

# AI

## & Automation Trends 2025





# Welcome to UiPath Automation and AI Trends 2025

Welcome to our report on the forces shaping AI and automation through 2025 and beyond. Our goal is to provide you with the information and “future-sight” you need to understand the environment and take advantage of opportunities arising in it.

These trends reflect our analysis of third-party research, melded with unique insights drawn from our relationships with our 10,000+ UiPath customers and millions of members of the global UiPath Community, along with thousands of technology and go-to-market partners. We’ve also incorporated perspectives from UiPath AI scientists, product developers, software engineers, and automation strategists, as well as those of our sales, marketing, and customer support teams.

It’s always a challenge to distill what’s happening out there into a short list of trends. But this year has proved even harder than usual. That’s because there are so many profound forces at work. Chief among them: the rapid emergence of agentic AI, which equips software agents with the intelligence to not only

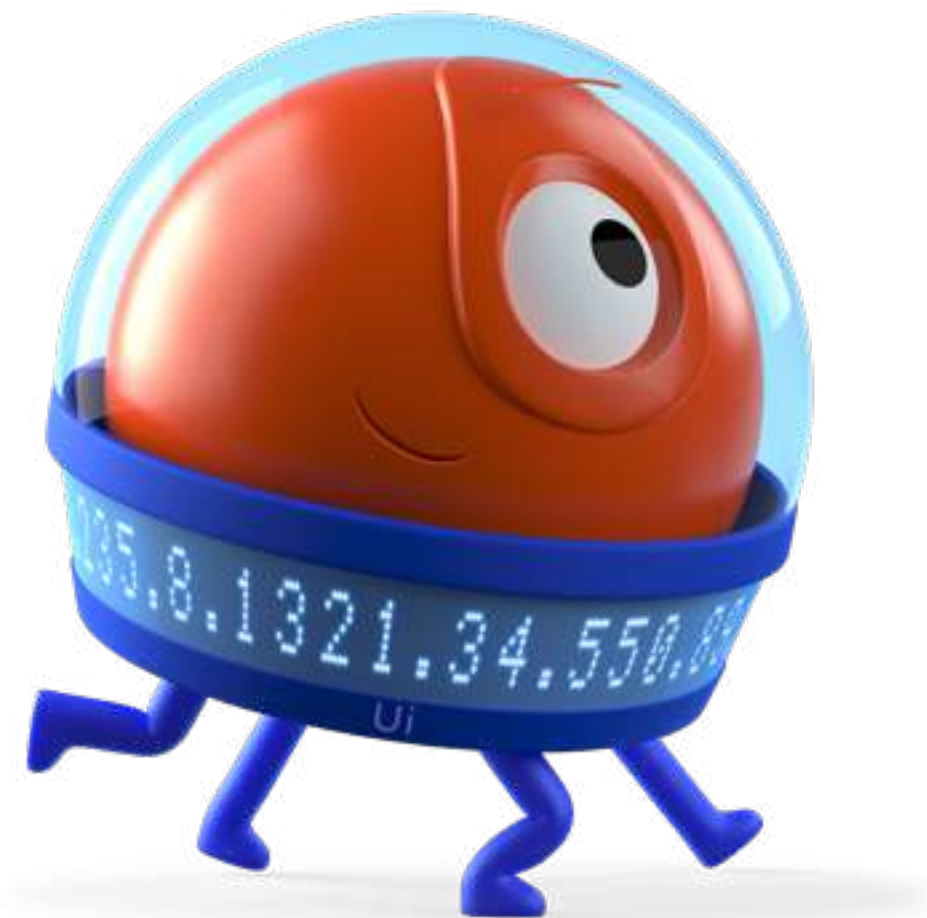
understand what actions need to be taken to reach a goal, but also to take those actions themselves. A great leap forward in AI science, agentic AI has significant implications for enterprise automation and is interwoven into many of our trends.

That’s not to say that generative AI has fallen by the wayside. It’s true that many organizations are still struggling to define and scale their GenAI initiatives. But they’re still capturing gains, both from the “outside-in” AI built into enterprise software and new LLM-powered approaches to taming and gaining advantage from their internal data.

Finally, as AI’s impact on our public and private lives expands and intensifies, enterprises and technology providers will need to stay on top of a slew of new legislation regulating everything from managing a virtual workforce to copyright ownership to the use of data in model training... and beyond.

