



alteryx

RESEARCH REPORT

From AI Pilots to Enterprise Impact

2026 Executive Insights on AI,
Agentic AI, and Enterprise Readiness

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Executive Summary

Enterprises are betting big on AI, but readiness hasn't yet caught up with ambition. In our survey of 1,400 IT and business leaders, fewer than one in four AI pilots have scaled successfully and only 28% fully trust AI to guide decision-making.

This report investigates how organizations are approaching AI adoption and the challenges they face, as businesses increasingly invest in AI, integrate it across core functions, and see it as a key driver of their strategic plans.

Fewer than half of those surveyed say they completely trust AI technologies. Top concerns include data privacy and quality, security and compliance risks, inaccuracy and bias in AI outputs, and insufficient transparency.

While challenges remain, momentum is real. **Nearly two thirds of leaders say they are using AI more in their daily work than a year ago**, and most report tangible time savings.

Leaders remain cautious about the adoption of agentic AI. **25% see the hype outweighing the reality, 40% want clear evidence of ROI**, and half report that high-quality, accessible, and well-governed data is a prerequisite for adoption of agentic AI.

Our research also reveals a clear path forward for organizations that successfully scale AI. **The 23% of companies that have moved AI into production share common attributes:** advanced data maturity, strong governance, transparent data practices, continued investment in data quality, and a focus on integrating AI into existing workflows.



Top 5 Insights

23%

of IT and business leaders say they have successfully scaled AI into production, supported by strong governance and data quality.

49%

say that high-quality, accessible, and well-governed data is the most important factor for agentic AI to reach its full potential.

41%

of leaders say AI technology is having a meaningful impact on their organization's ability to achieve its goals and expect the benefits to expand in the next three years.

By 2028,

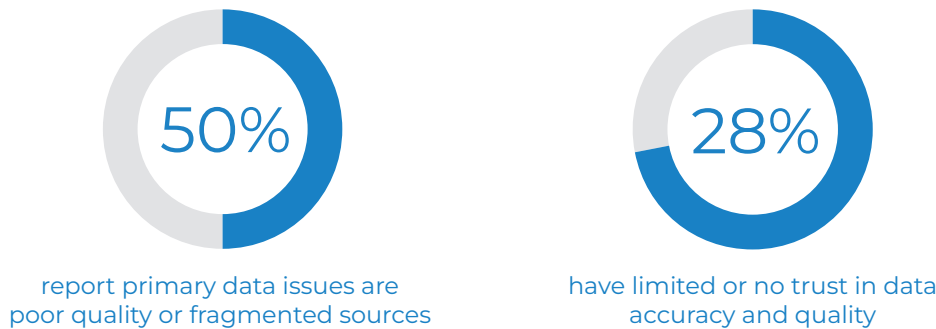
businesses expect responsibility for AI workflows to shift further to individual lines of businesses, increasing by 11%.

47%

say current experiments with agentic AI have yet to produce measurable impact and only 7% are seeing transformation at scale.

The Data Readiness Challenge

AI technologies require high quality data to function adequately, but for many organizations, data readiness remains a major obstacle. **Half of the organizations we surveyed (50%) say that their primary data issue is poor quality or fragmented sources.** 47% name insufficient investment in data infrastructure or tools. 19% cite the complexity of legacy systems or technical debt.

