



The Agentic Commerce Revolution:

When Your Next Customer is a Machine

Table of Content

Executive Summary	03
Section 1: The Dawn of Autonomous Commerce	04
1.1 Defining the New Paradigm: What is Agentic Commerce?	04
1.2 The AI Evolution: From Conversational Assistants to Autonomous Actors	05
Table 1: A Comparative Analysis of Commerce Models	06
Section 2: Rewriting the Rules of Engagement: Impact on Business and Customers	07
2.1 The New Customer Journey: From Clicks to Conversations to Commands	07
2.2 The Unprecedented Benefits: A Win-Win-Win Scenario	07
2.3 Navigating the New Risk Landscape: Trust, Security, and Governance	08
Section 3: The Blueprint for Agentic Readiness: Building the Foundation	10
3.1 Pillar 1: Data as the New Creative - The Primacy of Structured Information	10
3.2 Pillar 2: Architecture for Autonomy - The API-First Imperative	10
3.3 Pillar 3: The Transaction Layer - Enabling Secure, Autonomous Payments	10
Section 4: Agentic Commerce in B2B: The Industrial Transformation	13
4.1 The Unique Complexities of B2B Commerce	13
4.2 Vertical Focus: B2B Automotive Aftermarket	13
4.3 Vertical Focus: Industrial Distribution	14
Section 5: About Pivotree: Your Partner in the Frictionless Future	16
5.1 The Pivotree Vision: A World of Frictionless Commerce	16
5.2 An End-to-End Strategy for Agentic Readiness	17
Section 6: Chart Your Course to Agentic Readiness	18
6.1 The First Steps on Your Journey	18
6.2 Partner With The Experts In Frictionless Commerce	18
Works cited	19

Executive Summary

The digital commerce landscape is on the verge of its most profound transformation since the advent of the search engine. This new paradigm, known as Agentic Commerce, marks a fundamental shift from a world where businesses optimize for human clicks and browsing behavior to one where they must optimize for the logic and autonomy of machines. Agentic Commerce is the application of advanced artificial intelligence (AI) where autonomous software agents—not human users—drive product discovery, comparison, negotiation, and purchasing decisions.¹ These agents, empowered by large language models (LLMs) and given specific goals by their human principals, can execute complex, multi-step transactions across the entire digital marketplace with minimal direct intervention.²

This transition represents a complete reversal of agency in the commercial process. For decades, the focus has been on guiding an active human user through a carefully constructed marketing funnel. In the agentic era, the user becomes a passive delegator, and the AI agent becomes the active, autonomous customer. Consequently, the traditional levers of influence—compelling website user experience (UX), lifestyle imagery, and emotional branding—are being deprioritized in favor of the cold, hard logic of machine-readable data, real-time inventory availability, and API-first architecture.¹

The implications for businesses in every vertical are staggering. Success in this new landscape is not a matter of front-end redesign but of a deep, back-end infrastructural revolution. It requires a strategic commitment to three foundational pillars:

- 1. Pristine, Structured Data:** Product catalogs must be transformed into machine-readable formats that an AI can parse and evaluate with precision.
- 2. API-First Architecture:** Business logic, inventory, and pricing must be exposed through robust, interoperable APIs that any agent can query in real time.
- 3. Secure, Autonomous Payments:** The transaction layer must be re-engineered to support secure, tokenized payments initiated by non-human entities.

This white paper provides a comprehensive blueprint for enterprise leaders across Retail, Automotive, and Industrial Distribution to understand and navigate this tectonic shift. It defines the agentic paradigm, analyzes its impact on the customer journey and business operations, and details the technical and strategic preparations required for success. Special focus is given to the unique complexities of B2B environments, exploring how agentic systems will transform legacy processes like Electronic Data Interchange (EDI) and Punchout catalogs.

The strategic response to this disruption is the pursuit of **Frictionless Commerce**—an end-to-end approach that systematically removes barriers across data, supply chain, and commerce platforms. This paper will demonstrate that the journey toward creating a frictionless experience for human customers inherently builds the exact foundation required to serve the machine customers of tomorrow. Pivottree, a global leader in frictionless commerce, provides the end-to-end strategy, expertise, and solutions to guide your organization through this transformation and secure your position in the age of agents.

