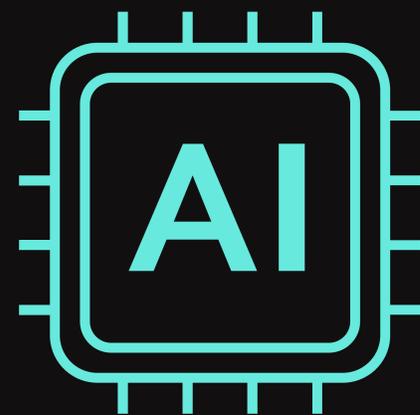




How AI is Transforming Integration and Automation



Executive Summary

Artificial Intelligence (AI) is redefining how enterprises integrate and automate their operations, shifting from traditional, manual workflows to intelligent, self-orchestrating processes. Businesses no longer need to rely on legacy integration methods as AI-powered automation is revolutionising enterprise orchestration.

This report presents insights from a survey of 100 IT decision-makers across the UK, exploring the adoption of AI-driven integration and automation. The key findings include:

93% of UK CEOs state their business has adopted AI, outpacing global counterparts.

57% of enterprises are actively experimenting with AI in automation.

AI-driven workflow orchestration is becoming a top priority, with organisations focusing on **enhancing customer experience (17%)** and **expanding integrations (22%)**.

The biggest barriers to AI adoption include **governance (30%)**, **privacy risks (24%)**, and **security concerns (10%)**.

Workato is at the forefront of this transformation. Our AI-powered Enterprise Orchestration Platform enables organisations to integrate, automate and orchestrate workflows at scale—turning complex processes into intelligent automation.

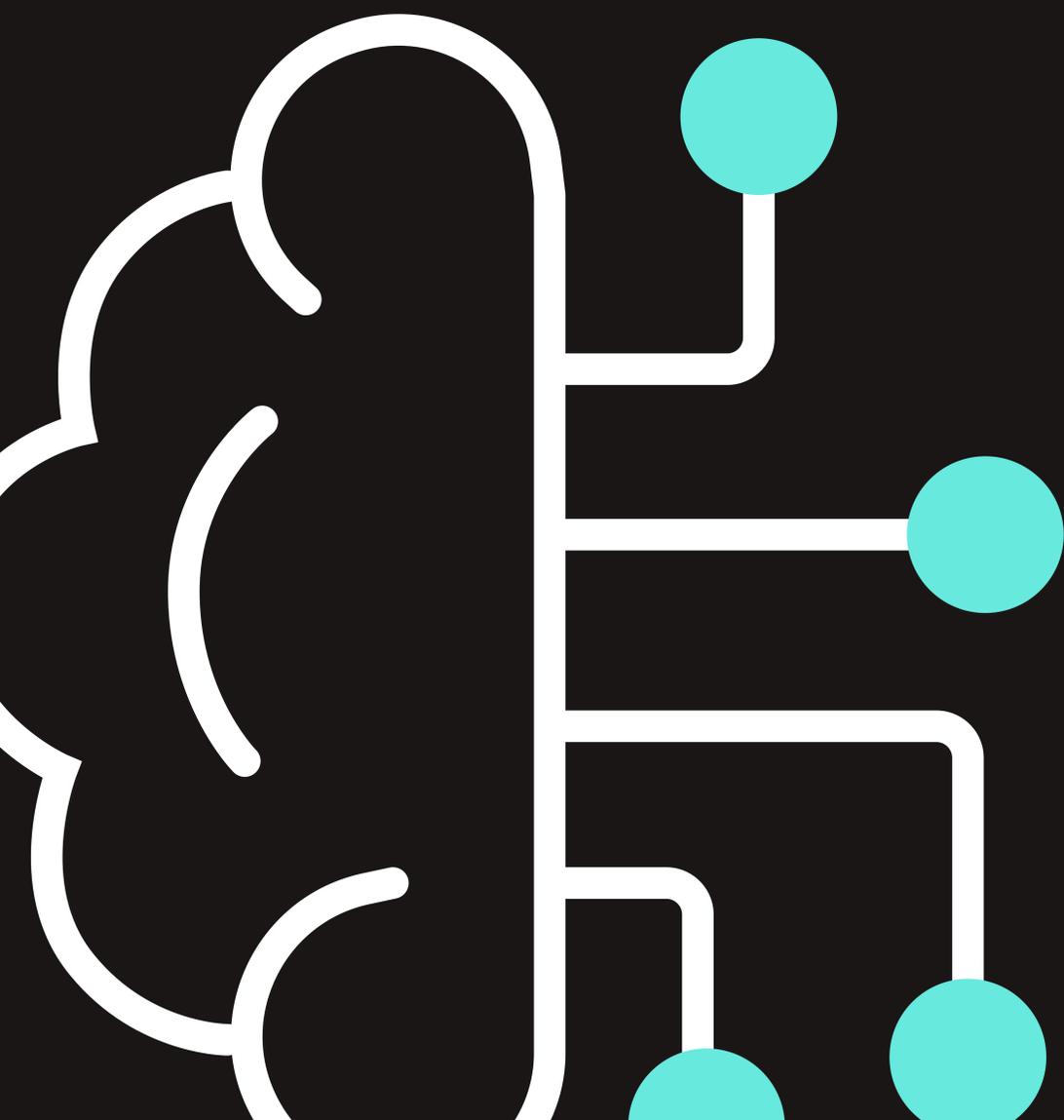
Introduction: AI-Powered Integration Is Here

Ten years ago, moving data between business applications meant manual file exports, tedious data cleaning and error-prone uploads. Today, AI is rewriting that playbook, seamlessly integrating systems and enabling real-time automation.

Workato's AI-driven iPaaS (Integration Platform as a Service) is leading this change.

By combining AI, automation, and enterprise orchestration, Workato transforms how businesses connect systems, optimise workflows and gain a competitive edge.

