

A woman with long brown hair tied in a bun, wearing a black turtleneck and a grey cardigan, is holding a silver laptop. A man with glasses and a beard, wearing a blue turtleneck, is smiling and looking at the laptop screen. They are both wearing blue lanyards. The background is a blurred office environment with blue lighting.

pipefy



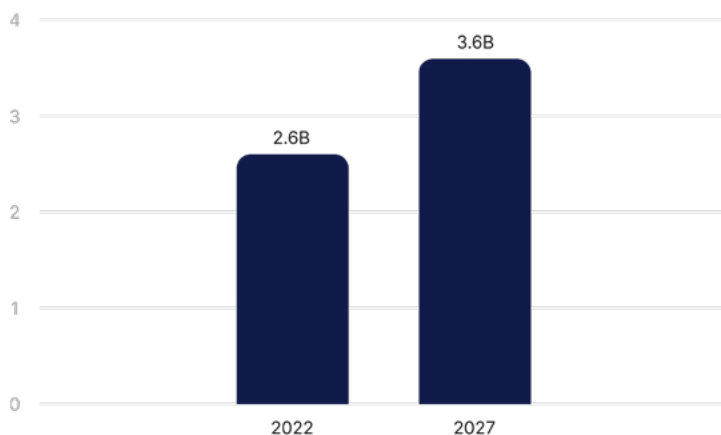
2024 Automation Trends Report

Introduction

The need for process automation has never been more urgent. Today, more companies are turning to **business process automation (BPA)** technology to navigate economic challenges, drive business growth, increase business team autonomy, and make the best use of their IT resources.

In order to better understand the role of BPA for businesses today, we analyzed anonymized Pipefy customer data to see which **teams and departments** are using process automation, and which **types of processes** they are automating most often.

We also **surveyed IT leaders** to get more insight into their experiences and expectations regarding BPA tools, as well as what they anticipate from the fusion of **AI and process automation** software.



Expected growth in Business Process Automation tools market

Expansion of the BPA market

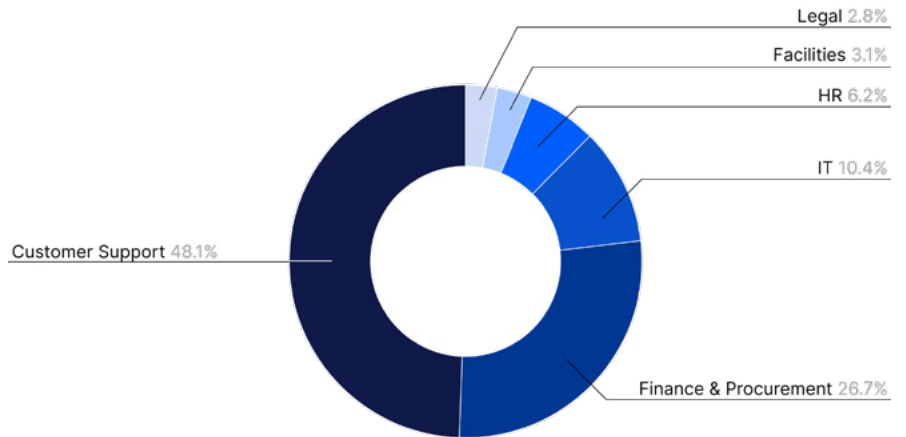
In October, Gartner™ published the *Market Guide for Business Process Automation Tools*, where they reported that the use of BPA software is accelerating rapidly.

According to Gartner™, the BPA software market is expected to **grow by 38%** over the next few years, from \$2.6B in 2022 to \$3.6B by 2027.

