INTUIT
Enterprise Suite

2026 Enterprise Technology Benchmark Report

How business and finance leaders optimize systems, teams, and AI for impact

Spring 2026

Executive Summary

Whether you're navigating growth, rising complexity, or cost pressures, technology decisions are increasingly make-or-break. Leaders are shifting from simply adding new tools to building an interconnected system that supports scale, reduces friction, and generates measurable ROI.

The winners in 2026 won't be the companies that add more apps—they'll be the ones that simplify the stack, unify the data, and redesign core workflows around AI to unlock faster decisions and more predictable profitability.

5 stats that tell the story

Based on an Intuit-commissioned survey of 2,000 senior leaders at US businesses with $2.5M+ in annual revenue, this report shows how executives prioritize technology, define ROI, and use AI to support scale.

92% are redesigning processes around AI to maximize impact

91% agree that AI is increasingly helpful, but human oversight is still essential

87% say the right technology is critical for survival

80% agree AI investments deliver faster ROI than other technologies

73% say consolidating technology is the fastest path to profitability

The following terms are used throughout this report:

Technology: Any digital system, software, or AI used to manage business data or processes.

Highly integrated businesses: Firms that report having a single source of truth for all critical data across the business.

AI-first businesses: Firms that report completely redesigning processes or workflows around AI.

High-growth businesses: Firms that report expanding quickly, with revenue increasing strongly year over year.

For more information about these definitions and the statistical significance tests used to highlight differences between the survey respondents, please see the sample and methodology section on page 23.

What's inside

Key takeaways

What happens if you don't act?

3 consequences CFOs will feel first:

- **Growth hits a scalability wall.**
  Nearly two-thirds of leaders expect to outgrow their tech within 12 months if growth goals are met—especially CFOs/CTOs and multi-entity businesses.
- **Profitability slows as complexity increases across systems.**
  Only 48% describe their environment as highly integrated (a single source of truth). Meanwhile, leaders increasingly agree the fastest path to profitability is consolidation, not adding more tools.
- **AI underdelivers without clean, connected data.**
  99% of leaders agree AI can help make better business decisions—yet 67% report persistent data silos that hinder decision-making.

What to do next?

3 actions CFOs are taking in 2026:

- **Consolidate technology to reduce operating drag and speed performance visibility.**
  73% say consolidating technology is the fastest path to profitability, and teams cite the cost of disconnected work: 64% say their close takes too long and 67% report data silos.
- **Invest in scalable, right-sized systems that match your stage of growth.**
  Technology is the #1 growth priority (42% overall; 45% among CFOs/CTOs), yet many feel stuck between tools that are too limited and legacy systems that are too complex.
- **Operationalize AI by redesigning workflows, measuring impact, and keeping human intelligence at the center.**
  AI is moving from experimentation to redesign: 92% are redesigning processes around AI, but 91% want to retain human oversight. As adoption grows, human intelligence remains essential to guide judgment and accountability.

1. Technology is a top priority

42% of leaders rank technology investment as their top growth priority

Growth isn't defined by revenue targets alone. Leaders increasingly view strong, connected systems as the foundation for scaling operations and supporting expansion.

Key takeaway: Validate that your finance tech can support forecasting needs, new entities, and operational scale before accelerating hiring or revenue initiatives.

24% identify technology and security as their single biggest unmet need

Even as technology tops the priority list, many leaders acknowledge their systems are falling short.

Key takeaway: If technology is both the top priority and the biggest gap, prioritize upgrades that reduce risk and remove constraints before complexity compounds.

51% adopt new technology to improve financial projections and forecasting

Technology is increasingly used to guide decisions, not just record results. Better forecasting and visibility are now central to growth planning.

Key takeaway: Assess whether your systems enable scenario planning and timely insights, or mainly track past performance.

Readiness check: Can your systems support growth?

Where are you today?

Fragmented & manual	Stabilizing	Integrated & scalable	Decision-led

What's next?

1. **Run a scale-readiness test.** Can you support multi-entity expansion, faster forecasting, and higher transaction volume before you ramp hiring or set aggressive revenue targets?
2. **Eliminate top friction points.** Focus on and fix the breakpoints slowing finance today, such as manual consolidations, disconnected systems, and spreadsheet-based forecasting.

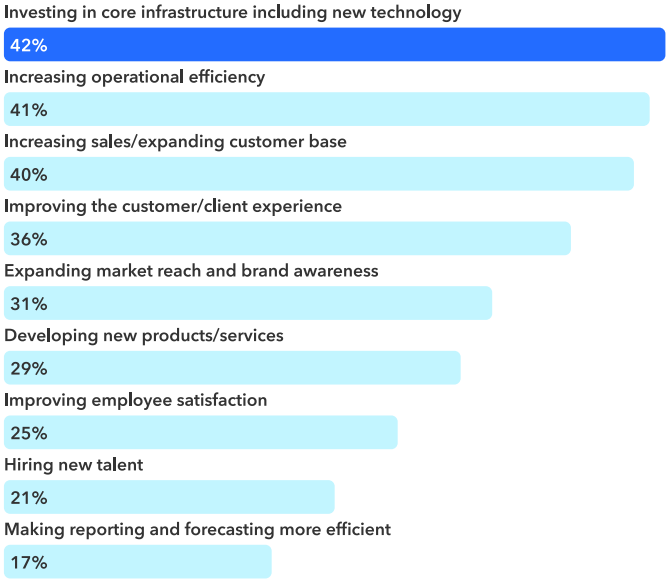
Technology is the priority, but also the biggest gap

