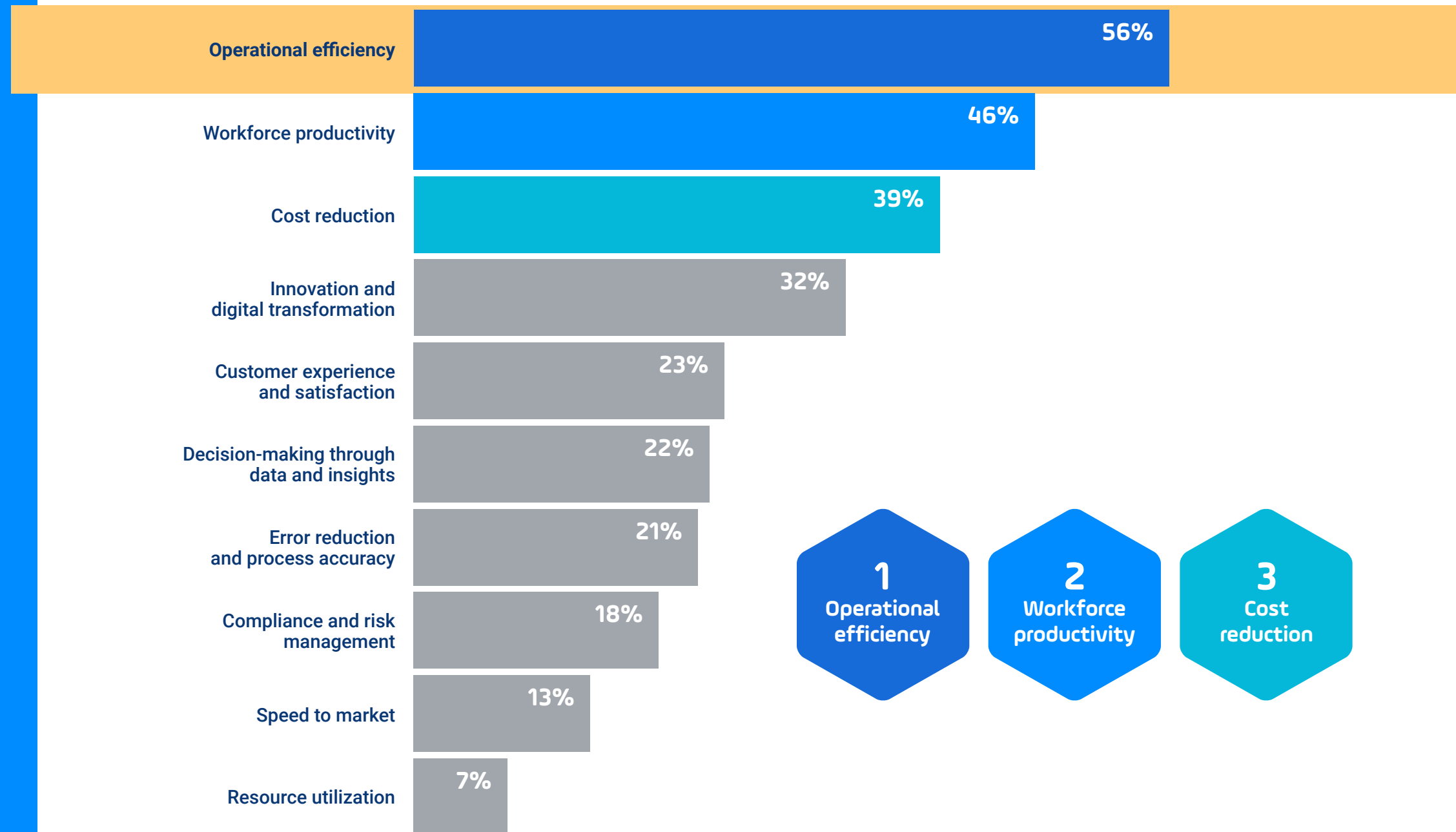
Organizations implementing WLA/SOAP report major benefits, with operational efficiency, workforce productivity, and cost savings emerging as the top advantages.

- Automation streamlines operations, reducing manual effort and increasing overall efficiency.
- Workforce productivity improves as teams can focus on strategic initiatives rather than repetitive tasks.
- Cost savings result from optimized resource utilization and reduced operational overhead.

But automation isn't just about efficiency – it also supports strategic growth, innovation, and better business decisions.

## Benefits of WLA/SOAP Implementation in 2025

What, if anything, are the most significant benefits your organization has experienced from implementing a WLA/SOAP? (Select up to 3)



# Organizations are Optimizing Legacy Systems While Expanding Cloud Automation

Hybrid IT success depends on orchestrating automation across all environments and across all functions



Cloud automation remains a priority, but organizations are also strengthening their on-prem automation strategies. While cloud automation continues to grow, data centers and mainframes remain critical components of hybrid IT – potentially driven by cost considerations and shifts in vendor landscapes.

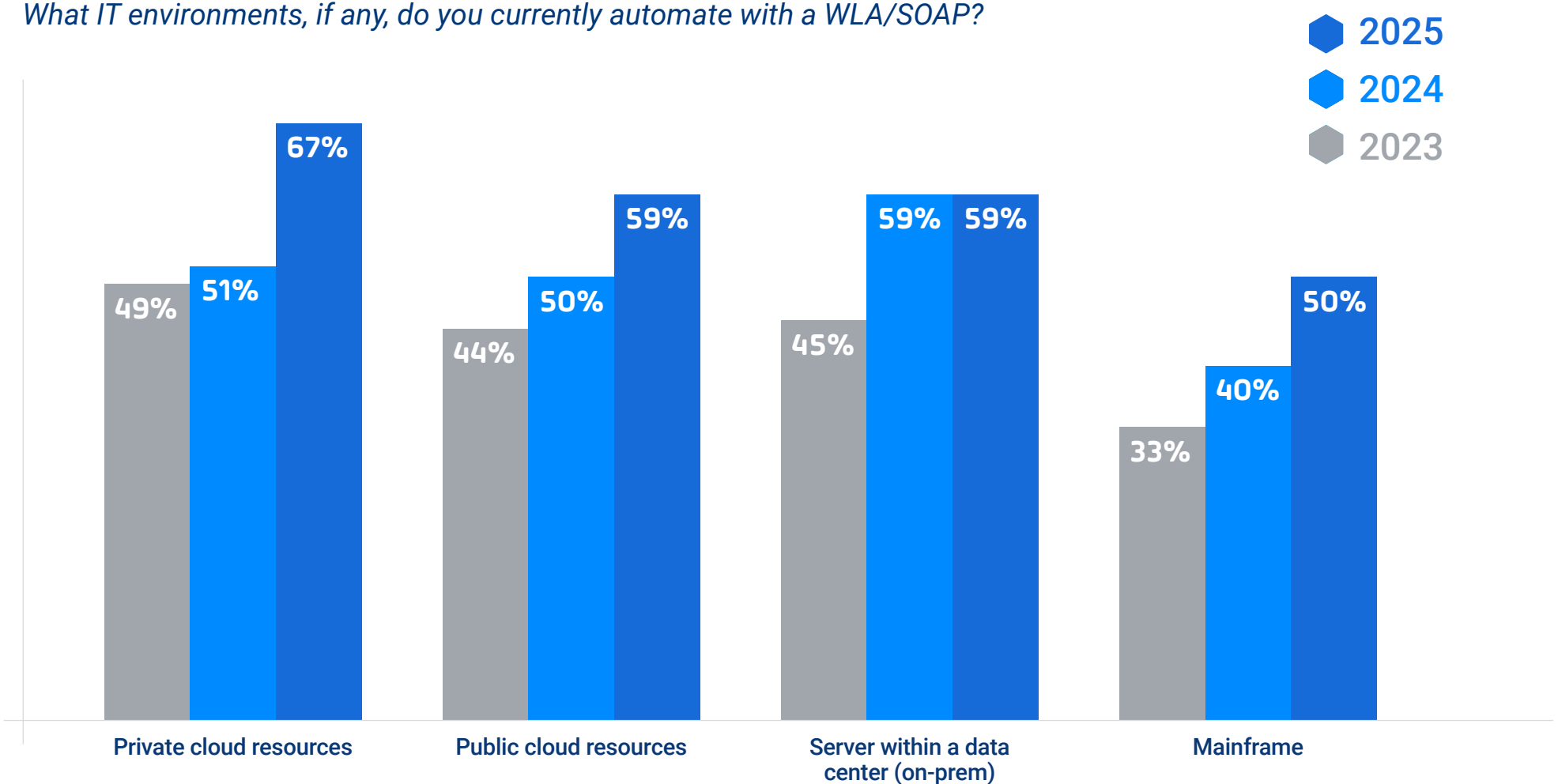
These trends highlight a strategic shift – businesses are balancing cloud expansion with the optimization of legacy systems. Investment in integration and orchestration remains key to improving efficiency, agility, and innovation.

## Industry Challenge

Not all automation solutions can bridge the gap between cloud, container, on-prem, and mainframe systems. According to Gartner, service orchestration and automation platforms (SOAPs) are the answer. [Read the report](#) to learn why.

## IT Environments Automated (2023–2025)

What IT environments, if any, do you currently automate with a WLA/SOAP?