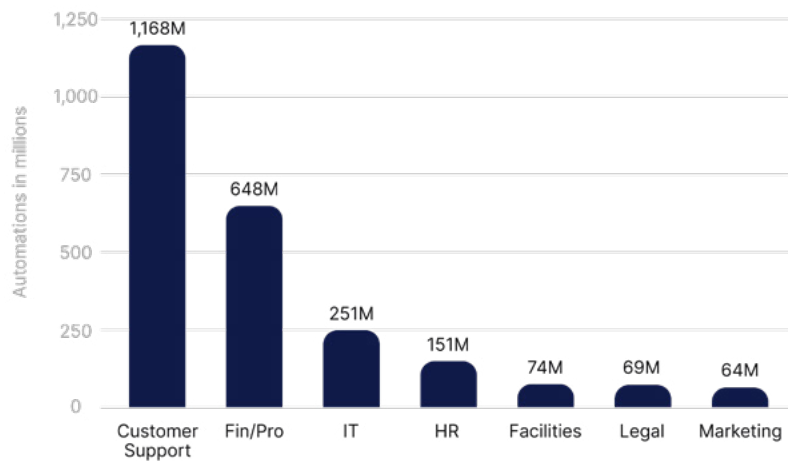
Source: Gartner™ *Market Guide to Business Process Automation Tools*. 2023.

How are businesses using automation?

Last year, Pipefy users deployed billions of automations **across the full spectrum** of teams and departments. Customer Support, Finance & Procurement, and IT were the teams that deployed the most automations with Pipefy. HR, Facilities, Legal, and Marketing teams also relied on Pipefy to automate their workflows and request management processes.



2023 Defined Automations by Department



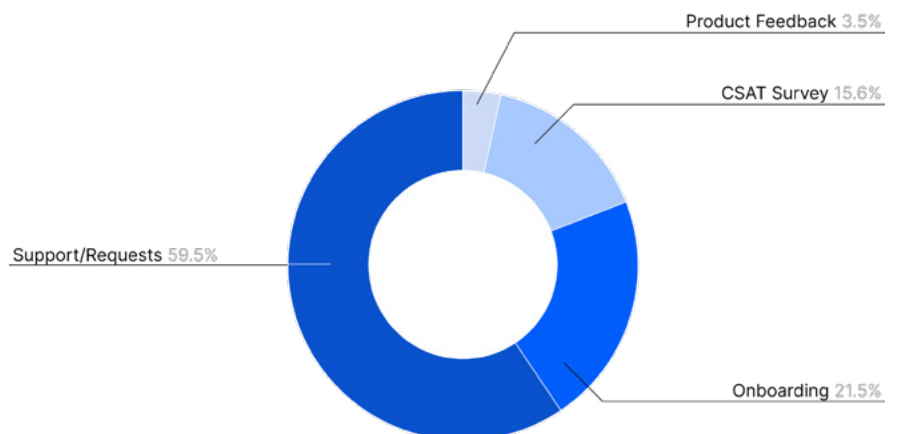
Automations by Department

By the numbers

Altogether, these 7 teams deployed a total of **2.4B automations**. But businesses also deployed another **8.4B automations** within longtail, cross-team, and undefined processes. That's **10.8B automations** in 2023 alone.

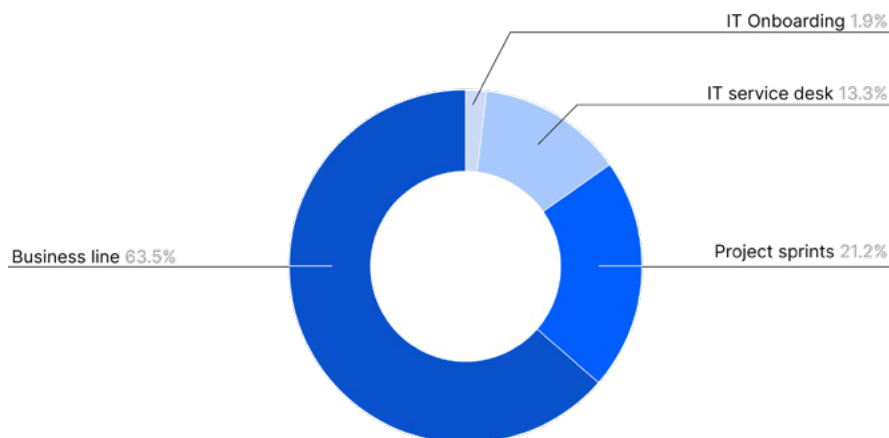
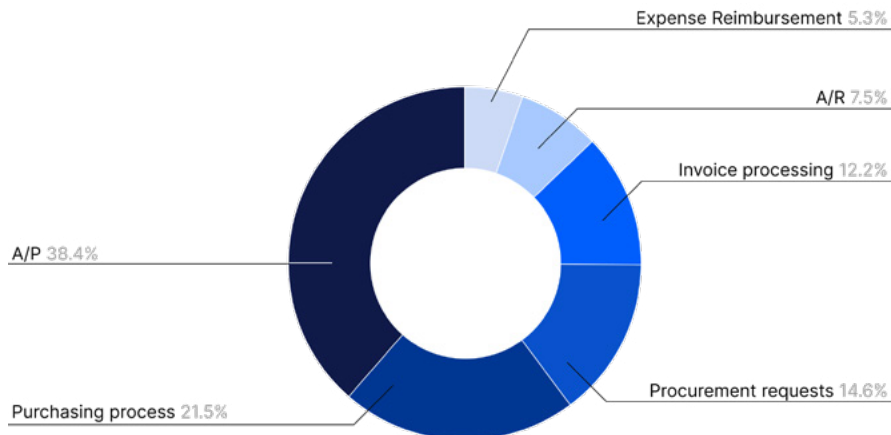
Customer Support

