

# Where Are You on the Path to Agentic Commerce?

Every enterprise is somewhere on the commerce transformation journey. These five stages show a typical path of technical and operational maturity, but it's not always linear. Many organizations pilot AI and automation early, even before the foundations are fully in place. Understanding where you are today is the first step toward unlocking the competitive edge of tomorrow.

## The 5 Stages of Commerce Transformation

- Stage 1: Constrained

Rigid, custom-built platforms with long upgrade cycles and mounting technical debt.

- **Why Move On:** Time-to-market slows to a crawl, making it impossible to adapt quickly.
  - **Frequent Barriers:** Sunk-cost fallacy and rising maintenance costs.
  - **Next Step:** Begin decoupling critical functions into modular services.

☐ **Self-Check:** Are you spending more time maintaining tech than creating new value?
- Stage 2: Tactical

A patchwork of SaaS tools loosely connected, creating fragile “spaghetti integrations.”

- **Why Move On:** Scaling digital initiatives becomes prohibitively expensive.
  - **Frequent Barriers:** Integration costs, fragile connections, and delays.
  - **Next Step:** Invest in API-first platforms and a coherent integration strategy, while experimenting with early automation pilots where feasible.

☐ **Self-Check:** Are integrations slowing launches and draining resources?
- Stage 3: Composable

Cloud-native, API-first architecture with orchestration layers in place. Agility improves, but organizations often lag behind their tech.

- **Why Move On:** Without org change, the value of composability stalls out.
  - **Frequent Barriers:** Teams and workflows not aligned to new stack.
  - **Next Step:** Redesign operating models for speed, experimentation, and continuous optimization. Many teams begin exploring agentic pilots here.

☐ **Self-Check:** Does your operating model move as fast as your tech stack?
- Stage 4: Adaptive

Real-time data and automation fuel predictive insights and personalized experiences — though often in silos.

- **Why Move On:** Customers expect personalization everywhere, not just in isolated touchpoints.
  - **Frequent Barriers:** Scaling intelligence across channels and breaking down silos.
  - **Next Step:** Expand from pilots into enterprise-wide adaptive experiences, building on learnings from earlier experiments.

☐ **Self-Check:** Are insights applied everywhere, or only in select areas?
- Stage 5: Agentic

Multi-agent AI collaborates with humans to dynamically manage commerce experiences in real time. Few enterprises are here yet, but early movers are redefining competition.

- **Why Move On:** Adaptive systems become a competitive moat, widening the gap between leaders and laggards.
  - **Frequent Barriers:** Governance, trust, and organizational readiness.
  - **Next Step:** Build governance and train teams for hybrid human-agent collaboration.

☐ **Self-Check:** Are your systems supporting people or actively collaborating with them?

## Take the Next Step

No matter where you are on the path to agentic commerce, you don't have to navigate it alone. Orium Studio helps enterprise teams make confident decisions about what to tackle next, whether you're just starting to modernize legacy systems, optimizing your composable stack, or exploring the potential of AI-powered experiences.