Clearly, there’s a lot to cover in this year’s Trends report. So let’s dive in.

# The 2025 UiPath AI + Automation Trends



- 1 AI moves from thought to action as the age of agentic AI dawns.**  
Agents gain the capacity to understand, plan, and act on their own. And that changes everything.
- 2 Strike up the orchestration: the agentic ecosystem takes shape.**  
Tech providers create an environment where agents, robots, and people can work together in harmony.
- 3 Agents get to work on long-tail automation opportunities.**  
Going live in '25: valuable use cases across the enterprise that require agents AND robots.
- 4 Job sharing with the machine: the great work reallocation begins.**  
Who can best do the task—people or machines? Enterprises rethink jobs from the ground up.
- 5 'Built-in AI' lifts enterprises from the trough of disillusionment.**  
Companies still struggle to capture AI value by themselves—but tech companies make up the gap.
- 6 From RAGs to riches: new tools tame the data deluge.**  
This year, context is king; knowledge (graphs) are power; and LLMs are living larger.
- 7 Regulation escalation: the world acts to rein in AI's power.**  
Lawmakers and the courts press on in their quest to regulate the virtual world.

# AI moves from thought to action as the age of agentic AI dawns.

## It's time to call your agent.

GenAI has laid the groundwork for a great leap forward in applied AI: one that will profoundly transform organizations, the people who work in those organizations, and the very nature of work itself.

That leap forward is agentic AI, a type of artificial intelligence that enables software agents to plan, make decisions, and adapt autonomously and on the fly. Built on a foundation of GenAI and large language models (LLMs)—but given new powers to plan and act through an ensemble of large action models (LAMs) and other advanced AI—these goal- and action-oriented agents can act autonomously to take on a multitude of complex tasks, nuanced decisions, and end-to-end processes.

This new cadre of virtual workers doesn't need to rely on business rules or follow tightly predefined processes to get the job done. Instead, agents will be able to leverage their ability to respond to plain language prompts and event triggers, reason through complex processes, take a series of actions to reach a goal, and learn and improve. They'll be able to plan for and direct the resources and tools required to take these actions, including, most notably, RPA robots (see sidebar: "The future is agentic and robotic").

The advent of agents changes everything to come. Imagine, if you will, the opportunities to redesign business processes for greater speed, efficiency, and accuracy. To reallocate work between humans and agents so people are freer to create, collaborate. To redefine the basis of competition and reconceive the operating model for the agentic age. Imagine working in an organization where agents are making 15% of all decisions autonomously—which Gartner® predicts will happen by 2028.<sup>1</sup>

Will agentic become endemic? Signs point to yes. First movers' success in a wide range of use cases and industries—which have demonstrated significant improvements in speed, reaction time, personalization, efficiency, and innovation—are stirring up interest among both technology analysts and corporate leadership. Gartner has named agentic AI a top 25 technology trend for 2025<sup>2</sup>—and IDC notes that global expenditures on agentic AI have already jumped from \$0 in 2023 to almost \$400 million in 2024. But that's just the beginning; they estimate the category will grow 10-fold by 2028, to over \$4 billion. That's a 68% compound annual growth rate (CAGR).<sup>3</sup>

2025 will set the foundation for that growth, with early adoption of agentic use cases; broader usage of the agents that are already built into leading technologies; and investment to build out an orchestrated agentic ecosystem across the enterprise.

### YOUR '25 TO-DOS:

- Learn more about [agentic AI](#) and [agentic automation](#).
- Launch at least one process using agentic automation.
- Along those lines, keep an eye on early movers—or become one yourself.

The future  
is **agentic**  
and **robotic**.

Will agentic automation replace robotic process automation (RPA)? Not at all. In fact, IDC predicts RPA spending will more than double from 2024 to 2028 to reach \$8.2 billion.<sup>5</sup>

That's because agentic AI opens up more of the organization to automation—and agents will turn to secure, efficient, and reliable RPA robots to execute a lot of the new work.



**71%**  
of executives say AI agents will drive higher levels of automation in their workflows

**52%**  
say they plan to use agents in 2024<sup>4</sup>



# Strike up the orchestration: the agentic ecosystem takes shape.



## Automation companies get to work so agents can, too.

A human workplace without defined roles, systems, and processes would be chaotic, underperforming, and unproductive. And the same holds true for a virtual workplace. Without enabling infrastructure, orchestration, and controls, agentic AI won't scale effectively.

