

State of AI in IT

2025 Edition

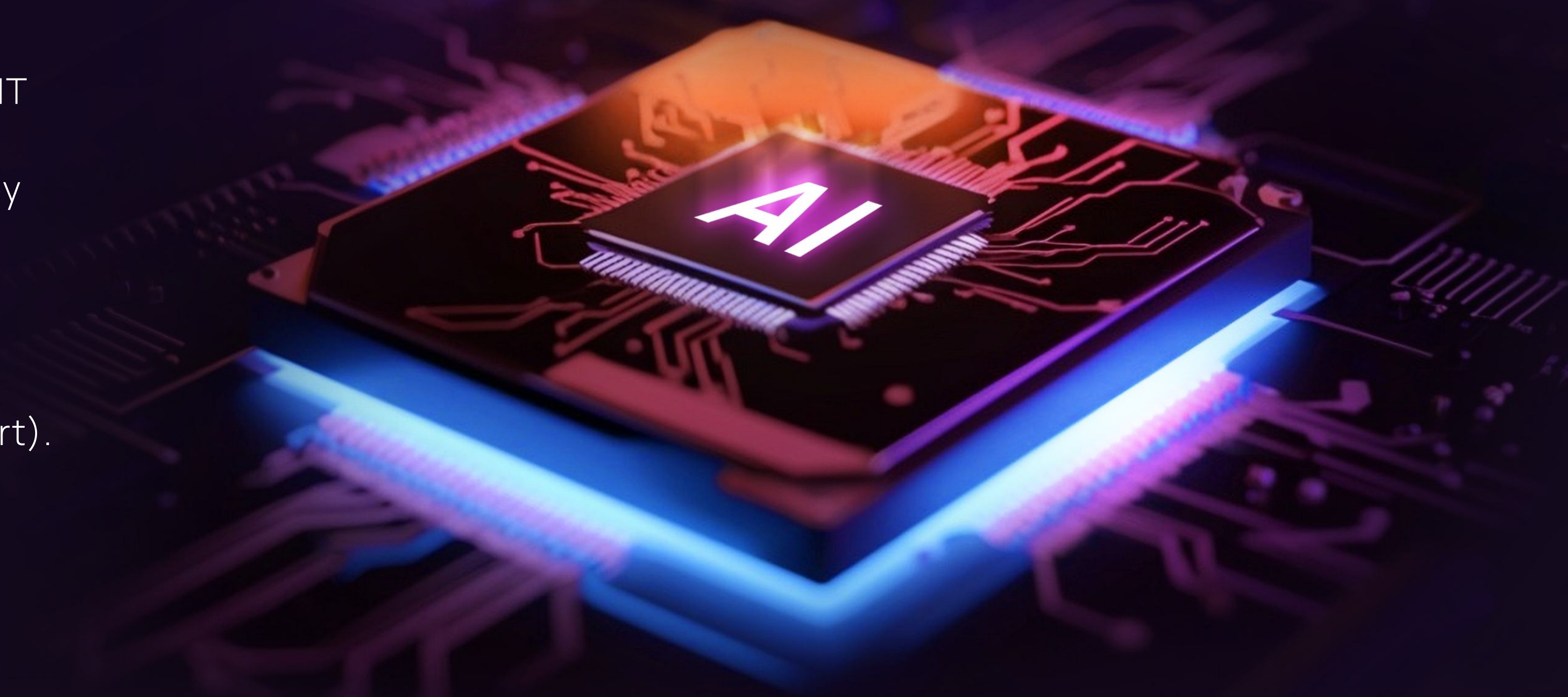
A REPORT BY



Introduction

This is the second edition of the State of AI in IT report. Last year, Atomicwork and ITSM.tools collaborated to conduct a study of 1,000 survey participants – 250 IT professionals and 750 end-users from North America.

This 2025 edition is brought to you by Atomicwork, ITSM.tools, and ITIL (by PeopleCert). It captures the perspective of over 300 IT professionals from around the globe and 700 North American end-users.



Note from the author

This is a great snapshot of where IT organizations are with AI adoption at the end of 2024 and heading into 2025.

Trust in AI-driven IT systems correlates with AI ROI success – all of the respondents who didn't trust AI also reported a negative ROI from their AI investments.

It appears to be part of a “chain” – that AI investment leads to AI success, which leads to AI trust (or it could be that AI trust leads to AI spend, which leads to AI success).

Stephen Mann

Principal Analyst and Content Director
ITSM.tools



Key Insights

AI Adoption Origin

IT leadership (34%) and C-suite (23%) were the highest originators of AI initiatives.

However, C-suite impetus might not be the right AI approach. AI initiatives starting in the C-suite were least likely to have a positive ROI and significantly more likely to have a negative ROI.

IT Budget Spend

The majority of negative AI ROI responses (94%) came from organizations with no allocation or less than 10% of the IT budget allocated to AI initiatives.

Conversely, 71% of positive AI ROI came from organizations with more than 10% of the IT budget spent on AI initiatives.

Trust in AI

47% of IT respondents trusted AI more than they did 12 months ago, while 12% trusted it less, and 40% have stayed the same (which could be trust or distrust).

Trust in AI-driven IT systems correlated with AI ROI success. And negative AI trust correlated with a negative ROI.

Key Insights

AI Maturity Levels

We defined the maturity levels of AI adoption based on the organizations' current stage and cultural affinity.

As expected, we observed a normal distribution (bell curve) with almost a third of IT teams at Level 3 and a steady drop at both ends of the spectrum.

AI's ITSM Benefits

The top anticipated benefits were optimizing operations and reducing costs (61%), increasing employee productivity (57%), and improving user experience (53%).

The same three were the top realized benefits but in a slightly different order – productivity, UX, and then cost reduction.

AI's ROI

24% of IT respondents had realized a positive ROI from AI versus 7% negative and 14% neutral (with 38% Too early to say and 24% Don't know).

When the Too early and Don't know responses were removed, 55% were positive, 15% negative, and 31% neutral.

Key Insights

AI Adoption Barriers

The IT respondents' top concerns or barriers to AI adoption were:

- Governance and compliance (51%)
- Customer data security (47%)
- Employee data security (43%)

Lack of expertise and costs were at 41% and 35%, respectively.

Free AI Tool Usage

71% of end-user respondents use ChatGPT or similar free AI tools for their work, with roughly half of the respondents (49%) using it at least weekly.

There was a strong correlation between respondents using free AI tools if their IT team was using AI for support.

AI Use Perspective

44% of end-user respondents weren't concerned about their organizations using AI.

30% were concerned, though, split across:

- Using AI too liberally (12%)
- The use of AI is limited (14%)
- It's hindering, not helping (4%)

IT Insights

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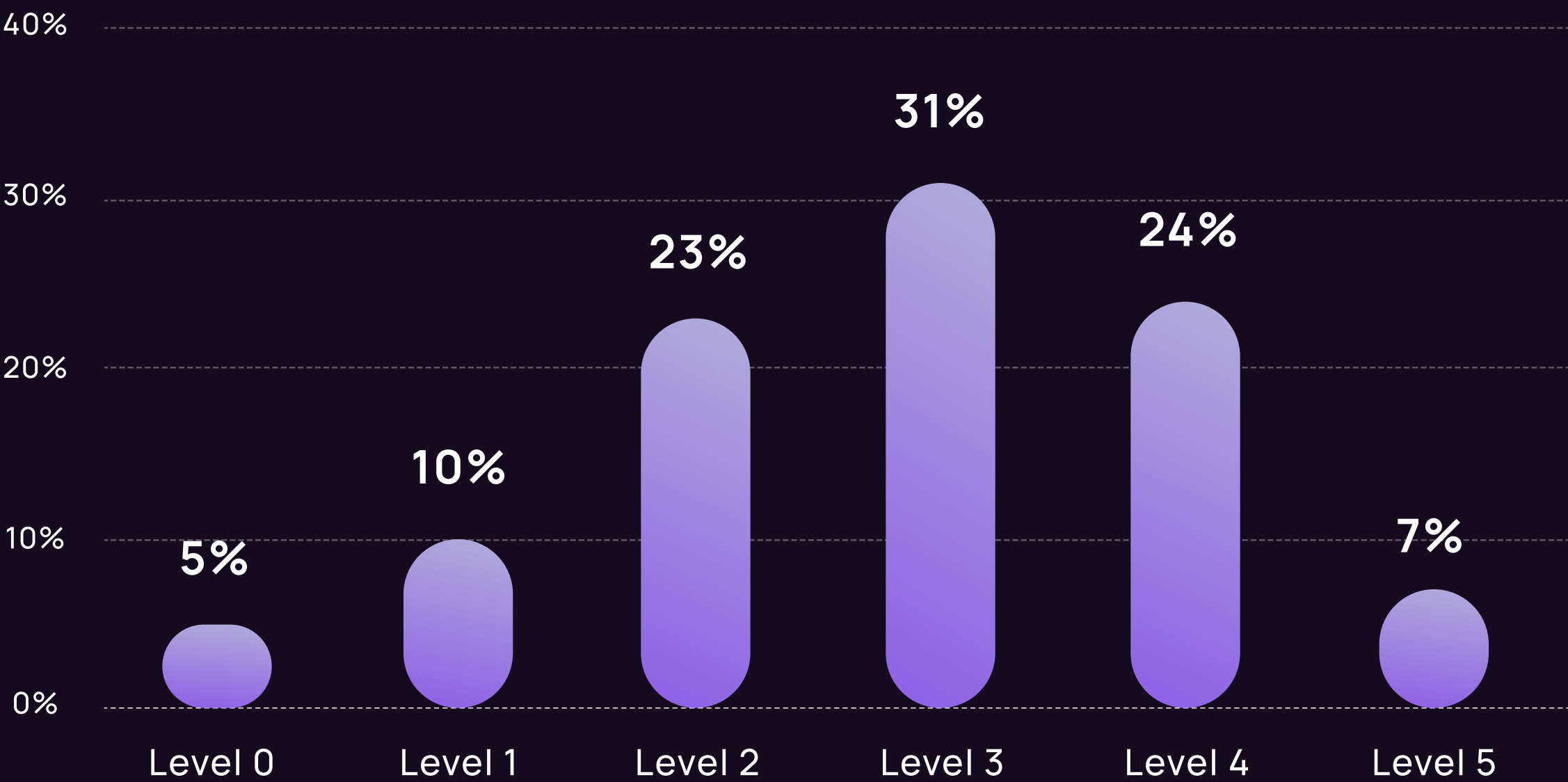
3 Interesting IT Correlations 

AI Maturity Levels

We defined the maturity levels of AI adoption based on the organizations' current stage and cultural affinity.

- Level 0** We're not using AI and have no plans to start
- Level 1** We're not using AI but would like to or are planning to start
- Level 2** We use free consumer AI tools but don't use the AI capabilities of many of the enterprise software applications we have
- Level 3** We use some enterprise software with AI and discourage the use of free consumer AI platforms
- Level 4** We regularly use software with built-in AI capabilities, and encourage using consumer AI tools when required
- Level 5** We started using AI/ML before ChatGPT made it popular

What stage best describes your organization's current adoption of AI for IT?



