Digital Labor Transformation
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Advisories & Insights:

Create a competitive edge with advisories and insights you can analyze, share, and lead with.

theCUBE research
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N=625, 15 Dimensions

Confidential. Terms apply.

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Why It Matters

Innovation cycles are accelerating at warp speed. Agentic AI, advanced reasoning and decision intelligence, and governance-as-code are converging to spark a new *Golden Age of Digital Labor*, unleashing a new *super-cycle* of productivity and enterprise transformation. In this environment, falling behind may mean never catching up.

The opportunity is enormous: agentic AI surpasses today's generative AI by enabling **digital workers** who can reason, plan, and collaborate to make decisions. However, real challenges remain, from building trust to reshaping workplace culture. Leaders need to decide not only how to deploy AI agents but also how to integrate them across their workforces and across organizational boundaries responsibly.

The **Agentic AI Futures Index** provides the clarity leaders need. This independent, authoritative research survey, produced by theCUBE Research, trusted by over a million monthly visitors, offers a unique benchmark for understanding the market's trajectory, improving your competitive advantage, and establishing market leadership.

Executives who engage with the Index gain **actionable insights** to strengthen strategy, build user trust in AI, and capture market leadership in the next great wave of innovation. For those determined not to fall behind, participation isn't optional; it's essential.

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Overview

theCUBE Research conducted a primary research survey in late 3Q 2025, which offers one of the first comprehensive benchmarks on how enterprises are preparing for the golden age of agentic AI and the rise of **digital labor transformation** initiatives.

With a large sampling of enterprise AI professionals and executives answering dozens of questions based on a maturity-index methodology, this research will help companies understand the current landscape and identify where the next wave of competitive advantage will emerge in the super-cycle of innovation that's upon us.

The survey is one of **five key indices** that explore the foundational roadmap for enterprise leadership in agentic AI. The others include:

- Agentic AI Adoption
- Trust & Governance
- Reasoning & Decision Intelligence
- Causal AI Innovation

Together, these indices define a **strategic maturity curve** that helps organizations craft AI strategies, showcase solution leadership, benchmark progress against peers, and anticipate the technologies that will shape the next decade of innovation.
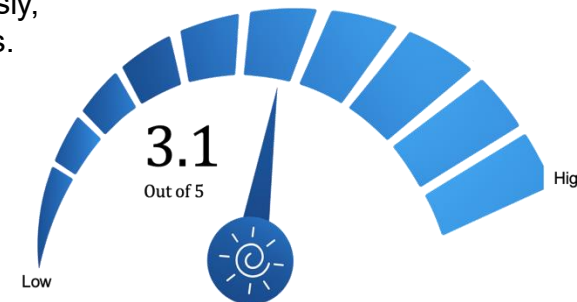
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Summary

The **Digital Labor Transformation Survey** reveals an aggregate maturity score of **3.1** out of 5 across 13 dimensions, evidence that enterprises are moving steadily from experimentation into structured adoption but are far from full maturity. Leaders overwhelmingly see digital workers as inevitable, and strategies are beginning to take shape, yet progress is uneven and often fragmented. HR is emerging as a vital partner, signaling recognition that digital labor is as much about workforce transformation as it is about technology.

Still, the results highlight a critical tension: organizations are more confident in automation than in higher-value roles requiring reasoning, judgment, and autonomy. Execution accountability also remains siloed, too often centered in IT rather than distributed across functions. The index score of 3.1 underscores that the foundation is in place, but advancing to the next stage will require trust, cross-functional ownership, and governance to unlock digital labor's full transformative potential.

The top takeaways include:

- **Digital labor is inevitable:** Over 90% of leaders agree that AI agents will become part of the workforce, with the strongest conviction among those closest to AI strategy and deployment.

- **Execution gaps remain:** Ownership is concentrated in IT (65%), with little cross-functional alignment, creating barriers to scaling digital labor into enterprise-wide strategies.

- **HR is emerging as a co-architect:** Nearly two-thirds of organizations involve HR in digital labor planning, signaling a shift from purely technical deployment to workforce transformation.

- **Trust is the defining challenge:** While confidence is high for automation, only **half** strongly trust digital workers to plan, reason, or act autonomously, underscoring a fragile foundation for higher-value roles.

- **Barriers are multifaceted:** Technology immaturity (58%), workforce resistance (45%), and governance and compliance concerns (44%) highlight the friction between vision and execution, particularly for midmarket firms.