But how far have businesses actually progressed in AI adoption? To find out, we surveyed 100 UK IT decision-makers. This report reveals key insights into AI's role in integration and automation, highlighting the opportunities and challenges faced by today's enterprises.



The Rise of AI-Powered Enterprise Orchestration

iPaaS: From Legacy Integration to AI-Powered Automation

Historically, integration was seen as mere "plumbing"; a technical necessity rather than a strategic enabler. Fortunately, Integration Platforms as a Service (iPaaS) emerged to simplify and streamline integration, providing a centralised platform to connect disparate systems, applications, and data sources. At the time this brought huge efficiency gains and cost savings to organisations, but as IT environments have grown ever more complex, traditional iPaaS platforms have struggled in key areas:

Scalability: Businesses now process huge volumes of data daily; run an array of applications and host all of this in a variety of locations. In fact, on average UK companies run 70 apps,¹ and 89% of businesses report adopting a multi-cloud model.² Traditional iPaaS platforms simply cannot keep up with this scale of data and growing diversity of systems.

Flexibility: Agility is a key term thrown around in today's business world, and for good reason. Being able to quickly adapt to emerging trends and sudden challenges can make all the difference. Unfortunately, traditional iPaaS services require manual configuration from expert users and can throw up roadblocks when integrating new systems. Especially complex integrations could require deep technical knowledge and lengthy dev time.

Intelligent Automation: While iPaaS services were a huge step up from the days of ad hoc integration, they were still relatively simple systems. With basic, rule-based workflows you couldn't account for the nuances of large, complex data sets and multi-layered environments. Today's systems and processes are more complex than ever, and intelligent automation that can adapt to changing needs is vital.

As businesses seek to overcome these integration limitations, the role of artificial intelligence has come into sharp focus. AI-powered iPaaS platforms promise to bring new levels of intelligence, adaptability, and efficiency to enterprise orchestration. Infusing AI capabilities into every stage of the integration and automation lifecycle, from data transformation to workflow design and execution, these next-generation platforms can help organisations unlock the full potential of their data assets and processes.

² Business at Work - Okta

¹ Cloud Computing Trends - EMT

The Rise of AI-Powered Enterprise Orchestration

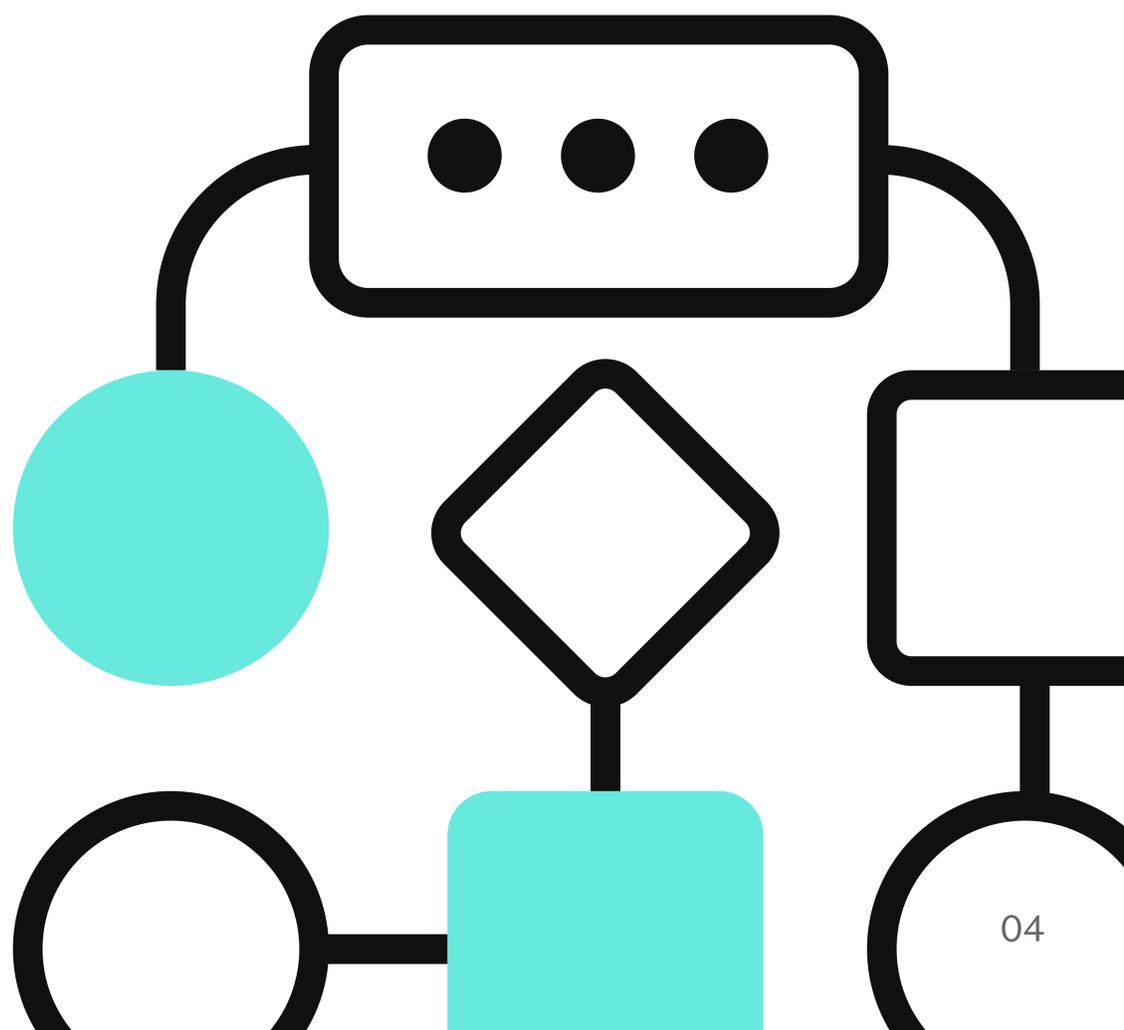
At the forefront of this AI revolution is Workato's **AI-powered Enterprise Orchestration Platform**. It changes the way organisations can approach integration by:

Automating complex workflows: No more manual configuration, no more overly simple workflows. With a no-code conversational UX you can quickly define exactly what you need from your workflows and iterate these tasks at scale, across multiple systems.