The Dawn of Autonomous Commerce

The emergence of Agentic Commerce is not an incremental evolution; it is a categorical leap in the capabilities of artificial intelligence. It represents the point where AI transitions from a passive tool that assists human decision-making to a proactive, autonomous collaborator that executes decisions on our behalf. Understanding this distinction is the first step for any organization seeking to navigate the future of digital transactions.

1.1 Defining the New Paradigm: What is Agentic Commerce?

Agentic Commerce is the specific application of Agentic AI within the domains of shopping, payments, and commerce.² At its core, it's a model of commerce in which a consumer or business enables an autonomous AI agent to browse, select, negotiate, and purchase products or services on their behalf, operating within a set of predefined parameters and goals.⁵

Unlike traditional AI systems that simply respond to direct commands, agentic systems are defined by their ability **to plan, set goals, adapt to their environment, and act autonomously** with minimal human input.² These are not merely sophisticated chatbots; they are digital proxies empowered to execute complex, multi-step tasks across the entire shopping journey.⁸ An agent can be given a high-level, goal-oriented instruction, such as, "Find a great gift for Mom, around \$50, something she'd actually use and love".⁹ From this prompt, the agent can:

- **Perform Intelligent Product Discovery:** Autonomously search across various online marketplaces, websites, and platforms, bypassing traditional search engines.⁵
- **Conduct Deep Evaluation:** Analyze and compare product specifications, read and interpret thousands of user reviews, and evaluate factors like shipping times and return policies.⁴
- **Execute Automated Price Negotiation:** Monitor prices in real-time, identify deals, apply relevant coupons, and, in some cases, even negotiate with seller systems to secure the best possible price.⁵
- **Complete Autonomous Purchasing:** Once an ideal product is identified, the agent can complete the transaction independently, using the user's tokenized and preferred payment methods without requiring manual checkout steps.⁵

The fundamental principle is the transfer of action from the human to the machine. The transaction is no longer driven by a human user navigating a graphical interface but is instead "informed by humans, bought by agents".¹ This shift from a human-centric to a machine-driven process redefines the very nature of a "customer" and demands a complete rethinking of the digital commerce ecosystem.

1.2 The AI Evolution: From Conversational Assistants to Autonomous Actors

The rapid emergence of Agentic Commerce has created confusion in the market, as the term is often used interchangeably with other AI concepts. To develop a clear strategy, it is crucial to understand the distinct capabilities and roles of each technology layer. Agentic AI is not a separate technology but rather a composite capability built upon the advancements of its predecessors.

Conversational AI/Commerce: This is the most familiar form of AI in commerce today, primarily embodied by chatbots and virtual assistants.¹¹ In this model, the AI acts as a responsive assistant. It engages in dialogue, answers customer questions, provides product recommendations, and can guide a user through a purchase process.¹² However, the human user remains firmly in the driver's seat. They must actively prompt the AI, make every critical decision, and personally execute the final "buy" command. The AI assists, but the human acts.¹¹

Generative AI: This is the powerful underlying technology, most famously represented by Large Language Models (LLMs) like GPT and Gemini, that enables modern AI systems to understand and create new content.⁶ Generative AI excels at processing vast amounts of information and generating human-like text, images, code, or summaries in response to a prompt.¹⁵ While it provides the "intelligence" for more advanced systems, Generative AI is inherently reactive; its primary function is to create or respond, not to act autonomously in the real world.¹⁶

Agentic AI/Commerce: This represents the next frontier, integrating Generative AI as its core "brain" or reasoning engine and adding critical new layers of capability.⁴ An agentic system possesses:

- **Autonomy:** The ability to operate and make decisions independently without constant human intervention.¹⁸
- **Planning:** The capacity to break down a complex, high-level goal into a sequence of smaller, executable tasks.³
- **Memory:** The ability to retain context from past interactions and learn a user's preferences over time.⁴
- **Tool Use:** The crucial capability to interact with external systems, such as APIs, databases, and websites, to gather new information and execute actions like placing an order.⁴

In this model, the AI doesn't just assist the shopping experience; it becomes the shopping experience.¹¹ The user delegates the goal, and the agent orchestrates the entire process to achieve the desired outcome.

