

GRID DYNAMICS EBOOK

Agentic AI in composable commerce

Elevate customer journeys with
business flexibility and
autonomous intelligence



Grid Dynamics
PREPARE TO GROW

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Executive summary

Attention retail leaders!

Do you want to deliver personalized recommendations and tailored promotions that speak directly to each shopper's needs? Could optimized product descriptions and comparisons help customers make purchase decisions more confidently? Do you need to streamline checkout and roll out new features faster so customers can complete their purchases without friction? Would resolving customer inquiries with minimal human intervention improve both satisfaction and efficiency?

These are just some of the challenges that AI agents are already solving in commerce today. And when paired with a robust foundation like composable commerce, these intelligent capabilities can be scaled across the enterprise.



Composable defines the structure, agentic AI shapes the behavior

In recent years, businesses have broken free from rigid monolithic platforms that couldn't keep pace with customer expectations. Composable commerce has fueled this shift by introducing modular software components, aka packaged business capabilities (PBCs) that manage specific functions across the stack, giving organizations the speed and flexibility to innovate faster.

But composability only defines how systems are structured, not how they behave. Manual, rule-based orchestration still leaves teams doing the heavy lifting and limits the ability to adapt in real time.

This is where agentic AI elevates the composable model. Autonomous AI agents, grounded in business and customer intelligence, can make decisions,

act independently, and coordinate execution across workflows in real time. The result is intelligent orchestration across both customer-facing experiences and backend operations: shoppers get tailored promotions, smarter product comparisons, and frictionless checkout, while inquiries are resolved instantly without human intervention.

It's no coincidence that 77% of organizations advanced in their composable journey already use AI, compared to just 36% of those still in the early stages.

In this e-book, we'll explore this mutually reinforcing relationship between agentic AI and composable commerce.

How composable commerce provides the ideal infrastructure for agentic AI

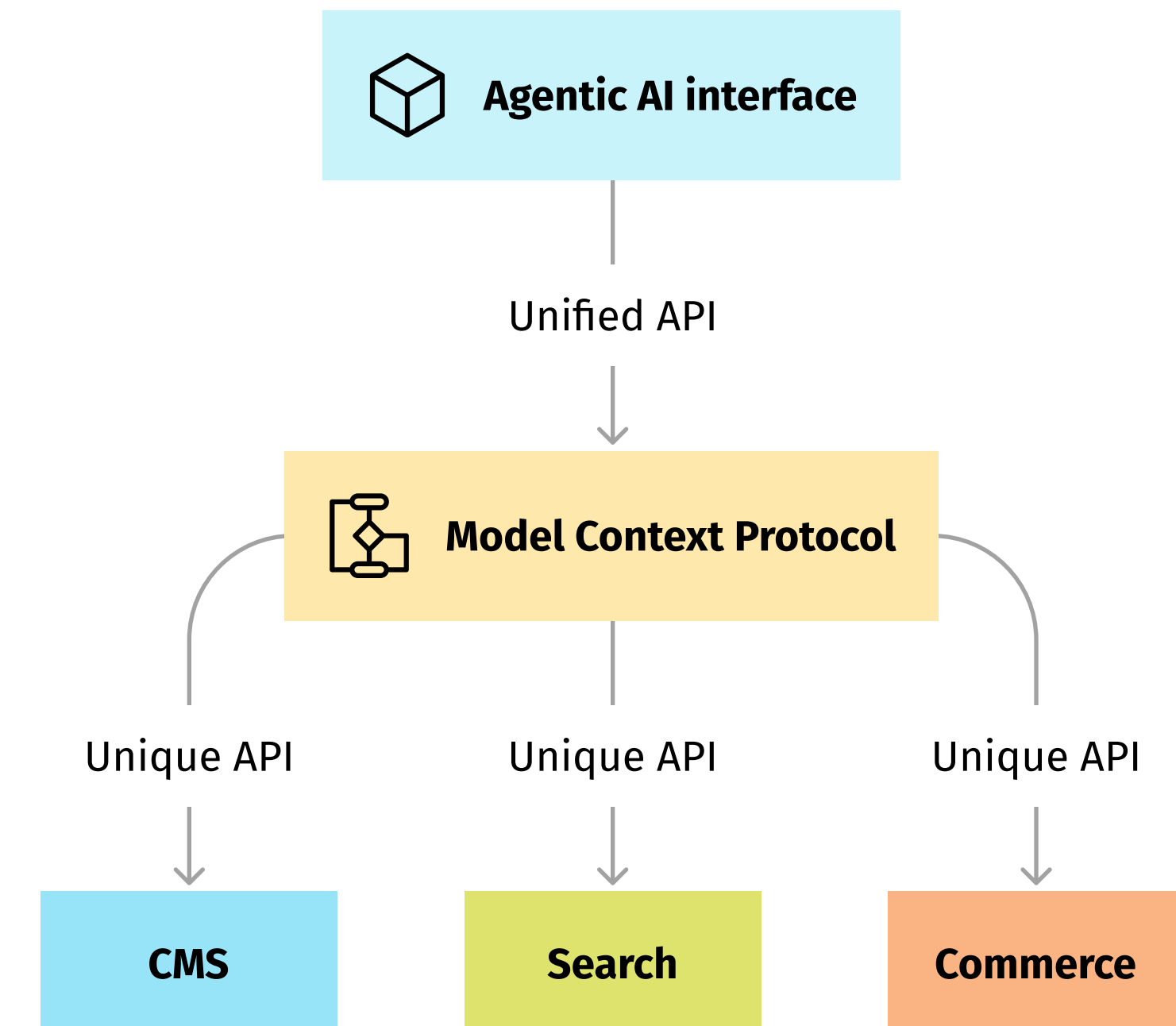
Agentic AI can't thrive in siloed, tightly coupled systems. To operate autonomously, it needs modularity, interoperability, and adaptability: the hallmarks of a composable strategy. By breaking capabilities into modular components, composable commerce creates the foundation agentic AI requires.

