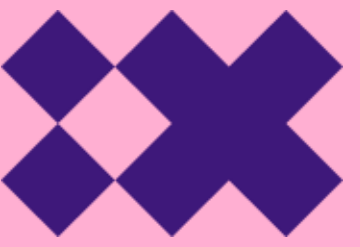


Is your Commerce Platform Ready for AI?

The AI-first Commerce Readiness
Checklist



How to create an AI-first commerce platform

Checklist

Agentic Commerce

Your next customer might not be human. AI agents will soon search for, compare and purchase products on behalf of customers.

The success of your business depends on whether these agents can find, understand and interact with your platform.

This is a crucial turning point for commerce. It requires a whole new technology blueprint.

We've designed a three-stage AI-first architecture to get your business ready for the approaching AI era:

Stage 1

Make your data AI-readable.

Ensure AI agents can find, read and understand your platform across all channels and services.

Stage 2

Enable AI-driven interactions and transactions.

Allow AI agents to search, interact and complete actions seamlessly via APIs and services.

Stage 3

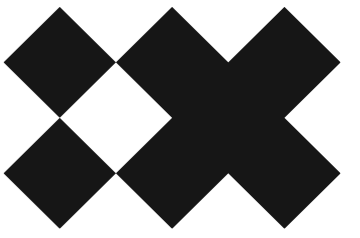
Turn AI intent into conversion.

Ensure your platform recognizes context and delivers personalized, intent-based experiences that convert.



Stage 1

Make your data AI-readable

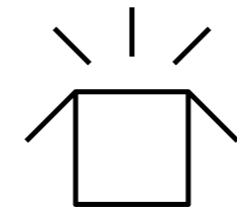


Checklist

Agentic Commerce

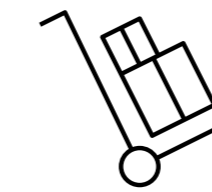
Don't run the risk of becoming invisible to your customers.

Structure your data so both users and AI agents can find, read and understand your platform. Build a clear, semantic data foundation across products, commerce, and content: ensuring LLMs perceive you as a trusted source of information.



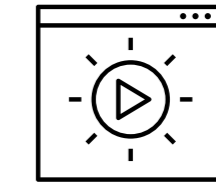
Products & Services

- Structured product catalogue
- Semantic search & embeddings
- Rich, consistent metadata
- Clear differentiation



Availability & Payment

- Payment terms
- Real-time product availability
- Transparent pricing
- Fulfilment options



Content

- Certifications & compliance
- FAQs & support content
- Brand & marketing content
- Quality signals

Can AI read and understand your data system?

Increase visibility

Make your products machine-discoverable

Build trust

Deliver structured, reliable product data AI can rely on

Drive conversion

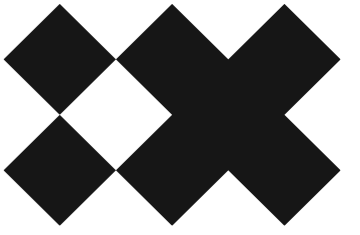
Build a future-ready commerce foundation

Scale faster

Enable accurate intent-to-product matching

Stage 2

Enable AI to interact and transact



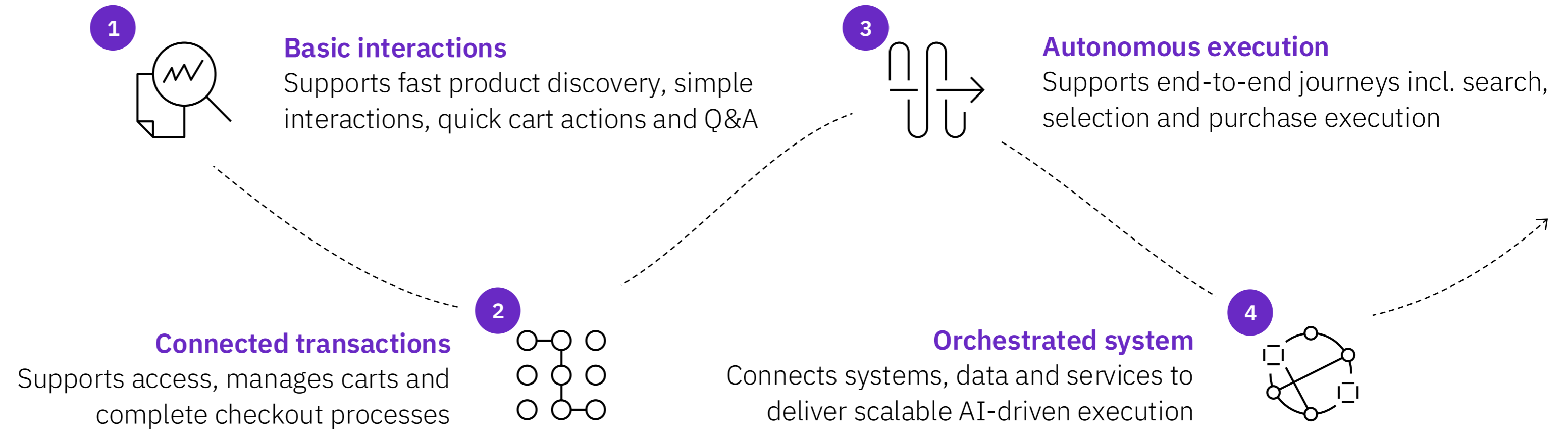
Checklist

Agentic Commerce

Enable AI agents to interact with your commerce platform and execute actions on behalf of users.