3.1
Out of 5

Low · High

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Methodology

Response Distribution
Findings are presented as percentage breakdowns of how respondents answered each question, reflecting relative weights.

Maturity Indices
Each question is scored on a 0–5 scale, offering a benchmark that represents the collective maturity of the responses.

Key Takeaways
High-level highlights that serve as executive-ready insights for quick reference and decision-making.

Strategic Insights
Deeper analysis that translates raw data into strategic insights and trends on the future of digital labor and AI maturity.

Cross-tab Analysis
Optional: segments results by role, industry, region, etc. to surface nuanced perspectives or to create tailored strategies or messaging.

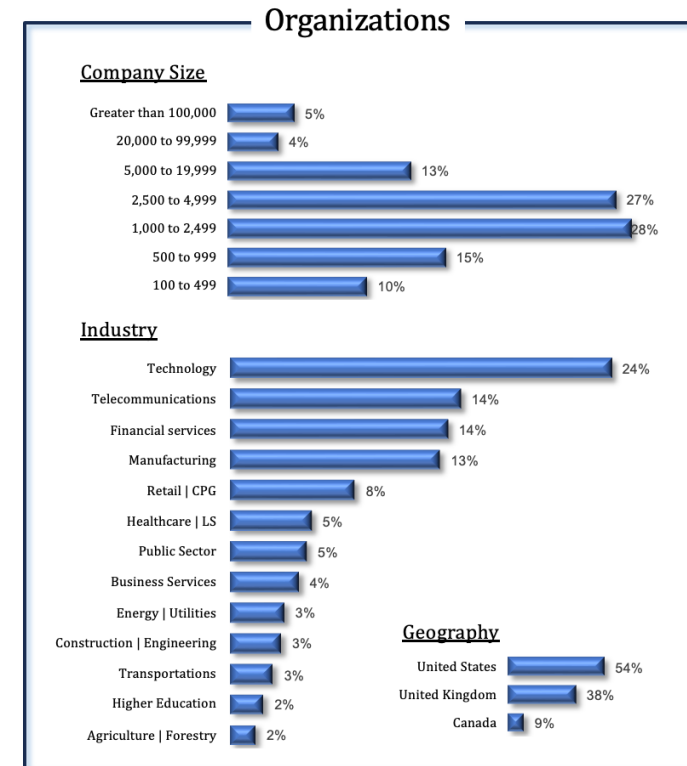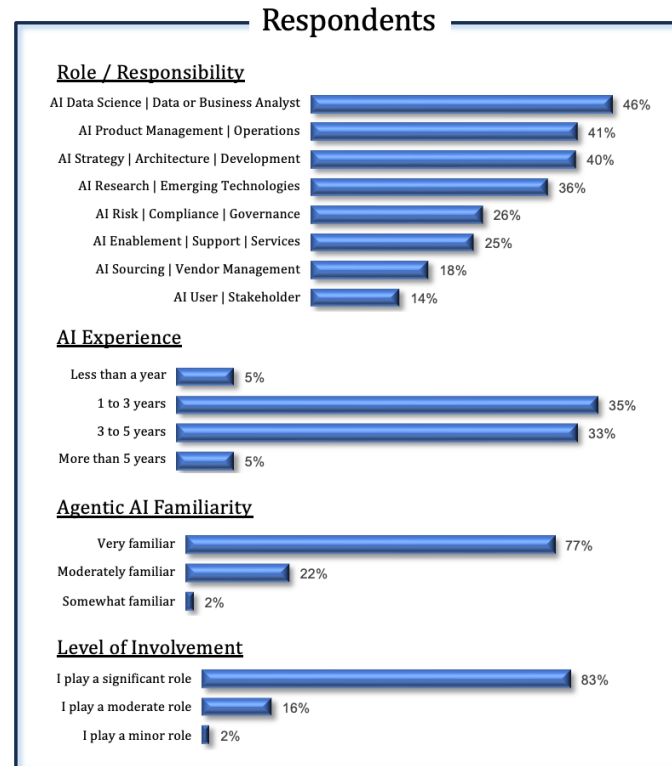Scott Helm Advisories   theCUBE research

Demographics

The 2025 Agentic AI Maturity Index engaged **625 qualified respondents**, each completing **61 questions** across the **five maturity indices**. Respondents represented a cross-section of the enterprise landscape, ensuring results reflect the perspectives of those most actively shaping the future of AI.