What did customer support teams automate? Of the **1.1B automations** used by customer support teams, the most common automated workflows included customer support tickets, CSAT surveys, customer onboarding, and product feedback. Almost **60% of automations within customer support teams** were deployed for custom support and request workflows.



Finance & Procurement

Finance teams automated **648M workflows** in 2023. The most frequently automated workflows for finance teams included **accounts payable, purchasing, and procurement requests**.

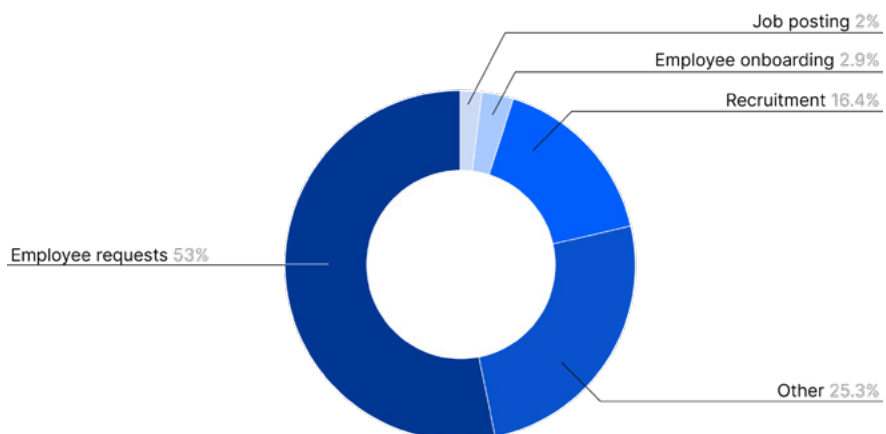


IT teams

IT teams used automation to streamline their own activities such as **service desk** and **IT onboarding**, but the majority of the automations built by IT teams were created for the business line. In 2023, IT teams automated **251M requests and workflows** with Pipefy.