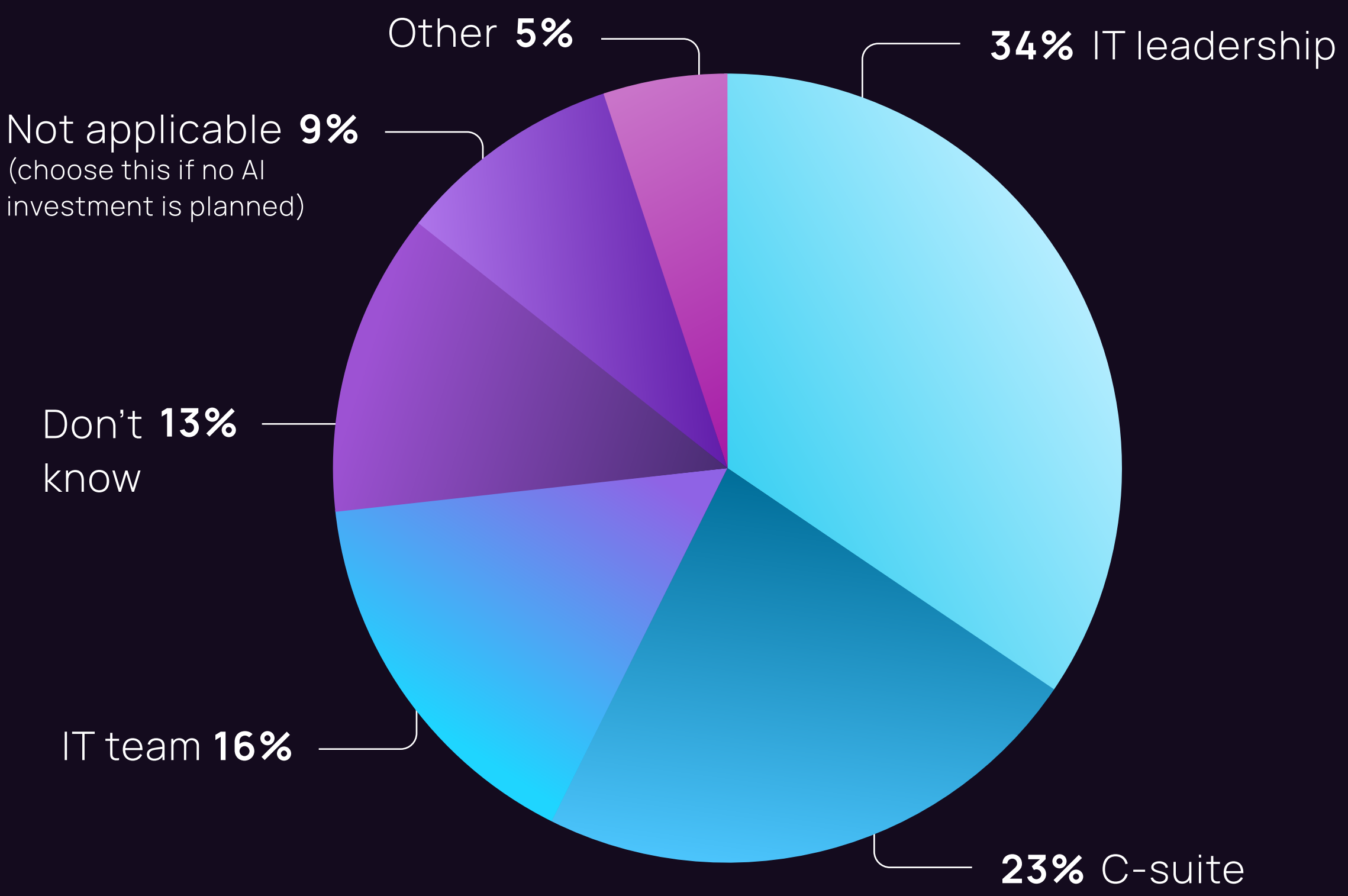
AI Adoption Origin

While IT's adoption of AI-enabled capabilities might seem inevitable, it's interesting to understand the origins of organizations' AI investments.

The 2025 survey found that IT leadership (34%) and C-suite (23%) were the highest originators of AI initiatives. This C-suite level is similar to the previous report's 24%.

When the Not applicable, Don't know, and Other responses are removed, this is IT leadership at 47% and C-suite at 31%, with the IT team accounting for the remaining 22%.

Where did the requirement to invest in AI originate?





Mark Settle

Ex-CIO

Okta and BMC Software

Expert speak

AI offers the opportunity to move from a reactive to a proactive IT model, using incident and problem management as diagnostic tools to analyze the operational performance of a company's collective tech stack and preemptively address issues before they disrupt business workflows.

IT budget spend

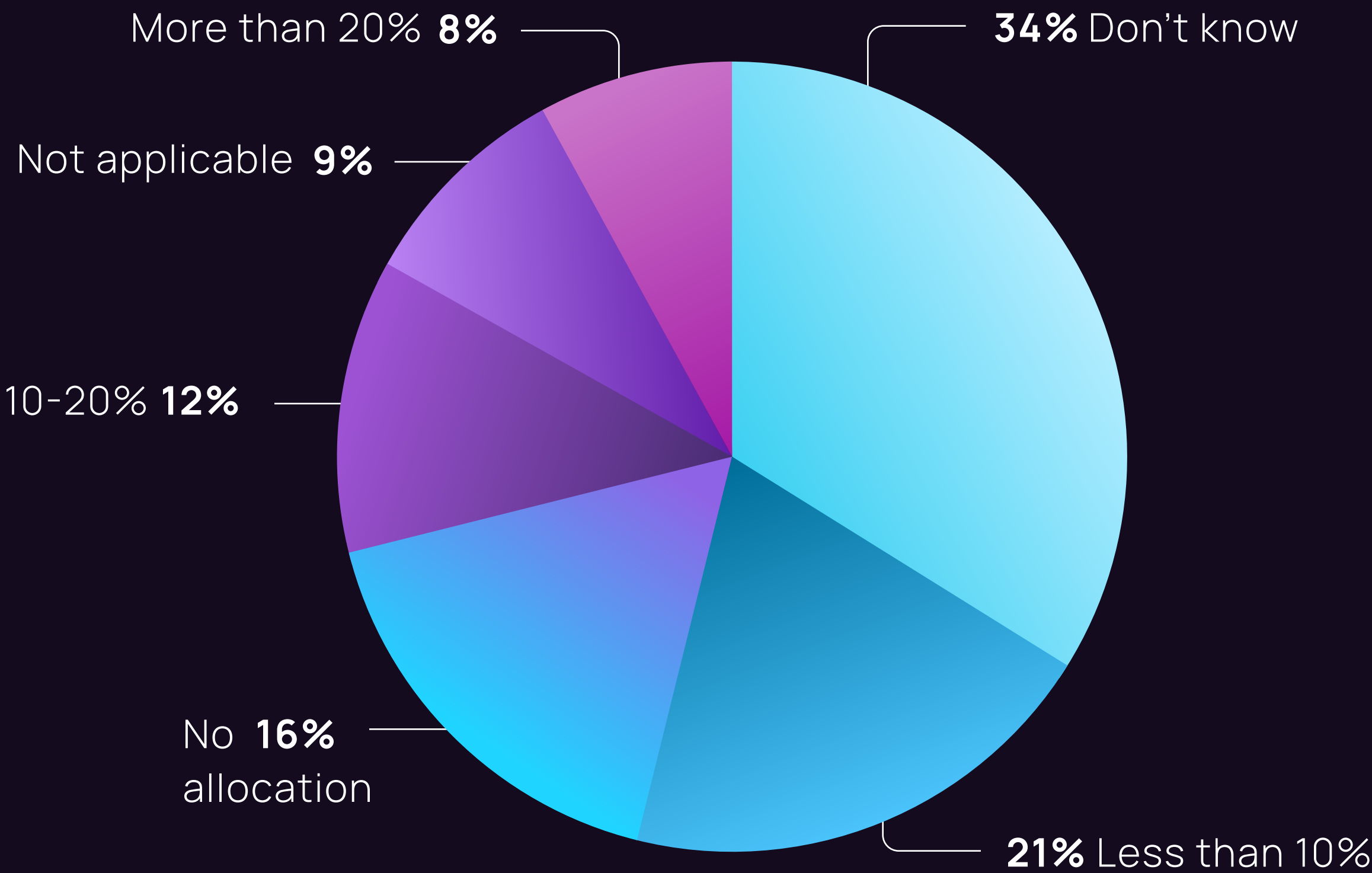
The extra costs associated with AI adoption are inevitably a barrier to its adoption.

41% of respondents stated that their organizations have an IT budget allocation for AI initiatives. When the Don't know and Not applicable responses are removed, this is 72%.

However, the IT budget allocation to AI initiatives seems low – 16% no allocation and 21% less than 10%.

This is 64% spending less than 10% of their IT budget on AI initiatives and 36% more than 10% when the Not applicable and Don't know responses are removed.

What percentage of the IT budget is allocated to AI initiatives?



Expert speak



Chad Ghosn

Global CTO and CIO
AMMEX Corporation

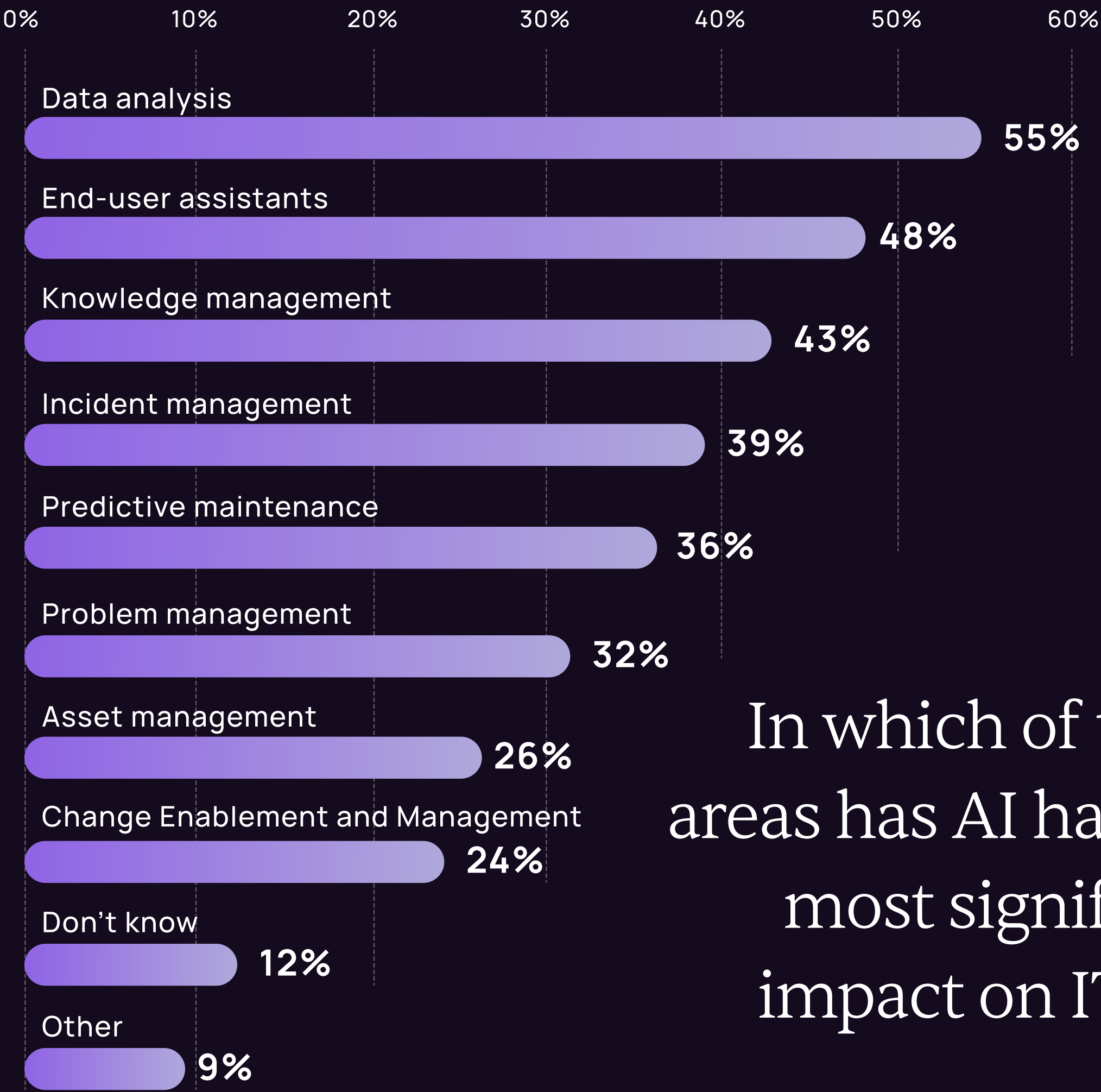
My biggest advice for IT leaders is, don't sit on the sidelines. You don't need to be at the forefront of AI adoption but at least sit down and devise a strategy. And make sure your company is aware of your strategy and how you're planning to approach it.

We did this a year and a half ago and it's been extremely helpful, not only to me personally but to my team and the entire company.

AI's ITSM Impact

The top areas where AI has impacted ITSM are:

- Data analysis (55%)
- End-user assistants (48%)
- Knowledge management (43%)
- Incident management (39%)



In which of these areas has AI had the most significant impact on ITSM?

Expert speak



Kenneth Gonzalez

Ex-Research Director, ITSM
Gartner

Data analysis is a clear winner. It's good to see attention being paid to this, as IT organizations have a lot of room to improve around data-based decision-making.