# Enterprises are Unifying IT, Cloud, and Business Operations with WLA/SOAP

## Cloud-related automation tops the chart, with CRM/HRM apps following closely

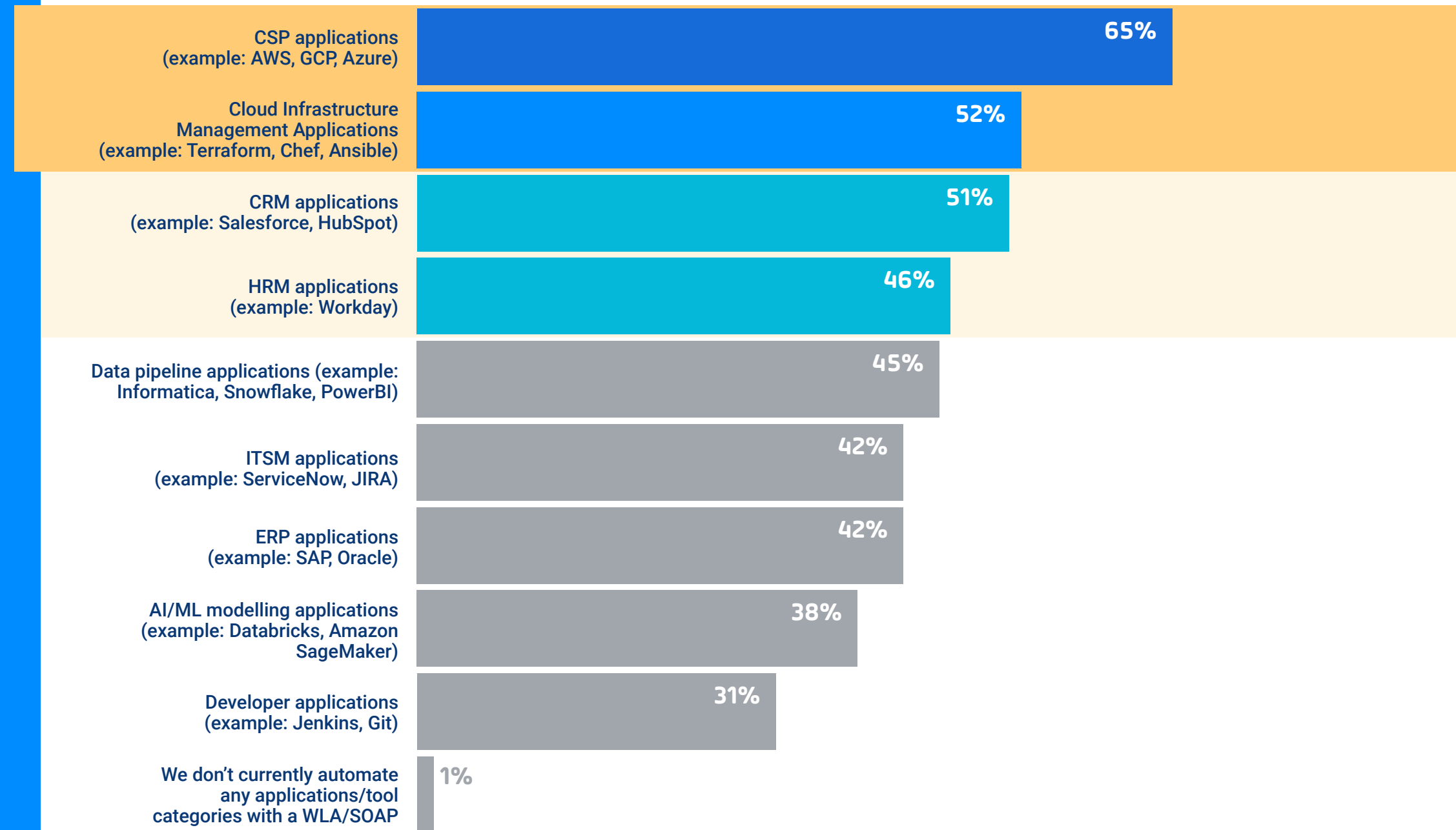
While cloud and infrastructure automation remain foundational, organizations are expanding their focus to business-critical applications, enabling self-service automation across departments.

Enterprises are automating business applications like CRM and HRM at high rates, signaling a broader shift toward centralized automation governance. This approach unifies IT and business operations under a single automation strategy, ensuring consistency, scalability, and efficiency.

The convergence of IT, cloud, and business process automation reflects a strategic move toward holistic, organization-wide orchestration.

## Applications Automated in 2025

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



# Automation Wishlist: The Most Desired Apps for Future Orchestration

## Top 10 most desired apps to automate with WLA/SOAP

1. SAP
2. Oracle
3. Microsoft
4. AWS
5. IBM
6. Google
7. Salesforce
8. Amazon
9. CRM
10. Line

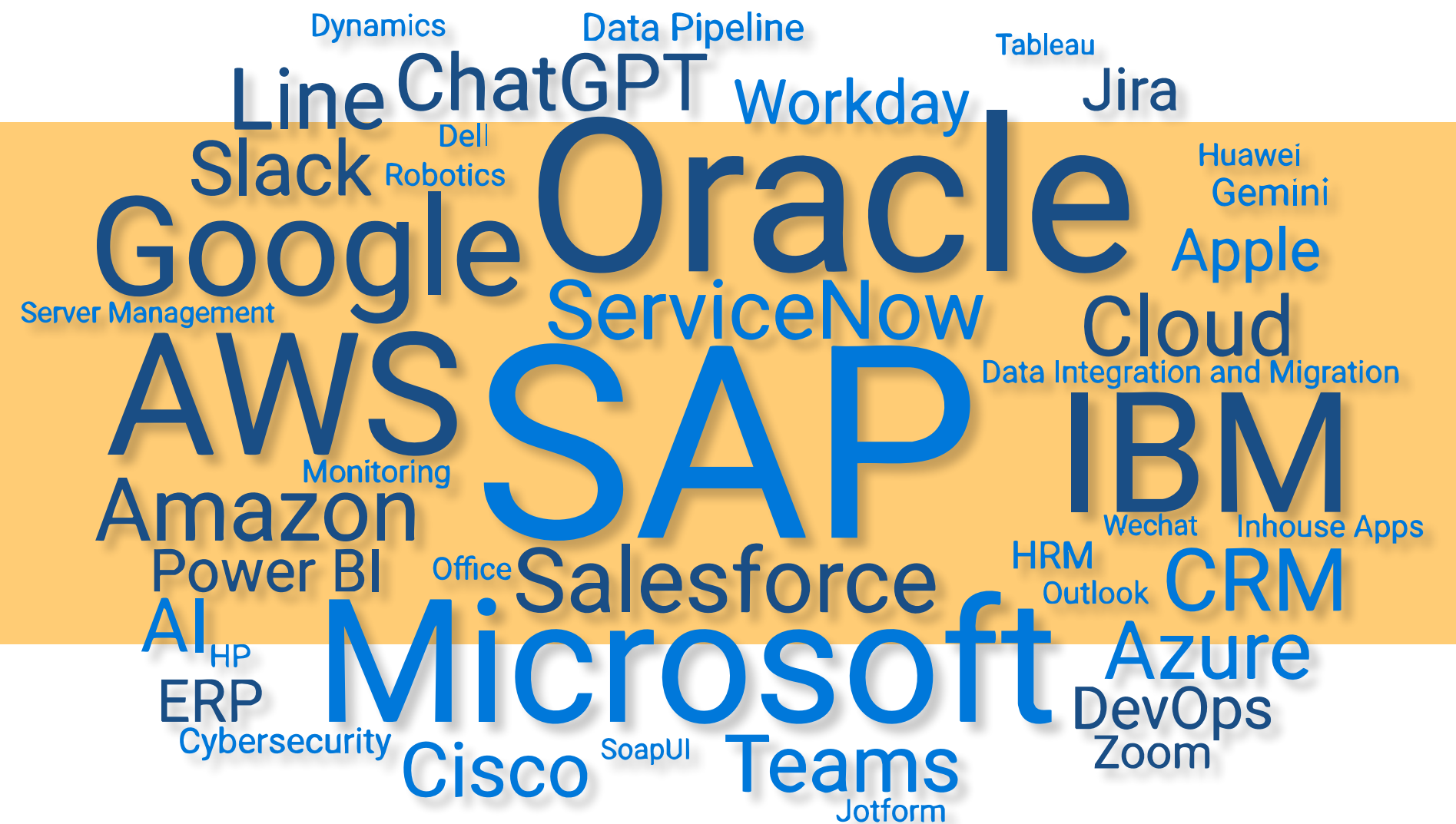


Major enterprise software like SAP, AWS, Salesforce, IBM, and ServiceNow stand out, alongside collaboration tools like Teams, Slack, and Jira. Emerging AI tools, DevOps solutions, and cloud services also make a strong appearance, reflecting the evolving needs of modern IT operations.

**What applications are on your automation wishlist?**

## Most Desired Apps to Automate with WLA/SOAP in 2025

Which applications, if any, do you most want to automate with a WLA/SOAP that you cannot automate today? Please enter up to 3 application names.



This word cloud highlights the top platforms respondents most want to automate with a WLA/SOAP. Word size reflects the frequency each application was mentioned.