Connect your systems through API & MCP tools to standardised interfaces so AI can search, compare, decide and complete transactions. Buying agents don't browse, they execute directly based on the structured information with which you provide them.

AI maturity evolves from basic AI interactions to scalable, AI-driven commerce:



Can AI interact and complete transactions on your platform?

Enable interaction

Allow AI agents to access and use your services directly

Enable transaction

Let AI complete purchases through structured processes

Enable automation

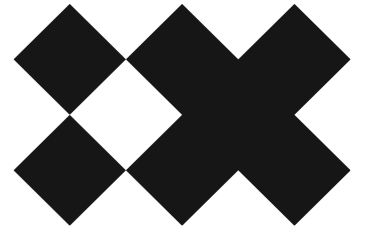
Support end-to-end journeys without manual intervention

Enable orchestration

Coordinate services and workflows for seamless execution

Stage 3

Become the AI-preferred experience

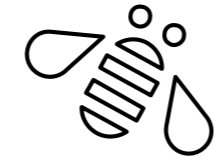


Checklist

Agentic Commerce

AI agents generate highly qualified intent, not just traffic. Your platform needs to recognise this context and adapt the experience in real time.

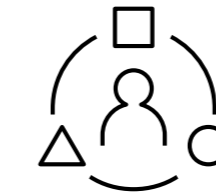
Landing pages, product selection and recommendations must directly reflect user intent. This is where AI-driven commerce creates measurable business impact.



Design System & Content

A unified component library ensuring consistent brand identity across all channels

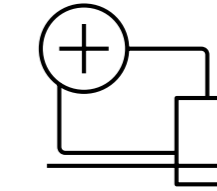
- Reusable UI components
- Brand guidelines
- Accessibility standards
- Responsive patterns
- Usability & Journey Flows
- Human-In-The-Loop Backend Automation



Intent-Based UX

AI understands customer intent and adapts the experience dynamically

- Natural language interfaces
- Context-aware suggestions
- Personalised journeys
- Proactive assistance
- Intelligent Process Automation



AI-first Omnichannel

Consistent experience across traditional and AI-powered channels

Agentic Channels:

- LLMs (e.g. ChatGPT)
- Google UCP,
- Custom AI agents

Traditional Channels:

- Web storefront
- Mobile Apps & Social
- Voice assistants

Will AI choose you and can your commerce platform convert?

Understand intent

Recognise buyer context and intent signals in real time

Adapt experiences

Adjust content and journeys dynamically based on context

Personalise offerings

Deliver relevant products and recommendations

Guide decisions

Provide next-best actions and decision support

Reality Check

How many boxes can you check? Where are your gaps?

AI agents are already deciding what users see. If your commerce platform is not readable, actionable and intent-aware, it will simply not be considered. No visibility means no conversion.

Find out where you stand with the IBM iX AI-first Commerce Readiness Checklist:

Stage 1 Is your data system ready?

- Machine-discoverable visibility
- Structured data trust
- Intent-based matching
- Scalable data foundation

Stage 2 Can AI act and transact on your platform?

- AI-accessible interaction
- AI-executed transactions
- End-to-end automation
- Cross-system orchestration

Stage 3 Will AI choose you and can you convert?

- Real-time intent understanding
- Dynamic experience adaptation
- Personalised product relevance
- Intelligent decision guidance



Let's shape the digital future together.

Let's discuss how to start preparing today.
Contact us at: Anna.Dubrovka@ibmix.at

Contact Person



Anna Dubrovka
Director Growth
IBM iX DACH



About IBM iX

IBM iX defines digital futures. As one of the leading providers of digital experience services, IBM iX combines technological excellence with human insight to turn ideas into measurable impact. Across more than ten studios in the DACH region and Croatia, around 1,000 experts create digital products, services and platforms – from strategy and design to development and scaling. With deep industry expertise, the innovative strength of the global IBM network and strong partnerships, IBM iX creates intelligent experiences and redefines what's possible.

[IBM iX – Designing Tomorrow.](#)

IBM iX Germany

IBM iX Germany GmbH
Chausseestraße 5
10115 Berlin

AG Berlin Charlottenburg, HRB 181949 B

Managing Directors: Samira Imsirovic-Kaya,
Benjamin Geckle

You can find our privacy policy [here](#).

ibmix.de

Sources

Image / photo credit
Illustrative images are made
with Adobe Firefly or IBM licensed images