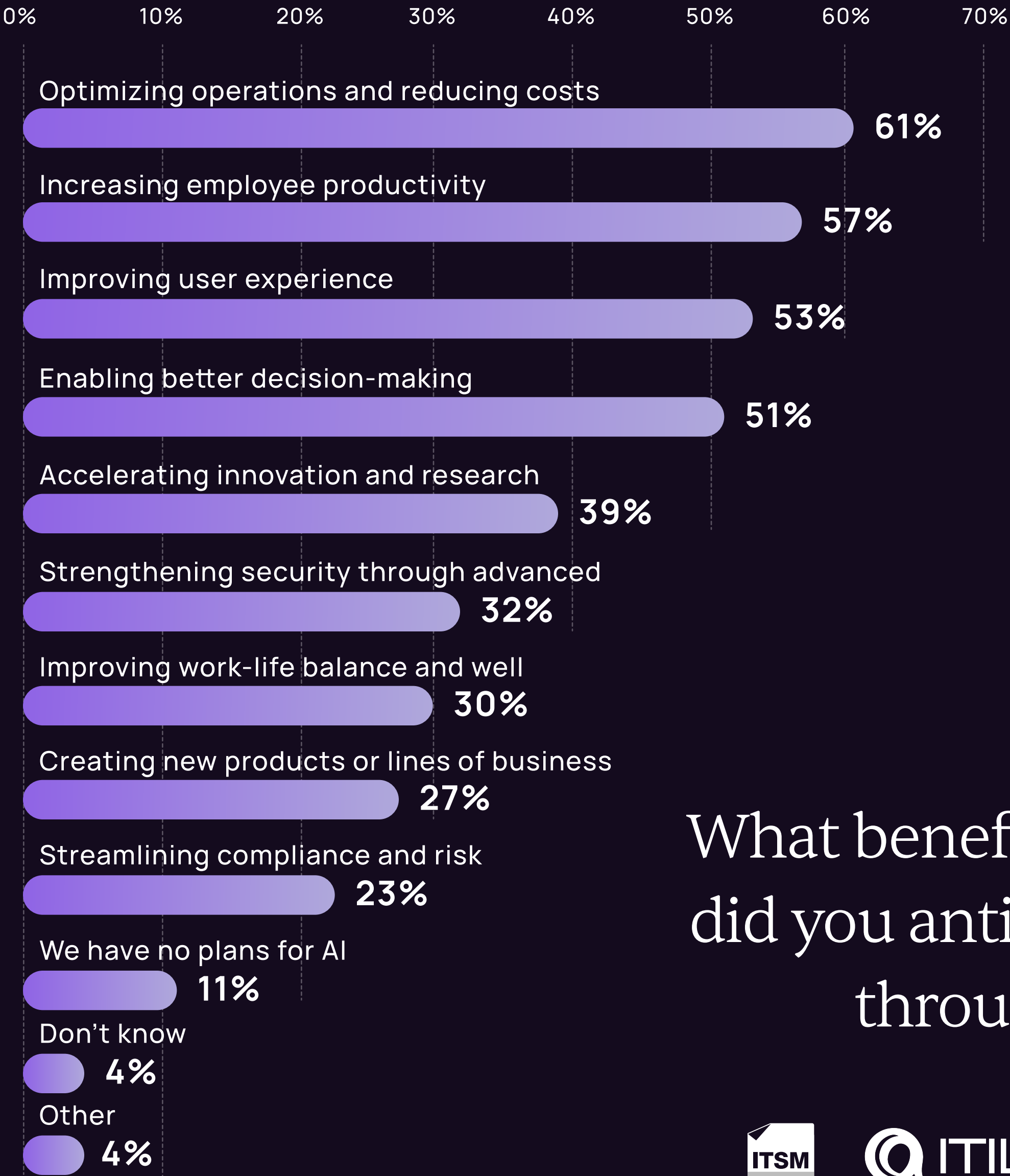
One of the biggest things I hope will come from this is greater awareness about the data they need but currently do not have to address key issues and support decision making.

AI's ITSM Benefits

The top anticipated benefits of AI were optimizing operations and reducing costs (61%), increasing employee productivity (57%), improving user experience (53%), and enabling better decision-making (51%).

The top realized benefits were increasing employee productivity (40%), improving user experience (33%), optimizing operations and reducing costs (29%), and enabling better decision-making (28%).

These are the same four areas as the anticipated benefits. Although the percentages are understandably lower and the optimizing operations and reducing costs option has dropped from first to third.



What benefits do/ did you anticipate through AI?



Roy Atkinson

CEO

Clifton Butterfield LLC

Expert speak

Productivity. So, the proof is in the pudding, and these organizations say the pudding is good. Speed is a big factor in productivity, and AI is fast.

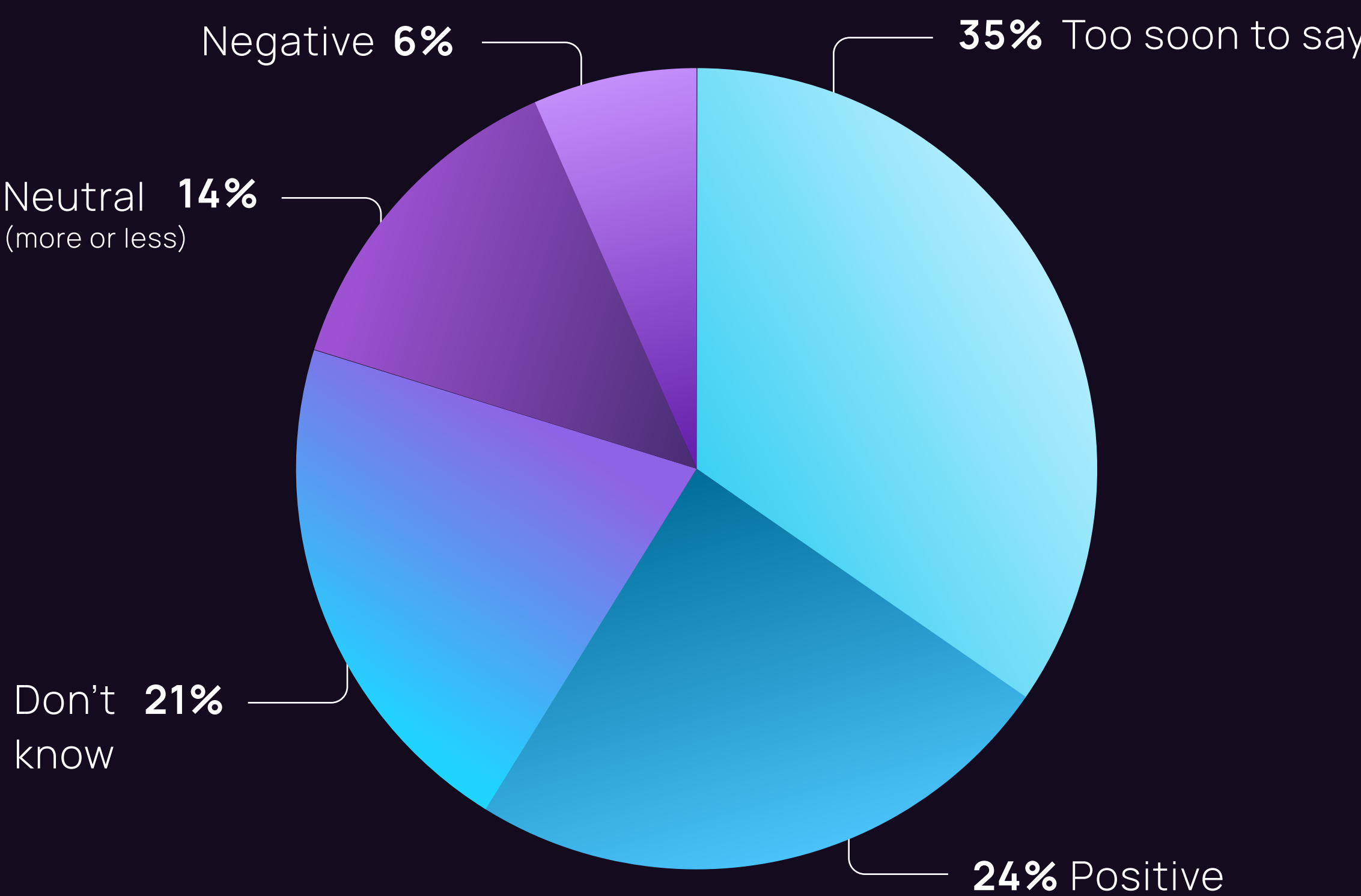
As some employees have reported, we mustn't let the tools get in the way.

AI's ROI

Like any technology project, the return on investment (ROI) from AI initiatives is likely under close corporate scrutiny. The survey found that 24% of respondents had realized a positive ROI from AI versus 7% negative and 14% neutral (with 38% Too early to say and 24% Don't know).

When the Too early and Don't know responses are removed, the respondents able to comment on the ROI received by their organizations are 55% positive, 15% negative, and 31% neutral.

What ROI have you realized from your AI investments so far?





Adam Griffith

ITIL Architect
PeopleCert

Expert speak

AI has the power to revolutionize service management by unlocking new levels of efficiency, innovation, and agility. It can empower businesses to streamline operations, enhance decision-making, and create personalized customer experiences.

AI is not just a tool, but a catalyst for reinvention, driving organizations toward smarter, faster, and more impactful growth.

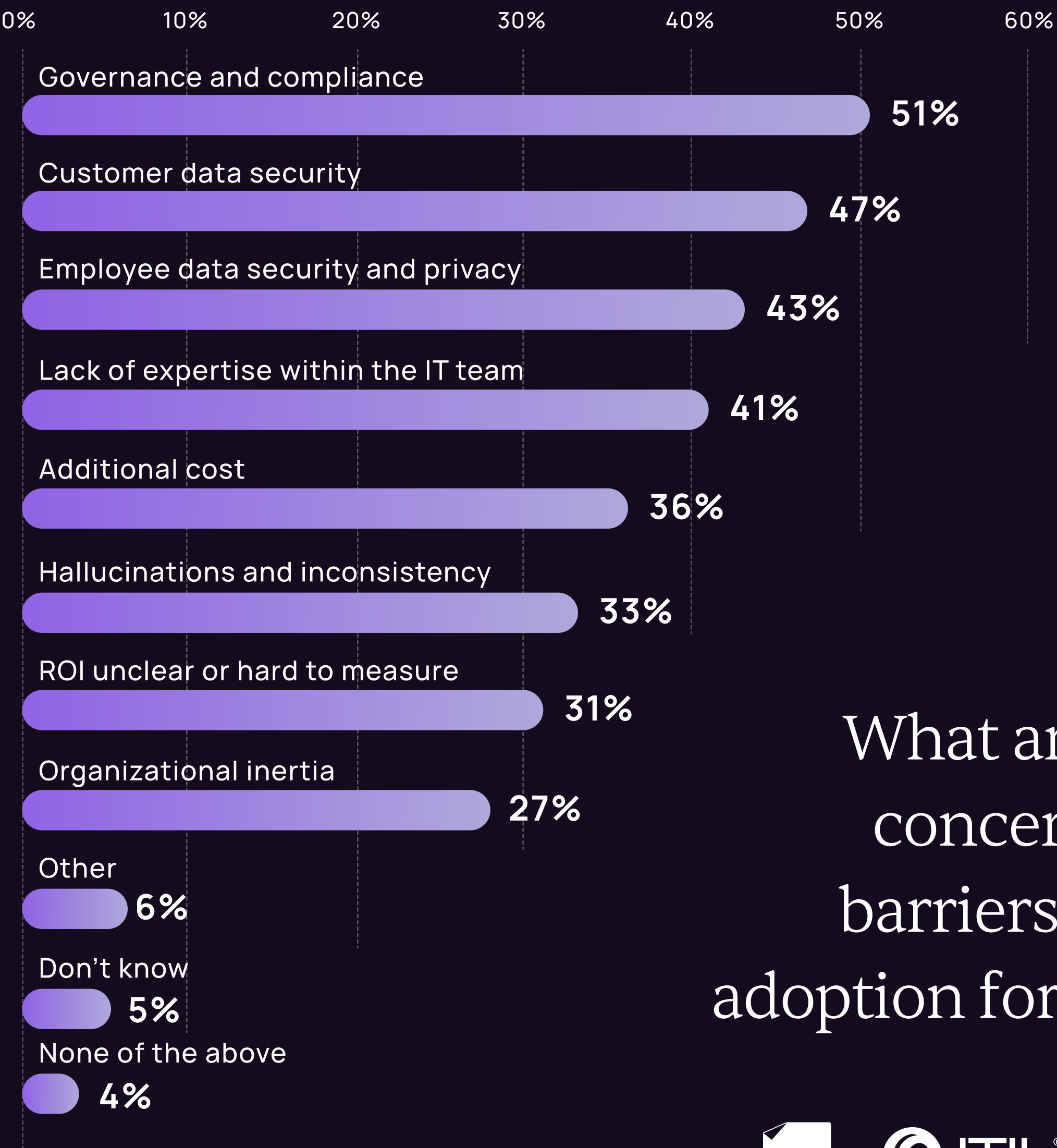
AI Adoption Barriers

The top concerns or barriers to AI adoption were:

- Governance and compliance (51%)
- Customer data security (47%)
- Employee data security (43%).

Lack of expertise and costs were at 41% and 36%, respectively.

This has changed since the previous report, where the top concerns or barriers were customer data security (42%), additional cost (39%), and inaccuracy or inconsistency (33%).