Business leaders surveyed identified three priorities for business growth above all: technology investment, operational efficiency, and revenue growth. Notably, **technology ranked first overall** (42%), rising to 45% among CFOs and CTOs—outpacing even sales expansion (see Figure 1). For many, strengthening infrastructure is considered a prerequisite for growth.

Top growth priorities

- **CFOs & CTOs:** Tech investment (45%)
- **Other leaders:** Increasing sales (43%)

Figure 1: Thinking about the growth of the business over the next 12 months, which of the following, if any, are the top priorities?

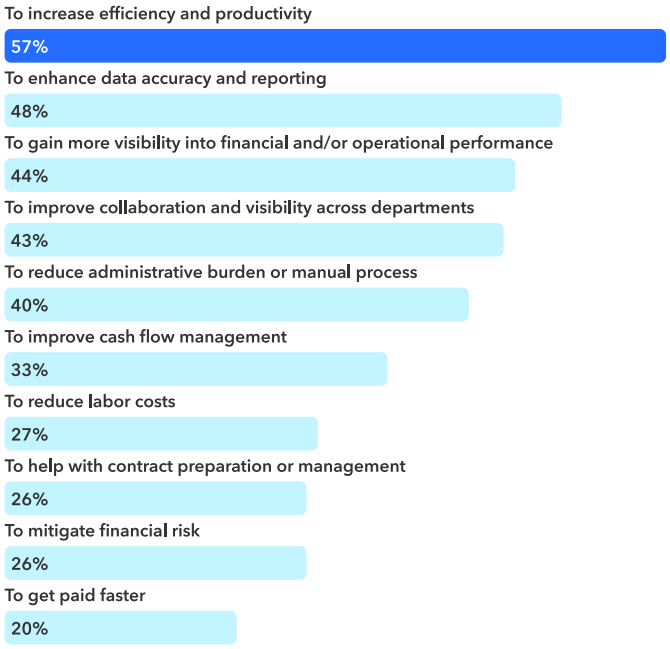


Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

How leaders define technology success

For most leaders, technology investments are judged by outcomes—not features. A majority of respondents (57%) said the primary measure of success when investing in a new technology solution is increased **efficiency and productivity** (get a deeper dive into this in Section 3 on page 13). Enhancing **data accuracy and reporting** ranked second (see Section 4 on page 16), followed by better **visibility into business performance** (see Section 5 on page 20).

Figure 2: Which of the following, if any, are the main reasons for adopting new technology for day-to-day operations?



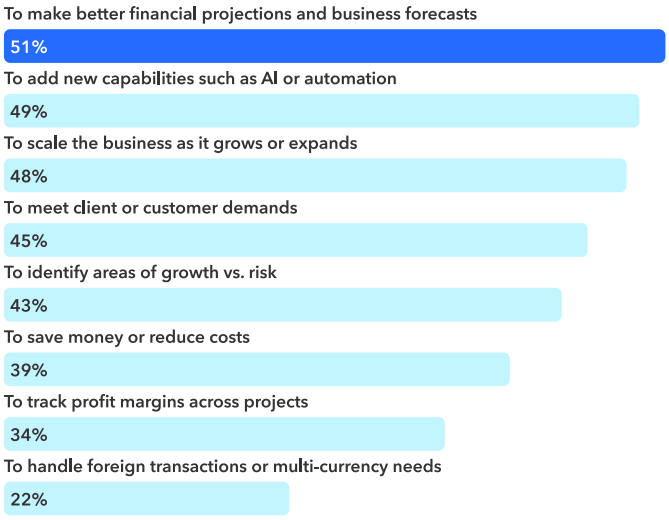
Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

How technology supports growth

Asked how technology supports growth, 51% of leaders pointed to improving **financial projections and business forecasting**. A similar number (49%) highlighted **adding new capabilities** such as AI or automation and enabling the business to **scale as it expands** (48%). Read more about AI and automation in Section 4 on page 16.

Growth, in other words, is increasingly tied to **foresight, smarter automation, and scalable infrastructure**. For CFOs, improved forecasting and automation directly influence margin protection and working capital management. Technology decisions are increasingly tied to financial resilience, not just operational efficiency.