# Most Teams Plan to Expand or Replace Automation Platforms in 2025

83% of respondents plan to add to or replace their existing tool

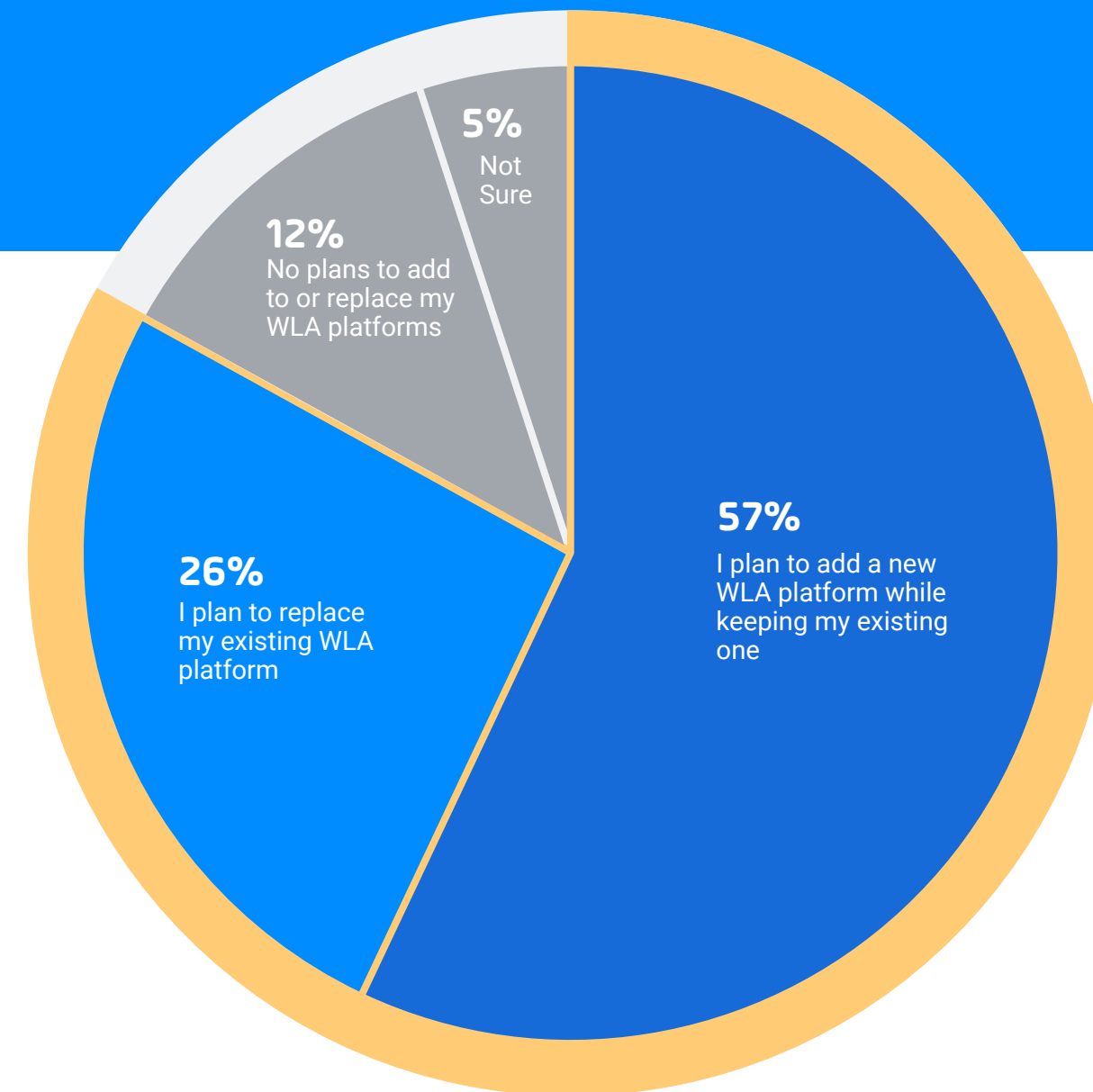
Most organizations plan to either add to or replace their automation platform in 2025, continuing a trend from the previous year.

The most common approach is to introduce a new platform while keeping the existing one. Others intend to fully replace their current tool for a more modern SOAP solution that's designed for today's complex hybrid IT environments and expanding user base.

These findings highlight a strong focus on enhancing automation capabilities to improve operational efficiency.

## Planned Addition or Replacement of WLA Technologies in 2025

What best describes your approach to adding or replacing WLA platforms in 2025?



# IT Teams Struggle with WLA/SOAP Tool Sprawl

**90% of respondents use multiple WLA/SOAP tools**

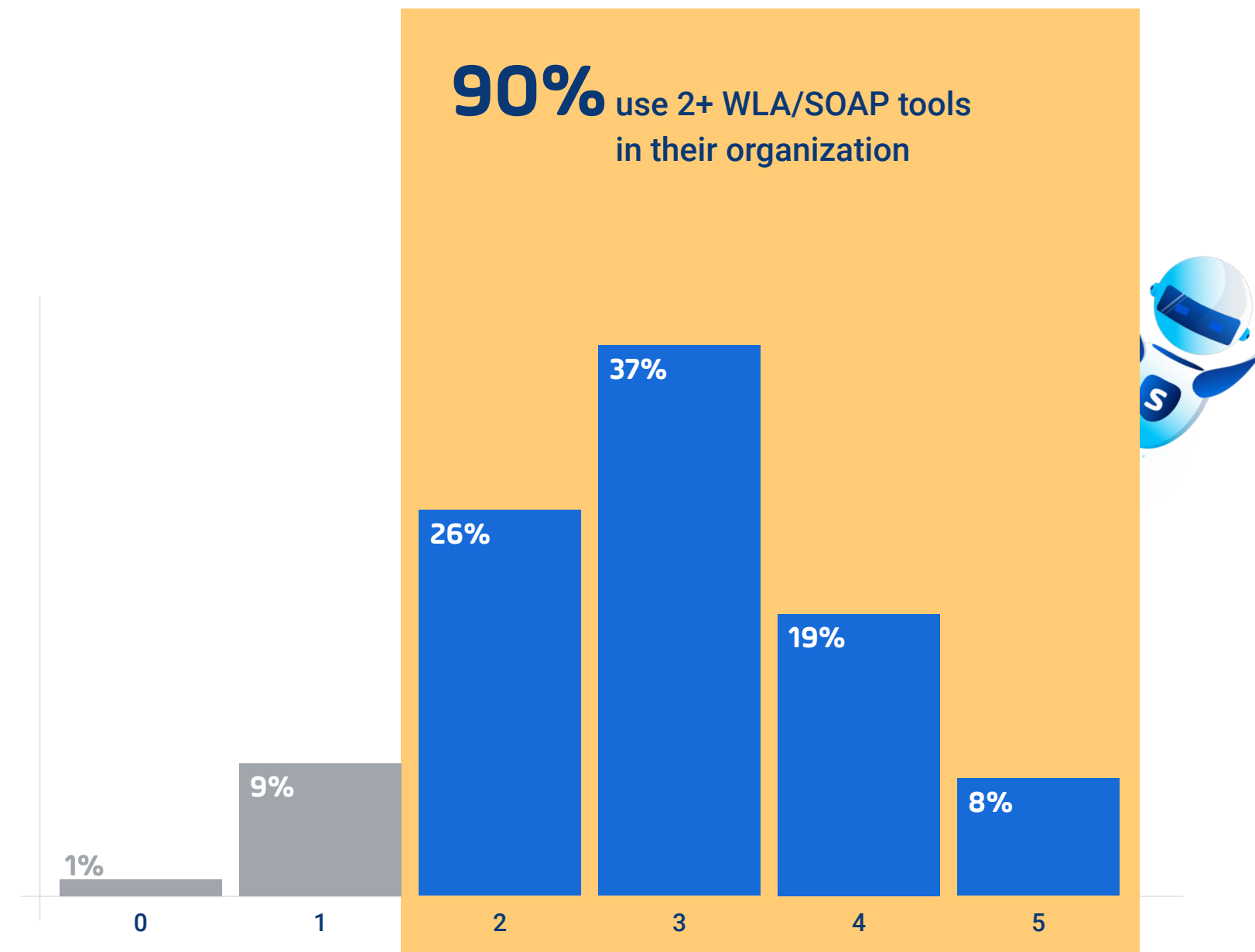
Most enterprises rely on multiple WLA/SOAP tools, creating a complex IT automation landscape.

This widespread use of multiple solutions highlights the challenge of tool sprawl, which can lead to inefficiencies, increased operational costs, and heightened risk of errors. As a result, IT Ops teams must manage disparate systems, each with its own integration requirements, maintenance schedules, and skillset demands.

Fragmentation can slow down incident resolution, complicate compliance efforts, and hinder scalability. As organizations continue to expand their automation initiatives, a unified, centralized automation strategy becomes increasingly critical for success.

## Enterprise-Grade WLA/SOAP Tool Usage in 2025

How many enterprise-grade WLA/SOAP tools does your company currently use?



# WLA Buyers Prioritize Customer Service and Cost Efficiency in 2025

Need for a more modern solution remains a key driver

Between 2024 and 2025, there was a notable shift in the priorities driving organizations to change their workload automation platforms.