Table 1: A Comparative Analysis of Commerce Models

Attribute	Traditional Commerce	Conversational Commerce	Agentic Commerce
User Role	Active Driver (Manual search, filter, click)	Active Conversationalist (Prompts, asks questions)	Delegator (Sets goals and parameters)
AI's Role	Passive Tool (Search algorithm, basic rules)	Assistant (Responds, recommends, guides)	Autonomous Actor (Plans, decides, executes)
Decision-Making	100% Human-led	Human-led, AI-assisted	Delegated to AI within human-defined guardrails
Interaction Model	Graphical User Interface (GUI)	Dialogue, Chat Interface	Goal-Oriented Instruction
Primary Focus	Website UX, Conversion Rate Optimization (CRO)	Quality of Interaction, Responsiveness	Outcome, Efficiency, Hyper-Personalization
Data Source	11	11	5

The most profound change illustrated here is the reversal of roles. For the entire history of commerce, the seller's job has been to attract, engage, and persuade an active human buyer. Agentic Commerce fundamentally inverts this dynamic. The buyer becomes a passive principal who delegates the task of purchasing, while the AI agent becomes the active, goal-seeking customer. This means that business strategies built around capturing and directing human attention—from user interface design to banner advertising—are rapidly losing their relevance.¹ The new imperative is to cater to the logic of the machine.

“Agentic AI is not a separate technology but rather a composite capability built upon the advancements of its predecessors.”

Rewriting the Rules of Engagement: Impact on Business and Customers

The shift toward agent-driven transactions is not merely a technological upgrade; it is a fundamental restructuring of the relationship between consumers, brands, and the marketplace itself. This change will rewrite the customer journey, deliver unprecedented benefits in efficiency and personalization, and introduce a new landscape of risks that demand novel approaches to trust, security, and governance.

2.1 The New Customer Journey: From Clicks to Conversations to Commands

The traditional, linear marketing funnel—Awareness, Interest, Consideration, Conversion—is being rendered obsolete by Agentic Commerce.¹ These once-distinct stages are collapsing into a single, fluid interaction mediated by an AI agent.⁹ Instead of a journey defined by clicks and page views, the new path to purchase is a command followed by an outcome.

This has several immediate and disruptive consequences. First, direct traffic to brand and retail websites is set to decline significantly.⁸ AI agents will become the primary interface for product discovery, sourcing information from a multitude of sellers simultaneously without the user ever needing to visit a specific product detail page (PDP).¹ For many routine or utility-driven purchases—such as replenishing household supplies or ordering office equipment—this will create a "zero-click" shopping experience, where the entire transaction is automated based on predicted needs.²⁵

This new dynamic gives rise to the concept of the "Algorithmic Shelf." In the past, the primary competitive battleground was for placement on a physical store shelf or a prominent position on a search engine results page. In the agentic era, the most critical battle is to be selected by the AI agent and placed on its short-list of recommendations or, in fully autonomous scenarios, to be the product it purchases outright. This algorithmic shelf is invisible to the human user but is the ultimate point of decision. Gaining a spot on this shelf is not a function of marketing messaging or visual appeal, but of machine-readable data, real-time availability, competitive pricing, and logistical efficiency.¹

2.2 The Unprecedented Benefits: A Win-Win-Win Scenario

While disruptive, the transition to Agentic Commerce promises substantial benefits for all participants in the ecosystem.