To capture agentic AI's full potential, enterprises will require vibrant agentic infrastructures. The technology must be capable of enabling a multitude of agents to work effectively across fragmented technology landscapes and highly complex operations. It must enable collaboration between agents, robots, and people—while providing control, visibility, and active governance.

While many pieces of these capabilities already exist, the complete ecosystem for enterprise agentic automation hasn't yet fully coalesced. But it's starting to emerge. In 2025, we'll see a good deal of activity in this area, as a select group of AI technology companies—UiPath among them—innovate and invest to bring enterprise-grade agentic automation platforms to market.

Orchestration is one of the most important pieces of the agentic ecosystem—critical for coordinating agents' tasks, managing workflows, and optimizing operations across

the complex patchwork of enterprise technologies, systems, and apps. This capability must be able to support multiple agents working separately or in collaboration, knitting together decisions and actions into coherent sequences. It needs to facilitate handoffs among AI agents and RPA robots, giving agents ready access to the robotic “arms and legs” they need to get the work done. Capabilities for ensuring the right data gets to the right agent at the right time are also critical, as are context grounding, trigger alerting, and memory and learning systems.

In concert with agentic orchestration capabilities, agentic automation platforms will also need to provide a place to rapidly build, configure, and launch a wide variety of agents for different processes, levels of authority, and workplace personas. Moreover, they should include a robust prompt library and pre-configured agents—things that can significantly reduce agent development time and boost performance.

Last but certainly not least, the technology must include ways to continually monitor agent activities and assess performance, as well as security, governance, and human-in-the-loop capabilities. Agent-built workflows,

agent actions, model input and output, and the logic and data underlying agent decisions—in fact, everything the agent does—needs to be transparent, governable, predictable, and secure.

Clearly, the agentic ecosystem comprises a complex set of capabilities. But make no mistake: it's rapidly coming together in 2025...and coming to an enterprise near you.

### YOUR '25 TO-DOS:

- **Watch for advances in agentic AI technology—they'll be coming fast.**
- **Develop your plan for establishing and scaling your agentic AI ecosystem—and take steps to move it forward.**

**3x** agentic automation market growth, 2024-2025 (from ~\$300MM to ~\$900MM)

**36%** CAGR, 2024-2028<sup>6</sup>

“Without orchestration, there is no agentic AI.”

-Daniel Dines, CEO and Co-Founder | UiPath



# Agents get to work on long-tail automation opportunities.

## The power of agentic automation comes alive in '25.

Agentic automation is an 'equal opportunity' opportunity—applicable across different industries, departments, and activities. And it opens up a long tail of new workflows to end-to-end automation.

So, where will agentic automation gain its earliest footholds? And how can that information help you plan your agentic agenda? Some areas to consider:

**Customer service:** Agents can be a huge productivity boost in call centers. For example, McKinsey reports that agents helped a large call center resolve 14% more issues each hour.<sup>7</sup>

**Hyper-personalized sales and marketing:** Equipped with real-time data, context, and the right demand and behavioral predictive models, agents can either support human reps in providing one-to-one service—or use their own conversational abilities to provide it themselves.

**Business operations:** Agents' ability to continuously monitor and assess vast amounts of streaming data—and then decide, plan, and execute in real time—equip them to autonomously manage supply chains, inventory levels, demand forecasting, and logistics planning.

**Patient care:** Complex data environments, continual monitoring of information flows, probabilistic, non-rules-based decisions made in a changing environment... patient care is a great place for agents to flex their AI-powered muscles.

**Software development:** AI is already deeply entrenched in coders' activities. For example, it's creating more than 25% of the code for Google's products.<sup>8</sup> And that's not all: agents can design system architectures, develop and execute tests, auto-debug, and much more.

**Scientific/pharma research:** By autonomously designing and running experiments, analyzing results, and formulating hypotheses, agents can expand laboratories' capacity and speed up innovation.

These are just a start; agentic automation might be your answer anywhere you've got complex, costly, labor-intensive, data-saturated, and time-sensitive processes. Look for use cases that share these qualities—they're where your agents can do their best work and have the most impact.

### YOUR '25 TO-DOS:

- In short order, create your short list of best use cases.
- Know who and what you'll need to implement them.
- Implement a test case or two.