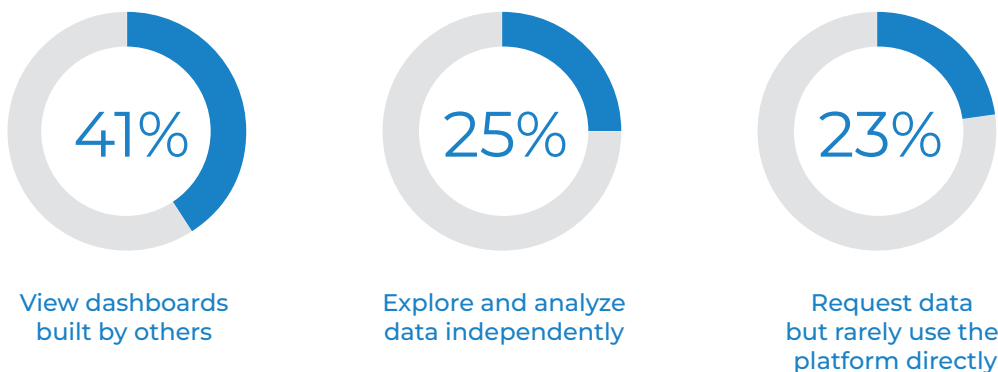


Over half of enterprises (53%) say that their ability to collect, manage, analyze and use data is moderate at best. That includes one in ten (9%) who say that their data management is informal and unstructured, and that data is stored without a clear strategy.

The majority of business and IT leaders don't trust their data. Only 18% say that they are making decisions with full confidence in its accuracy and validity. Over a quarter (28%) say that they have limited or no trust in the accuracy and quality of their data. Only one in five respondents (21%) is very confident in the results generated by their organization's analytics tools.

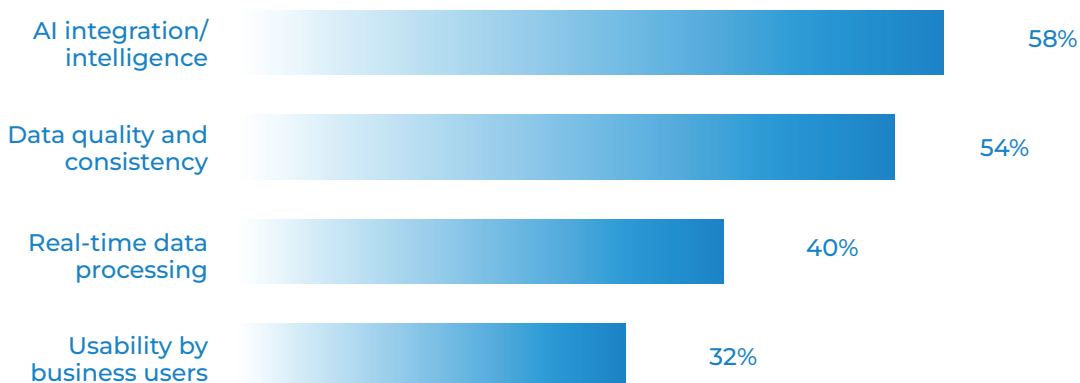
At many companies, employees are not directly engaging with data. Just one in four organizations using cloud-based data platforms report that employees analyze and explore data on their own. The majority rely on dashboards or reports built by others (41%), request data rather than using the platform (23%), or fail to engage with it entirely (10%). (Figure 1)

Figure 1: What best describes how business users currently engage in your cloud data platform?



Organizations share that the biggest gap in their data stack capabilities is AI integration (58%), alongside data quality (54%) (Figure 2). They identify these two areas as the functions of their data stack that need more investment. As they future-proof their data stacks, their priorities include data governance, with 28% seeking to enhance data security and compliance.

Figure 2: Where do you see the biggest gap in your organization's data stack capabilities today?



“

It is a real challenge because there are really fragmented legacy systems, siloed databases and datasets, and there is always a need for stronger data governance when you are applying AI on your data stack or datasets.” Canada, Banking

Organizations are also prevented from rolling out AI by the state of their data stacks. The majority (88%) are dealing with legacy tech in their data stack — inflexible, on-premises data centers that lack scalability. Only 12% have a modern data stack featuring assets such as cloud-based infrastructure, modular tools, real-time data, and AI-driven analytics and automation. One in five (21%) say that limitations in their data stack prevent them from innovating.

Regional and sector insights

59% of organizations in the UK have complete trust in their data, compared to a global average of 48%.

5% of organizations in the manufacturing, public sector, and healthcare industries say they have a modern data stack.

Rising AI Adoption but Enduring Trust Issues

The global business community remains committed to AI. Two thirds (64%) report that it is critical or important to their business strategy. Only one in ten (9%) say that AI is not yet in use in their organization.