- **For Consumers:** The primary value proposition is radical convenience. Agentic Commerce saves invaluable time and eliminates the cognitive load and decision fatigue associated with modern online shopping.¹¹ By granting agents access to contextual data like calendars, purchase history, and even dietary preferences, consumers can receive a level of hyper-personalization that was previously unimaginable.¹⁰ Agents can anticipate needs before they are even articulated, proactively reordering essentials or suggesting products for an upcoming event.⁷ Furthermore, with the ability to tirelessly monitor prices and negotiate across the entire market, agents can deliver superior financial optimization for their users.¹⁰
- **For Businesses:** The efficiency gains are transformative. On the back end, AI agents can automate complex operational processes, from inventory management and demand forecasting to customer support, significantly reducing manual effort and human error.⁵ On the front end, businesses can achieve higher conversion rates—with some projections suggesting a 30% increase—by connecting with customers at the precise moment of high purchase intent, bypassing the friction points that lead to cart abandonment.⁹ This new model also opens up novel revenue streams. As AI platforms like OpenAI and Google become major commercial gateways, new commission-based models are emerging where brands compete not for clicks, but for algorithmic visibility and completed transactions within these ecosystems.²⁴

2.3 Navigating the New Risk Landscape: Trust, Security, and Governance

The immense power and autonomy of AI agents introduce a new class of risks that must be proactively managed to enable mainstream adoption. In a human-driven world, conversion is the ultimate goal. In an agent-driven world, earning a user's **trust** to delegate purchasing authority becomes the essential prerequisite for any commercial activity. This trust is not built through branding alone but must be engineered into the very fabric of the system.

Key challenges include:

- **Security and Fraud:** AI agents create new attack surfaces. Malicious actors can deploy their own agents to perpetrate fraud at an unprecedented scale and speed, including automated account takeovers (ATO), credential stuffing, and synthetic identity fraud.³¹ A critical challenge for fraud detection systems will be distinguishing between legitimate, authorized "good bots" and malicious ones, a task for which traditional rule-based systems are ill-equipped.³³
- **Data Privacy and Consent:** For agents to deliver on the promise of hyper-personalization, they require access to vast amounts of sensitive personal data. This raises significant concerns regarding user consent, data governance, and compliance with regulations like GDPR and CCPA.²⁵ Businesses must be transparent about how data is used and provide users with granular control over permissions.⁴

- **Accountability and Liability:** The autonomy of agents creates a crucial legal and ethical gray area. If an agent makes an erroneous purchase, misunderstands an instruction, or falls victim to a scam, who is liable? Is it the user who delegated the task, the developer of the AI agent, the merchant who sold the product, or the payment network that processed the transaction?⁴ Establishing clear frameworks for accountability is essential for building consumer confidence.
- **Algorithmic Bias and Human Oversight:** AI agents, trained on historical data, can inadvertently perpetuate and even amplify existing societal biases, leading to discriminatory or unfair purchasing recommendations.³⁷ This underscores the critical need for **Human-in-the-Loop (HITL)** systems. HITL frameworks ensure that human experts can oversee agent decisions, intervene in complex or ambiguous edge cases, provide feedback to retrain the models, and handle high-stakes scenarios that require ethical judgment beyond the capabilities of an algorithm.³⁸



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The Blueprint for Agentic Readiness: Building the Foundation

Preparing for the agentic era is not about cosmetic, front-end changes like redesigning a website. It is a fundamental, back-end revolution that requires a complete re-architecting of a company's "digital supply chain"—the way it manages, structures, and exposes its core data and business logic to the outside world.¹ Success hinges on three foundational pillars: pristine data, autonomous architecture, and a secure transaction layer.

3.1 Pillar 1: Data as the New Creative - The Primacy of Structured Information

In an agent-driven marketplace, the single most critical asset is clean, structured, and comprehensive product data. AI agents cannot interpret the nuance of lifestyle photography or the emotional appeal of creative marketing copy; they consume and evaluate raw data.¹ Logic and data beat creativity and design in this new world.¹ Therefore, the first step toward agentic readiness is a robust data management strategy.