Figure 3: Which of the following, if any, are the main reasons for adopting new technology to support business growth?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

Despite investment, gaps remain

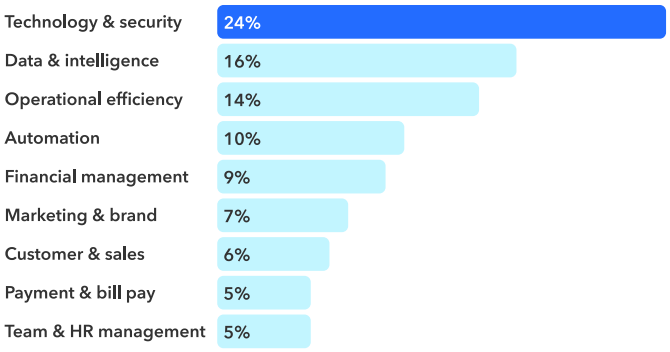
Despite ranking technology as their top growth priority, leaders acknowledge significant gaps. **Technology and security** were identified as the most significant unmet need (24%) at the time of the survey (see Figure 4), with even higher concern among CFOs and CTOs (31%).[1]

Technology is "our most unmet need"

- Overall agreement: 24%
- CFO & CTOs: 31%

While investment is accelerating, challenges remain. When technology ranks as both **the top growth priority and the top unmet need**, it signals misalignment between ambition and infrastructure. For finance leaders, this gap can surface in extended reporting cycles, limited forecasting confidence, and increased compliance exposure.

Figure 4: Which of the following, if any, represents the business's single most significant unmet need?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

"AI has allowed us to thrust forward by giving us the tools and analytics to elevate the customer experience."

Scott Franchini, Partner at RedHammer

2. Choose scalable technology

62% expect to outgrow their technology within 12 months if growth targets are met

Scalability is a widespread concern. Many systems aren't keeping pace with rising complexity.

Key takeaway: Prioritize scalability over incremental features when evaluating platforms. Replacing systems within a few years can significantly reduce ROI.

65% feel underserved by small-business solutions but overserved by legacy systems

Many mid-market businesses are caught between tools that are too limited and systems that are too complex. Paying for unused capability lowers returns.

Key takeaway: Choose right-sized platforms built for mid-market scale—balancing capability with usability to avoid unused complexity.

80% agree AI delivers faster ROI than other technology investments

Leaders increasingly associate AI with measurable impact, not experimentation.

Key takeaway: Shift from "Should we invest in AI?" to "Where will AI deliver measurable results?" (e.g., faster close, improved forecasting, earlier anomaly detection).

Readiness check: Will your systems scale with growth?

Where are you today?

Outgrowing tech	Choosing a platform	Scaling confidently	ROI & AI optimized

What's next?

1. **Reassess platform fit now.** Validate your system can support the next 12–24 months before growth exposes breaking points.
2. **Avoid "overbuying" complexity.** Prioritize the capabilities you'll use every month and cut tools/modules that don't justify their cost.
3. **Focus on high-ROI use cases for AI.** Start where outcomes are measurable and track results against a baseline.

Most leaders expect to outgrow systems

The urgency behind the growth priorities identified in Section 1 (see page 5) is clear: 87% of survey respondents said the right technology solution is **critical for survival**. Yet even as investment accelerates, many leaders feel caught between solutions that are either too limited or too complex for their needs. Nearly two-thirds (62%) said that if they hit their growth goals, they expect to **outgrow their business technology within 12 months**. Concern is even higher among CFOs and CTOs (71%) and among multi-entity businesses (73%).

"If we hit our growth goals, we will outgrow our technology within 12 months."

- Overall agreement: 62%
- CFOs & CTOs: 71%
- Multi-entity businesses: 73%

Similarly, more than three-quarters of multi-entity businesses (76%) said their existing technology has struggled to keep up **when they've added new entities**. High-growth and service-based businesses reported the most friction with multi-entity business management.

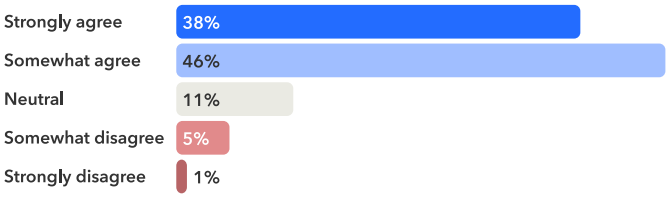
Flexibility is the best fit

Business leaders are looking for flexible, affordable technology that can **scale with their business**. One of the greatest challenges they face, according to 77% of respondents, is finding technology that specifically offers **scalable financial management capabilities**. Overall, 30% said they "strongly agree" this is a top business challenge. Among high-growth businesses, this rises to 39%.

Almost two-thirds of respondents (65%) said they feel underserved by technology designed for small businesses, but overserved by solutions built for large enterprises. Many reported paying for capabilities they don't use. Legacy ERP system users estimated leaving **nearly half (47%) of available capabilities unused**.

The challenge isn't just capability, but fit. Increasingly, leaders are evaluating not just features, but whether systems are **built for their stage of growth**. Systems designed for a different stage can create friction as complexity increases. Selecting technology aligned to future entity structure and transaction volume reduces the likelihood of reinvestment within a few years.