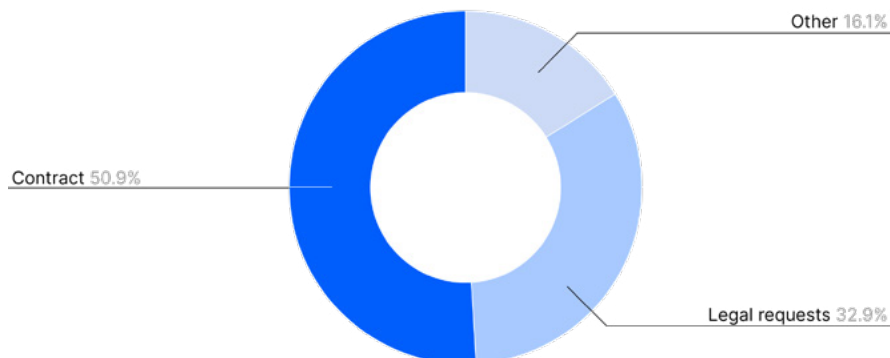
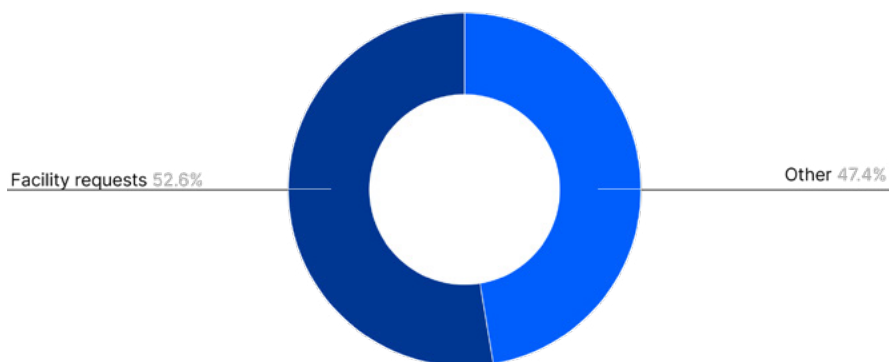
Human Resources

Of the **151M automations** deployed by HR teams, more than 50% supported employee request workflows, including requests for PTO, reimbursement, and updating employee information. HR teams also used automation to streamline their **recruiting** and **employee onboarding** workflows. "Other" uses include undefined, cross-team, and longtail workflows.



Facilities

Businesses used automation to manage more than **74M facilities requests** in 2023.

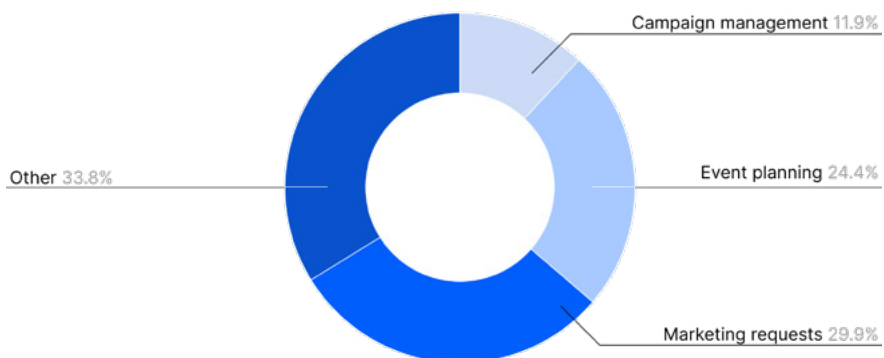


Legal teams

Legal teams automated **69M workflows** last year, over half of which were related to contract management, and **30% were used to manage requests**.

Marketing

Marketing teams relied on **64M automations** to manage requests (30%), events (24%), and campaigns (12%).



Automated emails

Pipefy customers automated **1.1B emails in 2023**. Based on an average time of 2 minutes to write an email, automation saved these teams 8.1M hours of manual work.

Team	Emails	Minutes saved	Hours saved
HR	15,954,201	31,908,402	531,807
IT	25,147,233	50,294,466	838,241
Finance	77,795,047	155,590,094	2,593,168
Customer Ops	125,119,665	250,239,330	4,170,656
Total hours saved			8,133,872

IT Leader Insights

Knowing how businesses are using automation today is one thing – predicting what the future of automation will look like is something else.

So we decided to ask.

We recently surveyed IT leaders to get a better understanding of how they viewed BPA technology and, in particular, what they expected to see from the fusion of AI with process automation tools.