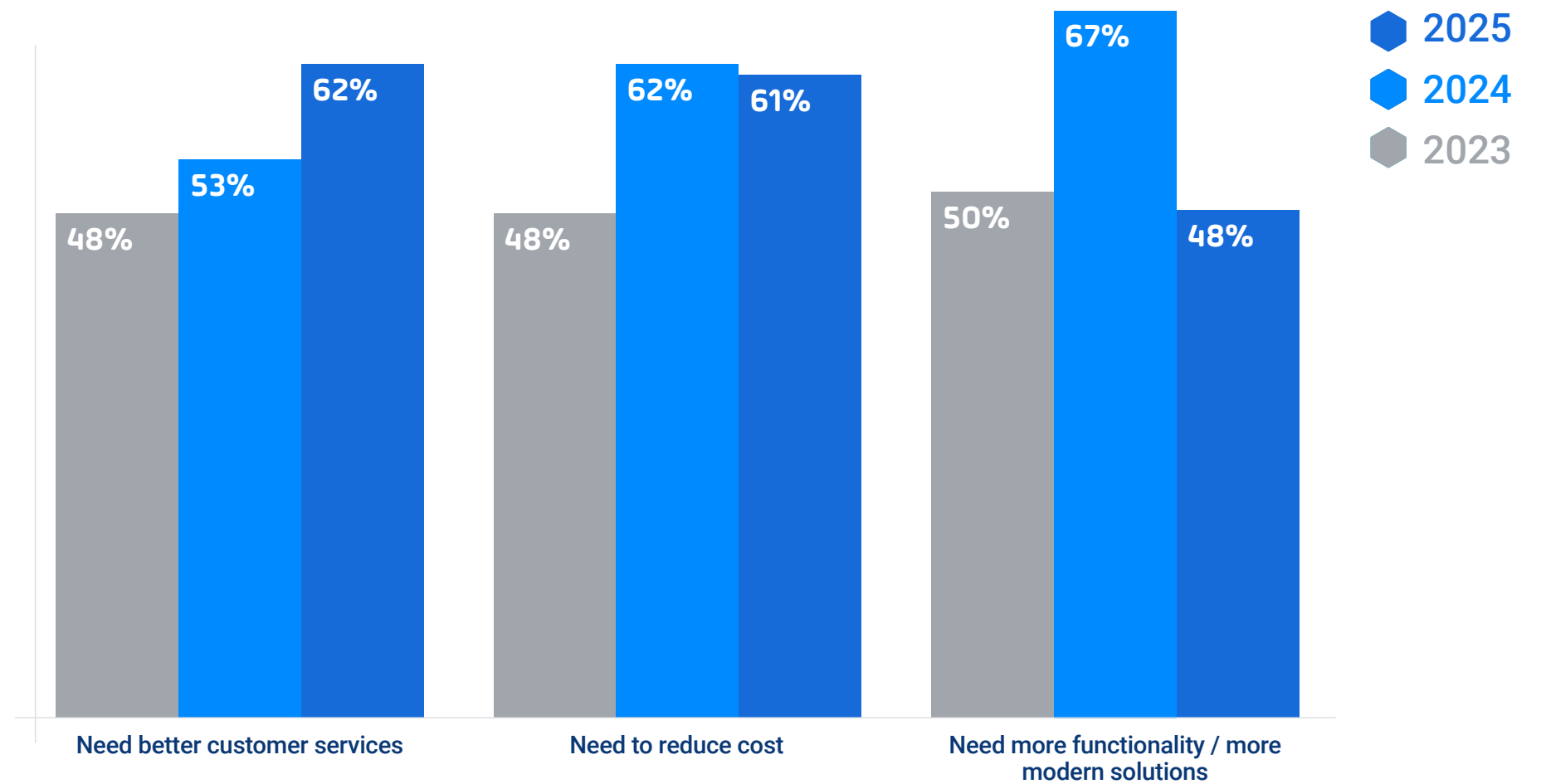
While the need for more functionality or a more modern solution remains important for nearly 50% of respondents, enterprises are more concerned with cost savings and customer service going into 2025.

## Industry Challenge

Organizations are responding to the dramatic cost increases imposed by a few major automation providers. These businesses are now actively seeking vendors that provide fair pricing, reliable support, and better long-term value. Many have turned to the [Gartner Magic Quadrant for SOAP](#) to help guide their investment decisions.

## Motivations to Change WLA Toolset (2023–2025)

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



# Ease of Use and Accessibility Take Center Stage in Automation

Businesses are prioritizing platforms that offer seamless integration, improved visibility, and intuitive experiences

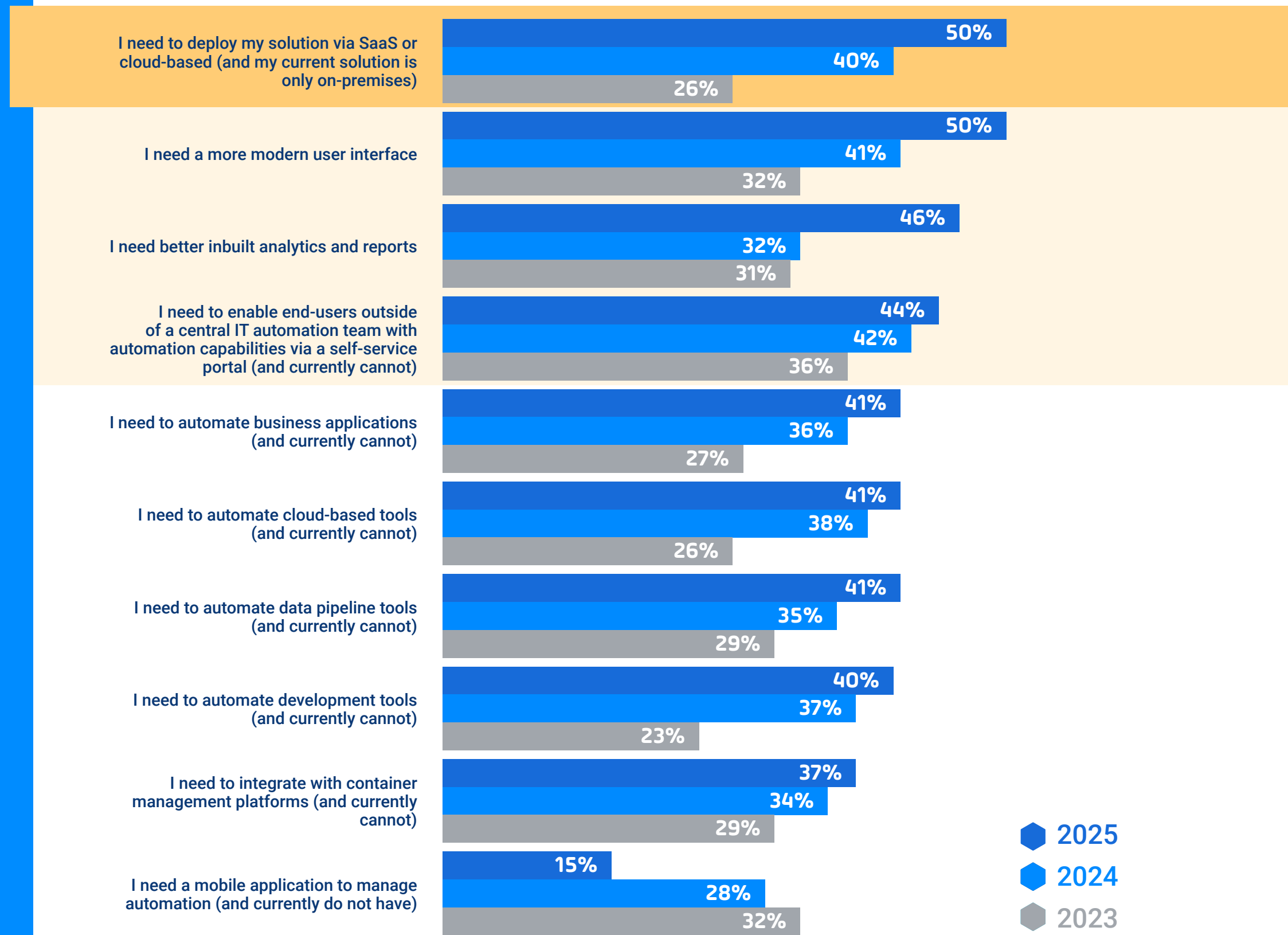
Investing in features designed to enable access to a growing set of end-users while improving the end-user experience is the overall trend in 2025.

SaaS/cloud deployment has become the top priority for automation, rising from seventh place in 2023 to first in 2025. Organizations are shifting toward more scalable, flexible, and user-friendly platforms that reduce IT complexity and improve accessibility for both technical and business users.

The growing focus on modern user interfaces, enhanced analytics, and business application automation reflects a broader trend in making automation easier to use and more widely accessible across teams.

## Features and Capabilities Sought in a Modern IT Automation Platform (2023-2025)

Please select the modern WLA features driving your decision to make a change: (Select all that apply)



# 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.

[Learn More About SaaS-Based Automation](#)

“

“As the cloud becomes an increasingly important part of enterprise operations, organizations are adopting a more nuanced strategy, balancing factors like cost, security, performance, scalability, and compliance needs. While some applications may be prioritized for the cloud due to its flexibility and scalability, others remain on-prem to maintain control, meet security requirements, or integrate with legacy systems.”

**Gwyn Clay**  
Chief Product Officer  
Stonebranch





# Self-Service Automation

Organizations are driving stronger organizational alignment by equipping users with self-service capabilities and establishing centralized teams to support and scale automation initiatives.



# Centralized IT Automation is the Standard, but Teams are Getting Leaner

95% of respondents report having a central IT automation team, up 18% from 2023

More organizations than ever have a centralized IT automation team, signaling widespread adoption of a structured approach to automation.

However, the size of these teams is shifting, with fewer large teams and a growing focus on efficiency.

This trend reflects an industry-wide push to streamline operations and empower other business units with self-service automation capabilities.