- **Machine-Readable Catalogs:** Product information must be meticulously structured and standardized to be discoverable and comparable by AI. This involves the rigorous application of schemas like **Schema.org**, a collaborative vocabulary that provides a standardized format for describing products, offers, reviews, and more.⁴² Key properties such as product name, description, SKU, Global Trade Item Number (GTIN), Manufacturer Part Number (MPN), price, currency, availability status, and detailed specifications must be explicitly defined in a machine-readable format like JSON-LD.⁴⁴ Without this level of detail, a product is effectively invisible to an AI agent.
- **Data Quality and Governance:** Agentic AI does not necessarily require perfectly clean data, but it absolutely requires **complete, connected, and interpretable data**.⁴⁸ Inconsistent, incomplete, or inaccurate data can lead to agent "hallucinations," where the AI confidently makes incorrect assumptions or provides false information, eroding user trust and leading to operational failures.⁴⁹ To combat this, organizations must establish a unified control plane for data and metadata, creating a single source of truth.⁵⁰ This involves automating data quality checks, ensuring consistency across all systems (e.g., POS, CRM, ERP), and implementing strong data governance frameworks to maintain the integrity of the information that will fuel agent decision-making.⁵⁰

3.2 Pillar 2: Architecture for Autonomy - The API-First Imperative

Traditional monolithic commerce platforms, designed for human-driven web traffic, are insufficient for the demands of Agentic Commerce. The future requires a composable, **API-first architecture** where core business functions are exposed as services that agents can interact with programmatically and in real time.¹ Instead of scraping website HTML, which is fragile and inefficient, agents need direct, reliable access to product catalogs, inventory levels, and pricing logic through well-documented APIs.⁵³

A critical aspect of this new architecture is the adoption of open standards and protocols that ensure interoperability. Betting on a single AI platform, such as OpenAI's ChatGPT or Google's Gemini, is a strategic error in a rapidly fragmenting market.¹ Consumers will utilize a variety of agents across different ecosystems.¹ The only sustainable strategy is to build a "one-to-many" infrastructure that can serve any agent from any platform. Emerging protocols are key to achieving this:

- **Model Context Protocol (MCP):** A standardized way for AI models to securely access external data and tools. An MCP server acts as a trusted gateway, allowing an agent to query a company's product data, inventory, and pricing APIs in a structured and governed manner.¹
- **Agent2Agent (A2A) Protocol:** An open communication standard that enables different AI agents, potentially built by different companies on different platforms, to collaborate and orchestrate complex tasks that a single agent could not accomplish alone.³


Adopting these open protocols prevents vendor lock-in and ensures a business's offerings are visible and transactable across the entire emerging agentic ecosystem.

3.3 Pillar 3: The Transaction Layer - Enabling Secure, Autonomous Payments

The final piece of the puzzle is enabling AI agents to complete purchases securely and autonomously. This has been a primary roadblock, as traditional payment systems are predicated on direct human authentication at the point of checkout.⁵⁸ A new generation of payment infrastructure, built on the principles of tokenization and verifiable consent, is now making agentic transactions a reality.

- **The Role of Tokenization:** This technology is the cornerstone of secure agentic payments. It replaces sensitive Primary Account Numbers (PANs) with a unique, non-sensitive token that is specific to a particular user and their designated AI agent.⁶ This means the agent can execute transactions without ever handling or storing the user's raw credit card details, dramatically reducing security risks and PCI compliance scope.⁶⁰

- **Industry-Leading Solutions:** Major payment networks have launched comprehensive platforms to facilitate this new mode of commerce:
 - **Mastercard Agent Pay:** A framework that leverages Mastercard's network tokenization to create "Agentic Tokens." It ensures that only registered and traceable agents can transact, and it integrates with biometric authentication to verify user consent and control for each transaction.⁶²
 - **Visa Intelligent Commerce:** A suite of APIs that allows developers to provision agent-specific tokens, authenticate user instructions via modern standards like passkeys, and apply customizable spending controls (e.g., budget limits, merchant category restrictions) to ensure agents operate within clearly defined and pre-authorized boundaries.⁶⁵
- **The Agent Payments Protocol (AP2):** To ensure interoperability and universal trust, an open standard known as AP2 has been developed by Google in collaboration with industry leaders like PayPal.⁵⁶ AP2 introduces the concept of "Mandates"—tamper-proof, cryptographically signed digital contracts that serve as verifiable proof of a user's intent and authorization for a transaction. Whether for a real-time purchase or a pre-authorized autonomous task, these mandates create a secure, unchangeable audit trail that provides authorization, authenticity, and accountability for all parties involved.⁵⁶



“In an agent-driven marketplace, the single most critical asset is clean, structured, and comprehensive product data.”

