



2026 State of Agentic Integrations Report

Survey results from 600 B2B SaaS leaders on how integrations are evolving in the age of AI agents

Report by **Paragon**

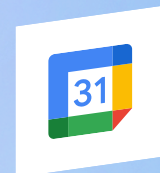
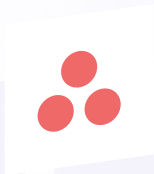


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Agents Have Arrived. The Integration Layer Hasn't Caught Up.

Two years ago, our report uncovered how integrations are a growth lever. Last year, AI reshaped the conversation, and we called agents an emerging frontier.

That frontier has closed. In 2026, agents are already in production at the majority of B2B SaaS companies; shipping, not experimenting. And they only work when they can act inside the systems their users already rely on.

Which puts integrations somewhere new. Integrations used to be background data pipes. Now, they are the bottleneck for the AI era, and most of the infrastructure built to support them wasn't designed for what agents are asking of it.

81.4%

have shipped or are actively building AI agents that act through integrations

93.5%+

of those agents need three or more integrations to be useful

52%

cite integration reliability as their top agent blocker, ahead of hallucinations

Six Key Takeaways at a Glance

1 Agents have moved from emerging to mainstream

81.4% of B2B SaaS companies have shipped or are actively building AI agents that act through integrations; up from **25%** in 2025.

2 Agents are integration-hungry by design

93.5%+ of agents need 3 or more integrations to be useful. **48.8%** need 6 or more.

3 Reliability is the #1 agent blocker, not hallucinations

52% cite integration reliability as a top blocker for shipping agents. This is ahead of permissions (**47%**), auditability (**46%**), and authentication (**45%**).

4 Integration security is costing enterprise deals

68% of B2B SaaS companies have lost or delayed an enterprise deal due to integration-related security or compliance concerns.

5 Engineering time is being eaten by maintenance

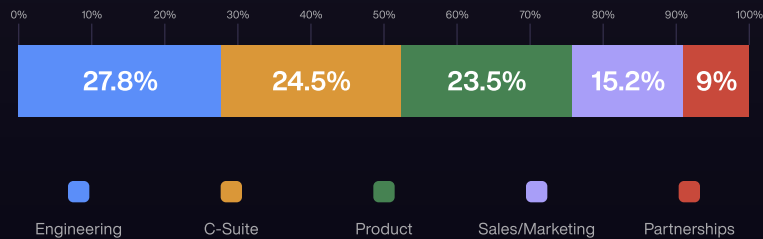
68% of engineering teams spend **25%** or more of their time maintaining existing integrations before building anything new.

6 Dedicated integrations teams are now standard at scale

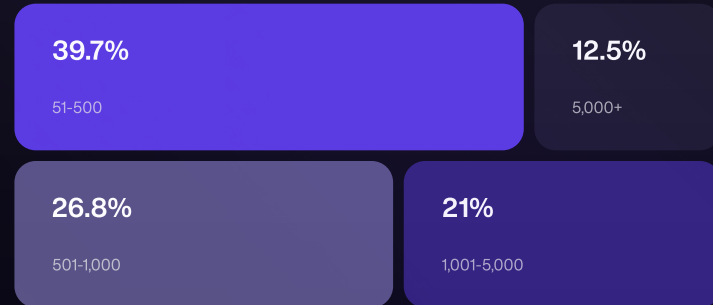
79.5% of MM/ENT B2B SaaS companies have a dedicated integrations team.

Survey Methodology and Respondent Demographics

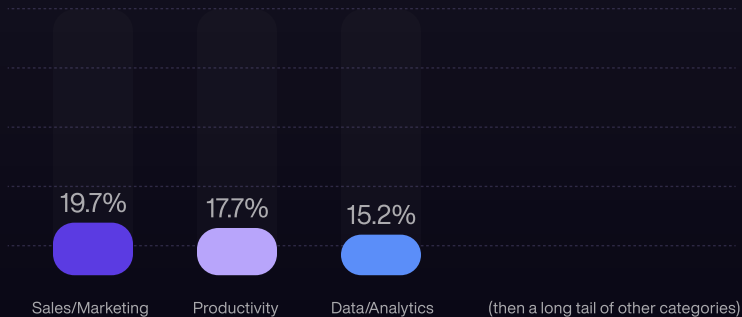
Leaders by department



Company size by employees



Top SaaS categories represented



100%

B2B (screened),

60%+

at 500 employees or more, sample size 4-6x larger than 2024/2025.

