Business Automation Trends Report 2026

rebbix

Automation is accelerating fast – 90% of organizations report surging demand. Companies that invested early in automation are now building on proven workflows and measurable ROI, while late adopters face a gap that compounds every quarter.

But not all automation delivers equal value. The biggest returns come from strategic choices about which processes to automate and how to measure real impact.

Here are 5 trends that will transform operations in 2026, with examples of real-world implementation from industry leaders.

Top automation trends for 2026 and their implementations

1

Agentic automation & multi-agent systems

Autonomous procurement agents. Multi-agent systems for fraud detection. Intelligent scheduling agents to coordinate meetings.

2

Hyperautomation

End-to-end invoice processing. Multi-department employee onboarding. Loan application processing for banks with verification and approval workflows.

3

Automation-as-a-Service (AaaS)

Marketing automation for lead nurturing. Subscription-based customer service automation. HR automation for recruitment, screening, and onboarding.

4

AI-powered intelligent automation

AI-powered customer sentiment analysis. Fraud detection systems that learn from patterns. Dynamic pricing engines that adjust in real-time.

5

B2B buying process automation

AI-powered product recommendation engines. Automated abandoned cart recovery campaigns. Self-service quote generation tools.

What makes automation a priority in 2026 ?

- <u>90% of companies</u> report increased automation demand across departments
- <u>90% of large enterprises</u> list hyperautomation as a strategic priority
- By 2028, <u>90% of B2B buying decisions</u> will be AI agent-intermediated

Automation success stories across industries

Case 1. A leader in high-speed connectivity, Ciena, implemented an **an agentic AI assistant** to handle internal IT and HR requests. As a result they:

- automated more than 100 workflows such as access requests and approvals
- cut approval times from days to minutes
- freed HR and IT teams from repetitive tickets

Case 2. Unilever deployed a **comprehensive hyperautomation platform** across 124 factories worldwide, integrating real-time data, automated systems, and digital twins to optimize production. The benefits included:

- 3% increase in Overall Equipment Effectiveness (OEE)
- 5% higher labor productivity
- 8% reduction in costs across the entire manufacturing network

Case 3. A major Coca-Cola bottler Coca-Cola İçecek implemented **automation that tackles shipment document reconciliation**. This allowed them to:

- save 12,000+ hours annually
- improve payment terms by 20%
- speed up credit approvals by 5% just by removing documentation bottlenecks

Case 4. At Rebbix, we developed **an automated project estimation system** that delivers accurate preliminary estimates in 90 seconds through 5-7 simple questions. With the help of this system, we:

- achieved 99% time reduction for estimate creation
- freed up dozens of hours of our highly-skilled tech specialists
- reached unprecedented flexibility in our estimates since the system revises them automatically in case of some changes required by our leads

Last year, we implemented smart automation for 5 clients, saving up to 400 hours of manual work a month. Interested in what automation can do for your business?

let's get in touch