Enhancing data transformations: Effective and comprehensive data transformation is the key to any successful integration, but it requires lengthy setup and continuous fine-tuning. With AI-driven data transformation, you can create complex formulas via simple prompts and optimise your outputs with AI insights and suggestions.

Reducing manual intervention: It's near impossible to stay on top of the many errors and bottlenecks integration can throw up, but you no longer need to suffer alone. With AI-driven decision making you can drastically reduce the need for human intervention and keep your data flowing uninhibited.

So, it's clear that AI has transformed what's possible in the world of enterprise orchestration, but the question is how far have UK organisations progressed in their journey of AI adoption?



The Rise of AI-Powered Enterprise Orchestration

CASE STUDY

AI in Action – Helia’s AI Strategy

Helia, Australia’s first Lenders Mortgage Insurance (LMI) provider, was committed to delivering a seamless, future-fit customer experience. To do so, they leveraged Workato’s AI-powered integrations to enhance its customer decisioning engine, improving process efficiency by 35%. With real-time data synchronisation across various platforms, Helia eliminated manual reconciliation efforts, allowing teams to focus on strategic decision-making.

“Workato supported one of our squads to successfully deliver a challenging proof of concept. From there we progressed very quickly; it was a seamless process to contract and onboard.”

NEIL RODGERS, DIGITAL SOLUTIONS DIRECTOR, HELIA

Since then, several other teams across Helia have come onboard to reimagine their workflows using Workato, including Helia’s HR, Service Desk and Finance teams. Looking to the future, Neil and his team are keen to reuse the robust architectural patterns they have built using Workato to supercharge several other end-to-end workflows.³

AI's Role in the Enterprise

The Current State of AI Adoption

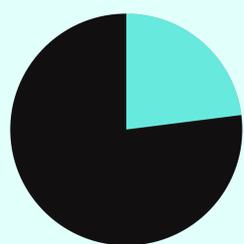
As little as three years ago AI was only in its infancy and few could envision quite how it would impact businesses at all levels. In fact, one report from the UK Government, published in January 2022, predicted that only 22% of UK businesses would be using AI technologies by 2025⁴. And then ChatGPT launched later that year, and things changed forever.

Now that 22% seems ludicrous. According to our survey, AI adoption in UK businesses has far surpassed this prediction, with 99% using AI to some degree⁵, whether that's for ad hoc tasks or as a core part of operations. This is backed up by multiple reports, with a PwC study finding

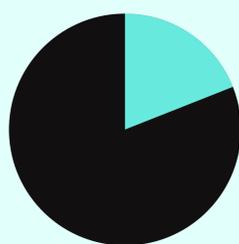
93% of UK CEO's claim to have adopted AI to some extent⁶

However, while AI adoption is clearly extensive, the majority (77%) of businesses are yet to fully embrace it as an integral part of their operations, with over half only using it in limited instances, most likely with publicly available tools like ChatGPT or built-in additions like Google Gemini or Microsoft Copilot.

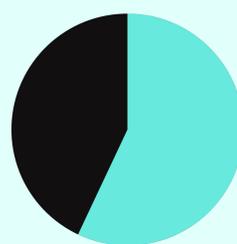
What role does AI currently play in your organisation's automation strategy?



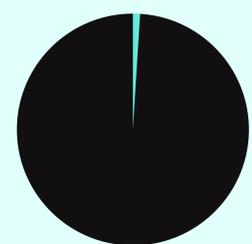
23%
Core to operations



19%
Experimental



57%
Limited use in certain processes



1%
None

⁴ AI Activity in UK Businesses Report - Department for Digital, Culture, Media and Sport

⁵ Acquisition Inc Survey, 2025, N=100

⁶ UK CEOs ahead of global peers on GenAI adoption - PwC

AI's Role in the Enterprise

The difference in outlook between those with a clear adoption strategy and those without, is tangible. The PwC CEO report had 53% declaring that AI had already enhanced employee proficiency, while 36% believe it will increase profitability in the next 12 months, clearly aligning with those who had progressed beyond simple applications of AI in our survey. Noticeably only 14% had already seen profitability improvements in the last year due to AI. Considering only 23% report having made AI core to their operations, it suggests a mature AI strategy is required for AI to have a significant impact on revenue.

Alongside this it's important to consider the rate of change businesses have experienced. In last year's PwC report, only 42% of CEO's reported having adopted AI. Just over a half of all UK businesses using AI have begun to do so in the last year, and with early adopters already reporting significant benefits, the race will be on in coming years to make the most of AI.

More than half (55%) of UK CEOs plan to invest in AI, generative AI, cloud, and data analytics in the next year, surpassing the investment plans of leaders in the US, France, and Germany.

As UK enterprises continue along their AI adoption journey, they will need to address key challenges such as the skills gap (cited by 47% of UK CEOs), while identifying strategic areas that can benefit most from AI enhancement. One such area is enterprise orchestration and integration. With the right platform, organisations can embrace the benefits of AI-drive integration, without having to invest heavily in upskilling or hiring.



AI's Role in the Enterprise

The Impact of AI on Automation and Orchestration

So, how far have businesses transformed their workflow orchestration with AI?

Our survey shows that many are yet to make strides in this area, with 42% of businesses describing their AI-powered automation as "somewhat automated but siloed." As we previously discussed, traditional iPaaS solutions offer only basic levels of automation, and it would seem many are yet to look beyond these tools and discover the benefits of AI-driven systems.