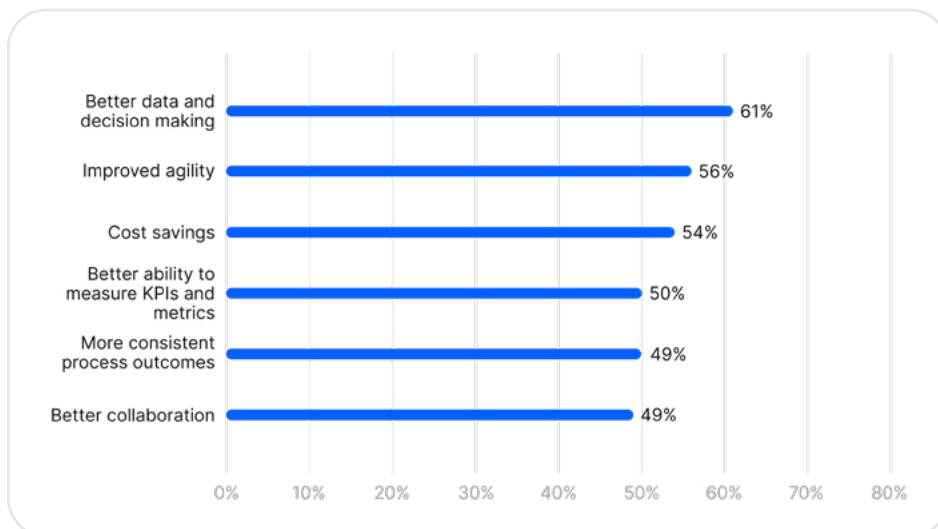
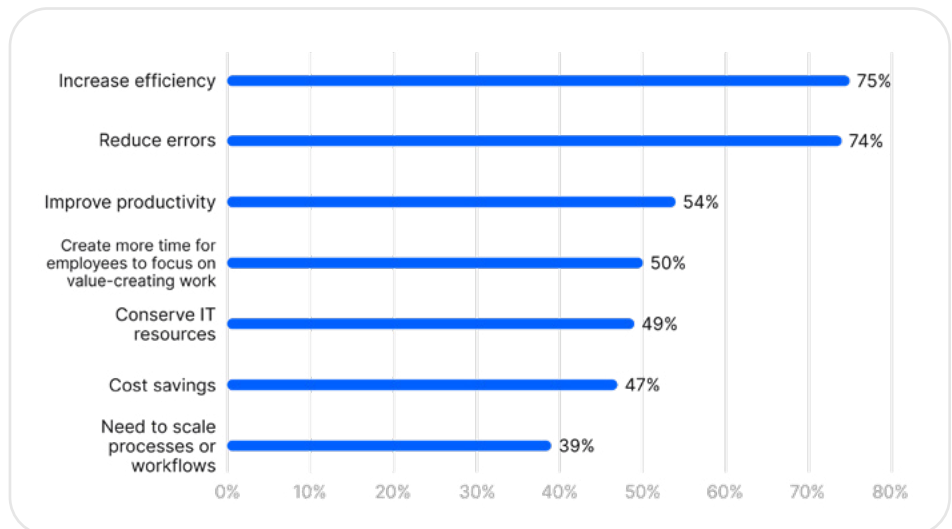
[Read the full report.](#)



Drivers behind automation

When asked about their motives for adopting process automation technology, most cited its capacity to increase efficiency, reduce errors, and improve productivity. Almost half (49%) said that the appeal of process automation was in its ability to **conserve IT resources**.

Source: ["Pipefy Survey of Business & IT Leaders on Process Automation, AI, and No-code."](#)



Benefits of automation

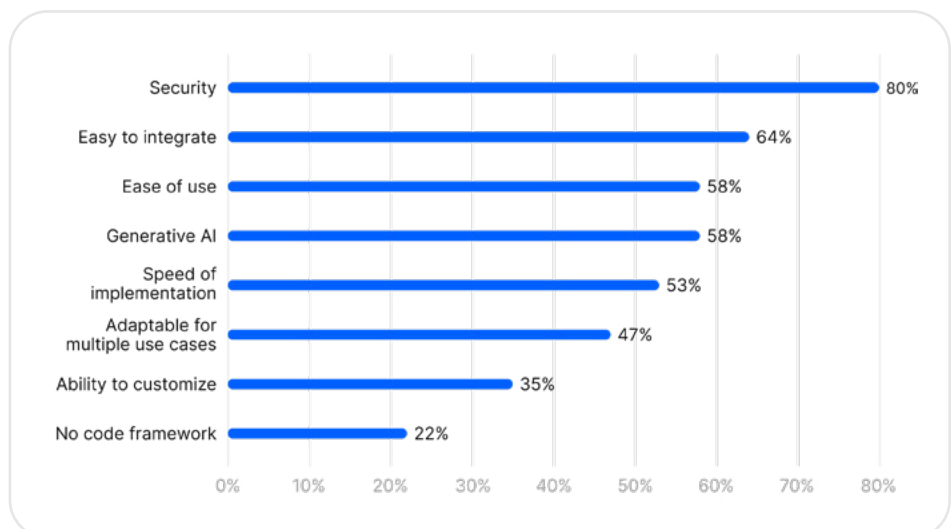
We also asked about the anticipated benefits of adopting process automation. The most frequent responses from IT leaders indicate that process automation has **an important role to play in business strategy and execution**, as well as **cost optimization efforts**.

