

GEN AI PULSE

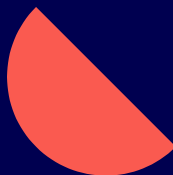
Navigating Change

**TECHNOLOGY NOW EVOLVES
OVERNIGHT. YOU NEED TO BE
READY TO SEIZE NEW
OPPORTUNITIES FROM TRENDS
THAT CHANGE JUST AS QUICKLY.**

This report draws on insights from our executive team's participation at **SXSW 2025**, incorporating perspectives from MIT Technology Review, **"10 Breakthrough Technologies" report**, and the Future Today Strategy Group's **"Tech Trends Report."**



It also offers insights from various sources in the comprehensive study, **"The Future of Software Engineering"** by CI&T's Head of Data & AI, **Gabriel Marostegam**.



Nick Haywood (CI&T) at the panel **"From Legacy To Leading Edge: AI in Automotive"** with automotive leaders from **General Motors**, **Volkswagen**, and **BT**.

As we progress through 2025, we explore key trends already reshaping industries and providing actionable insights for those aiming to excel in a competitive landscape.

Let's glimpse into the future, where AI is not just a tool but a strategic partner in driving transformative change.

1st trend:

AI DEVELOPMENT: YOUR EDGE FOR 2025

Embrace AI tools now to stay ahead of the curve.



GitHub Copilot
Research



Stack Overflow
Developer Survey



Gartner

Organizations leveraging AI tools like GitHub Copilot can automate routine tasks, boosting productivity. Recent data shows that 73% of organizations report increased efficiency, with predictions that over 60% of coding tasks will be automated by 2026.

This shift enhances operational efficiency, leading to faster time to market and improved profitability.

73%

of Copilot users
report increased
productivity.

>60%

of corporate coding
tasks could be
automated by AI.



"We have extensively explored the **significant productivity gains enabled by generative AI**... this is reflected in our proprietary platform, which is already delivering over a **30% efficiency boost for most of our clients.**"



Nick Haywood
Senior Vice President for
Americas at CI&T



2nd trend:

**NO-CODE, NO LIMITS:
EMPOWER EMPLOYEE
INNOVATION!**



Invest in no-code solutions to unlock innovation.

The no-code and low-code development technologies market are poised to hit **USD 94.75 billion by 2028, at a CAGR of 31.6%.**

These platforms enable non-technical users to participate in development, fostering innovation and accelerating digital transformation efforts.



Forbes



Gartner

"AI is not just a tool but a direct bridge between humans and technology. This shift demands rethinking UX/CX, product development, and even the role of companies in **creating more seamless and intelligent experiences."**



Marcos Fernandes
CTO LATAM at CI&T



3rd trend:

TESTING REINVENTED: MAKE YOUR PRODUCT SHINE!



Apply AI testing to enhance product quality.

AI is revolutionizing testing by automating the generation of test cases, cutting testing time by up to

40%

Companies using AI for testing report higher success rates and improved customer satisfaction, leading to better market positioning.



Microsoft



McKinsey &
Company





"These agents go beyond simple question-and-answer interactions: **they learn from our preferences, understand context, and provide proactive assistance with complex tasks.**"



Fernando Ostanelli
Executive Director at CI&T

4th trend:

**MASTER OMNI-CHANNEL:
WIN IN A RAPID MARKET!**

Invest in omni-channel strategies to boost responsiveness.

Omni-channel management is critical for



enhancing responsiveness to market dynamics and



reducing operational costs

By integrating communication and sales channels, organizations gain insights into consumer behavior, improving forecasting and inventory management.



McKinsey & Company

“AI is becoming more accessible, adaptable, and integrated into our daily lives.

The challenge now is not just keeping up with these innovations, but **finding ways to apply them strategically to generate real impact.”**



Júlio Quadros
Senior Manager at CI&T





5th trend:

**LIVING INTELLIGENCE:
SENSE AND ADAPT. FAST.**

Harness living intelligence for a competitive edge.

The convergence of AI with advanced sensors enables organizations to adapt to market changes in real-time.

Living intelligence systems empower businesses to respond proactively to consumer trends, increasing market share and profitability.

Sense market changes and adapt in **real-time.**



Tech Trends Report



10 Breakthrough Technologies





"Technology is everywhere, but for it **to have meaning and achieve scale**, it must **align with a need** and be capable of creating solutions **ethically, respectfully, and responsibly.**"



Paula Englert
CEO at Box1824

"Increasingly advanced and autonomous AI systems bring **equally significant challenges in ethics, trust, and security.**"



Laura Kroeft
Vice President of Strategy
and Impact at Box1824

In Conclusion

As organizations navigate the complexities of an AI-driven future, these insights emphasize **embracing current trends and emerging technologies.**

The 5 Trends:

Trends that go beyond mere hype, aiming for real impact:

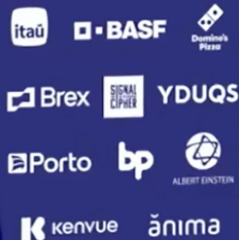
1. **Adopting AI Development is your edge for 2025**
2. **No-code, no limits: tech that empowers innovation**
3. **Testing reinvented to make your products shine**
4. **Master omni-channel to win in a rapid market**
5. **Learn with Living Intelligence to sense and adapt fast**

**BECOMING AN AI-FIRST ORGANIZATION
IS NOT JUST ABOUT TECH—IT'S ABOUT
REDEFINING HOW YOU THRIVE IN A
CONTINUOUS RAPIDLY SHIFTING
LANDSCAPE!**

Co-creating AI for Unprecedented Enterprise Impact

We invited some of our clients, partners, and co-creators to share their insights, concerns, strategies, and ideas on the evolving landscape of generative AI in enterprise settings.

Together, we are shaping the future of generative AI by driving innovation and efficiency.



CI&T

Explore our previous editions for insights into the future of enterprises utilizing Gen AI, featuring leading brands thriving in the AI era.

PREVIOUS EDITIONS:



First edition



Second edition



Third edition



Fourth edition



These trends will evolve. Fast.

ARE YOU **READY TO ACT?**

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