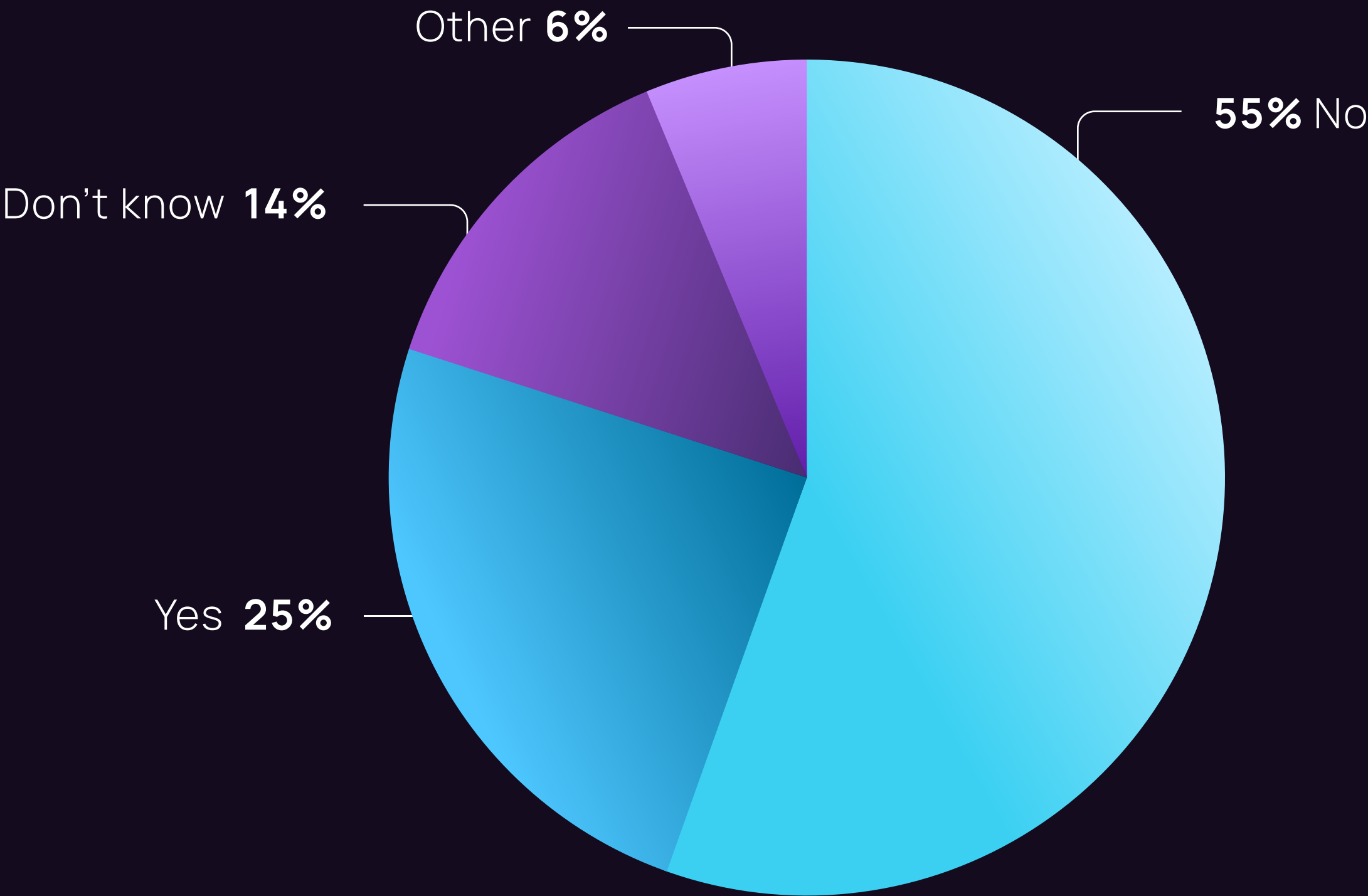
What are the concerns or barriers to AI adoption for you?

Trust in Autonomous AI

Trust-related questions were added for the 2025 survey.

The data shows that 55% of respondents didn't trust AI to make decisions without human oversight, versus 25% that did. When Don't know and Other responses are removed, this is 31% trust and 69% distrust.

Do you trust AI to make autonomous decisions without human oversight?

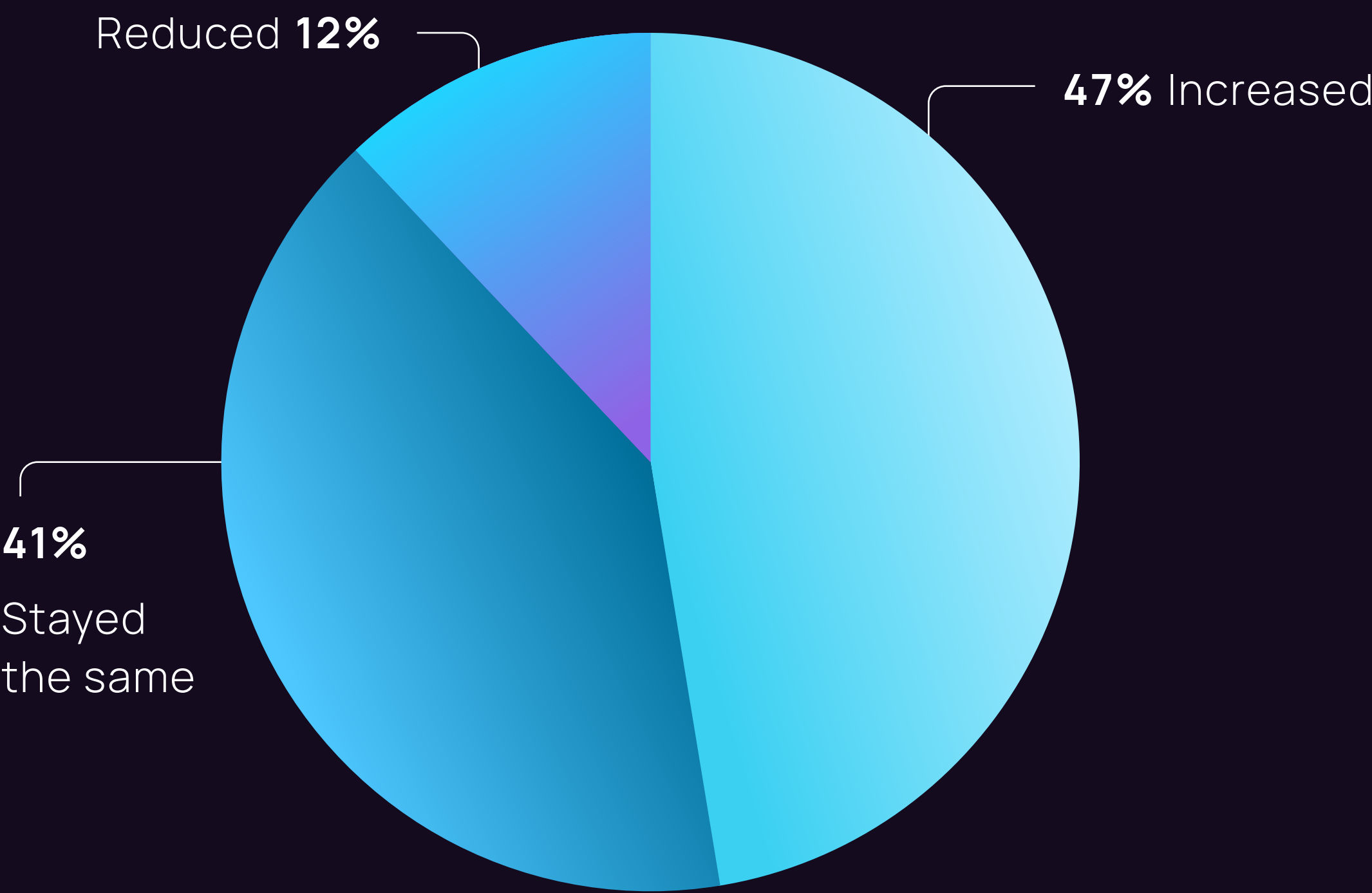


Change in AI Trust

We asked the survey participants whether they trusted AI-enabled systems more or less, compared to 12 months ago.

47% of respondents trusted AI more than they did 12 months ago. While 12% trust it less, and 41% have stayed the same (which could be trust or distrust).

Compared to 12 months ago, has your trust in AI increased or reduced?

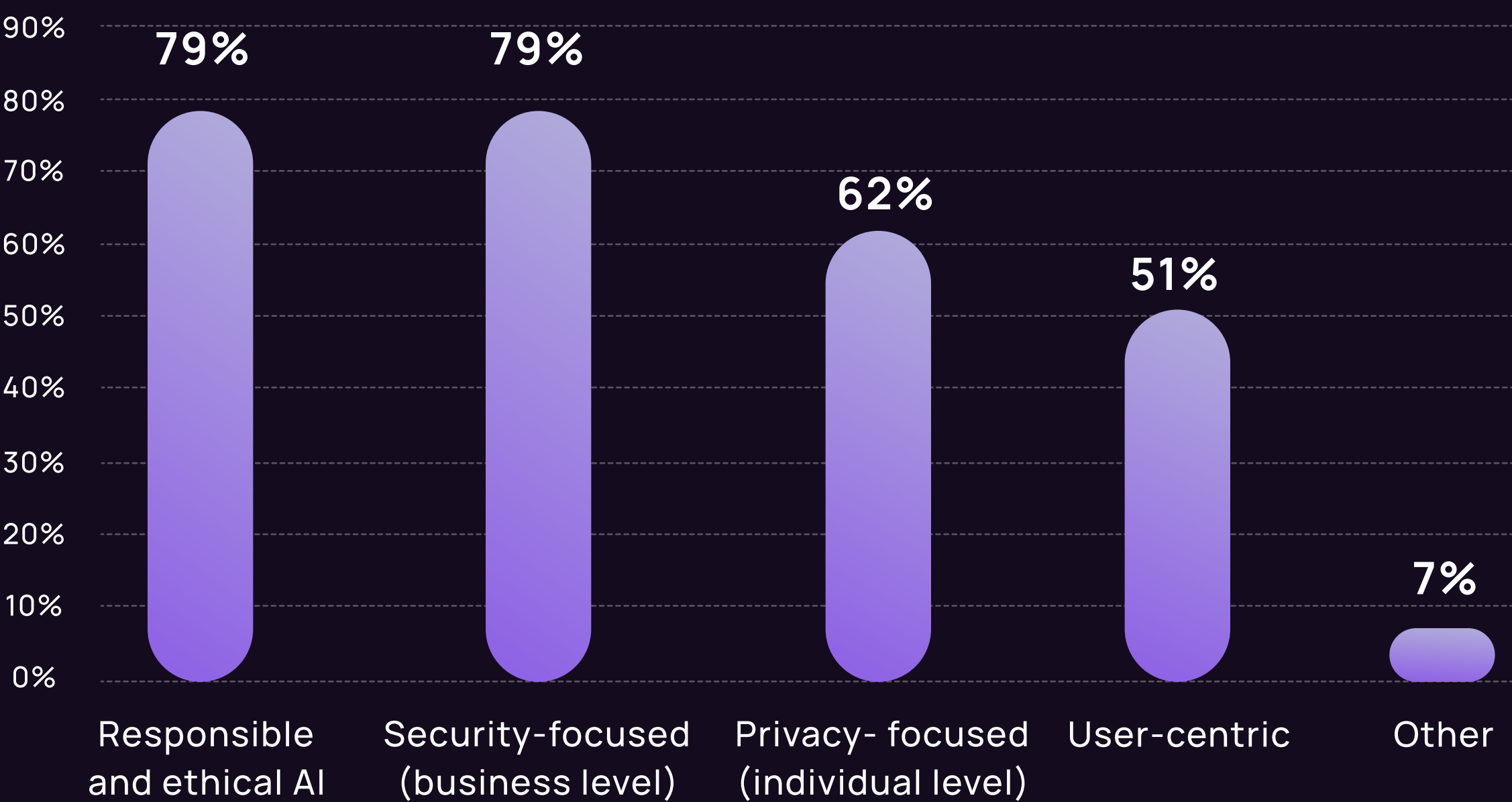


Key Considerations

Responsible and ethical AI (79%) and security-focused (business level) (79%) were considered the most important factors in AI implementation; oddly, user-centric was in last place (51%).

Given that technology, including AI, should be focused on tackling business opportunities and issues in a way that makes employees better versions of themselves (to enable business processes, the relatively low level of user-centricity is worrying).

Which of these factors would you consider while implementing AI in IT?





Aysha Khan

CIO & CISO
Treasure Data

Expert speak

The beauty of AI is it forces us to think of security from the beginning, and not as an afterthought.