Figure 5: All of the technology we pay for has a clear and measurable ROI



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

AI has the fastest ROI

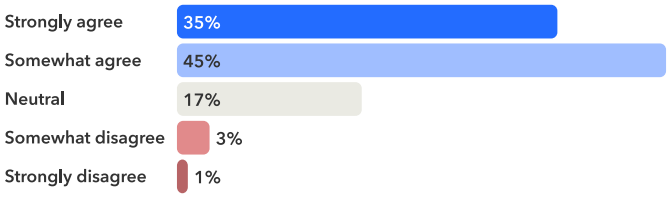
Despite these challenges, more than 8 in 10 respondents (83%) said they're confident they can measure the return on investment (ROI) from the technology they pay for (see Figure 5 on page 11). Across all technologies measured, AI has the fastest ROI, according to the survey. Eight in 10 respondents (80%) agreed that **AI investments deliver a faster return than other technology solutions**, with especially strong agreement among high-growth and AI-first businesses (see Figure 6).

The hype around AI is inescapable—and for many of these business leaders, it's justified. AI is no longer experimental, the survey results indicate it's generating **measurable impact.** For finance teams, faster ROI from AI typically appears in reduced reconciliation time, improved forecast accuracy, and earlier detection of anomalies. The value is not theoretical; it is measured in time saved and risk avoided.

Respondents who "strongly agree" that AI delivers faster ROI

- CFOs and CTOs: 39%
- Highly-integrated businesses: 48%
- High-growth businesses: 52%
- AI-first businesses: 53%

Figure 6: AI investment delivers a faster ROI than other technology

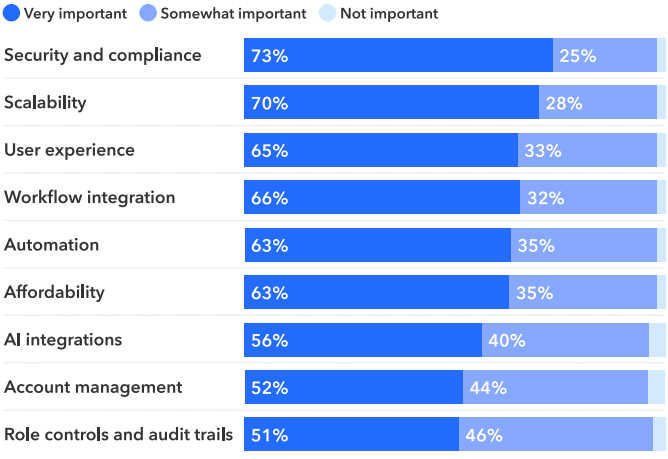


Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

Top priorities when choosing technology

An overwhelming majority (up to 98%) agreed on what to look for when choosing a new technology solution (see Figure 7). Above all, the top priorities were **security and compliance** and **scalability**. Scalability was defined as "the ability to grow as your business grows" (see Section 3 on page 13 to explore the value of scalability, and how to achieve it, in more detail). Ease of use, workflow integration, and automation also ranked as critical, underscoring the demand for systems that are both powerful and practical.

Figure 7: Thinking about the benefits technology brings to your business, how important are the following?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

3. Consolidate and integrate technology

Only 48% describe their technology environment as highly integrated

More than half of businesses operate in partially connected environments, lacking a single source of truth, which increases reconciliation effort and limits visibility.

Key takeaway: Treat integration as foundational. Without unified data, forecasting accuracy, margin visibility, and intercompany efficiency are harder to achieve.

73% agree consolidating technology is the fastest path to profitability

Leaders increasingly see simplification, not expansion, as the way to improve efficiency.

Key takeaway: Assess where consolidation can reduce duplicate workflows, shorten close cycles, and strengthen data consistency.

64% say month-end close takes too much time, 67% report persistent data silos

Disconnected systems and manual processes continue to slow finance operations and decisions.

Key takeaway: Quantify the cost of extended close cycles (staff time, delayed reporting, slower decisions) to prioritize the highest-impact fixes.

Readiness check: Is your tech stack helping or hurting?

Where are you today?

App sprawl & silos	Partially connected	Consolidated	Fully integrated

What's next?

1. **Map the sprawl.** Inventory your finance-critical tools and identify where data is re-entered, reconciled, or manually stitched across systems.
2. **Consolidate where it counts.** Prioritize the workflows that hit profitability first and remove duplicate systems or processes.

Integration, growth, and efficiency

Almost half (48%) of respondents described their current technology environment as "highly integrated," meaning they operate with "**a single source of truth for all critical data across the business**" (see Figure 8).[2] These businesses were typically larger than others in the sample (by revenue and number of employees), more likely to be hiring, and more likely to report being in a high-growth phase.[3]

Figure 8: To what extent, if at all, is the technology you use integrated?

Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

Consolidation, not proliferation

Leaders are increasingly favoring consolidation over expansion. Nearly three-quarters (73%) agreed that the fastest path to profitability is consolidating technology, and 80% said **a single technology platform offers better long-term value**. Respondents who felt strongest about this were from high-growth, multi-entity, and AI-first businesses; with 42% of each cohort strongly agreeing that a single platform is preferable.

Rather than layering new tools on top of old ones, many are seeking simplification. The shift toward consolidation reflects a broader recognition that tool proliferation introduces duplication, inconsistent data logic, and governance challenges. Simplification reduces **overhead and improves confidence** in financial outputs.