Source: ["Pipefy Survey of Business & IT Leaders on Process Automation, AI, and No-code."](#)

Evaluation criteria

When it comes to evaluating BPA tools, IT leaders noted that **security**, **integration**, **generative AI**, and **ease-of-use** were the most important considerations.

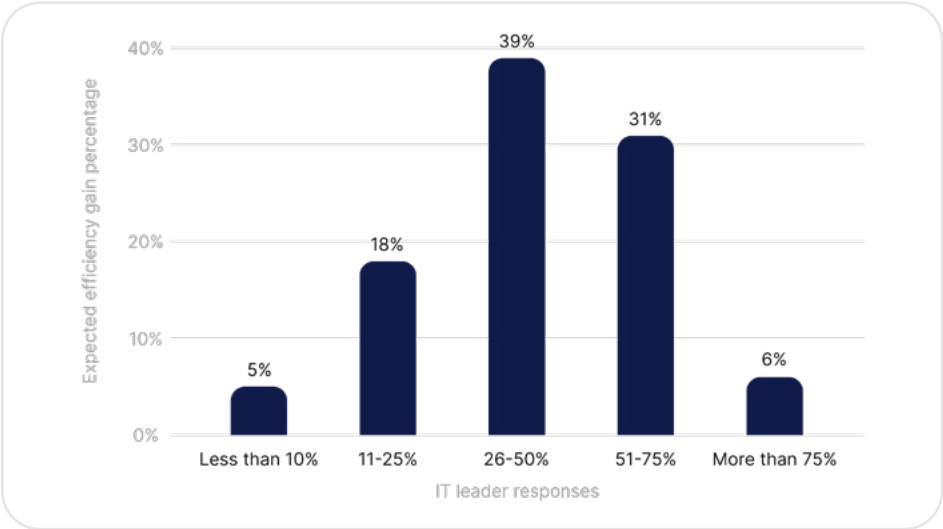
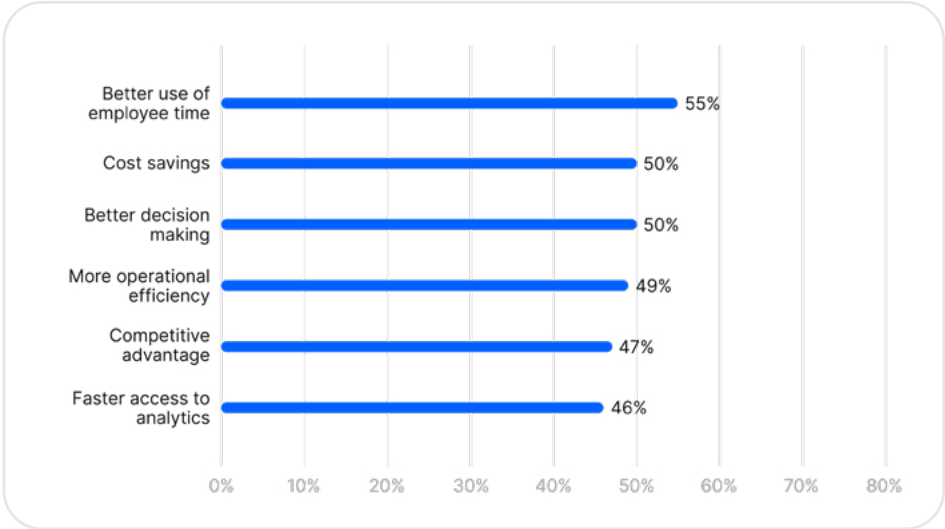
Source: ["Pipefy Survey of Business & IT Leaders on Process Automation, AI, and No-code."](#)