“The value that agents can unlock comes from their potential to automate a long tail of complex use cases... that have historically been difficult to address in a cost- or time-efficient manner.”<sup>9</sup>

-McKinsey & Co., “Why Agents Are the Next Frontier of Generative AI,” 2024



## Where are UiPath customers adopting agentic?

Here's what we're seeing at the leading edge:

**Intelligent document processing (IDP) and communications mining:** Agentic automation is helping them establish end-to-end automation.

**Banking and financial services:** For investment advisors, agents collect, analyze, and develop reports on financial data. In loans, they're doing things like reviewing documentation, formulating decisions, and auto-generating and processing all the papers. Agents are also monitoring for fraud and compliance.

**Customer support:** Some AI agents gather data and offer real-time recommendations and treatments. Others enable end-to-end, hyper-personalized agent-to-customer interactions.

**Insurance and healthcare claims management:** Agents are dramatically speeding up claims processing, from assessing claims submission to resolution.

**Manufacturing:** AI agents monitor the flow of Internet of Things (IoT) data 24/7 in supporting equipment maintenance, product quality, and supply chain optimization.



# Job sharing with the machine: the great work reallocation begins.

## We begin to rework how work gets done.

A study from OpenAI estimates that AI could take on half the work of almost 20% all workers.<sup>10</sup> McKinsey estimates that, by 2030, 30% of all work hours will be performed by machines, not people.<sup>11</sup> And these studies were completed BEFORE agentic AI had fully emerged.

Given the possibilities arising in the agentic age, the new imperative for enterprise workforce management is “redesign and reassign.” Starting in 2025 but extending through the end of the decade and beyond, enterprises will need to zero in on the huge challenges of reinventing operating models, rescoping jobs, retraining people, and reallocating tasks and processes between virtual and human workers.

The C-suite is on the front lines of this change, challenged to usher their companies into a dimly lit—but fast-approaching—future state. They’ll be assisted by a burgeoning rank of consultants and operations designers specialized in conceiving of new AI operating models, managing massive change, and creating and implementing cross-enterprise agentic systems.

Human resources will have to retrain and upskill tens of thousands of employees in using new AI tools and

partnering effectively with agents. They’ll need to find new workers with the right combination of technological skills and core capabilities in critical thinking, problem solving, and creativity. They’ll have to rethink hiring plans and redo evaluation and reward systems.

IT doesn’t get off easy, either. They’re the ones who’ll be asked to build out an AI and automation-infused workplace ecosystem that encourages collaboration among virtual workers, human workers, and AI tools. And the current automation center of excellence (CoE) will emerge as the new center of agentic automation—skilled at building and managing agents as they go about the swift completion of their appointed rounds.

Unions, governments, academia, policy makers... this is a global phenomenon that will touch everyone as it plays out. Many thought leaders are predicting significant disruption in labor supply and demand patterns. McKinsey thinks that might be good for workers in STEM, healthcare, legal, and creative areas—which tend to pay more. But the flipside is that we’ll have an oversupply of office workers, production workers, and customer service reps.

In all, millions of workers around the world will undergo, as McKinsey terms it, “occupational transitions”—e.g., 12 million in Europe, and 12 million in the United States.<sup>12 13</sup> For perspective, that equals about 5.5% of the European workforce in 2Q 2024,<sup>14</sup> and about 7.4% of U.S. workers as of September 2024.<sup>15</sup> And for those that continue working, the way they work will be transformed.

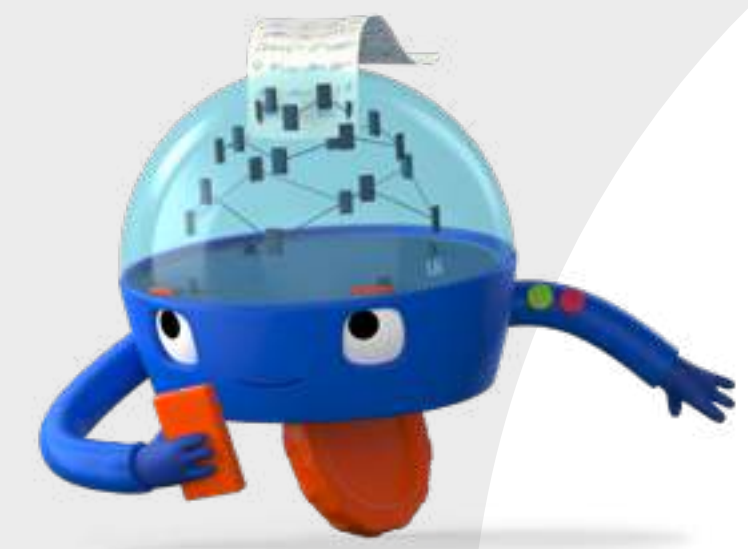
The takeaway for the coming year? A huge wave of change is building under us. You need to start now to imagine the future—and position your organization to ride into it successfully.