> **"One of the things that we're really concentrating on is bringing companies under a single platform… it allows us to transact, report, extract, and analyze."**
>
> Scott Franchini, Partner at RedHammer

Multi-entity businesses face unique challenges

For multi-entity businesses, the need for integration becomes even more urgent. While 90% of respondents agreed that the technology they use facilitates collaboration across teams, many reported specific challenges when sharing data. Topping this friction list was the need for **a single, unified view of financial and project performance** across business entities. CFOs and CTOs feel the pain of this significantly more than other leaders, according to their survey responses. Without unified data across entities, growth becomes harder to manage and measure.

The pain of disconnected technology

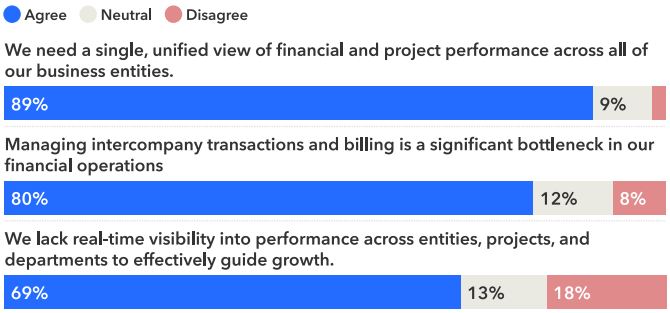
While the benefits of integrated systems are clear, the pain of disconnected systems is even more so—especially among multi-entity businesses. Among multi-entity firms, 80% of respondents reported **bottlenecks in managing intercompany transactions and billing**, and more than two-thirds (69%) said they can't effectively manage growth because they "lack real-time visibility into performance across entities, projects, and departments."

Figure 9: Do you agree or disagree with the following statements?

Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

This challenge isn't limited to multi-entity firms. Overall, almost two-thirds of respondents (64%) said their **month-end close takes too much time**. Extended close cycles delay performance visibility and compress the time available for strategic analysis. A similar number (67%) reported persistent **data silos** that hinder their ability to make informed decisions (see Section 5 on page 20 to explore how better data contributes to better decisions). Disconnected systems slow execution, obscure insight, and delay profitability.

Figure 10: Do you agree or disagree with the following statements?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

4. Automate with confidence

39% of businesses surveyed are redesigning workflows around AI

This rises to 71% among high-growth firms. Leading organizations aren't just adding AI tools—they're reshaping core processes around automation.

Key takeaway: Assess whether AI is embedded in core finance operations or functioning as a standalone productivity tool.

82% say AI will be essential to achieving future growth goals

AI is widely viewed as necessary for staying competitive.

Key takeaway: Build a clear AI roadmap that balances automation with governance and oversight.

91% agree that while AI is increasingly helpful, human oversight is still essential

Successful adoption of AI requires human judgment, accountability, and oversight.

Key takeaway: Build a clear AI roadmap that defines where automation can accelerate work and where human oversight is required to validate outputs and maintain accountability.

Readiness check: Is AI core to systems and processes?

Where are you today?

AI experimentation	AI point solutions	AI embedded	AI core

What's next?

1. **Define your AI roadmap.** Prioritize the finance workflows where automation will matter most and sequence delivery over a clearly-defined timeframe.
2. **Operationalize human-centered governance early.** Establish guardrails for access, approvals, and auditability, while preserving human oversight.
3. **Upskill the team.** Clarify new roles and skills and measure impact in time saved and decision quality.

AI for automation

The survey responses indicate automation is now the expectation. Nearly all respondents (98%) said it's important for business technology to automate operations (see Figure 7 on page 12), and 86% agreed **investments in automation can facilitate growth** (see Figure 9 on page 15).

Increasingly, automation is being driven by AI. Overall, 92% of respondents said they were either somewhat or completely **redesigning their process or workflows around A**I to maximize its potential impact on their business. Notably, 39% said they were "completely" redesigning processes or workflows around AI (see Figure 11).[4] These **"AI-first" businesses** are more likely to have higher annual revenue ($10m+) and much more likely to be in a high-growth phase.[5]

How many businesses are redesigning workflows around AI?

- All respondents: 39%
- High-revenue businesses: 47%
- Highly-integrated businesses: 62%
- High-growth businesses: 71%

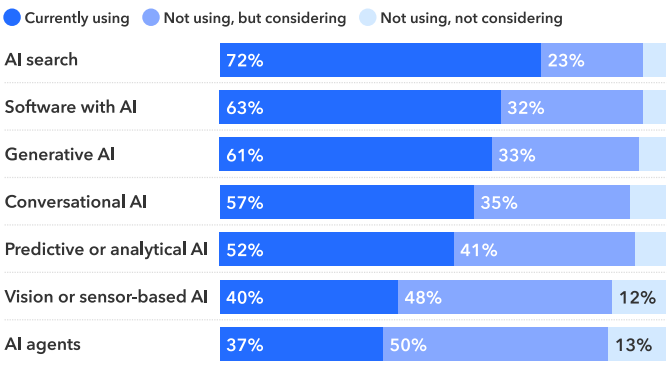
AI for growth

More than 8 in 10 respondents (82%) said **AI will be essential to achieving their future growth goals**. Almost as many (77%) believe failing to adopt AI would put them at a competitive disadvantage. Underlining the need for more automation across their businesses, 88% reported that they are using or considering using AI agents (see Figure 12).