Adoption continues to grow: **almost half of the enterprises we surveyed (48%) expect that their business will spend more on AI infrastructure, tools and operations in the next year.** 89% anticipate maintaining or increasing AI spending in 2026. Meanwhile, AI platforms are becoming a larger part of the data stack. In 2024, data science and AI platforms made up 33% of data stacks; this is expected to climb to 51% within the next three years.

Key areas of AI adoption:

50% Customer service

46% Collaboration

38% Line of business processes

34% Predicting outcomes

How employees use AI:

82% Automate repetitive tasks

80% Analyze data and generate insights

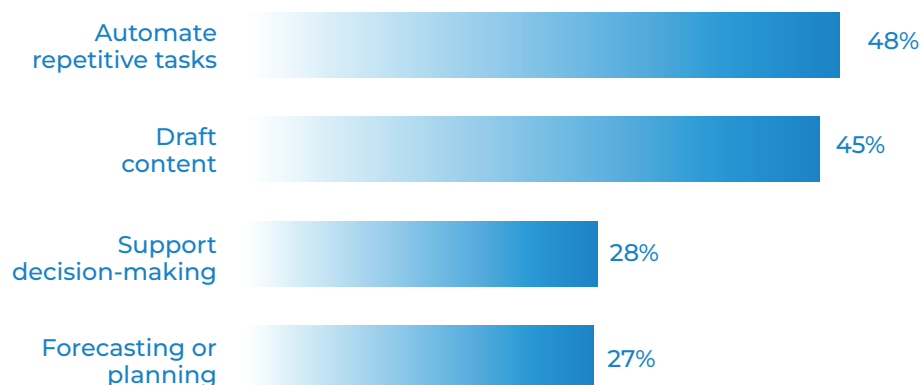
80% Enhance customer experience

79% Monitor systems or alerts

Compared to 12 months ago, two thirds of our respondents, both business leaders (66%) and IT leaders (67%), say they are using AI more to perform their roles.

However, trust is the key factor holding organizations back from fully leveraging AI. While nearly half of respondents say they trust AI to automate repetitive tasks, draft content, and monitor systems, a wide trust gap exists on trusting AI to perform strategic activities. Only 28% trust the technology to support decision-making and only 27% trust it to facilitate forecasting or planning. (Figure 3)

Figure 3: What is your current level of trust in using AI for the following tasks?



“

For decisions that affect people, money, or policy, we want a human in the loop.” Singapore, Public Sector

“

It will be important for us to ensure explainability and transparency of AI-driven decisions, so this will also become a critical focus for the whole organization.” Canada, Banking

Why don't respondents trust AI? They share concerns including data privacy, security and compliance risks (53%), inaccuracy and bias in AI outputs (49%), and a disinclination to allow AI to make decisions without human oversight (38%).

A lack of trust in AI, especially around privacy, security, and compliance, means that organizations are less than enthusiastic about making their data available for use in AI systems.

A notable exception — the majority of respondents (85%) — report that their company is willing to do so for internal AI systems. Fewer than a fifth (19%) say their organization is very willing to do so for external AI systems such as third-party cloud-hosted LLMs.

Regional and sector insights

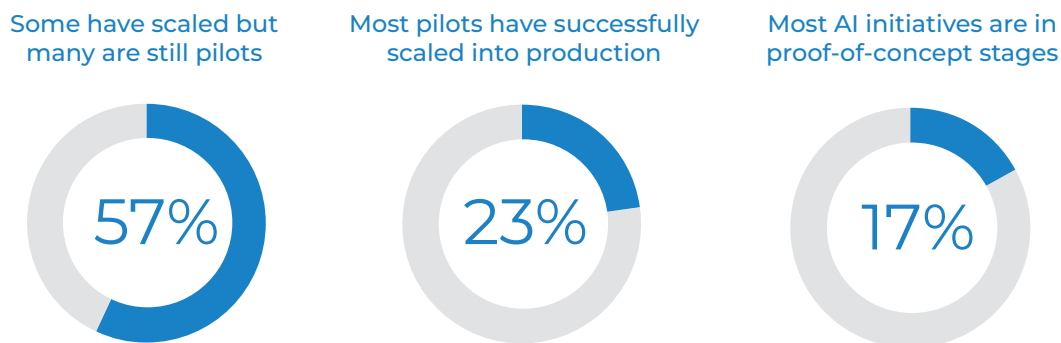
58% of Japanese enterprises say that AI is having a high or significant impact on their organizations goals, compared to a global average of 41%.