How would you describe your organisation's current level of workflow orchestration?

14% Fully automated and integrated across the enterprise

8% Manual and ad hoc

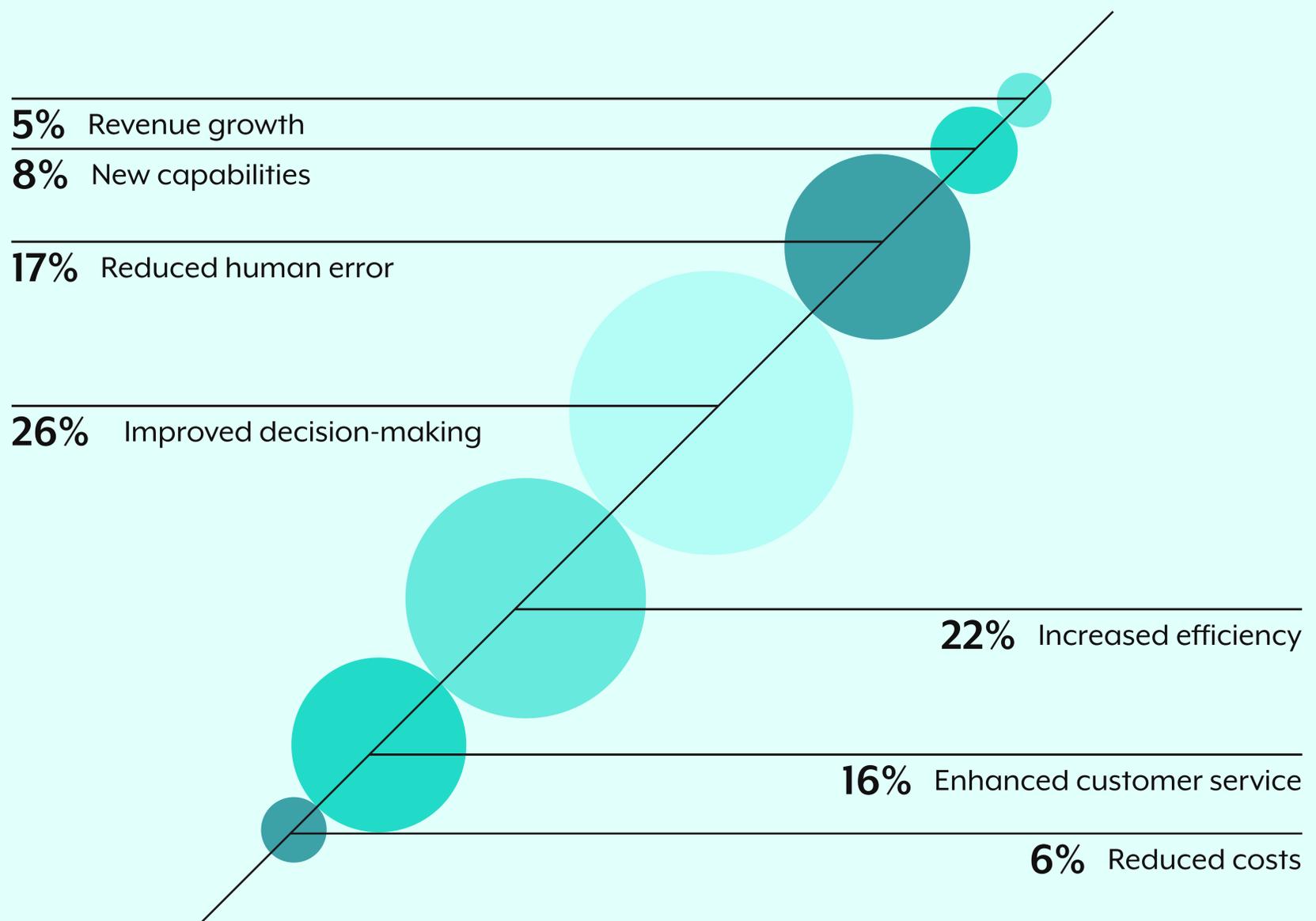
36% Moderately automated with basic integration

42% Some automation but siloed

Only 14% report having achieved fully automated, AI-driven workflows. This represents a huge opportunity for businesses who have yet to make the move to AI-driven iPaaS, to deliver massive efficiency improvements, empower decision makers, and reduce error rates. In fact, these were the key AI benefits our survey respondents highlighted, while revenue growth, cost savings and the introduction of new capabilities were far down the agenda.

AI's Role in the Enterprise

What is the biggest benefit of introducing AI?