Figure 11: To what extent, if at all, is the business redesigning its processes or workflows around AI to maximize its potential impact?

Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

Figure 12: Which of the following technologies are you currently using, or would you consider using in the future, to help grow the business?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

What does automation mean for employees?

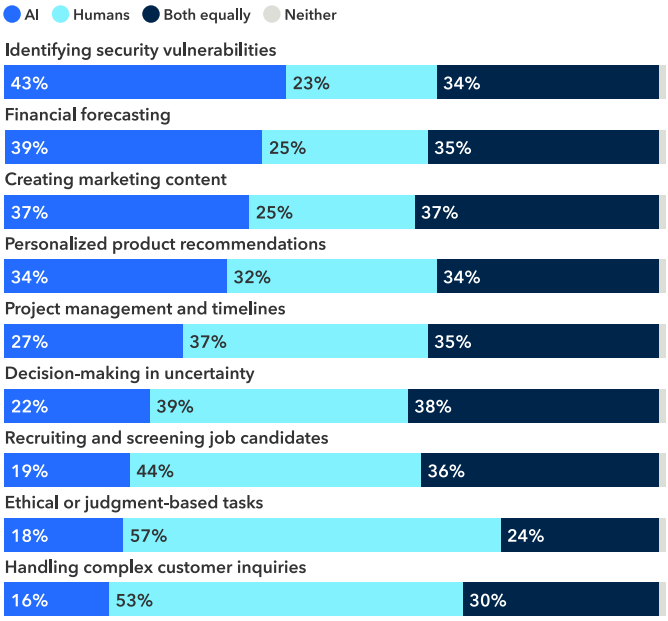
Despite the proliferation of AI and task automation, respondents were clear that **human expertise still matters**. In fact, 91% agree that while AI is becoming more advanced and helpful in the workplace, human oversight is still essential. A majority (86%) agreed that AI "empowers employees and improves project outcomes." Similarly, 80% said the technology can "create new opportunities for workers." Another 81% added they were currently trying to **hire new employees with specific AI-related skills**. The flipside of this is that roughly the same proportion (80%) said workers who don't upskill with AI will be at a disadvantage in the future.

For finance departments, AI is a chance to change the role finance plays in the business. By automating repeatable work and accelerating insight, AI can help shift teams **from recordkeepers to strategic partners**—surfacing trends earlier, improving decision velocity, and focusing talent on judgment-heavy work like scenario planning, controls, and performance management.

Human intelligence is critical for successful AI adoption

As organizations expand their use of AI, leaders are clear that human expertise is still essential (see Figure 13). Respondents are **most comfortable using AI for technical tasks** such as identifying security vulnerabilities and supporting financial forecasting, while **relying on people for ethical or judgment based decisions** and complex customer enquiries. This highlights a clear principle for AI adoption: the greatest value comes from pairing automation with human intelligence. AI can accelerate analysis and detection, but human oversight is what preserves judgment, accountability, and audit integrity.

Figure 13: Who would you trust most to perform the following tasks accurately and effectively?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

"AI doesn't have relationships. AI doesn't have our human intelligence, our background, our experiences."

Scott Franchini, Partner at RedHammer

5. Better data, better foresight

99% agree AI can help make better business decisions, but 67% report data silos

AI with reliable data, connected systems, and human oversight can achieve its full potential.

Key takeaway: Prioritize data consolidation and governance before expanding AI initiatives.

89% of multi-entity leaders say they need a unified financial view across entities

Complex structures amplify the impact of fragmented data and limit visibility.

Key takeaway: Evaluate whether your systems support near real-time consolidation and intercompany transparency—not just period-end reporting.

Readiness check: Is your data optimized for decision-making?

Where are you today?

Siloed & inconsistent	Partially integrated	Fully integrated	Real-time insights

What's next?

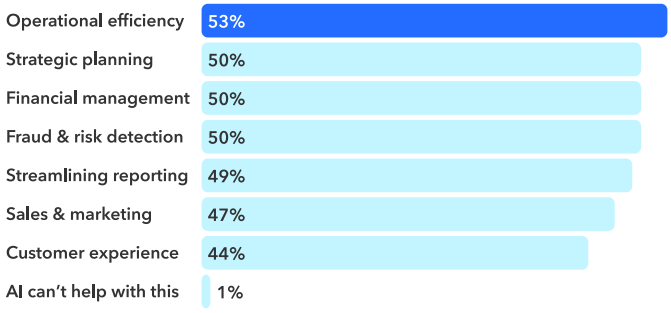
1. **Consolidate the foundation.** Reduce data silos by aligning on a core source of truth for finance-critical reporting.
2. **Put governance in place.** Define owners, standards, and controls so the data feeding forecasts and AI is consistent, auditable, and secure, while ensuring human oversight remains central to validating outputs and guiding decisions.
3. **Scale insights once the basics work.** Expand AI-driven forecasting and visibility after consolidation—starting with multi-entity reporting and intercompany transparency.