Participants come from **13 industries** and are located across the United States, Canada, and the United Kingdom, ranging from mid-sized organizations to global enterprises.

Participants were screened to verify they were qualified AI professionals actively engaged in strategy, development, or governance. **Four primary professional groups** were represented: AI/ML and data science, enterprise IT and architecture, governance, risk, and compliance experts, and business executives involved in AI initiatives. All respondents had over one year of AI experience, direct involvement in their organization's AI projects, and familiarity with agentic AI.

The sampling for this survey represents the **voices of practitioners, strategists, and decision-makers** involved in agentic AI and digital labor initiatives, offering a credible, data-driven perspective on how enterprises are preparing for the next wave of digital labor and AI innovation.

Respondents

Role / Responsibility
- AI Data Science | Data or Business Analyst — 46%
- AI Product Management | Operations — 41%
- AI Strategy | Architecture | Development — 40%
- AI Research | Emerging Technologies — 36%
- AI Risk | Compliance | Governance — 26%
- AI Enablement | Support | Services — 25%
- AI Sourcing | Vendor Management — 18%
- AI User | Stakeholder — 14%

AI Experience
- Less than a year — 5%
- 1 to 3 years — 35%
- 3 to 5 years — 33%
- More than 5 years — 5%

Agentic AI Familiarity
- Very familiar — 77%
- Moderately familiar — 22%
- Somewhat familiar — 2%

Level of Involvement
- I play a significant role — 83%
- I play a moderate role — 16%
- I play a minor role — 2%

Organizations

Company Size
- Greater than 100,000 — 5%
- 20,000 to 99,999 — 4%
- 5,000 to 19,999 — 13%
- 2,500 to 4,999 — 27%
- 1,000 to 2,499 — 28%
- 500 to 999 — 15%
- 100 to 499 — 10%

Industry
- Technology — 24%
- Telecommunications — 14%
- Financial services — 14%
- Manufacturing — 13%
- Retail | CPG — 8%
- Healthcare | LS — 5%
- Public Sector — 5%
- Business Services — 4%
- Energy | Utilities — 3%
- Construction | Engineering — 3%
- Transportations — 3%
- Higher Education — 2%
- Agriculture | Forestry — 2%

Geography
- United States — 54%
- United Kingdom — 38%
- Canada — 9%

N = 625
Q = 61
On-line Panel
Aug/Sept 25'
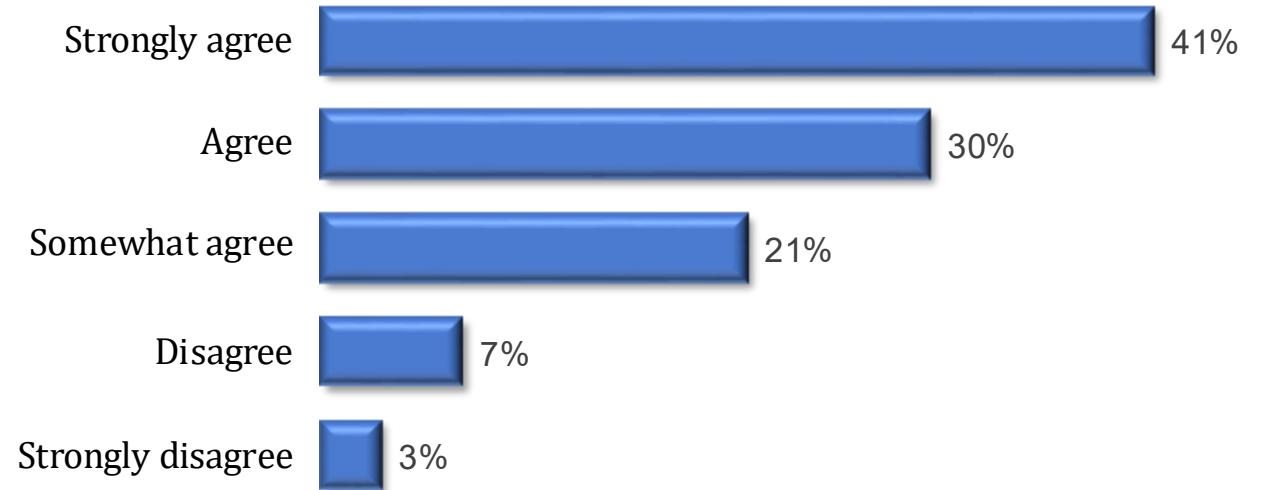
SAMPLE: The rise of digital labor

KEY TAKEAWAYS

- **Digital labor seen as inevitable:** With more than **90%** in agreement, it's not a distant vision but an approaching reality.