When security and IT are aligned, we innovate faster, build trust with our customers, and create products that are not only competitive but resilient.

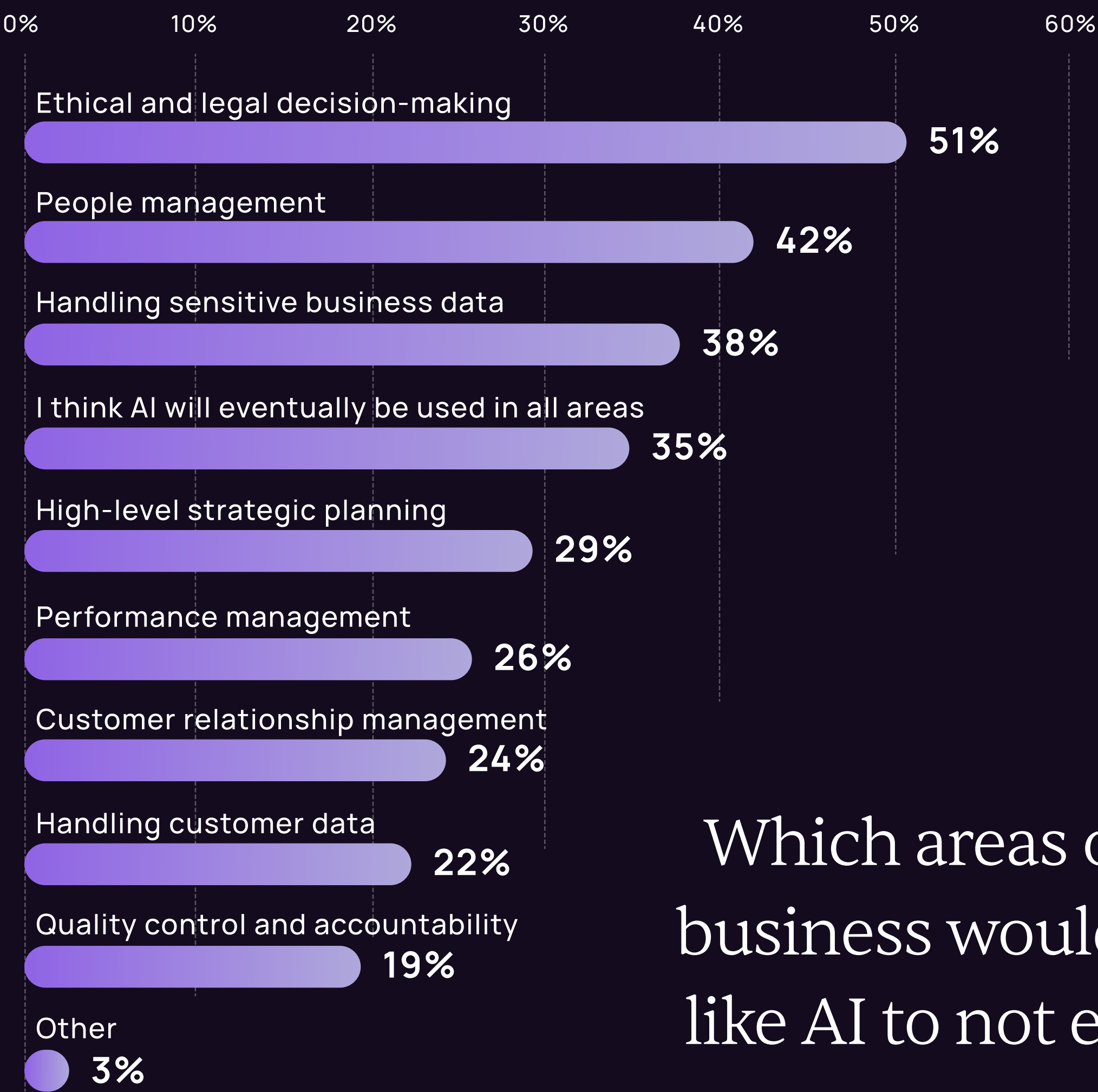
AI No-go Areas

While AI is seen as beneficial to IT organizations, a survey question asked about the areas respondents would not like AI to penetrate.

The top areas for AI not to enter were:

- Ethical and legal decision-making (51%)
- People management (42%)
- Handling sensitive business data (38%).

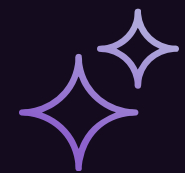
However, 35% of respondents thought AI would eventually be used in all areas of their business.



Which areas of the business would you like AI to not enter?

3 Interesting IT Correlations

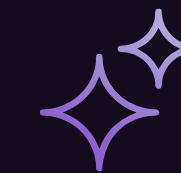
When we sliced and diced the survey data, we found some interesting correlations. These three stood out:



C-suite impetus might not be the right AI approach. The AI investments originating from the C-suite were least likely to have a positive ROI and significantly more likely to have a negative ROI. Interestingly, the AI investments originating from the IT team were the only ones not to deliver a negative ROI.



AI funding is imperative to AI success. The majority of Negative AI ROI responses (94%) came from organizations with No allocation or less than 10% of the IT budget allocated to IT initiatives. Conversely, 71% of Positive AI ROI and only 19% of Neutral responses came from organizations with more than 10% of the IT budget spent on AI initiatives.



Trust in AI-driven IT systems correlated with AI ROI success. And all of the Negative AI trust respondents reporting a negative ROI from AI investments. There seem to be a “chain” here – that AI spend leads to AI success, which leads to AI trust (or AI trust leads to AI spend, which leads to AI success).

End-user responses

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AI No-go Areas 

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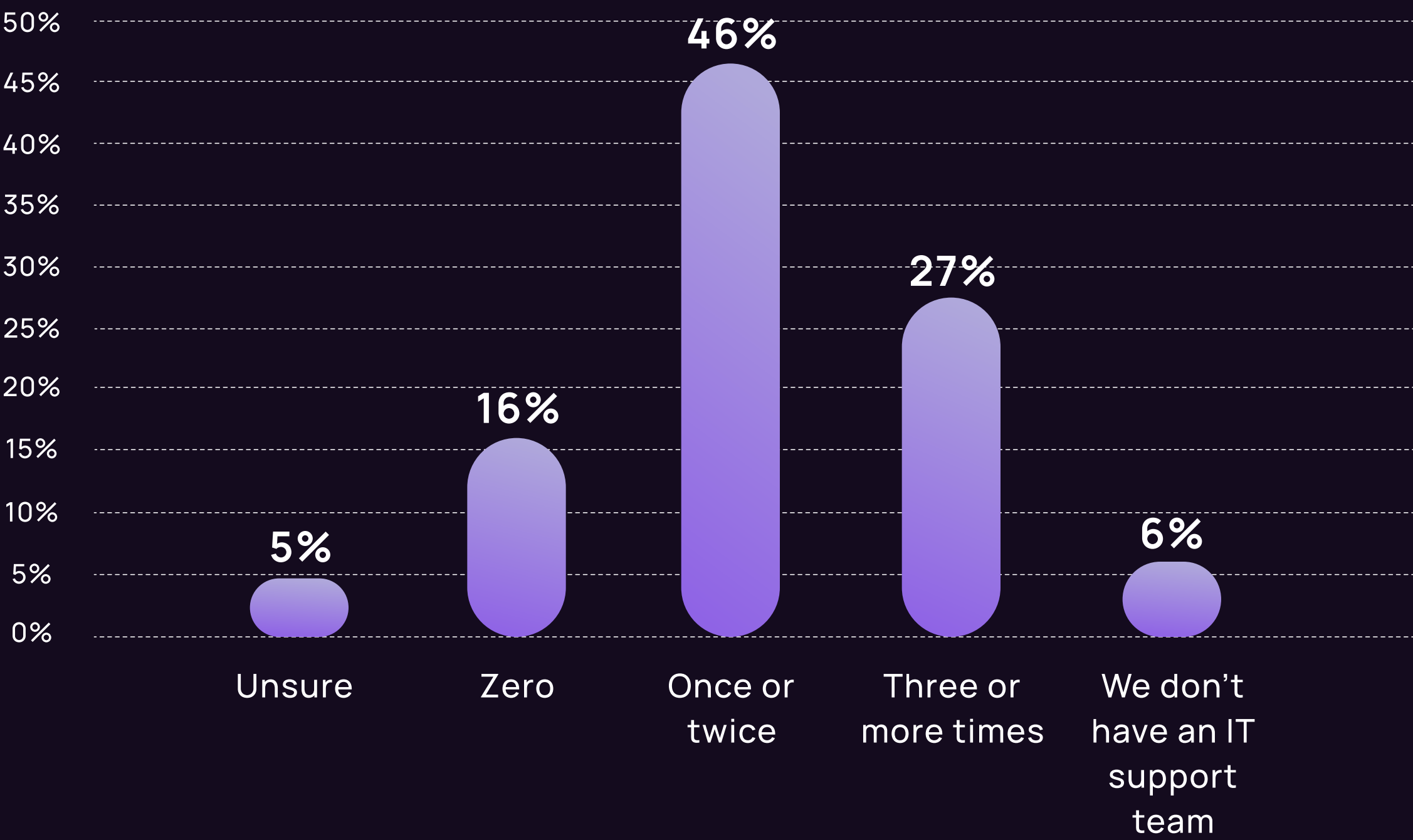
3 Interesting User Correlations 

IT Support **Contact**

Only 16% of survey respondents hadn't contacted their corporate IT support in the last 12 months.

When the Unsure and We don't have an IT support team responses are removed, this is still only 18% – meaning 72% of survey respondents had contacted IT support.

How many times have you contacted IT support in the last 6 months?

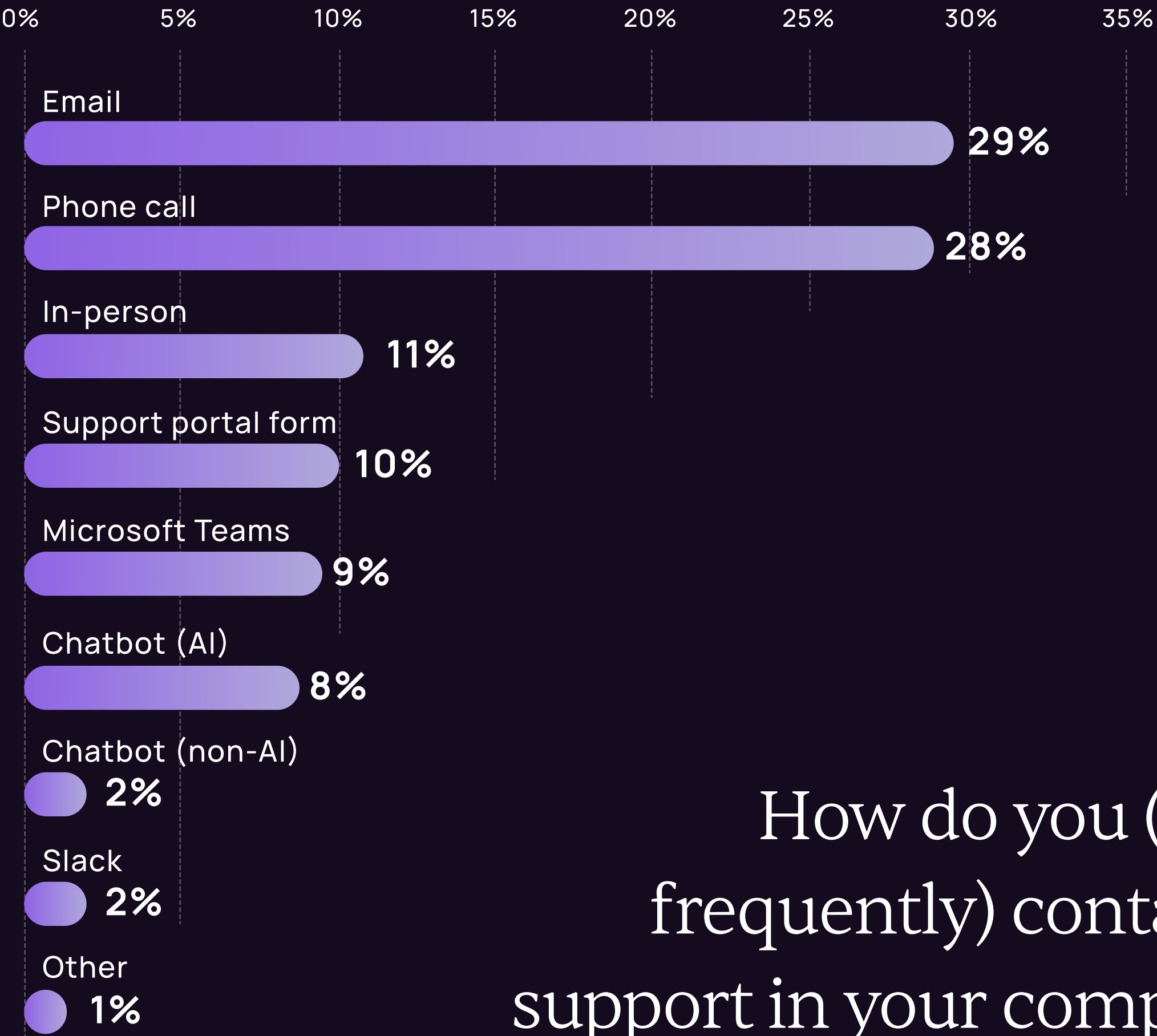


Preferred Channels

The most popular primary IT support channels are:

- Email (29%)
- Phone (28%)
- In-person (11%)
- Support portal form (10%)
- Microsoft Teams (9%) (which is likely a virtual assistant)
- AI chatbot (8%).