Agentic Commerce in B2B: The Industrial Transformation

While much of the initial focus on Agentic Commerce has been on B2C retail, its potential to revolutionize the more complex world of Business-to-Business (B2B) commerce is even more profound. B2B environments are characterized by intricate processes, negotiated relationships, and legacy systems—all areas where agentic AI's ability to reason across complex data and automate multi-step workflows can deliver transformative value.⁴⁸

4.1 The Unique Complexities of B2B Commerce

Traditional, rule-based automation has struggled to make significant inroads in B2B because the landscape is far from simple. Key challenges that make B2B a prime candidate for agentic AI include⁴⁸:

- **Complex Catalogs:** B2B distributors and manufacturers often manage hundreds of thousands or even millions of SKUs with highly technical specifications and fitment data.
- **Negotiated and Contract Pricing:** Pricing is rarely static. It is often determined by customer-specific contracts, volume tiers, and negotiated terms that are managed offline.
- **Complex Approval Hierarchies:** Purchases frequently require multi-level approvals within the buying organization, involving different roles and permissions.
- **Unstructured Inputs:** Procurement requests often arrive not through a clean web form but via casually worded emails, PDFs, or chat messages that traditional systems cannot parse.
- **Legacy System Integration:** Many B2B organizations rely on entrenched systems like Electronic Data Interchange (EDI) and Punchout catalogs, which are not designed for the real-time, dynamic interactions of the modern web.

Agentic AI is uniquely suited to address these challenges because it is goal-oriented and context-aware. It can ingest unstructured data, understand intent, reason across different data sources (e.g., a PDF purchase order, a customer's contract terms in the CRM, and real-time inventory in the ERP), and execute actions that respect these complex business rules without human intervention.⁴⁸

4.2 Vertical Focus: B2B Automotive Aftermarket

The B2B automotive aftermarket, encompassing parts manufacturing and distribution, is an ideal environment for agentic transformation due to its immense data complexity and time-sensitive operational demands.

- **The Challenge:** The core challenge is managing massive parts catalogs where fitment is critical. A single part can have thousands of applications across different vehicle years, makes, and models. This data is governed by industry standards like **ACES (Aftermarket Catalog Exchange Standard)** and **PIES (Product Information Exchange Standard)**, which are complex to manage and require pristine data quality to ensure customers order the correct part.⁶⁹ Furthermore, the industry depends on just-in-time inventory to keep repair shops and production lines running.
- **Agentic Solutions:**
 - **Intelligent Procurement and Sourcing:** An AI agent can act as a virtual procurement assistant for a repair shop or dealer. It can parse an unstructured request from a mechanic (e.g., "I need front brake pads for a 2021 Ford F-150") and automatically translate it into the precise part number using ACES/PIES data. The agent can then query multiple distributors' systems via API to check real-time price and availability, optimizing for the fastest delivery time or lowest cost before placing the order.⁴⁸
 - **Automated MRO Replenishment:** For manufacturers, an agent can monitor the usage of Maintenance, Repair, and Operations (MRO) supplies on the factory floor. By tracking the consumption of items like lubricants, safety gloves, or machine fasteners, the agent can predict when stock will run low and automatically generate a purchase order with a preferred supplier, ensuring production continuity without manual oversight.⁷⁰
 - **Predictive Supply Chain Management:** Going beyond simple reordering, agents can analyze historical sales data, supplier performance metrics, logistics data, and even external factors like geopolitical events or weather patterns to forecast future demand for specific parts.⁷³ This allows for proactive risk mitigation, helping to prevent supply chain disruptions before they impact the business.⁷⁴

4.3 Vertical Focus: Industrial Distribution

Industrial distributors operate at the heart of the B2B economy, connecting manufacturers with a vast array of business customers. Their operations are often defined by long-standing sales relationships and a heavy reliance on legacy technologies like EDI and Punchout catalogs. Agentic Commerce is set to fundamentally modernize these core processes.