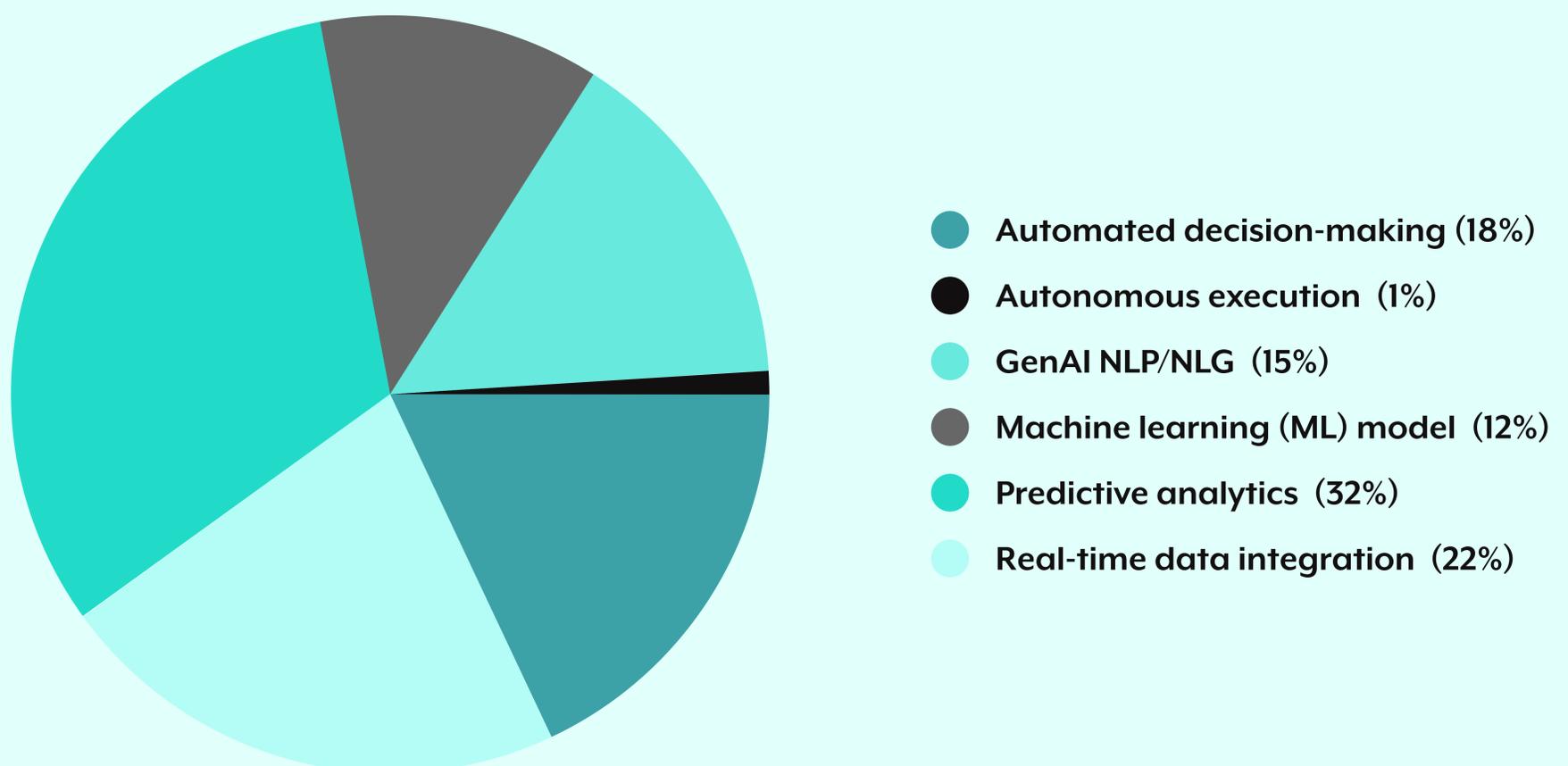
This underlines a desire among organisations to primarily utilise AI to bolster and enhance their operations. AI-driven iPaaS solutions lie at the core of this agenda, offering organisations a way to unify and automate processes across the business before they look at the experimental revenue-driving opportunities AI can offer.

AI's Role in the Enterprise

Top AI Capabilities Transforming Business Processes

Delving further into how organisations see AI transforming business processes, there were several key capabilities they considered impactful.

Which AI capabilities would have the greatest impact on improving your business processes?



Predictive analytics emerged as the top choice, selected by 32% of respondents. AI's ability to process vast amounts of data can allow organisations to anticipate future trends, predict customer behaviour, and avoid developing risks. As a result, leaders can make informed proactive decisions, while cutting down on hours of manual analysis.

Real-time data integrations were also cited as a key capability, and with the speed of business today that's no surprise. Siloed data is underutilised data, and with adaptable, AI-driven integrations businesses can ensure that data is always available to inform decision making, enhance inter-departmental collaboration, and avoid bottlenecks and barriers.

AI's Role in the Enterprise

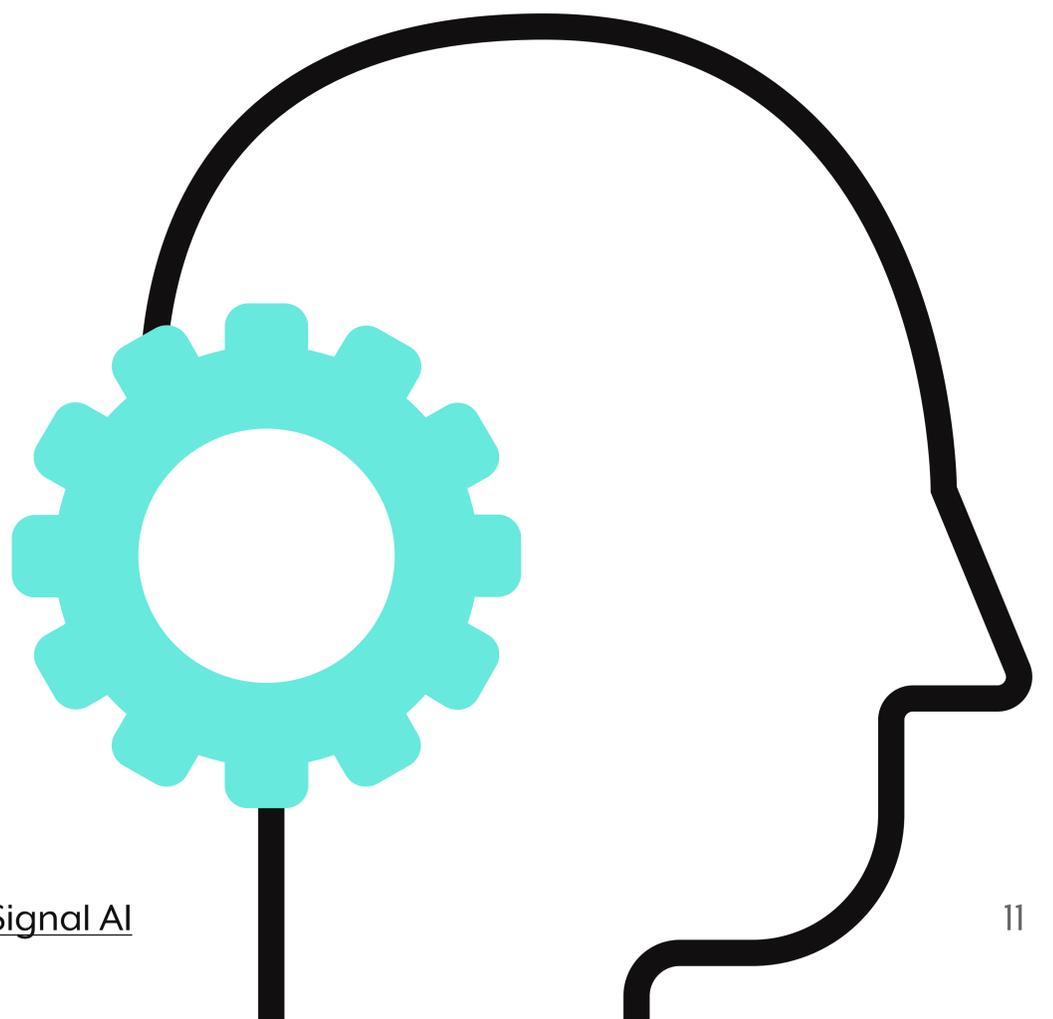
Of course, business leaders can only make so many decisions, and with the complexity of many operations today, **automated decision-making** is freeing leaders to focus on the most vital tasks.