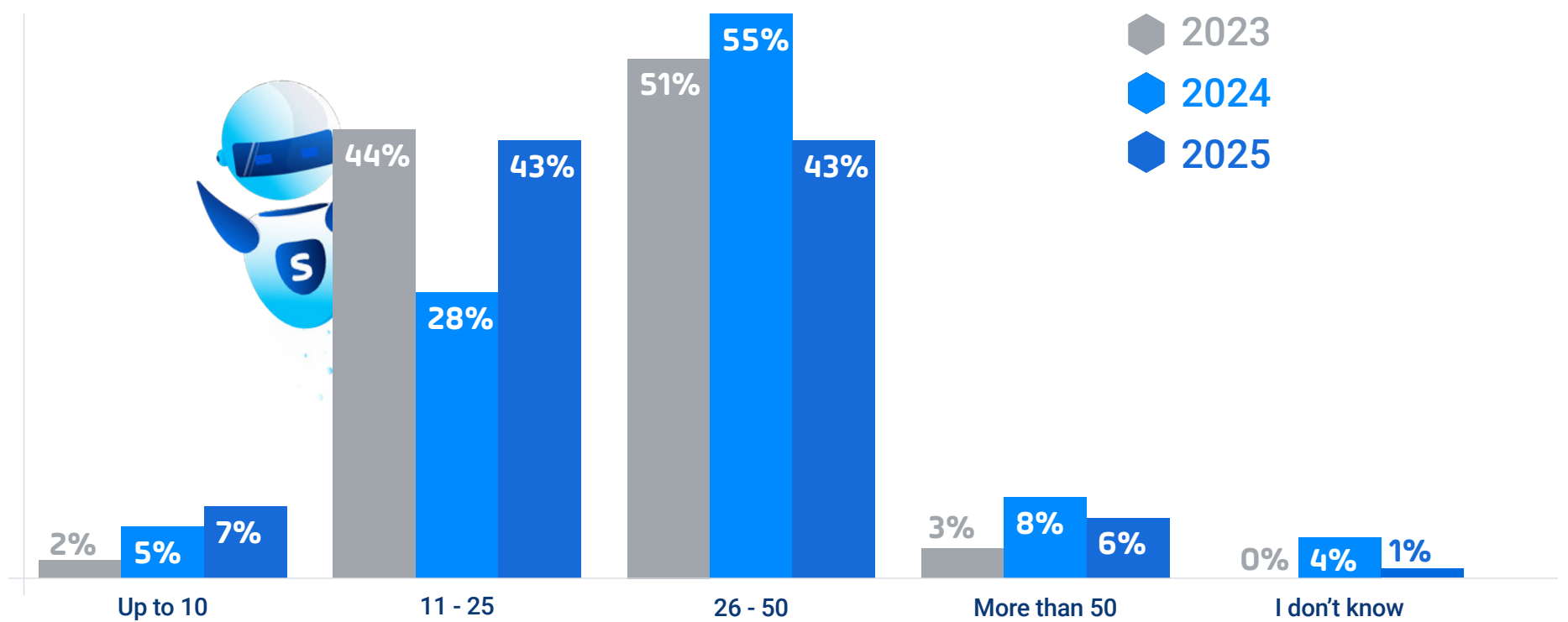
## Centralized IT Automation Teams (2023-2025)

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



## Size of Centralized IT Automation Teams (2023-2025)

How many people are part of your centralized IT automation team?



# Self-Service Automation Empowers a Diverse User Base

## IT Ops and data teams lead the way

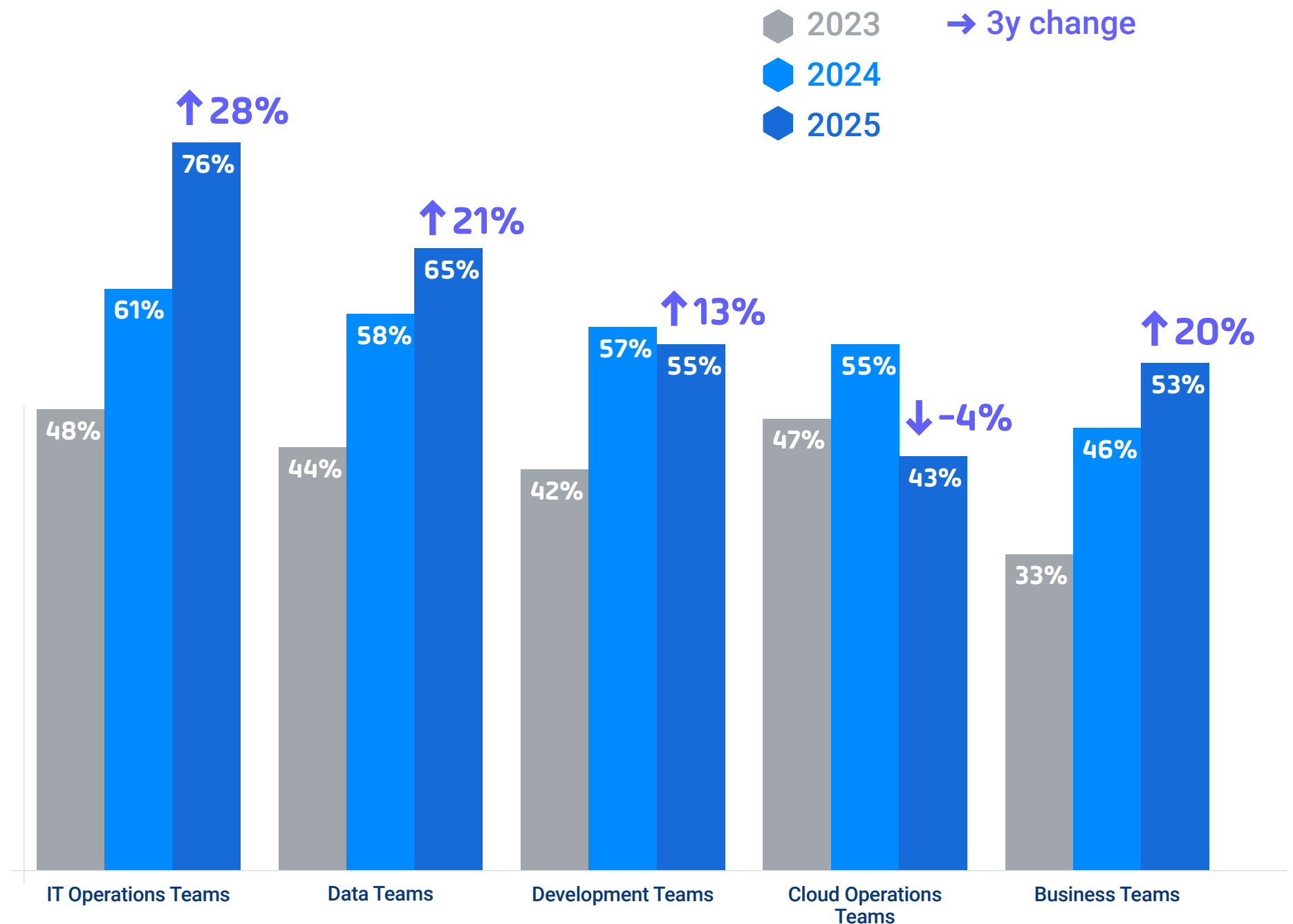
Self-service automation adoption has grown significantly from 2023 to 2025.

- IT Ops teams continue to lead in size and growth, with adoption increasing to 76% in 2025 – a 28% rise over three years.
- Data and Business Teams have also seen notable rises. Data Teams are up 21% to 65% in 2025; Business Teams have grown 20% to 53%

However, Cloud Operations Teams have experienced a comparatively small decline, dropping 4% since 2023.

## Self-Service Automation End-User Roles (2023–2025)

What functional areas / roles currently use self-service automation portals at your organization? (Select all that apply)



# Self-Service Automation Hits High Volume in 2025

Widespread use across the business keeps momentum strong

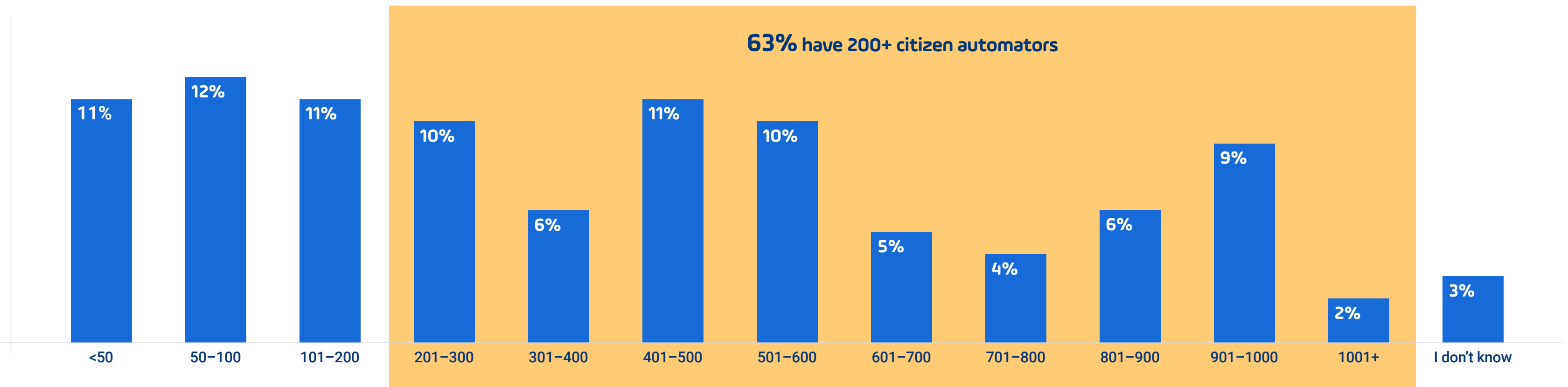
Self-service automation is everywhere. Most organizations now support hundreds of end users — from IT operations and developers to data and business teams — who can run automated workflows on their own.

It's a clear move away from centralized IT control and toward a more open, democratized way of working. Teams across the business are getting work done faster, with less reliance on IT and more freedom to innovate.



## Volume of Self-Service Automation End-Users (2024–2025)

How many, if any, end users across the business have self-service access to your WLA/SOAP? (including IT ops teams, developers, data teams, business users, etc.)