As the primary IT support contact method, AI Chatbot use is four times the level of non-AI chatbots. As the primary IT support contact method, Microsoft Teams use is at nine times the level of Slack use.



How do you (most frequently) contact IT support in your company?



Phyllis Drucker

Thought Leader
Service Management

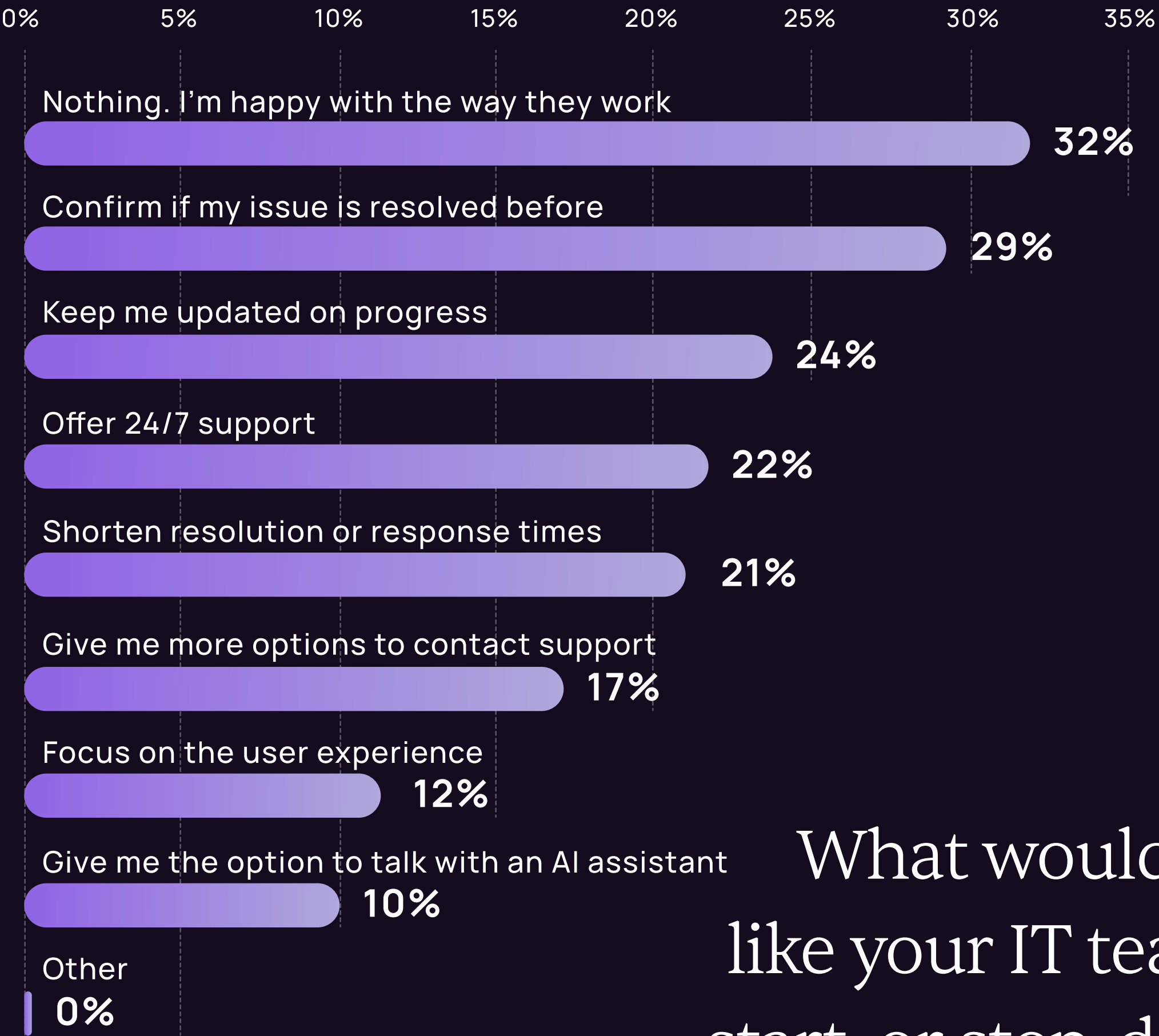
Expert speak

While IT is interested in building areas like knowledge management, the adoption rates at the business level remain low. GenAI is driving better results, but IT needs to ensure proper documentation to enable AI agents to provide relevant answers and ensure a contextual handoff if a Level 1 technician is required. This is an area where the experience will continue to matter.

IT Support Changes

Only a third (32%) of survey respondents were happy with how their IT support team worked. The most common improvement requests from the end-users were to:

- Confirm if their issue is resolved before closing the ticket (29%)
- Keep them updated on progress (24%)
- Offer 24/7 support (22%)
- Shorten resolution or response times (21%)
- Give more options to contact support (17%).



What would you like your IT team to start, or stop, doing?



Patti Blackstaffe

CEO and Transformation Advisor
GlobalSway

Expert speak

Conversational support for customers and employees opens the door for 24/7 support for simple tasks, such as password resets, system troubleshooting, and onboarding.

The intelligent design of GenAI and agentic AI chatbots eases the first-tier load.

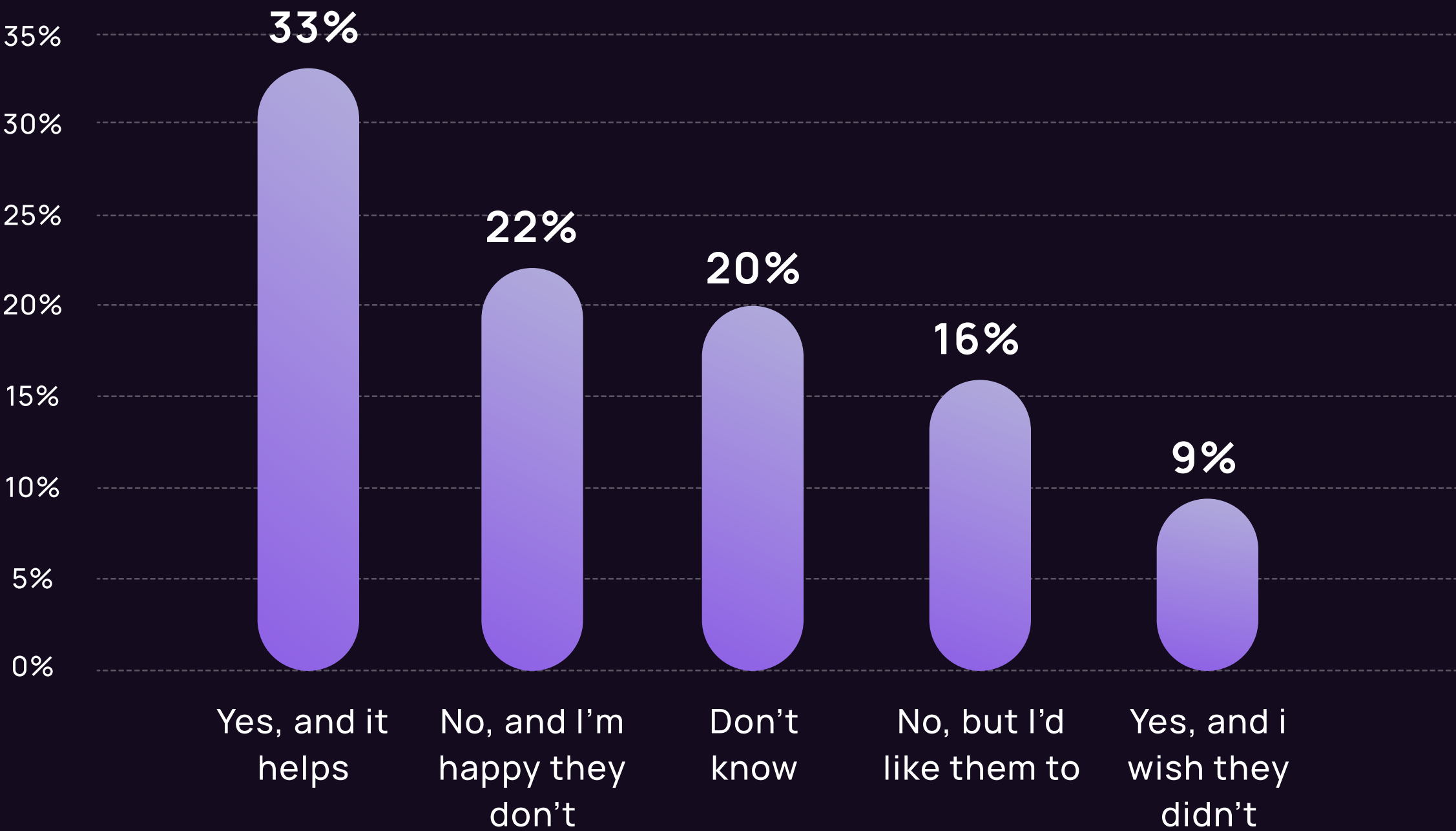
AI Usage by IT

While it's appreciated that end-users might not know whether their IT team is using AI for support or not, the results of this survey question were positive in favor of AI use. 42% of survey respondents stated that their organizations use AI. Of these, 78% thought the AI helped, while 22% didn't.

The story is different for the respondents without AI, though – of the 38% without AI, 58% were happy there's no AI, and 42% wanted there to be.

When the Don't know responses are removed, 53% of survey respondents stated that their organizations use AI versus 47% that don't.

Is your IT team using AI (chatbots etc.) for support?





Expert speak

Generative AI is increasingly establishing itself as a transformative technology. In 2024, we observed encouraging signs in areas like knowledge management, customer support, and developer productivity.

In 2025, we aim to scale our solutions, which is an essential step in building confidence in this technology.

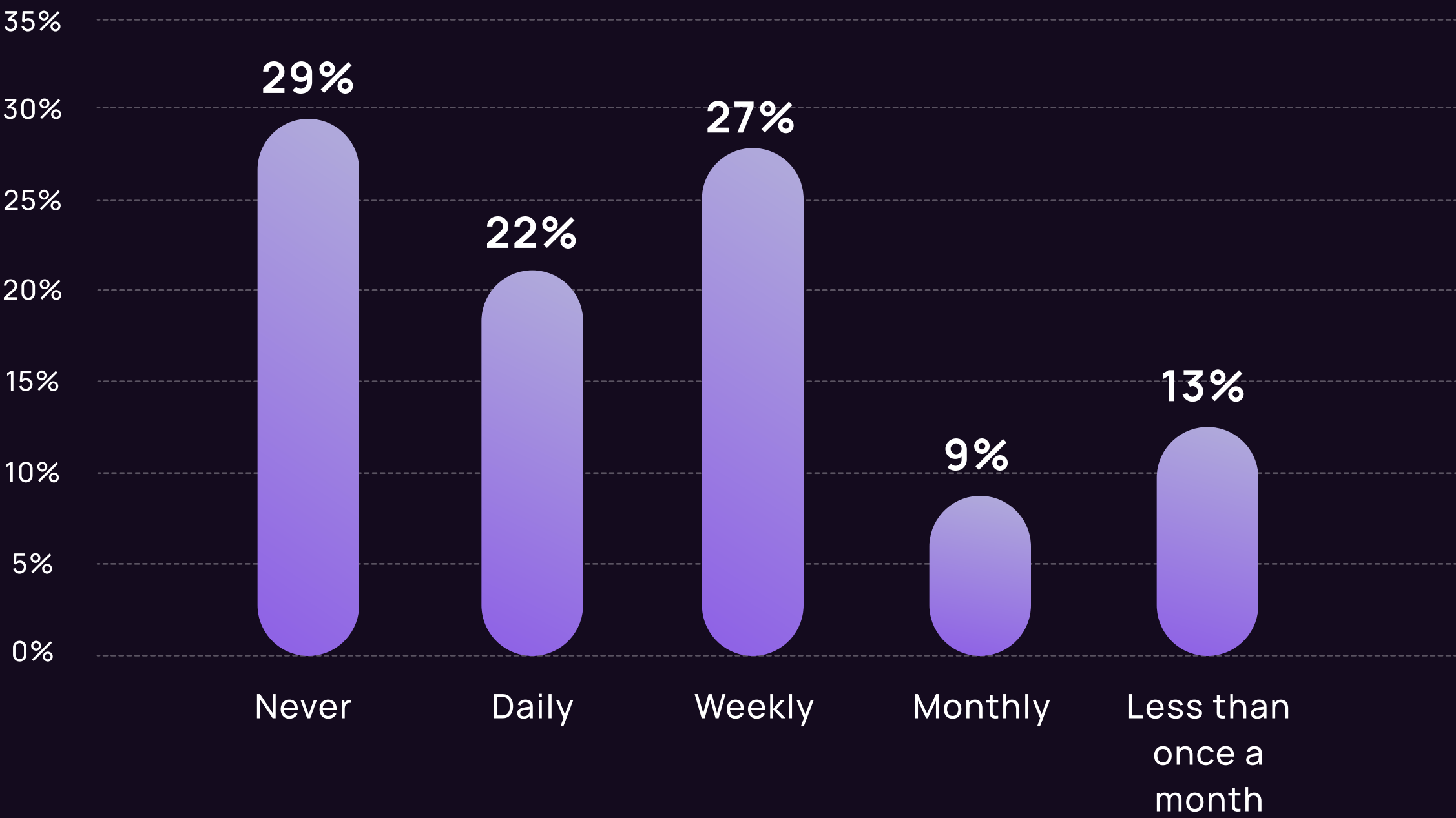
Gopalratnam VC

Global CIO
Philips

Free AI Tool Usage

71% of survey respondents use ChatGPT or similar free AI tools for their work, with roughly half of the full sample (49%) using it at least weekly. This is 70% of the respondents using free AI tools (the aforementioned 71%) using it at least weekly.