“AI won’t take your job. It’s somebody using AI that will.”

*-Richard E. Baldwin, economist and IMD Business School professor, speaking at the 2023 World Economic Forum’s Growth Summit*

### YOUR ‘25 TO-DOS:

- Use process mining and task mining to identify jobs with the highest portion of AI-doable tasks.
- Convene HR, employees, business line owners, IT, and Operations to begin the process of:
  - Mapping out your company’s “workforce of the future”
  - Identifying the right agentic technology and tools
  - Upskilling and retraining workers
  - Getting ready to reallocate



# ‘Built-in AI’ lifts enterprises from the trough of disillusionment.

## Tech providers’ “AI inside” lets users reap gains without pain.

When it comes to capturing AI’s potential, the C-suite has become a bit discouraged, and not without reason. They’re spending many millions of dollars on AI, but only about half of all AI prototypes make it into production. Seventy percent of respondents in a recent survey say they’ve launched 30% or fewer of their planned initiatives.<sup>16</sup> So, it’s small wonder that two-thirds are ambivalent or dissatisfied with their own organization’s ability to capture AI’s gains.<sup>17</sup>

But that doesn’t mean enterprises aren’t getting a lot of value from AI. It’s just coming from a different place: enterprise technology companies, whose use of AI within their products has simply exploded over the past year. And it’s not slowing down anytime soon. In fact, Gartner predicts that by 2026, more than 80% of enterprise software vendors will have embedded AI within their products—up from just 1% in 2023.<sup>18</sup>

One of the most ubiquitous AI use cases? Copilots. They’re flying high in virtually every major enterprise software provider, including Google, GitHub, SAP, Salesforce, Microsoft, and others. (Ours is UiPath Autopilot™.) And they’re producing value. About 70% of early users have reported Microsoft Copilot made

them more productive and improved their work quality.<sup>19</sup> GitHub’s copilot has delivered a 26% increase in task completion.<sup>20</sup> Closer to home, UiPath Autopilot for Developers has cut automation development time by 75%.<sup>21</sup> And for one of our customers, UiPath Autopilot for Testers has eliminated 50% of their manual testing.<sup>22</sup>

But there’s still more value to be had—centered around getting people to use their copilots. (Just an example, it seems that 30 to 40 percent of programmers—presumably, tech-friendlies—still aren’t using GitHub’s copilot.<sup>23</sup>) So we expect a lot of enterprise activity around training, tracking, and incentivizing end users to get on board with their copilots.

But there’s a lot more AI inside tech companies’ offerings—and it’s delivering significant productivity, accuracy, and cost savings to their customers. As an example, take a look at the next page to see how much AI is doing in one of our products, UiPath Test Suite™.

And that’s just UiPath. Multiply this type of innovation across all the major enterprise software companies, and the AI impact should be more than enough to lift enterprises from disillusionment to elation. In 2025,

enterprises can expect a lot more AI value supplied by their enterprise technology suppliers—and should definitely be putting programs in place to make the most of it.