54% of respondents in the banking sector say they fully trust AI to automate repetitive tasks, versus a total average of 48%.

Progressing Beyond AI Pilots

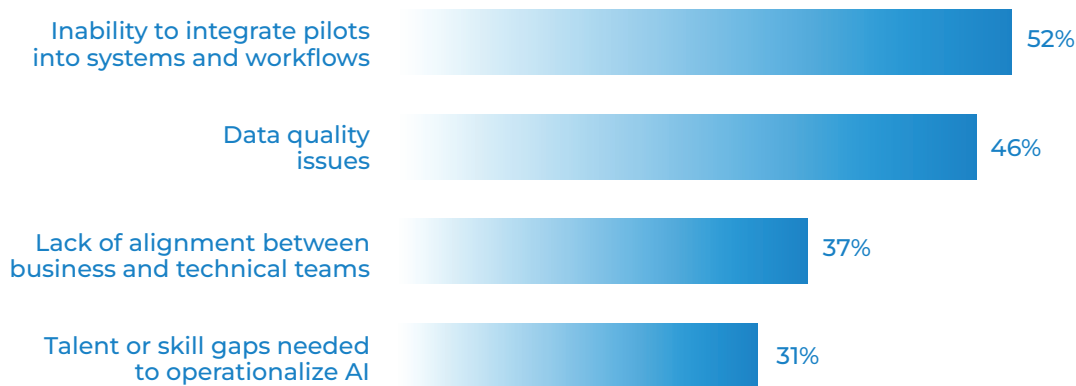
A recent study from the Massachusetts Institute of Technology revealed that in 2025 most AI pilots failed. Similarly, **we found that while 97% of organizations are piloting AI initiatives, only 23% report that most of their pilots have successfully scaled into production** (Figure 4). Around half (57%) state that some of their pilots have scaled, while almost one in five (17%) say that most of their AI initiatives are still in proof-of-concept phases.

Figure 4: Which of the following best describes the current position of your organization with regards to piloting AI initiatives?



When asked about the main challenges they face when scaling AI pilots into full production, business and IT leaders explain that they are struggling to integrate pilots into core systems and workflows (52%) and are encountering data quality issues (46%) (Figure 5).

Figure 5: What are the biggest barriers, if any, preventing your AI pilots from scaling into full production?



Based on our findings across the board, it seems clear that organizations are facing a number of challenges in moving projects from pilot to production, including trust issues, legacy technology, siloed data, and missing data stack capabilities. Additionally, enterprises face broader contextual difficulties, including a very complex international regulatory landscape.

When we observe the 23% of companies who are managing to scale up most of their AI pilots, we can identify some of the factors leading to success. **The successful scalers stand out on data preparedness: they are more likely to say that their data maturity is advanced (27%). They are also likely to agree that their organization adheres to data governance (78%) and that data is transparent (74%).**

AI-advanced organizations are also continuing to invest in improving data quality and consistency (54%). They are also focusing spending on integrating AI (58%). Interestingly, this group is also committed to agentic AI. They are the most likely to be excited about the technology (12%).

Success in scaling pilots is closely tied to having a modern data stack. A quarter of businesses with modern stacks report that most of their pilots have scaled — the highest rate of any group.