Roughly, how often do you use ChatGPT or similar free AI tools for your work?



Expert speak



Alan Berkson

Founder
Intelligist Group

The biggest hurdle with AI is simple: trust. As the survey shows, the consumerization of AI technology is creating broader use, with over 70% of non-IT employees using ChatGPT in some form or another for work. That's the good news AND bad news.

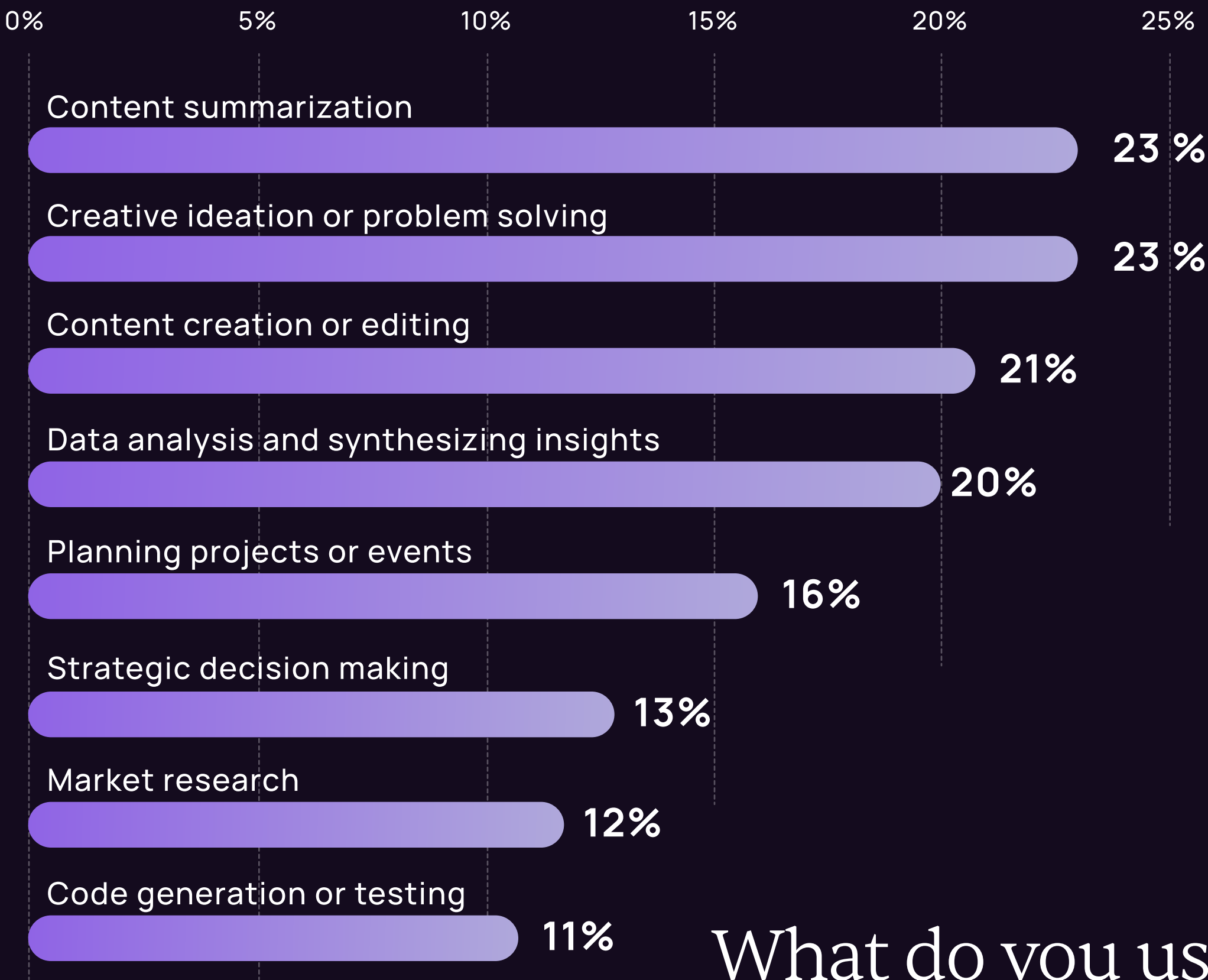
The survey also shows 75% of employees don't trust AI-driven IT systems to make autonomous decisions without human oversight.

End-user AI Uses

We asked end-user respondents what they used free AI tools for.

The most common AI tool use cases were:

- Content summarization (23%)
- Creative ideation or problem-solving (23%)
- Content creation or editing (21%)
- Data analysis and synthesizing insights (20%).



What do you use the free AI tools for?

AI Use Perspective

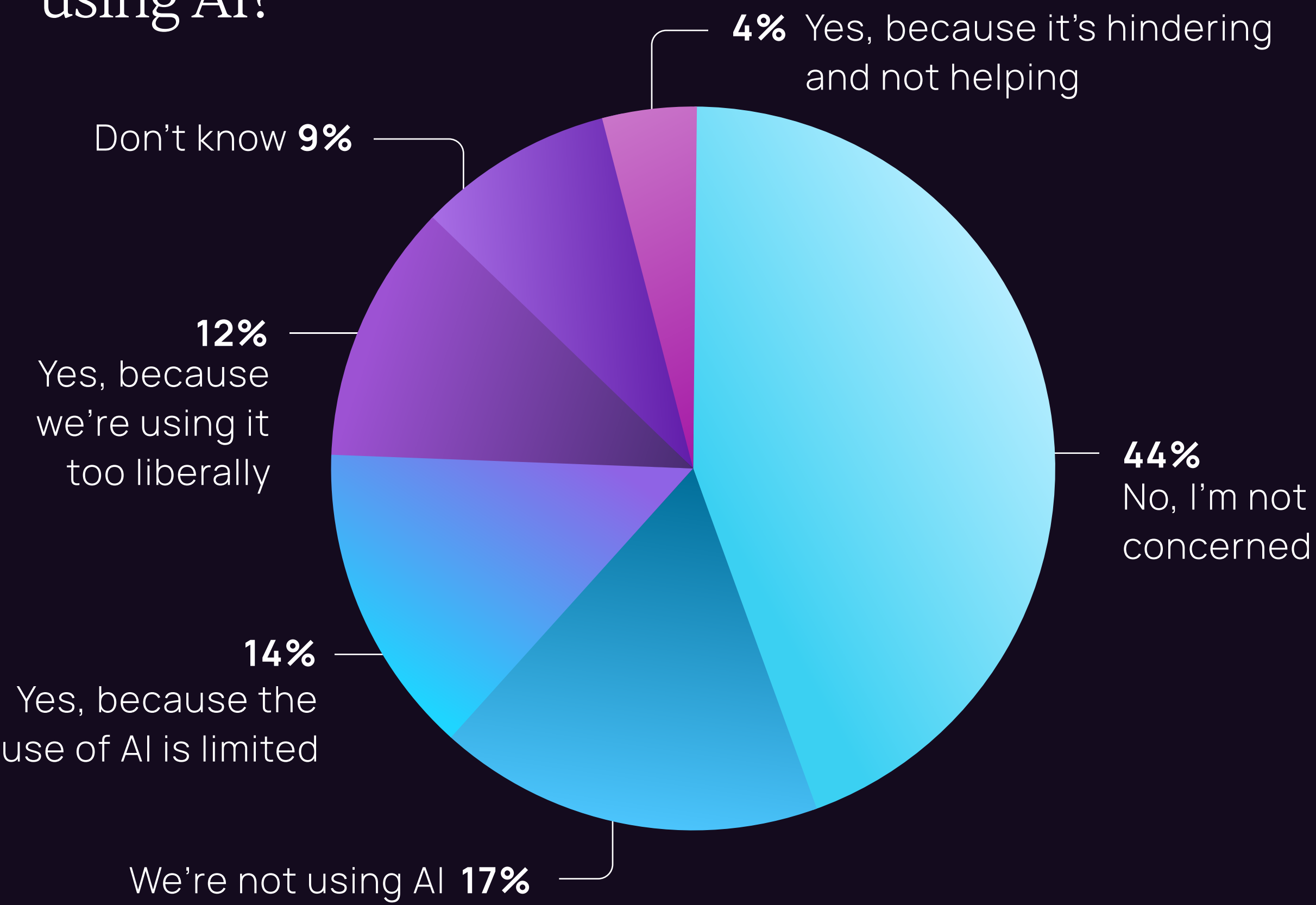
44% of survey respondents weren't concerned about their organizations using AI. When the Don't know and We're not using AI responses are removed, this is 60%.

30% were concerned, though, split across:

- Using AI too liberally (12%)
- The use of AI is limited (14%)
- It's hindering and not helping (4%).

When the Don't know and We're not using AI responses are removed, this is 40%.

Are you concerned about how your organization is using AI?

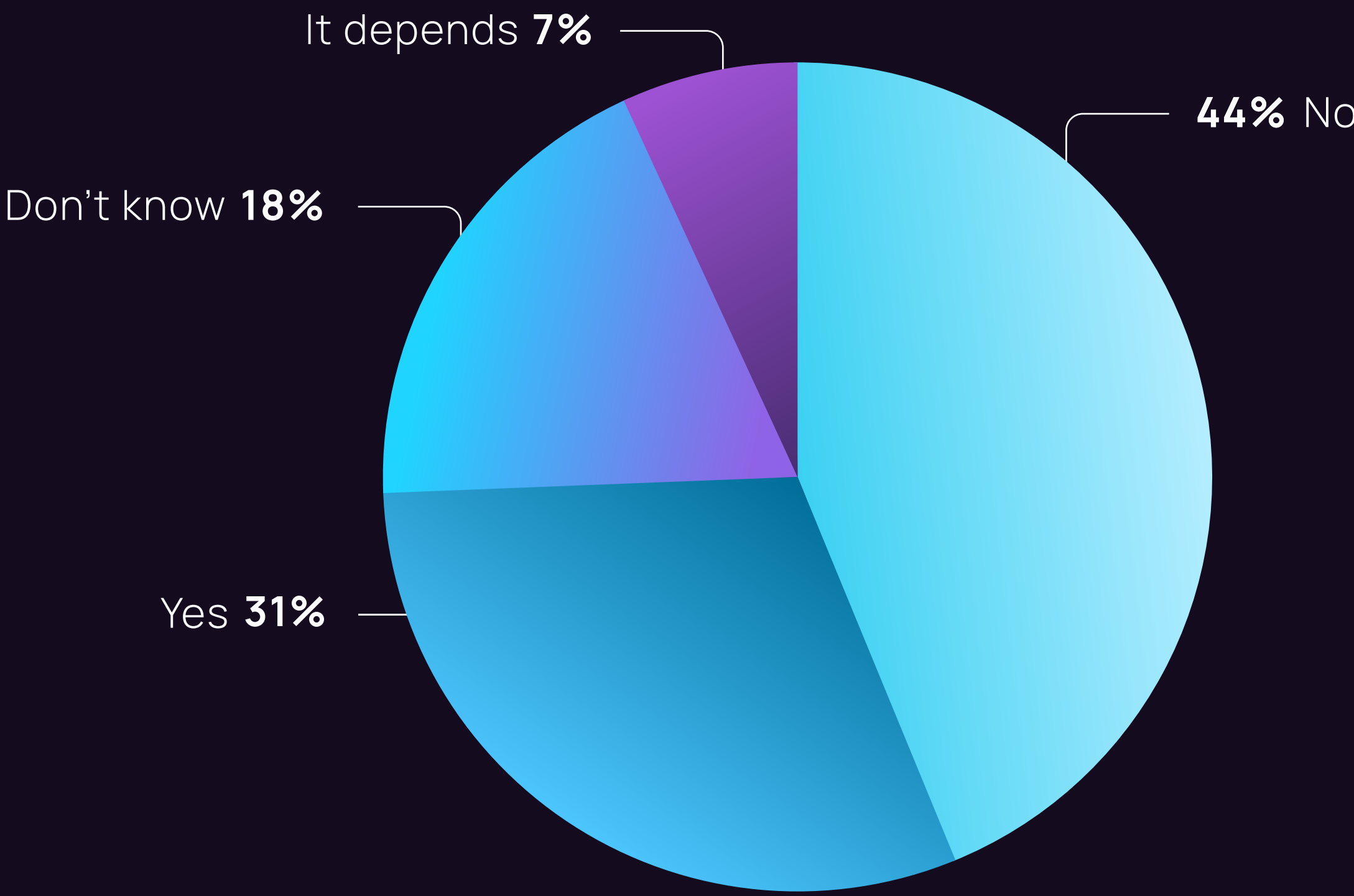


Trust in Autonomous AI

This was a new question for end-users.