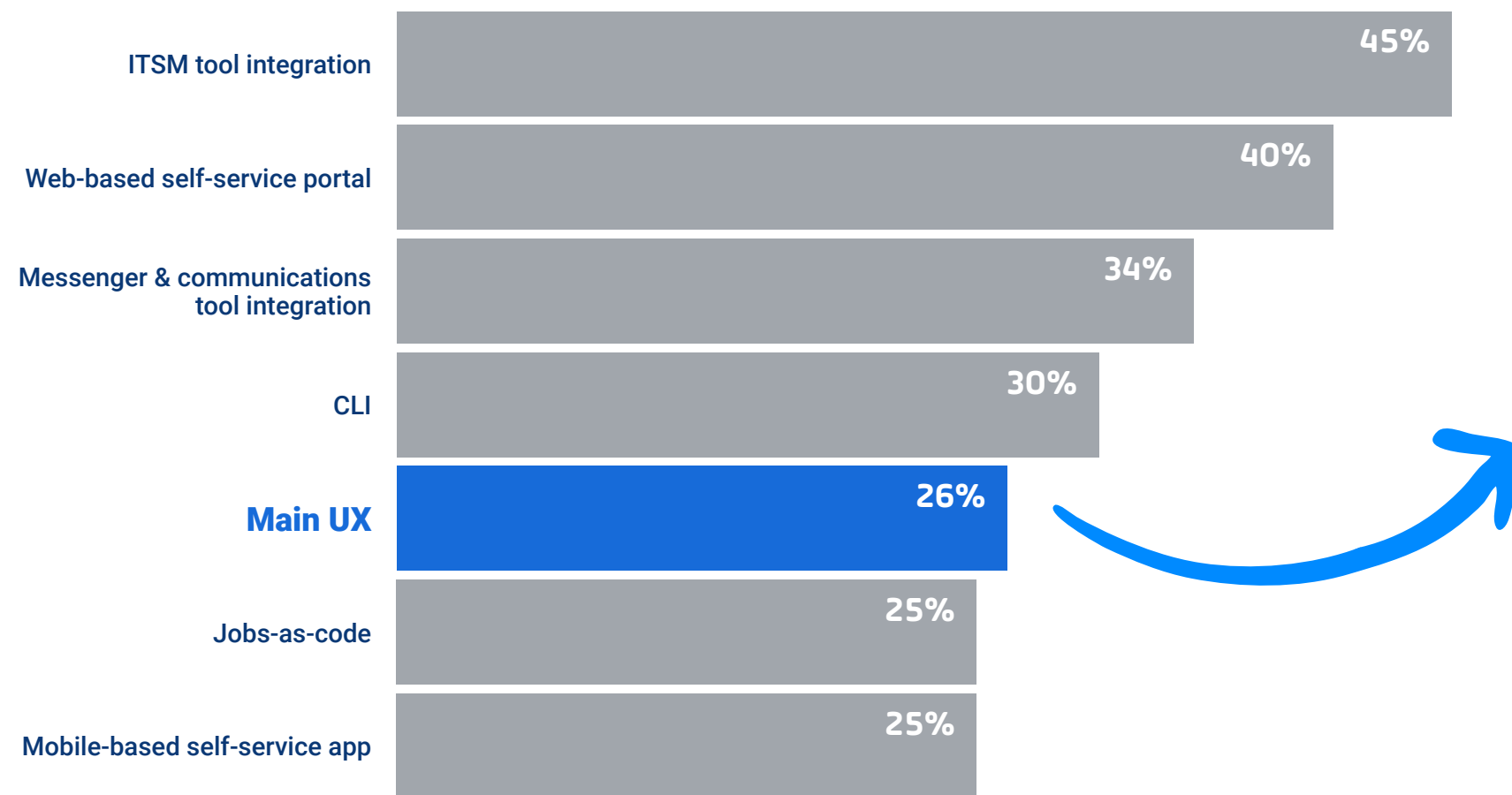
# ITSM Integration and Web Portals Offer Ease and Accessibility for Self-Service Automation

ITSM tool integration and web-based self-service portals are the most popular ways to access self-service automation, largely due to their ease of use and accessibility across all user groups. These methods provide intuitive, familiar interfaces that simplify automation adoption across both technical and non-technical teams.

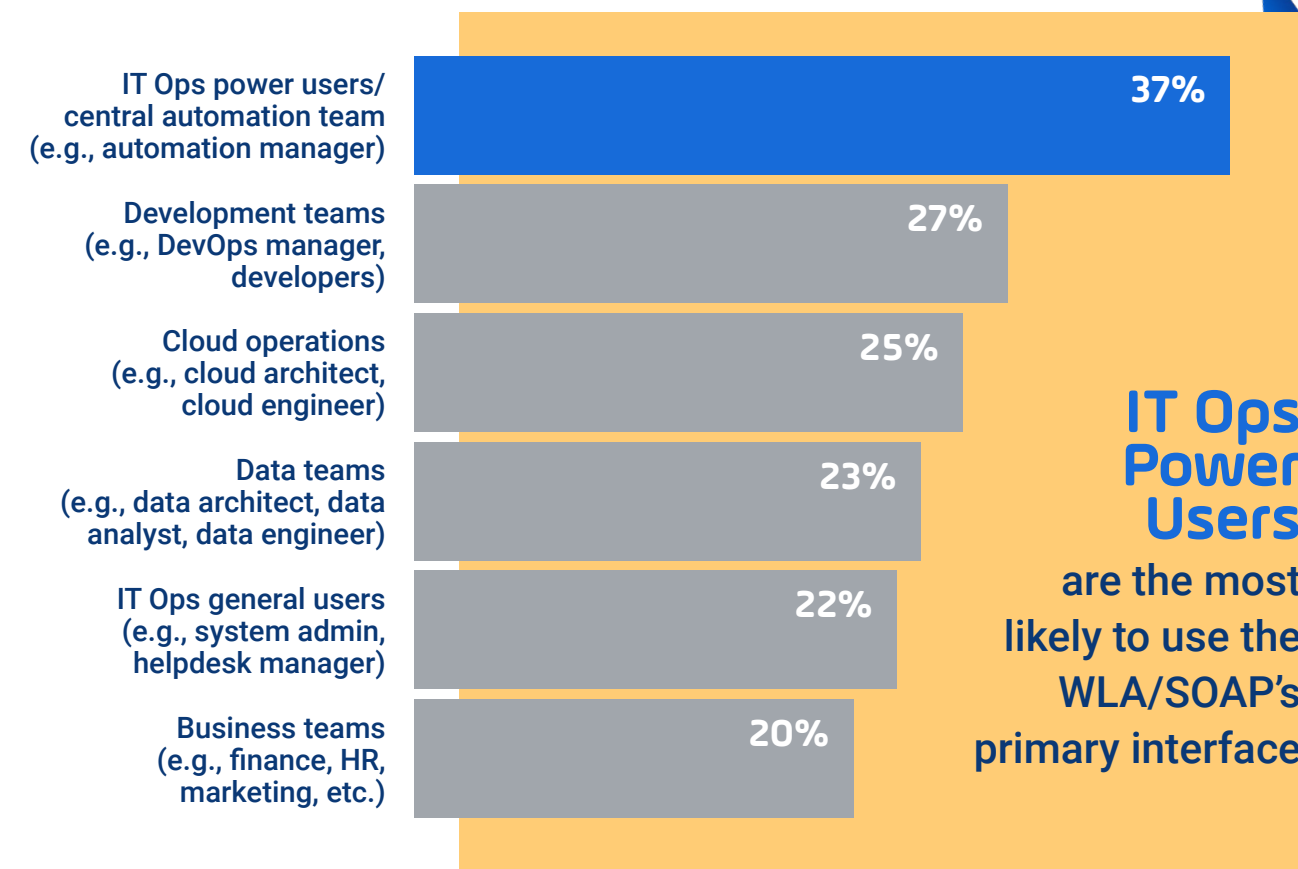
In contrast, the traditional WLA/SOAP user interface is primarily favored by IT Ops power users, with a noticeable drop-off even among other tech-savvy users like developers and cloud engineers. This trend suggests that while power users engage deeply with the native interface, organizations should focus on ITSM integrations and web-based portals to drive adoption across all teams.

## Methods to Access Self-Service Automation in 2025

How, if in any ways, do your users access your WLA/SOAP? (Select all that apply)



