

September 2025

unframe.ai

2025

Enterprise

AI Trends Report

A comparative look at enterprise AI adoption, challenges, and strategic priorities.



Executive Summary

Enterprise AI has moved from hype to hard realities. While in 2024 many organizations were still experimenting, in 2025 they are moving past exploration and into real implementation.

Adoption and scaling have emerged as the latest hurdles. Decision-making remains largely executive-driven, but is beginning to extend into middle layers of management, signaling a broader organizational commitment. Notably, regulated industries such as finance, healthcare, and insurance are leading adoption, showing that compliance-heavy sectors are now at the forefront of AI transformation.

At the same time, the challenges to scaling AI are shifting. Data quality, compliance, and integration now outweigh cost and talent as the primary barriers to progress. Organizations are expanding their AI use cases beyond simple efficiency gains, turning toward decision intelligence, knowledge access, and customer engagement as areas of real impact. Delivery models are increasingly hybrid, reflecting the enterprise need to balance speed of adoption with control and customization, ensuring that AI is both practical and transformative.

Introduction from our CEO



Shay Levi,
Co-Founder & CEO

The real
promise of
AI is in
transformation.

While internal initiatives often remain stuck in pilots, enterprises that partner with experts are able to scale. In doing so, they're redefining entire industries.

Our latest edition of the Enterprise AI Trends survey confirms what we see every day: organizations are moving beyond exploration, but challenges persist. Data quality, compliance, trust, and integration pose barriers. Full integration into business operations remains elusive.

Still, this transition marks a turning point. AI is no longer seen as an isolated innovation project. It's now the operating principle for forward-thinking enterprises, a key ROI driver. Let's explore how we got here and what the future holds.

AI goes from maybe to must-have

The data tells a compelling story: enterprises are diving into the deep end of AI. Challenges have evolved from conceptual to operational.

This report compares findings from December 2024 and August 2025 to show evolutions in vision, and what success looks like.



Leadership & Organizational Involvement

AI decision-making remains anchored at the top, but it's starting to spread outward.

2024

All respondents were senior executives at enterprises with 5,000+ employees. AI was firmly an executive-only conversation.

2025

65% of respondents remain in leadership roles, but a growing share of department heads and operational leaders now have input into AI strategy.

What this means:

AI is moving from being a top-down innovation initiative to an **embedded responsibility across leadership layers.**

Industry representation: regulated sectors in the lead

2024

Balanced mix across telecom, technology, finance, healthcare, and manufacturing

2025

Finance (27%), healthcare (21%), and insurance (18%) now lead adoption

What this means:

These sectors operate under tight compliance requirements and high stakes. Their accelerated adoption signals that **AI is less hindered by regulation**, but actively leveraged for fraud detection, risk modeling, and patient care optimization.

Industry

Top AI Use Cases

Financial Services

- Client 360 and relationship insights
- Automated compliance & KYC/AML monitoring
- Fraud & portfolio intelligence
- Accelerated investor reporting

Life Sciences

- Unified knowledge discovery across scientific, regulatory, and commercial content
- Intelligent field & medical management
- Automated commercial planning & proposal generation

Insurance

- Automated claims processing
- Fraud detection at scale
- Dynamic risk assessment
- Predictive analytics for churn & claims trends

AI maturity from experimentation to execution

The maturity curve shows clear evidence of progress. Exploring fell to 19%, while scaling rose to 36%.

Only 16% of enterprises have fully integrated AI into their operations



16%

What this means:

This drop in exploration reflects a shift from experimentation to execution. Enterprises are moving beyond “innovation theater” and into **sustained, repeatable business value**. The decrease in full integration indicates the challenges that grow as organizations go through scaling.

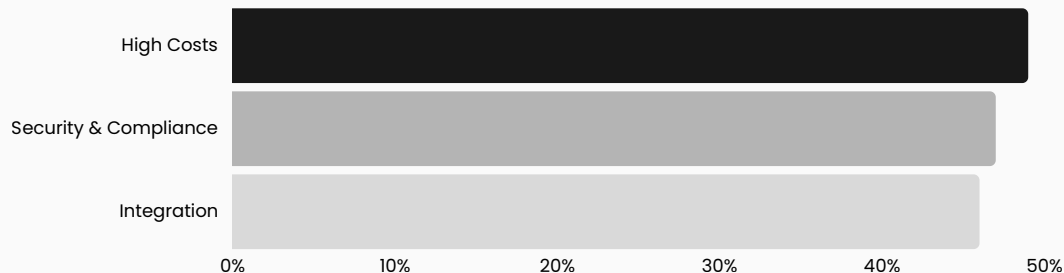
How Unframe helps:

Our tailored AI solutions make the leap from pilot to enterprise-wide adoption easier and more efficient by addressing integration and scalability head-on.