Considering 63% of business leaders spend upwards of 40 hours a week exclusively on making decisions,⁷ there's plenty of decisions that can be offloaded to AI.

Modern AI tools take action securely and within the framework you establish, while continuously learning, so you can rest assured they'll behave as expected.

Meanwhile, **Generative Natural Language Processing, Natural Language Generation** (15%) and **Machine learning (ML) models** (12%) were slightly further down the agenda, but still significant for some. The ability to continuously learn and adapt from data can help organisations personalise customer experiences, identify patterns, and detect anomalies. This aligns with the 16% of respondents who saw enhanced customer service as the key benefit of AI adoption and shows a desire to humanise AI communication to improve both employee and customer interaction.

Interestingly, **autonomous execution** was highlighted by only 1% of respondents, potentially demonstrating a continued unease with the idea of AI autonomy. Considering the relatively recent emergence of AI, it'll likely take time and continuous evidence before organisations fully trust AI to execute autonomously.



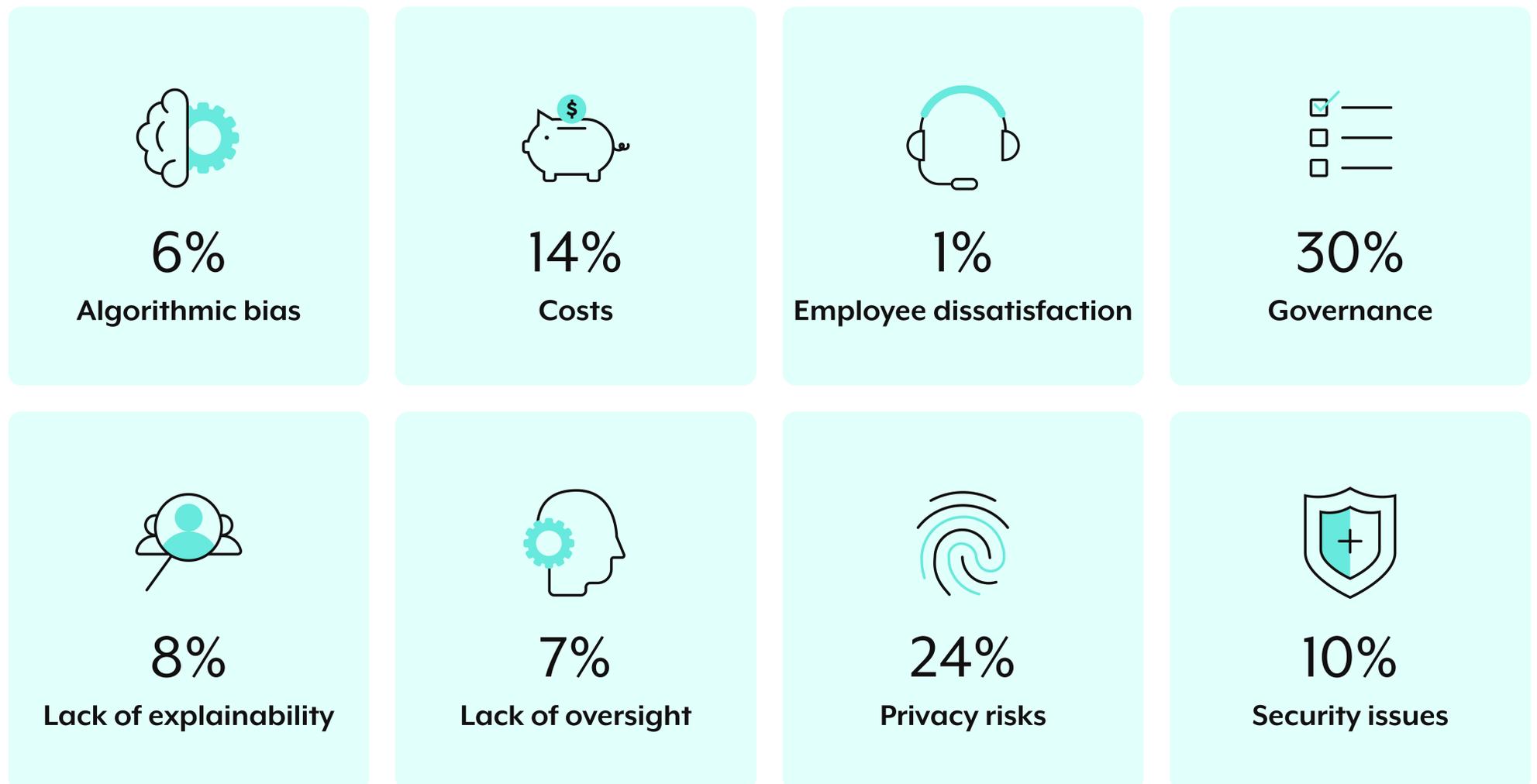
AI's Role in the Enterprise

The Barriers to AI Adoption

Of course, the journey to successful AI adoption is not without its challenges. Governance (30%) and privacy risks (24%) remain as the top concerns for businesses. The source and validity of data being used by AI tools, as well as the security of data delivered to these tools, are legitimate concerns. Security issues (10%) and a lack of oversight (7%) were similarly raised, clearly suggesting leaders are anxious about controlling AIs. Fortunately, organisations have the opportunity to choose AI-powered platforms that ensure compliance and security as an operational imperative.

Workato guarantees full visibility, control and security with its AI systems. You can granularly limit the extent of its reach and who can access and command the AI itself, while fully auditing and observing the actions it performs. Customer data is always kept separate and encrypted with a unique key that rotates every hour, while you can be confident that all data within your network remains there.

What is the biggest barrier towards implementing AI tools?



AI's Role in the Enterprise

While 14% of respondents say cost is an issue, that might not last for long. As the economic advantages become clearer, the costs may become more palatable. Major AI providers are racing to bring down the costs of AI data processing. One example is Anthropic's 'Prompt Caching' feature for their large language models (LLMs), which they claim can reduce costs by 90% while doubling response times.⁸ Any software built on their API should see cost savings in processing fees, and Anthropic won't be the only AI provider trying to bring costs down.

Sam Altman of OpenAI predicts that the cost of using AI will drop 10x every year.⁹

On the other hand, employee dissatisfaction wasn't registered as an issue, suggesting a positive outlook on how AI can enhance rather than replace employees. Today's tools can eliminate tedious, repetitive tasks, allowing employees to focus on oversight and key decision making, while broadly improving job satisfaction.

⁸ [Prompt Caching with Claude - Anthropic](#)

⁹ [Sam Altman says the cost of using AI will drop by 10 times every year - Business Insider](#)

The Rise of AI-Powered Enterprise Orchestration

CASE STUDY

monday.com's Enterprise Orchestration Success

monday.com provides a cloud-based platform that helps teams streamline their workflows, collaborate seamlessly, and manage complex projects effectively. However, their IT team was overwhelmed with a plethora of manual tasks, the management of over 70+ applications, and numerous daily support tickets.