The Integration Era Has Matured... and the Stakes Are Higher

Integrations are table stakes for B2B SaaS. Customers expect them, and they still shape outcomes like churn, upsell, and sales success. But the picture in 2026 is more nuanced than a single headline number can capture.

Key findings:

- **83%** of B2B SaaS companies say at least a quarter of their customers actively use integrations. The most common range: **51-75%** of customers (**39.8%** of respondents).
- Integrations come up in the majority of sales conversations. **48%** of respondents say "often" or "almost always."
- On churn: **55.6%** say integration users are less likely to churn. **30.5%** say "about the same."

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The Agent Era Is Here (And It Needs Integrations to Survive)

Agents aren't coming. They've arrived. And they can't do their job without integrations. Every agent shipping today depends on a stack of connections into the systems its users already work in.

Key findings:

- **63.6%** of B2B SaaS companies have already shipped AI agents that act through integrations to production or beta.
- A further **17.8%** are actively building agents. Only **10.8%** have no plans at all.
- **93.5%+** of those agents need access to 3 or more integrations to be useful. **48.8%** need 6 or more. **12.6%** need 11 or more.
- The most common types of integrations now being built reflect this shift: **40.3%** of companies offer data ingestion for RAG/AI context (up from **34%** in 2025), **38.7%** offer AI agents that take actions in third-party apps (up from **25%** in 2025).



40.3%

of companies offer data ingestion for RAG/AI context



38.7%

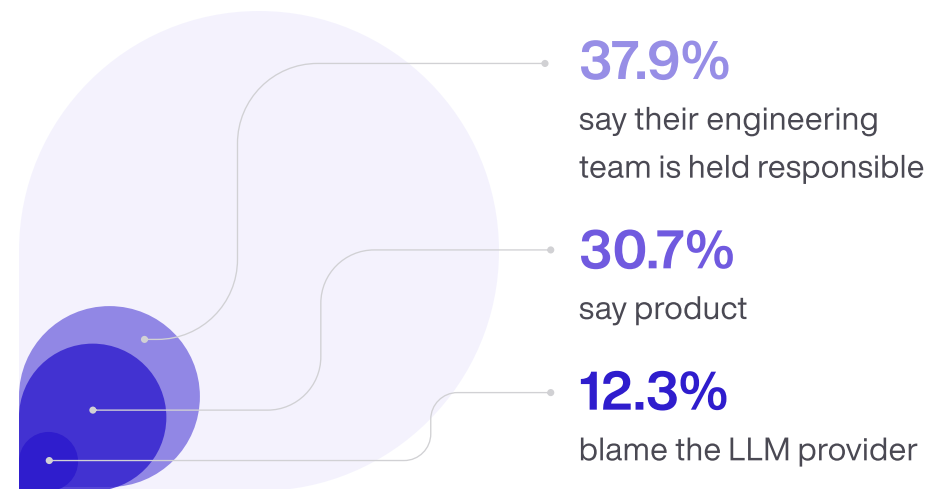
offer AI agents that take actions in third-party apps

Agent Projects Are Stalling on Integration Failures

Agents are in production, but the integrations they depend on aren't holding up. The blockers aren't really about the model. They're about APIs failing, rate limits getting hit, authentication breaking, and systems going down.

Key findings:

- The top blocker to shipping agents is integration reliability (**52%**). That beats hallucinations (**34%**) and engineering bandwidth (**20%**) by wide margins.
- Other top blockers cluster around the same theme: defining what agents are allowed to do (**47%**), auditability and security review (**46%**), authentication and credentials (**45%**).
- When agents act incorrectly, engineering carries the bag. **37.9%** of respondents say their engineering team is held responsible; **30.7%** say product. Only **12.3%** blame the LLM provider.