Using data and forecasts in strategic decision-making

Technology's **ability to inform business decisions** is perhaps its most critical application. Specialized, AI-driven platforms, powered by high-quality data, promise faster insights, stronger forecasting, and greater clarity across the business. Overall, 99% of respondents agreed that **AI can help them make better business decisions**.

Leaders expect to apply AI-driven insights across core functions. The top areas include **operational efficiency** (53%), **strategic planning** (50%), **financial management** (50%), and **fraud and risk detection** (50%). Reporting, sales and marketing, and customer experience also ranked highly (see Figure 14).[6]

Figure 14: How, if at all, do you think you can use AI to make better business decisions?



Sample: 2,000 senior leaders and executives of US businesses with $2.5M+ annual revenue

Eliminating silos

Despite widespread optimism about AI's potential, many businesses continue to face data fragmentation. Two-thirds of respondents (67%) said their current technology solutions create data silos, hindering their ability to make **informed decisions**. Concern is even higher among CFOs and CTOs (75%), and those operating multi-entity businesses (79%).

Respondents from multi-entity businesses, in particular, reported that data silos restrict growth. **Without real-time visibility into performance** across entities, projects, and departments, 69% said they can't effectively guide growth for their business. Data governance is becoming a finance priority. Unified, real-time visibility across entities and departments enables more accurate forecasting, stronger internal controls, and faster executive decision-making.

"Our current technology solutions create data silos, hindering decision-making."

- Overall agreement: 67%
- CFOs and CTOs: 75%
- Multi-entity businesses: 79%

Strategic implications

The findings from 2,000 executives and business leaders across the US point to a clear shift in how businesses choose technology solutions and define ROI. For finance leaders, the shift is clear. Technology decisions are no longer about adding capability. They're about building systems that **support scale, reduce complexity, and generate measurable financial impact**.

As AI automates increasingly complex tasks, **the ability to trust its outputs is critical**—making it more important than ever for data to be recorded easily and accurately, shared with the right permissions, and analyzed with depth and foresight.

But trust in AI doesn't come from automation alone. It comes from **pairing strong data foundations and scalable platforms with human intelligence**, judgment, and oversight. As AI takes on more of the analytical workload, human expertise becomes even more important when interpreting outputs, making decisions, and ensuring accountability. The businesses best positioned for growth will be those that **combine AI-driven efficiency with the insight and governance only people can provide**.

"AI has dramatically improved our decision velocity."

Scott Franchini,
Partner at RedHammer

6. Sample and methodology

This report is based on the results of an online survey commissioned by Intuit in November 2025. The survey was completed by 2,000 senior leaders and executives of US businesses with annual revenue above $2.5 million. More than half of the respondents (53%) were finance or technology leaders, such as CFOs or CTOs. More than a quarter (27%) were other executives, such as CEOs or company presidents. Based on revenue growth, more than three quarters of respondents (77%) reported that their business was experiencing "steady" or "fast" growth at the time of the survey. More than a third (38%) were multi-entity businesses. More than two-thirds (71%) reported using Enterprise Resource Planning (ERP) systems.

Approximately a third of respondents' businesses (34%) had 10 to 99 employees, 18% had 100 to 250 employees, and 48% had more than 250 employees. When the survey was completed, 18% of the businesses were established in the last 5 years, 30% were established 6 to 10 years ago, 25% were established 11 to 20 years ago, and 28% were established at least 21 years ago.

By generation, 11% of respondents were Gen Z (born 1997-2012), 56% were Millennial (born 1981-1996), 29% were Gen X (born 1965-1980), and the remainder were Baby Boomer (born 1946-1964) or Silent Generation (born before 1946). By gender, 78% were male and 22% were female. By race/ethnicity, 83% were white, 12% were Black or African American, and 7% were Hispanic, and approximately 4% were American Indian or Alaska Native Asian, Native Hawaiian or other Pacific Islander, or "Other."

Survey design and analysis

The survey questionnaire included single choice, multiple choice, and 5-scale likert questions; with 41 questions overall. In this report, all results have been rounded to the nearest decimal place, so some charts may not add up to 100% even where responses from single choice or likert questions are shown. All single and multiple choice questions in the survey included "other (please specify)" and "not applicable" options. For clarity, these responses have been omitted from some charts in this report due to very low response rates (typically below 1%), indicating appropriate response options were provided for these questions. Also for clarity, some responses to likert questions have been grouped from the original 5-scale responses into 3-scale responses.