AI and BPA

Gartner notes that by 2025, 60% of BPA tools will **include artificial intelligence capabilities**. We wanted to know more about what IT leaders expected to see from the combination of these technologies. When asked what they anticipated as the primary benefit of adding AI to process automation, **at least 50%** expected to see better use of employee time, additional cost savings, and more data-driven decisions.

Source: [“Pipefy Survey of Business & IT Leaders on Process Automation, AI, and No-code.”](#)

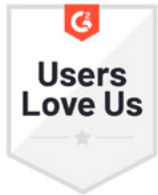


New efficiency gains

We also wanted to know how much impact IT leaders expected to see on the overall efficiency of their processes when they were managed by a BPA tool with AI capabilities. 76% expected to see **efficiency gains of at least 25%**, and 37% expected efficiency to improve by **at least 50%**.

Source: [“Pipefy Survey of Business & IT Leaders on Process Automation, AI, and No-code.”](#)

More than 3,500 companies around the world trust Pipefy



Workflow Management



Business Process Automation



Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Security, Compliance & Governance

Key features

- SOC2, ISO 27001 certifications
- Auth0 Single Sign-on (SSO)
- Identity Access Management (IAM)
- Active Directory
- Role-based access management (RBAC)
- Multi-factor authentication (MFA)
- Audit logs
- Industry standard encryption
- Learn more about Pipefy's [security protocols](#)

Integrations

- Integration-ready for 300+ apps and systems
- HTTP/HTTPS connectors
- Custom integrations



"Before Pipefy, this process was chaotic. We spent many hours in manual activities and still had to collect signatures from managers each time."

VINICIUS CASTRO

DIGITAL OPERATIONS MANAGER AT LACOSTE

"Pipefy gave each Globalfy manager autonomy. Before we started using Pipefy, I needed to look up code on the internet when I wanted to try to customize our systems. **With Pipefy, each department is able to create and improve their processes in a matter of minutes.**"

EVA PALATINSKY

COO AT GLOBALFY

"Pipefy allows us to have autonomy. Nowadays, people aren't waiting for logistics anymore. Each department knows the right path and is empowered to customize the platform.

So we don't need to ask the IT team to develop or implement new processes or simple changes."

DAN TIPTON

SUPPLY CHAIN MANAGER AT FLUIDRA

"With Pipefy, we've been able to **eliminate these silos digitally**, and now we can **control and manage our processes** from start to finish, which improves accountability across the company."

SCOTT OLSEN

DIRECTOR OF PEOPLE DEVELOPMENT AT NUTRACAP LABS

"Pipefy has **empowered our managers**. Now, they can see exactly how teams and individuals are performing. And they can track the status of each support request and identify problems early."

ILYANA ROZAINI

DIGITIZATION PROGRAM SPECIALIST AT GE HEALTHCARE

"Pipefy is an extremely intuitive and flexible tool. We can **work with autonomy** and **implement processes in a fast and effective way**, we can develop different processes for several demands."

JULIANA NAVARQUI

CAPGEMINI CONSULTANT AT BASF

"Now, **instead of using over 15 different tools**, I can teach any person within our People Ops organization how to use Pipefy and they can use it for almost any process."

DIOGO AYRES

SERVICE DESIGNER AT CNH INDUSTRIAL

"With Pipefy, we found the solution to centralize and efficiently manage a **high flow of important information** inside the company. Pipefy fit perfectly as a **key element in orchestrating several processes**, bringing our operation into a new standard of excellence with great cost-effectiveness and scalability."

FRANK WUNDHEILER

VP OF FINANCE AT BLOOMIN' BRANDS

"Pipefy emerged as the ideal option because it's a **cost-effective solution, easy to implement**, and offers a very smooth self-service learning experience. It's a win-win situation."

ANALYST

INTERNATIONAL BANKING CUSTOMER

pipefy