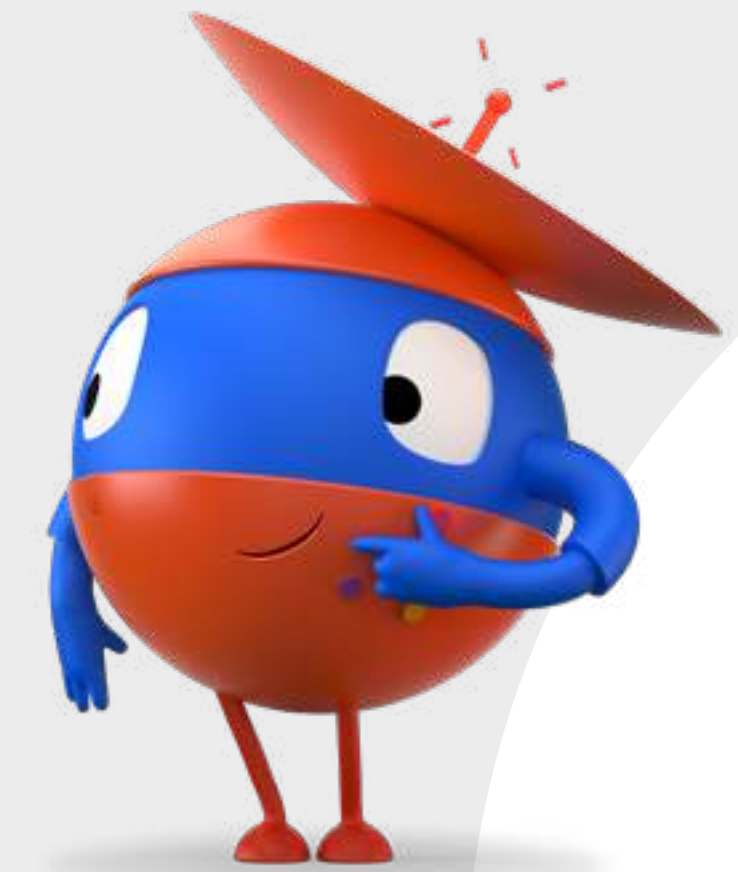
### YOUR ‘25 TO-DOS:

**Ensure your enterprise fully leverages the AI inside your enterprise technology:**

- **Understand what’s there, and what it makes possible.**
- **Train people on how to apply built-in tools like copilots and habituate usage.**

“GenAI-centric technology is moving from hype to a critical enabler for most tech providers.”

*-Gartner, “Emerging Tech Impact Radar: Artificial Intelligence,” January 2024*





# Example: What AI does in UiPath Test Suite

AI and automation take on many once-manual tasks—significantly improving testers’ productivity while expanding test coverage.

Test Design	Test Automation		Test Management
Generate tests for SAP transactions	Search documentation	Fix validation errors in test automation	Search project in natural language
Generate tests for requirements	Generate low-code test automation	Generate coded API test automation	Import manual test cases
Quality-check requirements	Perform fuzzy verifications	Refactor coded test automation	Generate test insights reports
	Generate synthetic test data	Generate expressions	
	Generate coded test automation		

Source: UiPath

# From RAGs to riches: new tools tame the data deluge.

**New ways emerge to change the data game—and people and models get the win.**

It's no secret: data overload is dragging us down.

According to a Gartner study, almost half of digital workers say they struggle to find the data they need to effectively perform their jobs. The average employee wastes almost 3.5 hours per week just dealing with information burden. And 38% of workers say they must work extra hours to get on top of it.<sup>24</sup>

It's not just people; disorganized and scattered data also creates difficulties in building and scaling up AI models. In a recent survey of AI executives, 36% said they had difficulties in obtaining good training data for their models, and 39% said ensuring data security and privacy was a major issue.<sup>25</sup>

Thankfully, new techniques and tools are emerging that leverage GenAI, large language models (LLMs), and other recent breakthroughs in AI science to provide new and better solutions to the data dilemma. Chief among them: knowledge graphs, retrieval augmented generation (RAG), GraphRAG, and internal/private LLMs.

**Knowledge graphs** are graphical representations of real-world entities like events, concepts, and documents. They

connect related bits of information scattered throughout different data repositories. And they can drive big gains. For example, by improving a major e-commerce platform's search engine recommendations, they boosted clickthrough rates by 35%.<sup>26</sup> A \$1 billion market in 2023, they're projected to reach \$6+ billion by 2030 (18.1% CAGR).<sup>27</sup>

**Retrieval augmented generation (RAG)** improves GenAI models' performance by giving them access to real-world data while they generate responses, elevating GenAI "from a neat parlor trick to a business advantage."<sup>28</sup> For example, RAG has helped a global consulting firm cut the time consultants spend searching for information by 40%, saving \$5 million annually.<sup>29</sup> RAGs are projected to chalk up a 44.7% CAGR, 2024 to 2030, hitting \$9 billion by the end of the decade.<sup>30</sup>

**GraphRAG** brings knowledge graphs into the RAG process, "super-refining" the data flowing into AI systems. The result: better accuracy, fewer hallucinations, computation efficiency, and more context-aware responses. One study has found that GraphRAG-based systems can reduce required tokens by anywhere from 26% to 97%.<sup>31</sup>