- **From EDI to Intelligent APIs:** The transition from EDI to agentic systems represents a paradigm shift from exchanging static documents to understanding dynamic intent.
- **EDI (Electronic Data Interchange)** is a decades-old technology for the computer-to-computer exchange of standardized business documents like purchase orders (850), invoices (810), and advance ship notices (856). It is batch-oriented, rigid, and lacks the ability to handle exceptions or real-time queries. It standardizes the format of a document but has no understanding of its content or context.⁷⁶

- **Agentic AI via APIs** operates in real-time and is context-aware. An AI agent can do much more than just transmit a PO. If a requested item is out of stock, an agent can instantly query for substitutes, negotiate terms for a backorder, or source the item from an alternative supplier—capabilities far beyond the scope of a standard EDI transaction.⁷⁰ In the near term, AI will serve as a powerful bridge, intelligently parsing unstructured data (like an email) to create a structured EDI transaction, or automatically validating and correcting errors in incoming EDI files before they cause system failures.⁷⁷
- **The Evolution of Punchout Catalogs:** Traditional Punchout integration allows a buyer to "punch out" from their e-procurement system to a supplier's website to search for products, add them to a cart, and then transfer that cart data back to their system for approval. While functional, it requires the user to navigate a separate interface. An AI agent can render this process invisible and frictionless. The agent can receive a procurement request, query the supplier's catalog directly via API, apply the correct contract pricing, and create the purchase requisition within the buyer's system autonomously, without the user ever leaving their native environment.
- **Dynamic Quoting and the Evolving Sales Role:** Agentic AI will automate the tactical, repetitive aspects of B2B sales. Instead of manually generating quotes, an agent can instantly create a tailored proposal based on a customer's request, their specific contract terms, and historical purchase data.⁴⁸ The agent can then autonomously route this quote through complex internal approval workflows, tracking its status and sending reminders to decision-makers to accelerate the cycle.⁴⁸ This automation frees human sales professionals from transactional tasks, allowing them to evolve into strategic advisors. Their focus will shift from processing orders to building deep customer relationships, handling complex negotiations that require human nuance, and co-creating solutions for their clients' most significant challenges.⁴⁸ The agent manages the transaction; the human manages the relationship.

The core value of agentic AI in these complex B2B environments is its ability to act as a "**Rosetta Stone**." It can translate the messy, unstructured, and context-rich language of human business communication into the rigid, structured logic required by back-end ERP, WMS, and procurement systems, bridging a long-standing gap in B2B digital commerce.⁴⁸

About Pivotree: Your Partner in the Frictionless Future

The advent of Agentic Commerce presents both an unprecedented opportunity and a formidable challenge. Navigating this new landscape requires more than just adopting new technology; it demands a holistic strategy that unifies data, supply chain, and commerce platforms into a cohesive, agile ecosystem. This is the essence of Frictionless Commerce, a vision that Pivotree has been pioneering for over two decades.

5.1 The Pivotree Vision: A World of Frictionless Commerce

At Pivotree, our guiding mission is to create a world of frictionless commerce.⁸² We define this as an end-to-end experience where customers—whether they are individual consumers or complex B2B buyers—can seamlessly find, trust, buy, and get the products they want, when and how they want them.⁸³ This philosophy is not a reaction to the rise of AI agents; rather, it is the foundational work that makes an agentic future possible.

The journey toward creating a frictionless experience for human customers inherently builds the exact infrastructure that AI agents require to operate effectively.

- To **Find** products easily, customers need clean, complete, and consistent product data. AI agents require the same machine-readable, structured data to perform discovery and comparison.
- To **Trust** a brand, customers need secure transactions and reliable processes. AI agents require the same verifiable consent, tokenized payments, and auditable workflows to be granted purchasing authority.
- To **Buy** seamlessly, customers need integrated, omnichannel platforms. AI agents require the same API-first architecture to query and transact across systems.
- To **Get** products reliably, customers need an efficient and transparent supply chain. AI agents require the same real-time inventory and fulfillment data to make accurate purchasing decisions.

By focusing on removing the friction points that hinder the human customer journey, Pivotree has been building the essential blueprint for agentic readiness all along. The pursuit of Frictionless Commerce is the path to preparing for Agentic Commerce.