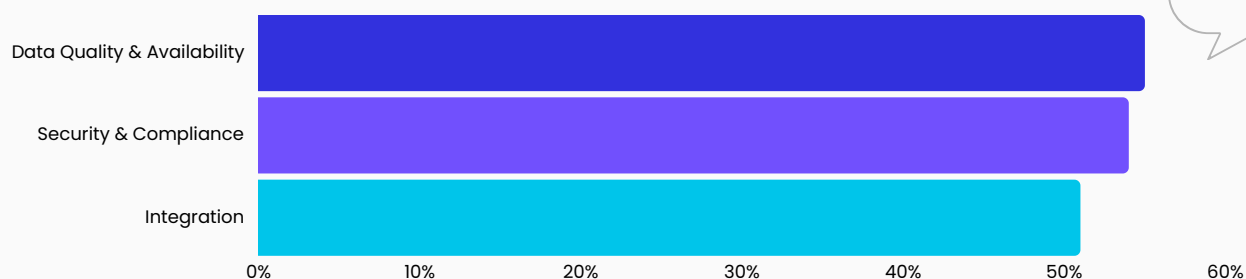
Barriers to scaling shift from cost to data

The obstacles to scaling AI have evolved in less than a year.

2024



2025



55% state data quality as still the biggest barrier to scaling AI

What this means:

Budgets are no longer the primary barrier. Teams are grappling with issues around **trustworthy data and ecosystem integration**. AI models are only as strong as the data that feeds them — and enterprises are learning that at scale.

How Unframe helps:

Unframe integrates directly with your existing systems, taking data where it lives. By ensuring readiness, quality, and availability at the source, you'll have trusted, accessible data without added complexity or disruption.

Decision intelligence surfaces as a strategic priority

Priorities are shifting from operational improvements to higher-value intelligence.

66% of companies prioritize productivity and knowledge access



66%

Decision intelligence is emerging as a defining priority for enterprise AI, with 66% of companies citing productivity and knowledge access as their top focus. While customer experience and efficiency remain important, the emphasis has shifted toward making information more accessible and actionable. This reflects a growing recognition that the real power of AI lies in helping organizations see, understand, and decide faster — not just automate what they already do.

The tools fueling this shift are diverse but interconnected. Enterprises are investing in observability through advanced reporting, business intelligence, and analytics; knowledge on-demand with enterprise-wide search that unifies data silos; and extraction and abstraction to transform unstructured inputs such as spreadsheets, financial statements, PDFs, and contracts into usable insights. Layered on top are automation and AI agents that can take those insights and drive workflows, supporting timely decisions and effective action.

How Unframe helps:

Unframe is able to deliver on all four of these capabilities — or any combination to meet exact business needs — all through one platform. Clear, trusted intelligence leads to stronger, faster decisions that fuel sustainable growth.

Use case trends: expanding across the enterprise

2024

IT operations, customer experience, and security dominated as the most impactful use cases.

2025

Broader spread across enterprise search, decision-support, and customer engagement tools.

What this means:

AI is no longer confined to technical teams — it's becoming an everyday tool accessible across departments.

Buying criteria: compatibility rises in importance

Cost-effectiveness is still #1 but speed and tech stack compatibility emerge as key factors:

2024

Speed of implementation, followed by customizability and integrations.

2025

Compatibility with the existing tech stack has overtaken speed.

What this means:

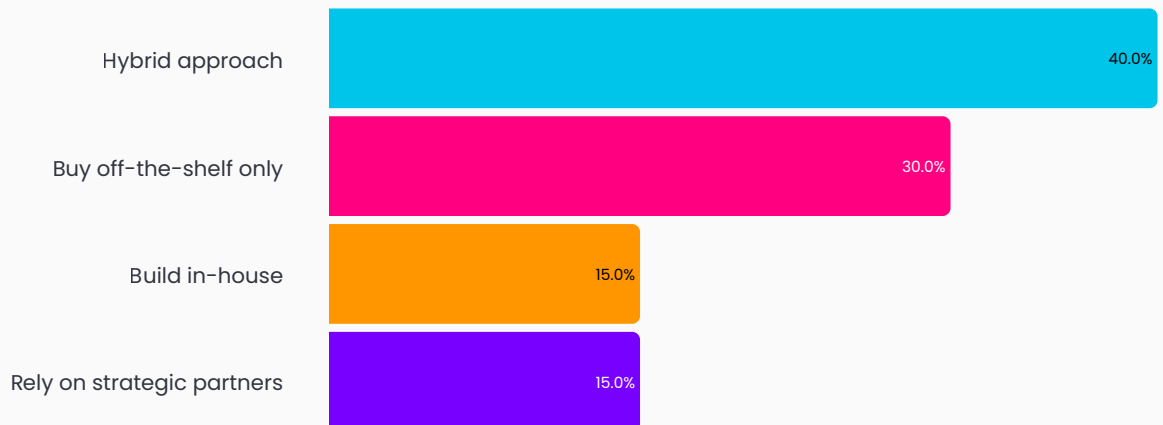
Companies are maturing. With AI embedded into critical operations, organizations value **seamless interoperability** more than the fastest go-live.

How Unframe helps:

With secure connections to any SaaS, API, or database, Unframe unifies data sources while minimizing disruption—addressing integration and data readiness challenges head-on.

To build or to buy? Hybrid is often the answer.

In 2025, hybrid adoption dominates:



What this means:

Hybrid adoption reflects the enterprise need for both **speed and control** — accelerating deployment where possible while tailoring solutions in sensitive or regulated areas.

Looking ahead to the new AI mandate

Over the past year, enterprise AI has made a clear shift from experimentation toward meaningful scale.

Companies are pushing forward with implementations, even as new hurdles emerge. While cost is less of a barrier than in the past, challenges around data quality, compliance, and integration remain substantial. At the same time, priorities are evolving beyond efficiency to focus on decision intelligence and knowledge access — areas where AI can fundamentally reshape how organizations operate. Buyers are also becoming more discerning, valuing compatibility and consolidation over speed alone. The conversation is no longer about whether to adopt AI, but how to embed it responsibly and effectively across the enterprise.

Leadership checklist for AI success

- 01 Anchor AI to measurable business outcomes**
 - Tie every AI initiative to specific KPIs (e.g., revenue growth, operational efficiency, compliance adherence, or customer satisfaction)
 - Review outcomes quarterly to ensure alignment with enterprise strategy
- 02 Start with high-impact, scalable use cases**
 - Prioritize areas like decision intelligence, productivity workflows, and customer engagement
 - Build a roadmap that moves quickly from pilot to enterprise rollout
- 03 Strengthen your data foundations**
 - Audit data pipelines for quality and completeness before scaling
 - Invest in governance, lineage, and compliance readiness to reduce risk
 - Appoint a data owner accountable for ongoing accuracy
- 04 Plan for seamless integration**
 - Choose platforms that connect easily to your existing tech stack
 - Budget for integration from the start
- 05 Demand transparency and reliability**
 - Define minimum accuracy and performance thresholds before deployment
 - Implement monitoring tools for bias, drift, and compliance
 - Establish feedback loops with users to continuously improve models
- 06 Consider a modern build + buy approach**
 - Build in-house if it creates defensible IP worth the up-front investment
 - Buy tailored solutions to meet use cases quickly and efficiently
 - Use a hybrid model to balance speed, control, and cost
- 07 Invest in Human + AI collaboration**
 - Redesign workflows to pair human expertise with AI assistance
 - Train employees to interpret, question, and refine AI outputs
 - Position AI as augmentation, not replacement
- 08 Tackle adoption as a change initiative**
 - Communicate the “why” of AI clearly to teams
 - Celebrate quick wins to build momentum
 - Get ahead of resistance with training and support

Survey Methodology

This report is based on survey responses from **250 senior AI decision-makers** across leading enterprises. Respondents represented a diverse set of industries, with the majority holding executive or senior leadership roles responsible for shaping and implementing AI strategy. The survey was conducted in Q3 2025 and reflects the perspectives of organizations at the forefront of enterprise AI adoption.



About Unframe

Unframe is the Managed AI Delivery Platform that delivers AI solutions that work — tailored to your business and delivered in days. With Unframe, organizations can turn high-value AI use cases into real outcomes, without sharing data, committing upfront costs, or compromising on results. Unframe is headquartered in Cupertino, California, with a global presence in Tel Aviv and Berlin.