Attributes of AI-leading organizations



Advanced data maturity



High quality data



Strong data governance



Integration of AI



Data transparency

Agentic AI: Hype Vs Reality

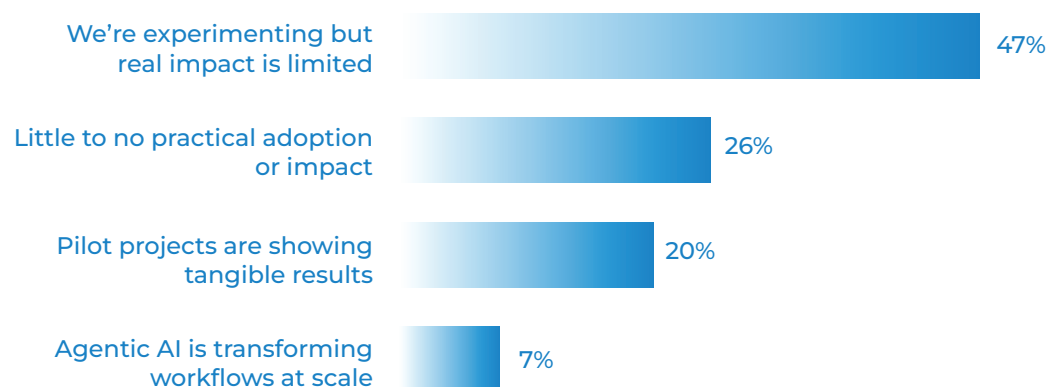
This year, enterprises worldwide have stepped up their use of LLMs and the AI data pipelines that support them. They are moving beyond generative AI technologies to agentic AI: autonomous systems that can plan and carry out sequences of tasks with very little human supervision.

We found that a third of business and IT leaders (34%) are very familiar with agentic AI, understanding what it is and how it works. 85% have at least heard of it, while only 15% say they haven't encountered the term before.

It seems there is some variation in the rates of agentic AI adoption across businesses. Over a quarter of business and IT leaders (27%) report that the current excitement about agentic AI reflects what's happening in their organization today.

However, **almost half of our research participants (47%) explain that while they are indeed experimenting with the technology, it isn't yet making a real impact.** A quarter (26%) believe that the current excitement around agentic AI is mostly hype. (Figure 6).

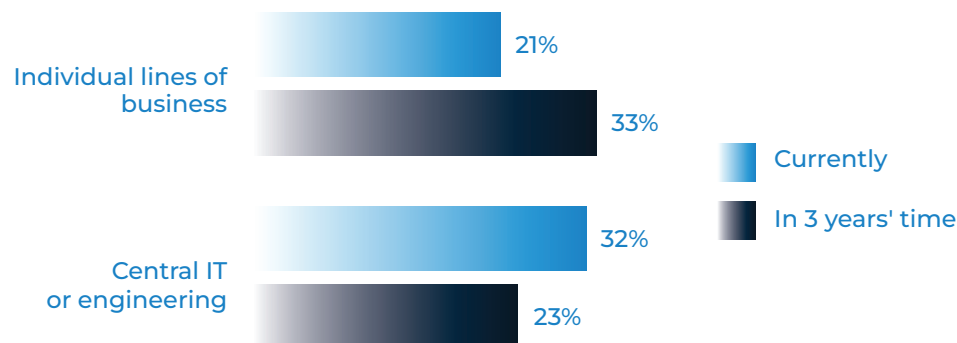
Figure 6: To what extent do you feel the current excitement around agentic AI reflects what's actually happening in your organization today?



Our findings suggest that the autonomy offered by agentic is prompting a key shift in how businesses operate. Enterprises are moving from centralized AI tools to autonomous systems that can act on behalf of business units.

Business and IT leaders expect the responsibility for AI workflows to shift by 11% to individual lines of business over the next three years (Figure 7). While individual LOBs are currently responsible, on average, for 22% of AI workflows, by 2028 this is projected to rise to 33%.

Figure 7: Thinking about your organization's AI workflows, estimate the proportion of responsibility held by each department both now and what you expect it to be in 3 years' time.