## Main UX Users in 2025



# Majority of Organizations Automate Human Process Approvals with WLA/SOAP

**94% automate human process approvals or plan to in the next year**

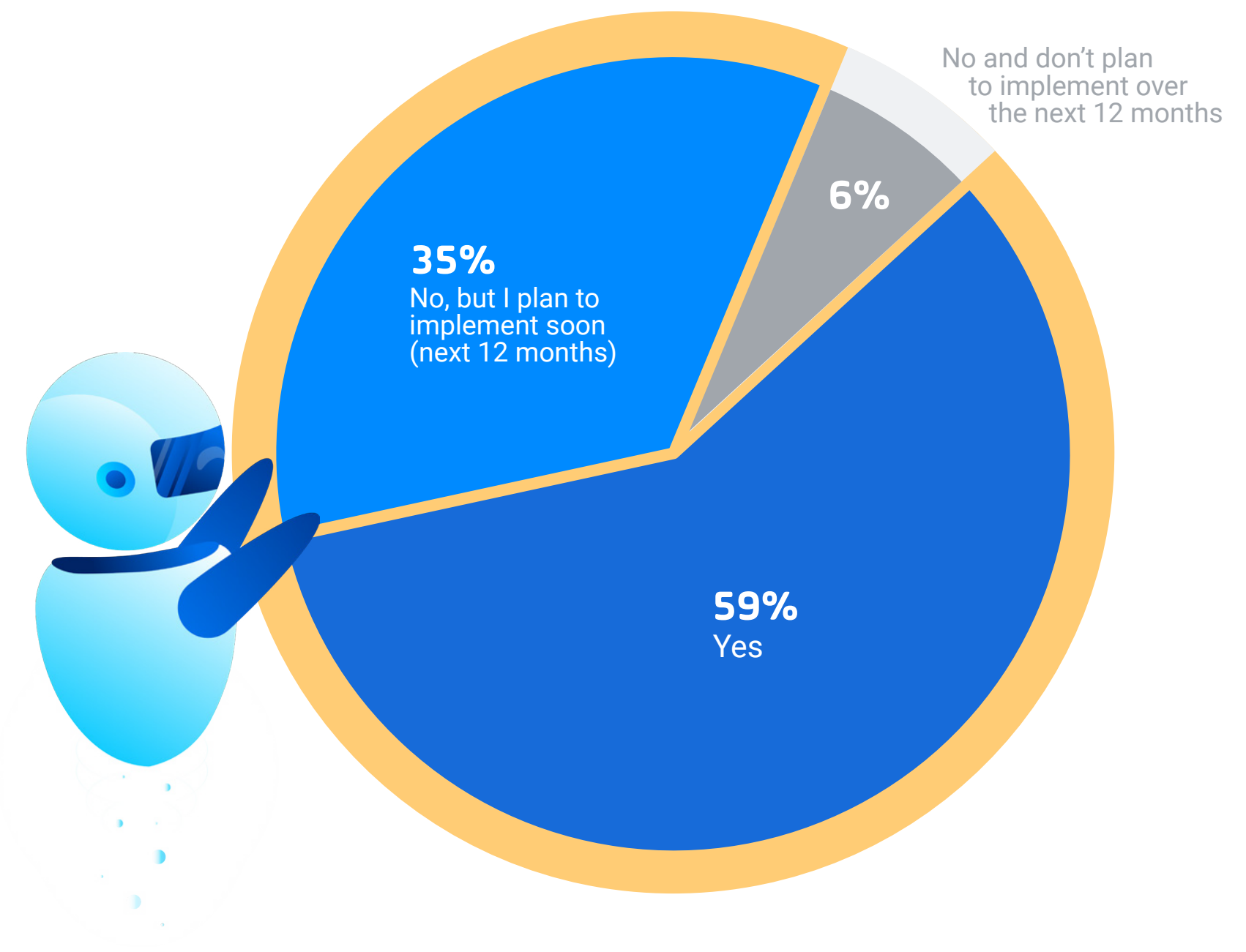
59% of respondents already automate human process approvals using their WLA/SOAP. Meanwhile, that's expected to go up to 94% within the next 12 months.

Historically, central automation teams used WLA to automate IT infrastructure and application jobs only. However, SOAP has been adopted by a broader set of cross-functional end users, making it an ideal candidate to approve business processes as well.

Only 6% have no plans to implement this capability, signaling a widespread recognition of the value automation brings to streamlining approval workflows.

## Automation of Human Approvals in 2025

*Do you currently automate human process approvals with your WLA/SOAP?*



# The Convergence of BPA and SOAP in Human Process Approvals

Traditionally, human process approvals have been considered a BPA process. But with 59% already automating approvals in their WLA/SOAP solution – and another 35% planning to do so this year – **it's clear the lines between BPA and WLA/SOAP are beginning to blur.**

This kind of human-in-the-loop decision-making enables greater flexibility, governance, and security in automated workflows. By embedding human approvals directly into IT automation strategies, organizations can bridge the gap between structured process automation and dynamic decision-making.

[Learn More About Human-in-the-Loop Automation](#)





# Data and ML Pipeline Orchestration

With AI/ML on the rise, data pipelines must be agile and scalable. IT teams are turning to automation and orchestration to streamline operations and future-proof their data strategies.



# Enterprise-Grade Orchestration Gains Traction as Data Tool-Specific Schedulers Decline

## Data tool-specific scheduler usage down 14% YoY

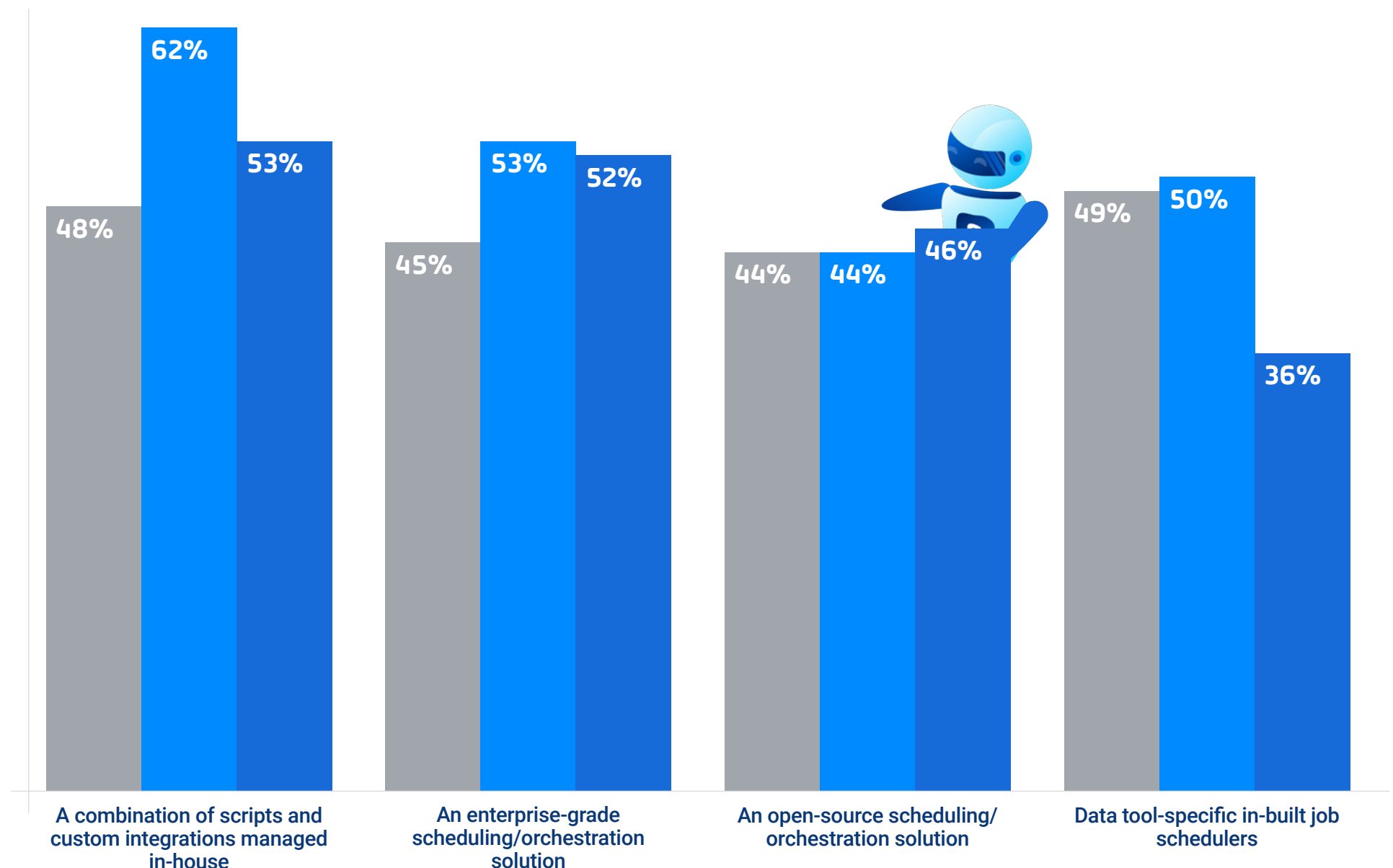
Between 2023 and 2025, data pipeline automation trends show a clear shift away from tool-specific in-built job schedulers, which saw a significant decline in usage.

Meanwhile, enterprise-grade orchestration solutions remained strong, indicating that organizations are prioritizing more scalable and robust automation approaches. The data also suggest a continued evolution from the tribal knowledge of in-house scripts and custom integrations toward open-source tools and, ultimately, enterprise-grade orchestration.

Despite these shifts, organizations continue to rely on a mix of approaches, underscoring the diverse and complex nature of modern data automation.

## Data Automation Approaches (2023-2025)

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)? (Select all that apply)