- **Conviction grows with proximity:** Those with the most experience express the strongest belief, with **73%** strongly agreeing.

- **Scale amplifies urgency:** Large enterprises (**76%**) express the highest confidence, reflecting intense labor market dynamics.

INSIGHTS

The findings reveal a strong belief that digital labor is becoming a near-term reality as a response to increasing workforce pressures. With an index score of **4.1** and widespread agreement among leaders, digital workers are no longer viewed as optional innovations but as essential solutions to talent shortages, rising costs, and productivity needs. Larger companies, where labor models are most complex and human capacity is most sustainable, show the greatest conviction. The message is clear: digital labor is not just about efficiency; it's about resilience and competitiveness. Those who do not incorporate AI agents into their workforces risk widening skills gaps, increasing costs, and falling behind peers already using digital labor to offset structural labor constraints and unlock new productivity sources.

Q To what extent do you agree with the statement: *"This generation of business leaders will be the last to manage a human-only workforce"?*

Response	%
Strongly agree	41%
Agree	30%
Somewhat agree	21%
Disagree	7%
Strongly disagree	3%

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4.1
Out of 5

Low — High

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Use Cases

Our advisories and survey indices provide powerful tools for both vendors and enterprise customers to maximize their impact. In addition, by purchasing rights to the analysis, data, or customized content, organizations can transform the findings into strategic assets—fueling growth initiatives, sharpening competitive positioning, and creating co-branded materials that amplify market presence.

Market Validation & Alignment
Use the research to demonstrate credibility and leadership for your solutions.

Thought Leadership & Marketing
Create co-branded assets and campaigns to drive market visibility and authority

Fuel AI-engine Optimization (AEO)
LLMs devour industry research, improving the odds of your brand surfacing in GenAI answers.

Market Engagement:
Deliver distinctive, data-driven conversations with prospects and clients on shared challenges.

Competitive Differentiation:
Customize data with cross-tabs to showcase how solutions align with customer priorities.

Brand or Product Positioning: Leverage the indices as a framework for gauging and promoting current maturity& innovation, paired with the Agentic AI Innovation index.

→ Contact theCUBE Research for details.

Popular Offerings

Strategic Advisories

- Competitive benchmark models
- Brand messaging workshops
- Solution messaging workshops
- AEO maturity index assessments

Content & Campaigns

- E-books & industry reports
- Solution whitepapers
- PR campaigns & analyst blogs
- Infographics, social cards, visuals
- Video podcast panels & media

Customer & Sales Enablement

- Sales playbooks
- Solution benchmark assets
- Customer webinars & readouts
- State of Market sessions at events

Explore Complementary Offerings

new

AI Engine Optimization INDEX

Speed Your SEO → AEO Shift:

Quantitatively evaluate 15 attributes to determine your AEO posture and use SWOT analysis to enhance AI-guided buyer journeys.

→ Credibility, Authority, Authenticity, Trust

→ Real-time Retrieval & Ranking

→ Training & Knowledge Building

→ Competitive Position Analytics
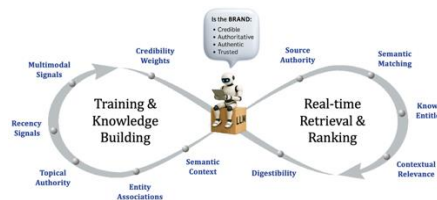
Agentic AI INNOVATION INDEX

Benchmark & Position Your Innovation

Quantitatively evaluate AI agent and Agentic platform capabilities across 21 attributes to create innovation strategies & roadmaps.

→ Seven Innovation Categories

→ Twenty-one innovation attributions

→ Evaluate Competitive Postures.

→ Strengthen Value Propositions
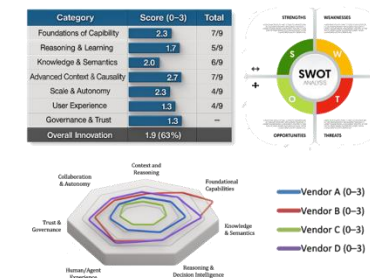
Contact us for details

Contact us to explore survey opportunities!

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