Workato helped them to automate 270 hours of manual IT work per month, significantly improving efficiency. The company successfully automated 40% of ticket handling and 60% of permission-related processes, while also achieving a 75% success rate in onboarding automation.

“Workato consistently outperforms other options, successfully resolving the highest number of tickets each month. Remarkably, its efficiency now matches the combined efforts of our top 2 team members or an average 3 team members—an achievement that truly stands out!”

LIOR ZAGURY, DIRECTOR OF GLOBAL IT, MONDAY.COM

As a result, after only 6 months into the next financial year, their IT team had already achieved the majority of their goals and could focus on adding new value to their burgeoning business.¹⁰

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

What Sets Workato Apart?

The recent pace of digital transformation has exposed the limitations of traditional iPaaS solutions. As businesses grapple with the ever-expanding web of apps, data sources, and endpoints, the need for more intelligent automation has become clear. That's where Workato comes in.

Unlike traditional iPaaS solutions, Workato integrates AI at every stage of the automation lifecycle, from workflow design and implementation to continued oversight and management.

Let's take a look at some of the standout AI tools in Workato's offering. Workato's LLM connectors enable rapid development of powerful AI workflows by integrating seamlessly with leading models like OpenAI, Amazon Bedrock, and Google Gemini, enhancing business automation and intelligence.

At the forefront are our interactive AI agents. Workato's Agentic solutions deeply understand your company context, business processes, and they can take actions on behalf of your employees to drive greater productivity, cost savings, and compliance. Different AI Agents work together behind the scenes to execute the work for each department. Via a single, intuitive, conversational interface, you can give complex instructions, and thanks to their establishment within your systems, you can be sure the agent understands your intent and your company's business processes. They can then dynamically execute workflows, transforming automation into an interactive, adaptable process.

Workato's agentic orchestration enables multiple AI agents to collaborate, as needed, to execute the workflow end-to-end.

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

For example, **RecipeIQ**, is your AI guide for the establishment of automations and integrations. With Workato recipes you can easily establish connections, without coding or development, and you can even access 500,000 prebuilt examples. And with Recipe IQ you'll receive AI-assisted recommendations to accelerate workflow design, reduce setup time and improve efficiency. Meaning employees can accurately and swiftly automate and integrate whenever they see fit.

Complimenting Recipe IQ, Workato's seven AI-powered copilots- Recipe Copilot, Mapper Copilot, Docs Copilot, Formula Copilot, Discovery Copilot, Connector Copilot, and Process Copilot—make it fast and powerful to ideate, design, develop, test, document, deploy and maintain integrations and automations.

Copilots are AI-powered tools designed to assist with various specific tasks in recipe building, optimisation and documentation, ultimately streamlining automation processes and improving efficiency.

For instance, simply tell Recipe Copilot what you want, and in seconds, it will create a recipe with triggers, actions, duplicate checks, and data mappings. You can ask for help with mappings, formulas, connections and optimisations; whatever your needs, copilots are there to instantly help.

Lastly, you can deliver all of these tools to your team, safe in the knowledge that you have **advanced governance controls**. You can establish the limits of your AI's reach, and what others can achieve with AI.

