A COMMERCIAL OPPORTUNITY. AN ENGINEERING DISCIPLINE.

Agentic commerce

A decision brief for ecommerce leaders

Prepare your store for customers who discover, compare and shop through AI assistants. Aithos helps you implement the relevant protocols and maintain the integrations as they evolve.

THE LONGER-TERM OPPORTUNITY

$3-5T

Potential global consumer-goods commerce orchestrated by AI agents by 2030.

Forecast; excludes services and B2B.

McKinsey | 17 Oct 2025

A CHANGE ALREADY OBSERVED

+71%

AI-referred US retail visits, September 2026 vs September 2025.

Human clicks from AI; not autonomous orders.

Adobe | 29 Oct 2026

What readiness changes for your store

01	Be discoverable.	Make product information and policies accessible to the interfaces customers increasingly use.
02	Be understandable.	Give agents reliable context: variants, prices, availability, delivery and returns.
03	Be usable.	Support relevant commerce actions with the permissions, validation and operational ownership they require.

These are market signals and preparation priorities, not a forecast of your store's sales.

AITHOS / IMPLEMENTATION + CONTINUOUS CARE

A defined path to readiness.

Agent readiness spans product data, access, commerce interfaces and operational controls. The right scope depends on your platform and priorities; not every protocol belongs in every store.

THE ENGAGEMENT	WHAT YOUR TEAM RECEIVES
01 **Assess & prioritize** — Map the relevant standards and your platform's existing capabilities.	Readiness findings, priorities and an agreed implementation scope.
02 **Implement & validate** — Build alongside your engineers or agency and verify agreed behaviour.	Working integrations, acceptance evidence and documented ownership.
03 **Monitor & update** — Review relevant protocol and platform changes, resolve regressions and revalidate.	A defined monitoring cadence, change reviews and maintenance records.

BEFORE YOU COMMIT, AGREE ON

Scope / Acceptance criteria / Technical owner / Ongoing cadence

Your points of contact

Mathieu Colla

Co-founder. Expert in agentic protocols and contributor to A2A.

Parviz Abduvahobov

Co-founder. Strategy and innovation.

Start with your store, your platform and your priorities.

mathieu@aithos.fr

Explore our public Agent-Ready Index

Public research and a scoped assessment provide a practical starting point.