The disruption of the global pandemic is forcing organizations to face—and embrace—a "new normal." The question is: What's the best approach to accelerating digital transformation when existing workforces are remote and reduced?

Forrester Consulting recently asked 450 automation and AI decision makers, and 450 individual contributors around the world to weigh in on the state of automation—where it's working, who it's helping and what's next. Here are 4 key insights from the research:

1. Organizations ARE automating. Automation technology budgets have nearly doubled in the past two years and are projected to grow by over 45% in the next two years. Only 4% of survey respondents had no degree of automation across front and back-office functions.

2. Integration is essential. The study found that enterprises have realized broad-based value from their investments in automation. Half of enterprises (50%) reported an improved customer experience. Employees are just as enthusiastic about automation. Individual contributor respondents somewhat or completely agreed with the following statements:

- Employees and enterprises are on the same page about intelligent automation.
- A single-vendor approach is the simplest and most cost-effective.
- More than HALF of organizations surveyed reported enhanced customer experience.
- The disruption of the global pandemic is forcing organizations to face—and embrace—a "new normal." The question is: What's the best approach to accelerating digital transformation when existing workforces are remote and reduced?

3. A single-vendor approach is the simplest and most cost-effective. 99% of respondents agree.

4. Employees and enterprises are on the same page about intelligent automation. Not far behind were:

- Employees prefer a single technology platform because it provides them with greater efficiency (78%) and allows them to be more productive (65%).
- A single-vendor approach has a high technical debt and delays in successful outcomes (35%).
- 45% of Forrester study respondents reported having deployed a patchwork of automation solutions from several vendors.

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