And with AI-powered monitoring you can ensure compliance, security and real-time anomaly detection across your business.

As the platform evolves, we plan to bring new AI features to your fingertips. As previously referenced, we are actively expanding through collaborations with leading AI companies, like OpenAI¹¹ and will continue to integrate advanced AI models into the platform that offer intelligent and efficient operational solutions.

¹¹ Workato Announces Collaboration with OpenAI as Part of Its Commitment to Transform Businesses with Automation and AI

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

CASE STUDY

Nextdoor's Automation Transformation

Nextdoor has grown from a neighbourhood-based social network into a publicly traded company, and a big part of that success comes from smart automation and better system integration. Nextdoor leveraged Workato's automation capabilities to enhance its HR, IT and engineering processes, leading to significant efficiency gains.

Workato's low-code platform made it easy to set up integrations quickly while ensuring IT had proper oversight. As a result, Nextdoor deployed 12 critical integrations in six months; a process that previously took over 18 months, while deploying self-service automation for other departments, reducing IT support requests by 40%.

“Workato gives us the power to move fast and adapt without complex development cycles. We haven't found anything it can't handle.”

ALEX FISHLER, NEXTDOOR'S HEAD OF BUSINESS SYSTEMS

Meanwhile Nextdoor's HR team were able to deploy real-time hiring dashboards that connected with Greenhouse and Workday Prism, and reduced vacancy times by 18%. Further improvements to automate hiring processes meant onboarding time was cut from five days to 48 hours.¹²

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

Deploying Workato Across Departments

There's no size fits all use for AI-driven automation and integration across an organisation. Each department has specific needs, challenges and objectives. Fortunately, Workato offers function-specific capabilities to ensure each team can get the most out of its tools.

HR and Hiring

With real-time hiring data you can speed up your recruitment process and ensure job roles won't sit vacant for long. With Workato's recruitment automation you can keep job descriptions up to date, sift through candidate data quickly, automatically score CVs, and connect it all to your HCM.

With recruitment complete, you want new hires onboarded and up to speed as soon as possible. With Workato you can automate document provision, payroll updates and IT setup for new hires, cutting onboarding time drastically. [Click here](#) to see an example of how Workato uses AI to automate the onboarding process for new employees.

IT and Engineering

Establishing integration is a vital component of modern IT workloads, and with Workato you can set up integrations 75% faster. Workato's pre-built connectors for systems like Salesforce, Workday, and Stripe, can allow instantaneous connections, and AI agents can help beyond that.

Automation can assist every department, but if the establishment of automation is reliant on IT's support, you have a real barrier to progress. Workato's self-service automation enables Finance, HR, and Sales teams to build their own workflows. These no-code solutions democratise automation for the whole business, while freeing IT to focus on more pressing matters.

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

Sales and Marketing

The key to any great sales pitch is a thorough understanding of your customer, and with Workato's AI agents you can streamline research and build a 360-degree view of your customers in seconds, allowing you to focus on perfecting your pitch. Speaking of focusing on the sale; the drag of building quotes, managing updates, and handling contracts, across multiple systems, can quickly eat up a salesperson's day. Remove the manual labour with automated integrations and agentic support.

Meanwhile Marketing teams have to ensure data is updated across platforms and nurture streams are activated, as customer actions are performed. With Workato's low-code platform, Marketing can establish workflows in minutes, reducing the time spent on manual operational tasks like campaign creation and lead list uploads, and re-focusing their time on activities that drive pipeline and create revenue.



Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

CASE STUDY

PRISM+ Service Excellence

PRISM+, a leading Singapore-based electronics brand, automated their end-to-end service workflows using Workato, reducing manual interventions by 80%. AI-driven process optimisation allowed them to deliver faster, higher-quality customer support, setting new benchmarks in service excellence.

PRISM+ first used Workato to streamline the dissemination of promotion codes and freebies for each television order they fulfilled. This paved the way for several game-changing orchestrations that cemented their market leadership.

“We needed a much more **robust and reliable** solution that could tackle critical use cases on enterprise systems like our Salesforce CRM. Workato not only integrates seamlessly with our systems, it gives us the ability to build **complex multi-step recipes** that were not possible with our existing tools.”

JOSEPH TSAO, COO, PRISM+

The result was better conversion at scale with 10% higher email open rate and 5 times better click-through, and 26% cost savings. They have since earned the distinction of delivering Singapore's Best Customer Service 2024/2025 and are innovating on several other fronts to blaze the trail for sustained growth.¹³

Workato: One Platform to Orchestrate your Data, Applications, Processes and AI Agents

The Future of AI-Powered Integration and Automation

AI-infused iPaaS platforms like Workato are not just automating tasks; they are transforming how enterprises orchestrate business processes at scale. As AI capabilities evolve, enterprises can:

Expand intelligent automation across business functions.

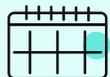
Enhance customer experiences with AI-driven personalisation.

Achieve real-time operational agility through adaptive orchestration.

Your business has a unique opportunity to take the lead with AI-powered integration and automation, joining the 23% of organisations who have made AI a core part of their operations. Workato's platform offers the ability to unlock unprecedented gains in productivity and ingenuity across your business, empowering your employees to connect to a new world of data, while freeing them from the constraints of traditionally manual tasks.

Next Steps: Take Action with Workato

AI-driven enterprise orchestration is the future and early adopters are already reaping the benefits. Don't let your business fall behind. **Are you ready to transform your integration and automation strategies?**



[Book a demo of Workato's AI-powered iPaaS.](#)



[Download our whitepaper on AI-driven enterprise orchestration.](#)



[Learn more about Workato and AI here](#)

The future of enterprise orchestration is here. With Workato, your business doesn't just integrate- it orchestrates, evolves and innovates with AI at the core.