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My comfort level with agentic AI depends on risk. I am comfortable where actions are observable and low-impact.” Singapore, Public Sector

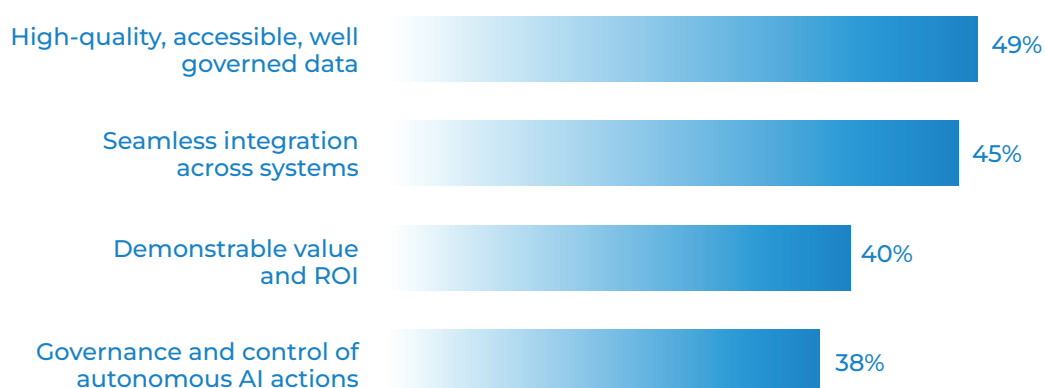
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Once we figured out how to scale agentic AI, we implemented it in clinical trials, regulatory affairs, and quality assurance. Queries are now answered in minutes, which previously took hours, with perfect traceability back to the source data.” UK, Healthcare

So, what would it take for agentic AI to deliver on its full promise? The answer is that the obstacles are strikingly similar to those organizations must overcome to succeed with AI more broadly. Business and IT leaders feel that the most important foundation to agentic AI was high quality, accessible, and well governed data (49%).

Other factors include data management: many leaders (45%) observe that agentic AI relies on seamless integration and interoperability across systems, data sources, and vendors. The final piece of the puzzle is proof of business value: verified ROI from AI use cases (40%) (Figure 8).

Figure 8: What do you believe is the most important factor for agentic AI to reach its full potential in your organization?



Recommendations and Actions

At Alteryx, we're supporting organizations around the world to utilize AI and agents to achieve their goals. We help enterprises close the trust gap between ambition and execution by strengthening the data foundation AI depends on. And as AI responsibility shifts closer to the business, we enable teams to innovate without compromising governance or control.

Here are three ways Alteryx helps organizations address the challenges and opportunities surfaced in this research:

- **Enables trust in data and AI outcomes** through [governed, transparent, and validated](#) analytics workflows designed for enterprise use.
- **Embeds** [AI tools directly into analytics workflows](#) to assist in data preparation, logic creation, and insight generation.
- **Seamlessly integrates with cloud data platforms**, enabling secure and scalable access to enterprise data.
- **Reduces complexity in agentic AI orchestration**, integrating data preparation, analytics, and AI into a [unified layer](#) that supports interoperability across platforms.

[Watch this Alteryx demo](#) to see real workflows in action, from data prep to AI -ready insights.



About the Research

The survey was conducted by Coleman Parkes from August to September 2025, and targeted 1,400 respondents in the Americas, EMEA and APAC regions. Survey respondents are business leaders and IT decision-makers with a good knowledge of their organization's data stack and experience of using AI within their organization. They work in banking, insurance, manufacturing, marketing, healthcare, the public sector/education, and retail/consumer goods for organizations with global revenue ranging from \$50 million to over \$10 billion. The smallest employs a workforce of 500 people and the largest has more than 10,000 employees.

About Coleman Parkes

Coleman Parkes is a full-service B2B market research agency specializing in IT/technology studies, targeting senior decision makers in SMB to large enterprises across multiple sectors globally.

About Alteryx

Alteryx is a leading AI and data analytics company that powers actionable insights to help organizations drive smarter, faster decisions with AI-ready data. More than 8,000 customers around the world rely on Alteryx to automate analytics, improve revenue performance, manage costs, and mitigate risk across their businesses.