5.2 An End-to-End Strategy for Agentic Readiness

Pivotree is uniquely positioned as an end-to-end partner that can guide organizations through every stage of their transformation. Our expertise maps directly to the three pillars of agentic readiness, providing a comprehensive and unified solution.

- **Data Management Mastery:** We recognize that data is the lifeblood of agentic systems. Pivotree's deep expertise in Data Management—including strategy, governance, Master Data Management (MDM), and Product Information Management (PIM)—provides the foundation for success.⁸³ Our **Pivotree SKU Build** services, powered by AI and expert taxonomists, transforms messy supplier data into the clean, structured, and channel-ready information that agents demand.⁸⁶ Through strategic partnerships with industry data leaders, we ensure our clients in specialized verticals like industrial distribution have the highest quality data available.⁸⁸
- **Future-Ready Commerce and Supply Chain Architecture:** We design, build, and manage the flexible, API-driven systems essential for an agentic world. Our expertise with leading composable commerce and supply chain platforms, including **IBM Sterling OMS** and **Fluent Commerce OMS**, ensures that your core business logic is accessible and scalable.⁸² Our integration solution, **Pivotree Connect**, specializes in unifying complex enterprise systems, creating the seamless flow of information between your ERP, CRM, and commerce platforms that agents need to function effectively.⁸³
- **Proven B2B and Vertical Expertise:** Pivotree has a long and successful track record of helping industrial manufacturers, wholesale distributors, and automotive aftermarket companies navigate the complexities of B2B commerce.⁶⁹ We have a deep, practical understanding of the unique challenges of these industries, including managing industry-specific data standards like **ACES and PIES**.⁶⁹ Our strategic partnerships with platforms like BigCommerce are specifically aimed at accelerating digital commerce growth for industrial and manufacturing clients, demonstrating our commitment to solving the toughest B2B challenges.⁸⁸

As a global collective of over 600 talented professionals, Pivotree helps more than 250 major retailers, branded manufacturers, and distributors design, build, and manage the complex digital platforms that power their businesses. From strategic planning and platform implementation to ongoing managed services, we are the single, expert resource dedicated to guiding our clients on their journey to a frictionless future.⁹²

Chart Your Course to Agentic Readiness

The transition to an economy where autonomous AI agents represent a significant portion of commercial transactions is no longer a distant forecast; it is an imminent reality. The world's largest technology and payment companies are actively building the infrastructure, and consumer adoption of AI tools is accelerating at an unprecedented rate. Organizations that delay in preparing their foundational systems risk becoming invisible to this new and rapidly growing class of machine customers.

6.1 The First Steps on Your Journey

The path to agentic readiness is a strategic imperative that requires executive sponsorship and cross-functional alignment. While the journey is comprehensive, the initial steps are clear and actionable. We recommend leaders begin by focusing on three critical areas:

- **Audit Your Data Readiness:** Conduct a thorough assessment of your product data. Is it structured, complete, and consistent? Is it enriched with the deep attributes that an AI agent would need to make an informed decision? Begin the process of establishing a robust data governance model and a single source of truth for all product information.
- **Evaluate Your Architectural Flexibility:** Analyze your current commerce and supply chain architecture. Are your core systems, such as inventory and pricing, accessible via modern, real-time APIs? Is your platform composable, allowing you to integrate new services and adapt to emerging protocols without a complete overhaul?
- **Roadmap Your B2B Process Evolution:** For B2B organizations, map your most critical transactional workflows—from quoting and procurement to EDI and Punchout. Identify the key friction points and model how AI agents could automate and streamline these processes, transforming both operational efficiency and the role of your sales and procurement teams.

6.2 Partner With The Experts In Frictionless Commerce

The complexities and opportunities of Agentic Commerce are too significant to navigate alone. Success requires a partner with a proven track record, end-to-end capabilities, and a strategic vision that aligns with the future of a digitally interconnected world.

The transition to Agentic Commerce is not a question of 'if,' but 'when.' The foundational work of creating a frictionless enterprise must begin today.

Contact Pivotree to book a consultation with our experts and build your roadmap for the future of commerce.

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