**Internal or private LLMs** are AI models securely trained on an organization's proprietary data, and often focus on a particular process or decision stream. Done right, they deliver far more relevant and accurate insights, turning enterprise data into a significant advantage within a company's firewalls. They can be tricky and expensive to build from the ground up, so many companies have been starting with a foundational LLM and further refining it with proprietary data. Global spending on LLMs will exceed \$22 billion in 2030, growing almost 50% per year from 2024 on.<sup>32</sup>

These four approaches are fueling a step-change improvement in how enterprises can access, organize, and leverage their data. Now, add in plain language interfaces that let people "ask the machine" to find and synthesize data—and it's clear we're on the cusp of transforming our relationship with data for the better.

## YOUR '25 TO-DOS:

- As new technologies and tools change what's possible, make "transform data management with AI" a priority project this year.

# >75%

**Improvement in data relevance by using a specialized LLM versus a general LLM\***

\*UiPath DocPath LLM versus ChatGPT-4o, tested by UiPath R&D on a diverse set of enterprise documents





# Regulation escalation: the world acts to rein in AI's power.

## Legislators, leaders, and lawyers build out AI's legal framework.

While AI continues to unlock new technological frontiers, the window for unfettered experimentation is starting to close. Around the globe, regulators are making it clear that it's time for the industry to mature and embrace a culture of accountability. And the courts are getting into the fray, too, with a number of important AI-related cases around intellectual property, image, and data ownership, among other things.

Regulation activity has been building up a head of steam for a decade—but the stunningly fast and broad adoption of GenAI has turned the heat on high. In the U.S. alone, nearly 500 bills have been proposed across all 50 states in 2024, a significant jump from 130 in 2023. Congress, too, is doubling down on AI oversight, proposing twice the number of bills compared to 2023.

The U.S. Federal Trade Commission (FTC) in particular isn't messing around—it's already cracked down on data misuse and algorithmic biases in a number of cases, notably against Meta for violating a 2012 order related to facial recognition technology.

Globally, the quick uptick in regulatory activity is similar, with the EU's landmark AI Act leading the charge. This

sweeping legislation, which took effect in August 2024, uses a risk-based approach to AI applications. It outright forbids some applications such as government scoring and imposes strict requirements on high-risk systems like those used in employment screening and healthcare. The AI Act also tackles some of the thorny issues around copyright and content ownership, forcing GenAI models to disclose their training data and comply with copyright laws. And speaking of copyrights, both the U.S. and the EU have recently reaffirmed that 100%-AI-generated output doesn't qualify for a copyright—a human must have been involved.<sup>33</sup> But by how much? Still unclear.

All this regulatory ruckus is creating significant uncertainty for organizations around the world. It's not that business leaders don't want legislation—to the contrary, a Deloitte survey of executives found that 78% sought more AI regulation.<sup>34</sup> But they need to know what those regulations will be before they're comfortable moving forward. In fact, "regulatory uncertainty" was the largest single reason when companies were asked what was holding their GenAI initiatives back (36%).<sup>35</sup> Beyond legislation, the judiciary branch is also getting into the fray. Recent high-profile lawsuits, like Getty Images' case against Stability AI for alleged copyright infringement, underscore the growing

legal risks associated with AI development. The upshot is that organizations leveraging GenAI must prepare for heightened scrutiny regarding the origin and usage rights of their training data.

Over the course of 2025, organizations will really start to bear down to make themselves regulation-ready. They have a significant amount of work ahead of them. Consider: right now only about half have GenAI governance frameworks in place. Less than half conduct formal legislative monitoring. Only one-third keep a formal inventory of their GenAI implementations.<sup>36</sup> As government and judicial activity around the world quickly transforms "anything goes AI" into a highly regulated industry, that's not going to be enough.

### YOUR '25 TO-DOS:

- **Keep a close eye on the courts and the legislators—and be ready for the requirements new legislation could impose.**
- **Implement robust data governance and security measures.**
- **Prioritize transparency and explainability in AI algorithms.**
- **Establish clear accountability structures for AI-related decisions.**

"Harnessing AI for good and realizing its myriad benefits requires mitigating its substantial risks."

*—Joe Biden, 46th President of the United States, "Executive Order on the Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence," October 2023*



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