The Integration Layer Wasn't Built for Agents

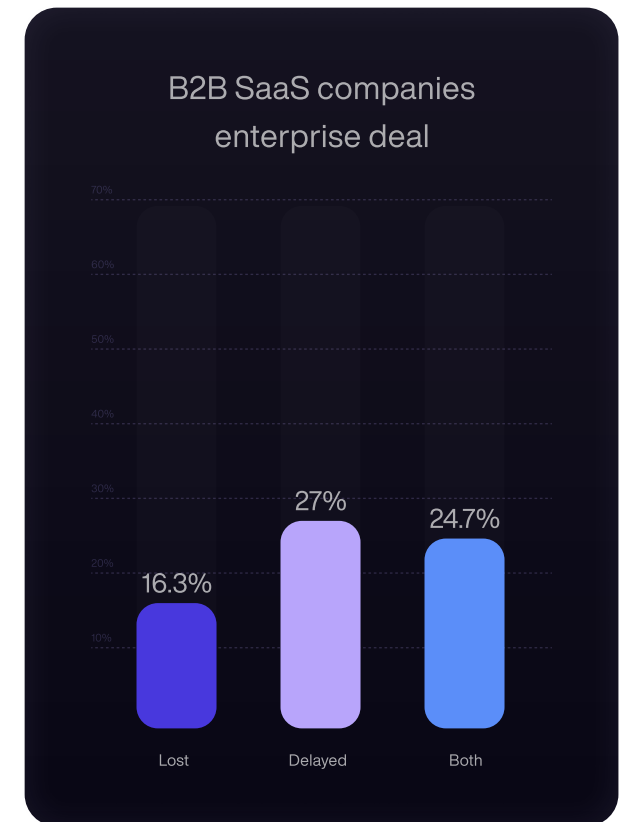
The upside: the respondents who reported the fewest agent-shipping blockers were the ones whose integration layer was built for agents from the start

The Enterprise Security Tax

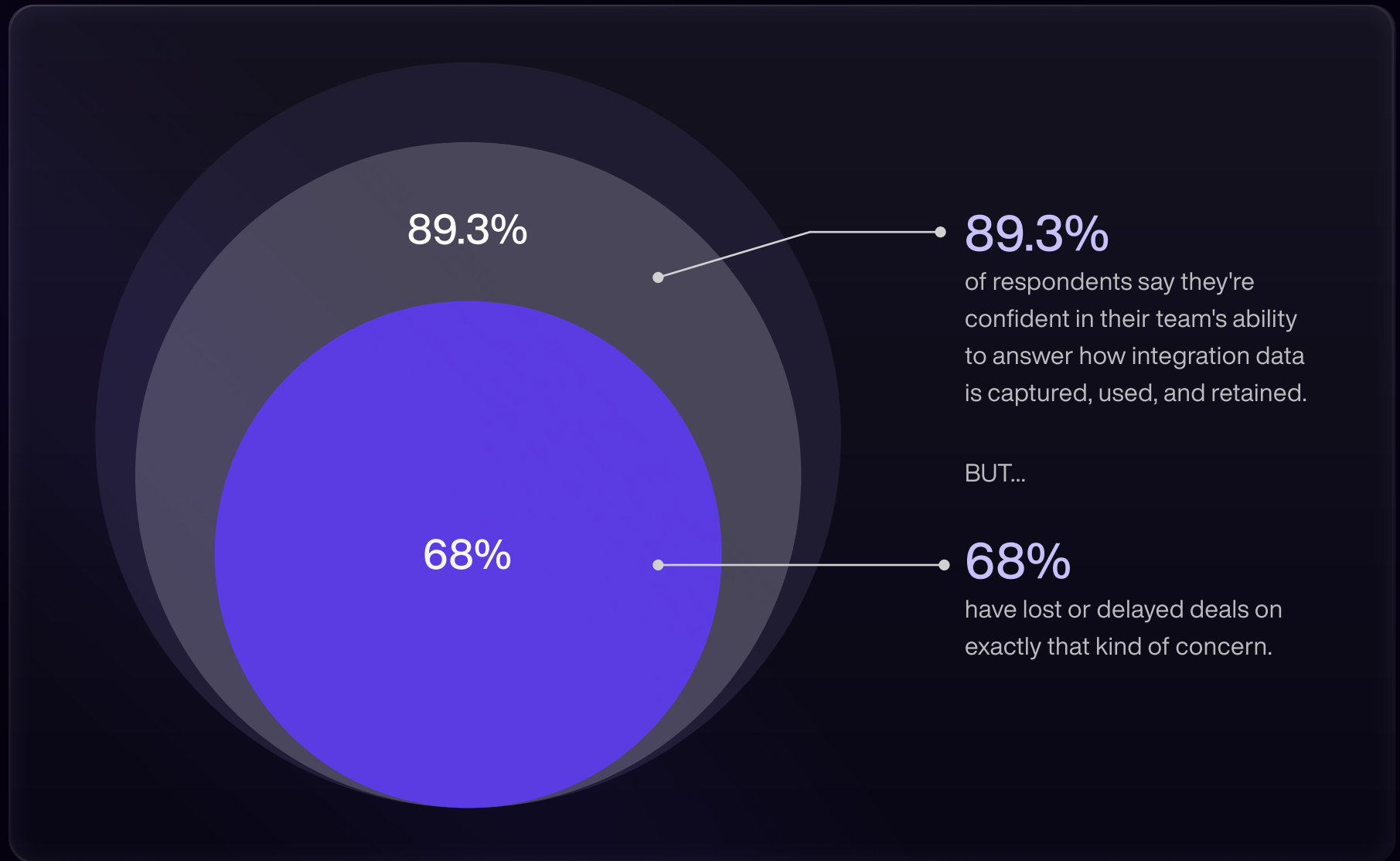
Building for enterprise customers means building for their security and compliance teams. And right now, integration-related concerns are killing deals.