31% of survey respondents trusted AI-driven IT systems to make autonomous decisions without human oversight versus 44% who didn't. When the Don't know and It depends responses are removed, this is 41% and 59%.

Do you trust AI to make autonomous decisions without human oversight?

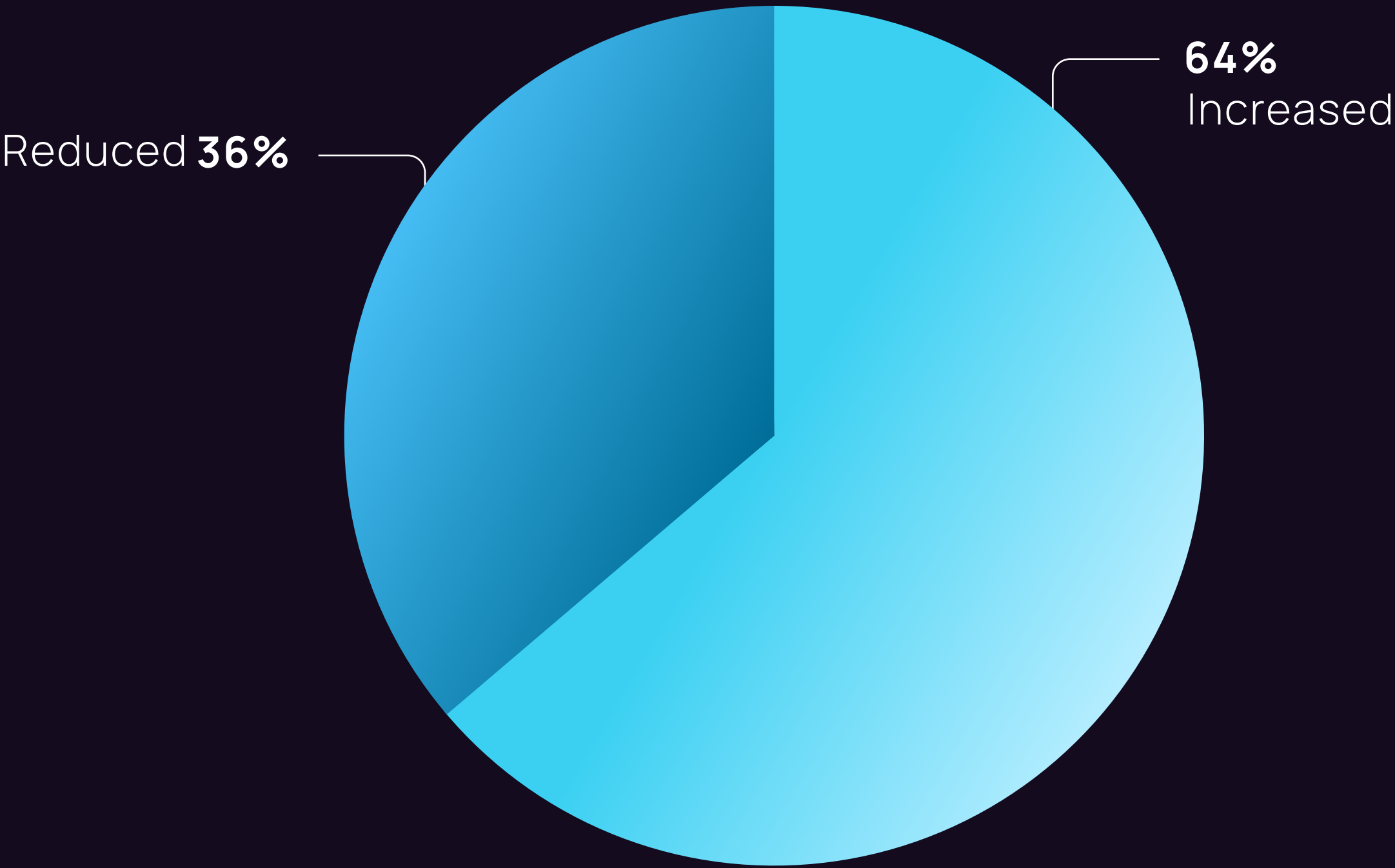


Change in AI Trust

We asked the survey participants whether they trusted AI-enabled systems more or less, compared to 12 months ago.

64% of the end-user respondents trusted AI more than they did 12 months ago, while 36% trust it less than they did last year.

Compared to 12 months ago, has your trust in AI increased or reduced?

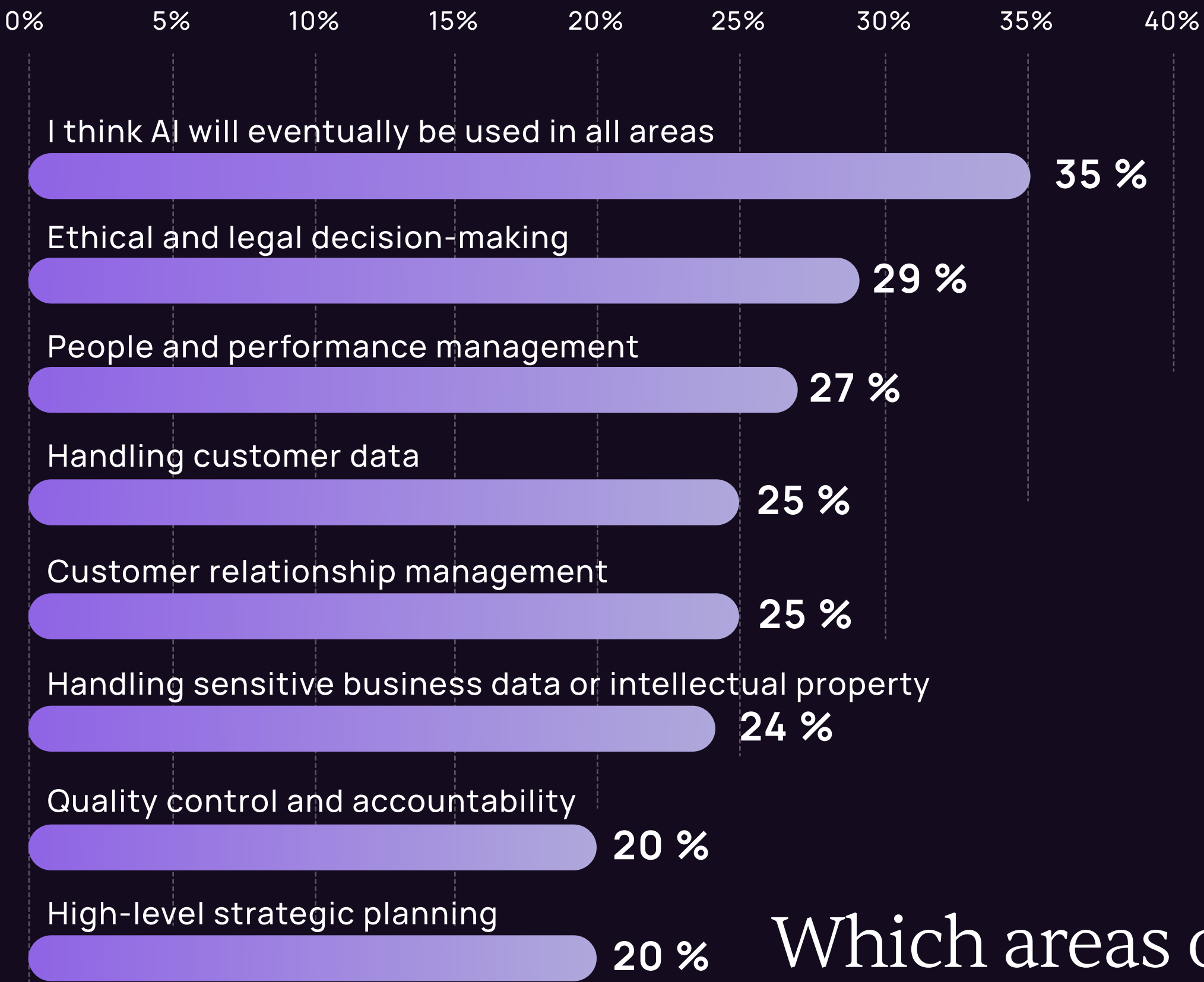


AI No-go Areas

The top areas for AI not to enter are:

- Ethical and legal decision-making (29%)
- People management (27%)

The first two match the IT survey selections, although with lower percentages. Plus, 35% think that AI will eventually be used in all business areas (the same percentage as the IT survey).



Which areas of the business would you like AI to not enter?

3 Interesting User Correlations

When we sliced and diced the survey data, we found some interesting correlations. These three stood out:



Some business functions were more likely to contact IT support than others. However, the level of respondents who stated that they're not concerned about AI use is very similar no matter the level of IT support use.



There's a correlation between existing AI use and the view of AI use. For example, Customer Support or Success had least encountered AI for IT support and was most adverse to its use. Design was most engaged with AI use for IT support and was the highest scorer for AI being helpful.



There was a strong correlation between the respondents who used ChatGPT and other free AI tools and if their IT team was using AI for support. Conversely, those respondents without corporate AI use were less likely to use ChatGPT and other free AI tools for their work.



Vijay Rayapati

CEO
Atomicwork

Enterprise IT teams have always been capacity-constrained to meet business demands. AI can now unlock new capacity by automating routine tasks, allowing IT to focus on higher-value work. However, IT leaders must guide their organizations through the critical phase of education to realize AI's full potential. It's no longer about prototypes—it's time to drive real productivity.

Appendix 1

IT Professional
Demographics

36%

Europe

33%

North America

10%

Middle East,
Turkey, and Africa

10%

Asia

6%

South America

5%

Australia and New Zealand

Appendix 1

continued

IT Professional
Demographics

4%

CXO

24%

VP/Director/Head of Department

30%

Team Manager/
Team Lead

21%

Team Member

16%

Consultant

5%

Other

Appendix 1

continued

IT Professional
Demographics

Industry	Percentage
Banking and Finance	9%
Business Consulting and Services	8%
Education	6%
Energy and Utility	3%
Healthcare	7%
Information Technology – Non-software	16%
Information Technology – Software	18%
Logistics and Mobility	2%
Manufacturing	7%
Public Sector	10%
Retail and eCommerce	4%
Other	10%

Appendix 2

End-user
Demographics

27%

Sales

26%

Customer Support or Success

13%

Finance

10%

Human
Resources

9%

Product
Management

7%

Engineering

5%

Marketing

3%

Design

About Atomicwork



Atomicwork is an agentic service management solution that empowers IT teams to automate employee support, IT service management, and enterprise workflows. They leverage AI to help businesses operate faster and scale more efficiently.

About ITIL



Trusted by 82% of Fortune 500 companies and 800 government departments around the world, ITIL® is the most widely used global framework of best practices for successful digital products and service management. ITIL. The Language of Growth.

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ITSM.tools is an ITSM-focused website and service offering independent industry analysis, advisory, content, and consultancy. Content ranges from ITSM tool reviews, blogs, and industry news, to ITSM and ITIL tips and best practices.

You've reached this far!

Thank You.

We have a gift for you



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