For a more in-depth analysis of the survey data, respondents and the businesses they operate were divided into 14 cohorts, listed below, based on their responses to specific questions in the survey (see "Definition" column). The differences between these cohorts that have been highlighted in this report are statistically significant at a 95% confidence level. Significance testing was conducted using a Two-Proportion Z-Test for categorical data (percentages) and a Two-Sample T-Test for continuous data (averages). These tests evaluate both the sample size of each cohort and the size of the variance between their responses. In other words, where a difference is noted, we can be at least 95% confident that this cohort behaves differently, or has a difference in opinion, compared to the rest of the surveyed population, and that the gap is not due to random chance or noise.

Cohorts and sample sizes

Cohort	Sample	Definition
Finance & technology leaders	1,054	Categorized by self-reported job title
Other business leaders	946	Categorized by self-reported job title
Product-based businesses	408	Categorized by industry
Service-based businesses	1,513	Categorized by industry
Multi-entity businesses	768	Self-reported business structure
Single-entity businesses	1,232	Self-reported business structure
Businesses using ERP	1,415	Self-reported technology use
Businesses not using ERP	585	Self-reported technology use
Slower-growth businesses	1,607	Self-reported revenue growth
High-growth businesses	393	Self-reported revenue growth
Highly-integrated businesses	956	Self-reported level of systems integration
Not highly-integrated businesses	1,044	Self-reported level of systems integration
AI-first businesses	781	Self-reported extent and prioritization of AI use
Not AI-first businesses	1,219	Self-reported extent and prioritization of AI use

Notes

1. Before answering the question shown in Figure 4, respondents were given the following definitions:
    - Technology & security: implementing new software, integrating systems, or data security.
    - Data & intelligence: gaining actionable insights from data, integrating different data sources, or advanced reporting.
    - Operational efficiency: workflow automation, project management, or supply chain logistics.
    - Automation: automating complex, multi-step processes across different software systems.
    - Financial management: cash flow forecasting, expense tracking, or budget analysis.
    - Marketing & brand: social media management, content creation, or measuring campaign ROI, email.
    - Customer & sales: lead generation, customer relationship management (CRM), or sales reporting.
    - Payment & bill pay: bill payment and approval routing, automating Accounts Payable and Accounts Receivable, invoicing.
    - Team & HR management: employee onboarding, internal communication, or performance tracking.
2. Before answering the question shown in Figure 8, respondents were given the following definitions:
    - Highly integrated: a single source of truth for all critical data across the business.
    - Somewhat integrated: some systems are connected but others are not.
    - Not at all integrated: all systems operate separately without any data sharing or connections.
3. Note that these statistics are correlated with each other and don't imply causation.
4. Before answering the question shown in Figure 11, respondents were given the following definitions:
    - Significantly: we are completely redesigning processes or workflows around AI.
    - Somewhat: we are adapting some processes or workflows around AI.
    - Not at all: we use AI but it's being incorporated into existing processes or workflows rather than changing them.
    - Not applicable: we don't currently use AI.
5. Note that these statistics are correlated with each other and don't imply causation.
6. Before answering the question shown in Figure 14, respondents were given the following definitions:
    - Operational efficiency: by identifying bottlenecks and optimizing workflows and resource allocation.
    - Strategic planning: by analyzing market trends and competitive data to identify new opportunities and risks.
    - Financial management: by analyzing data to improve cash flow, budgeting, financial forecasting, helping with month-end close.
    - Fraud & risk detection: by identifying unusual transactions or security threats in real-time.
    - Streamlining reporting: by automating data analysis and generating visual reports for faster insights.
    - Sales & marketing: by using insights to improve lead generation, pricing, and campaign effectiveness and to automate and personalize emails.
    - Customer experience: by using data to personalize customer interactions and predict needs.

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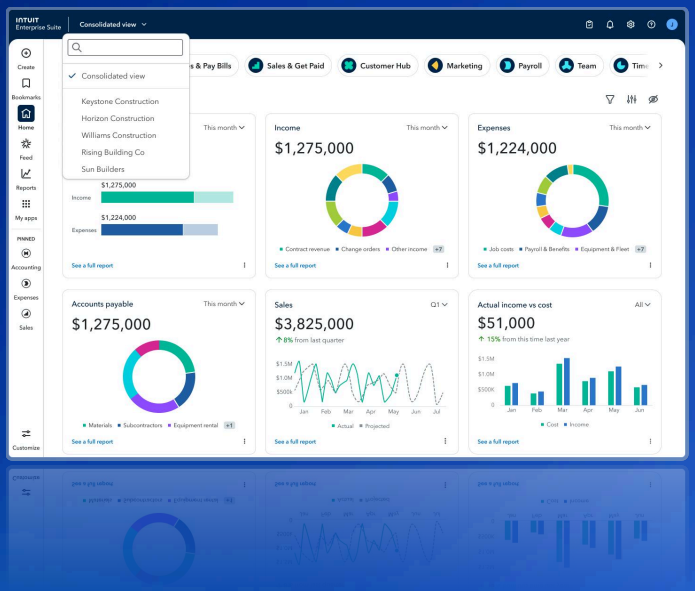

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#Claims
1. AI agents: 78% of customers agree that Intuit AI allows them to spend more time growing their business: Based on a survey commissioned by Intuit of QuickBooks Online customers using Intuit Assist as of November 2024.