Key findings:

- **68%** of B2B SaaS companies have either lost (**16.3%**) or delayed (**27%**) or both (**24.7%**) an enterprise deal because of integration-related security or compliance concerns.
- What enterprise customers require: Custom data processing agreements (**48.5%**), data residency (**45.3%**), penetration testing reports (**41%**), detailed audit logs (**41%**), SOC 2 (**36.3%**), self-hosted/VPC deployment (**36%**)
- On deployment preferences (stack-ranked): SOC 2 Type 2 ranks #1, followed by self-hosted/on-prem, data residency, airgapped/VPC, and audit logs. All five are close in importance, meaning enterprises want a complete security posture, not just one or two boxes checked.



The Confidence-Reality Gap



The story is the gap. Companies think they have it covered. Their pipelines say otherwise.

The Hidden Cost: Integrations Are Eating Engineering Time

Building integrations in-house gets expensive in ways most companies don't see coming. By the time you're 30 integrations deep, the engineering cost of keeping them alive dwarfs the cost of building them.

Key findings:

- **68%** of engineering teams spend **25%** or more of their time maintaining existing integrations. The modal answer (**41.5%**) is **26-50%**.
- Time to ship a customer-requested integration is still painful: **60%** take a month or more. Only **31%** can ship within a month.
- **79.5%** of MM/ENT B2B SaaS companies now have a dedicated integrations team; a permanent organizational cost that didn't exist a decade ago.

79.5%

MM/ENT B2B SaaS companies now have a dedicated integrations team

The cost, in engineers:

A 10-person engineering team burns 2-3 full-time engineers just keeping integrations alive.

At bigger companies, it's an entire team's worth of headcount, and it gets worse with every new integration shipped.

The companies that have escaped this have done it by offloading integration infrastructure, not absorbing it.

Where This Leaves Us



The integration era has matured. 2024 was about why integrations matter. 2025 was about AI starting to reshape them. **2026 is about agents; they're already shipping, and outpacing the infrastructure underneath them.**



The companies pulling ahead are the ones whose integration layer was built for what's coming. **Reliability, security, and speed are the baseline now.** In-house builds can't keep up at scale.



Two paths forward. Keep absorbing the engineering tax, with the **lost deals, slower agent rollout, and swelling maintenance burden that come with it.** Or treat integration infrastructure as something to buy, not build.

Report by



Integration Infrastructure for AI Agents

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