# Automation Supports GenAI's Rapid Evolution

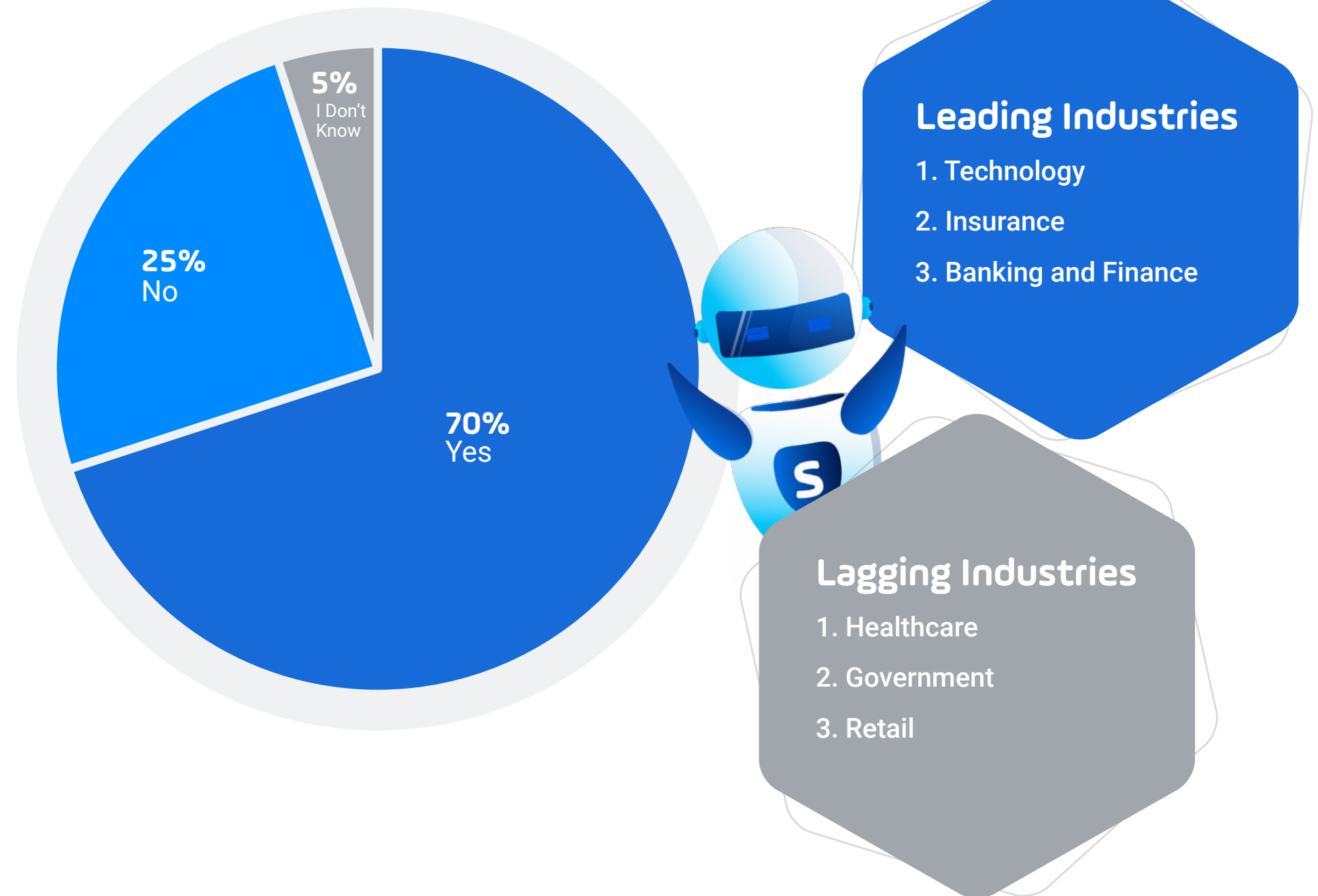
## 70% of respondents have embraced data/ML pipelines to power their GenAI initiatives

A strong majority of organizations have integrated data and ML pipelines into their generative AI training workflows.

Leading adoption comes from technology, insurance, and banking sectors. Industries lagging in adoption – such as healthcare, government, and retail – face distinct challenges. Regulatory and compliance constraints in healthcare and government slow AI implementation, as data privacy and security concerns require careful handling. In retail, legacy infrastructure and cost considerations may be barriers to adoption.

## Use of Data/ML Pipelines to Train GenAI Models in 2025

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



# Automation, Staffing, and Expertise Emerge as Top GenAI Pipeline Barriers in 2025

## Fewer companies report outright bans on GenAI, but challenges persist

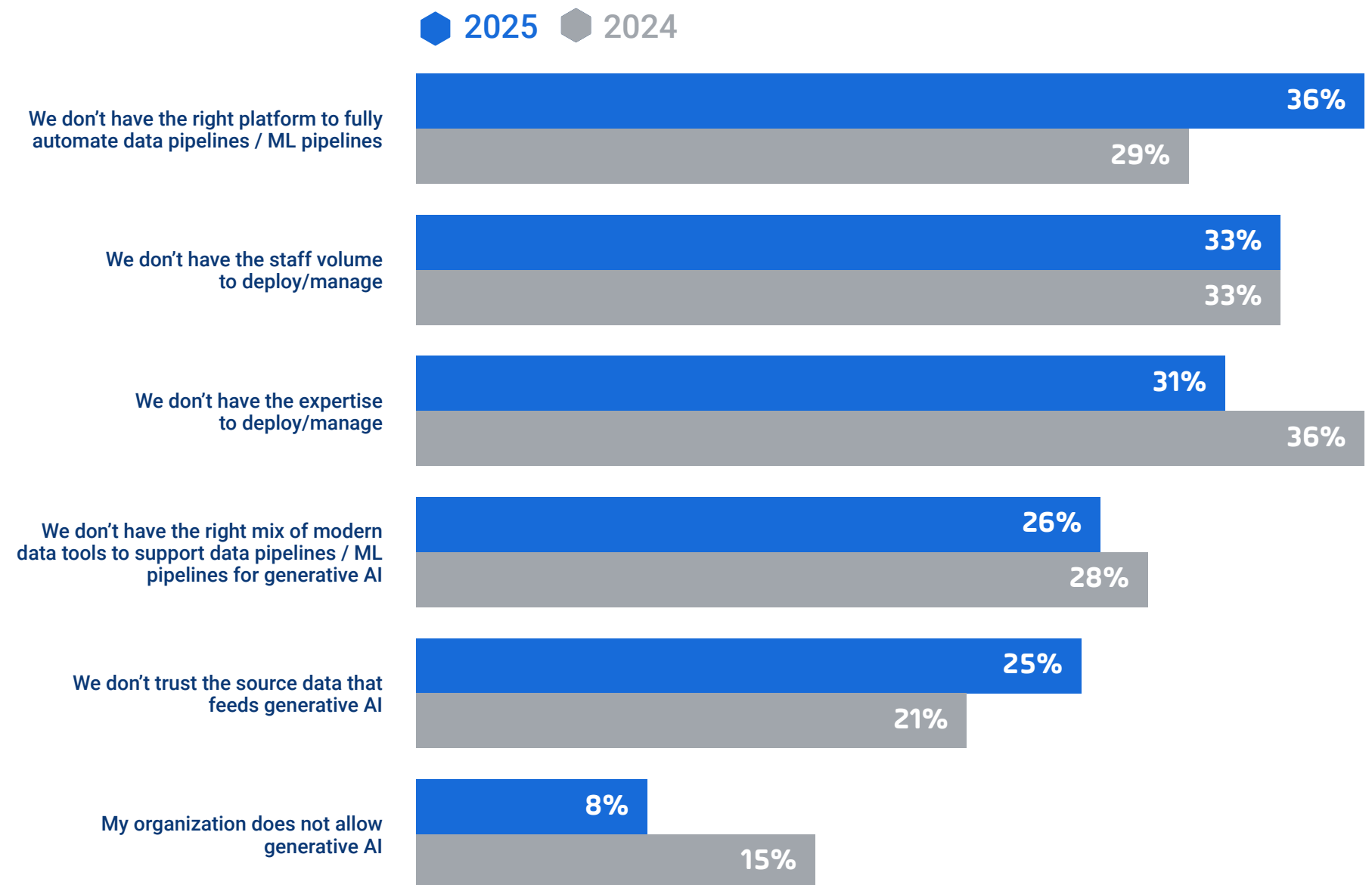
The adoption of generative AI remains steady year over year, but significant barriers to using data and ML pipelines persist.

The biggest concerns now center on automation platforms, staff volume, and expertise, highlighting a growing need for skilled professionals and better infrastructure. As businesses solidify their AI strategies, addressing automation and workforce readiness will be crucial for long-term success.



## Barriers to Use Data/ML Pipelines for GenAI in 2025

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



# Conclusions and Recommendations

Organizations are seeing real, measurable gains from WLA/SOAP solutions — streamlining efficiency, boosting productivity, and cutting costs. But as automation becomes more widespread, the challenge isn't just implementing it. It's making it work smarter.

To stay ahead in 2025 and beyond, businesses must rethink how automation is accessed, orchestrated, and governed. Expanding self-service capabilities will empower more users, while a unified approach to hybrid IT orchestration will ensure seamless operations across cloud and on-prem environments. At the same time, reducing tool sprawl will eliminate inefficiencies and create a more cohesive automation ecosystem. Those who embrace these shifts won't just keep up — they'll set the pace for the future of IT automation.

## Expand Automation-as-a-Service for Business Agility

1. Enable self-service task monitoring and workflow management to reduce workload on IT staff and enhance end-user experience.
2. Encourage adoption with a user-friendly self-service web portal and/or ITSM integration.
3. Implement governance frameworks to ensure security and compliance.

## Strengthen Hybrid IT Orchestration Strategies

4. Implement a single orchestration layer that provides real-time monitoring and management across all environments.
5. Automate workload portability to dynamically move jobs between cloud and on-prem environments based on cost, performance, and resource availability.
6. Select a WLA/SOAP that has pre-built integrations for common tools and enables you to easily build out integrations for more specialized tools.



# About Censuswide and Stonebranch

## 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.



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, USA, 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.



### More industry insights await on [stonebranch.com](https://stonebranch.com)

Enhance your strategic plans with the latest industry trends and data driven analysis. Dive into cutting-edge IT automation knowledge and market research on [stonebranch.com](https://stonebranch.com) – analyst reports, whitepapers, case studies, on-demand webinars, blogs, and more.

[Visit the Stonebranch Resource Center](#)

# Abbreviation Glossary



**AI** Artificial Intelligence

**APAC** Asia Pacific

**API** Application Programming Interface

**BPA** Business Process Automation

**CI/CD** Continuous Integration and Continuous Delivery/Deployment

**CLI** Command Line Interface

**CRM** Customer Relationship Management

**CSP** Cloud Service Provider

**EMEA** Europe, Middle East, and Africa

**ERP** Enterprise Resource Planning

**ETL** Extract, Transform, and Load

**GenAI** Generative AI

**HR** Human Resource

**HRM** Human Resource Management

**IT** Information Technology

**ITSM** IT Service Management

**KPI** Key Performance Indicator

**ML** Machine Learning

**RPA** Robotic Process Automation

**SaaS** Software-as-a-Service

**SOAP** Service Orchestration  
and Automation Platform

**UX** User Experience

**WLA** Workload Automation



# 2025 GLOBAL STATE OF IT AUTOMATION REPORT

© Stonebranch 2025. All rights reserved.