At the core of this foundation are the MACH principles. Microservices and APIs enable independent deployment of PBCs while also supporting interconnectedness among them, giving agents the hooks to automate, connect, and orchestrate processes across domains. Cloud-native infrastructure provides the scalability and resilience needed for real-time execution at enterprise scale, while headless systems give flexibility on the presentation layer, allowing experiences to adapt dynamically to customer context.

But there's still a missing link. AI agents, representing both customers and systems, don't just need access; they need context. Imagine walking into a library without a catalog: you'd have to scan every shelf, open every book, and hope you find what you're looking for. In the same way, AI agents must know what's possible, what's allowed, and how to act within context. Traditional APIs can't provide that. They're too low-level, fragmented, and exposed.

That's where Model Context Protocol (MCP) comes in.

Using MACH principles and MCP, you build a strategic composable core that powers agentic AI transformation in its truest sense.



Instead of every component in your architecture acting like a library with no catalog, MCP is the librarian, presenting a structured index of capabilities, complete with descriptions, rules, and context so that agents can act quickly and intelligently.

Why composable commerce needs Agentic AI to scale

Even the most modern composable PBCs often rely on manual scripting, static rule definitions, and preconfigured workflows. Every time a condition changes, someone has to rewrite logic or update orchestrations, making the system reliant on human coordination. As businesses look to scale decision-making, not just services, this limitation becomes increasingly visible.

Agentic AI closes the gap. It introduces autonomous, context-aware agents that can evaluate conditions, trigger flows, and take action across PBCs without requiring every decision to be hardcoded.

Next up, we'll show how agentic AI transforms composable PBCs from static components into intelligent, self-orchestrating capabilities.



Content management system

Headless CMS platforms make publishing flexible and content reusable, but they still rely on people to push every button. While this is a major breakthrough from legacy CMS, as marketing teams don't rely on IT to publish content, it still means that we need people to push every button. This limits a business's ability to provide real-time content to help users make decisions as they navigate shopping journeys from awareness to purchase.

With agentic AI embedded, the CMS evolves into a dynamic publishing system that continuously adapts to shifting customer needs.

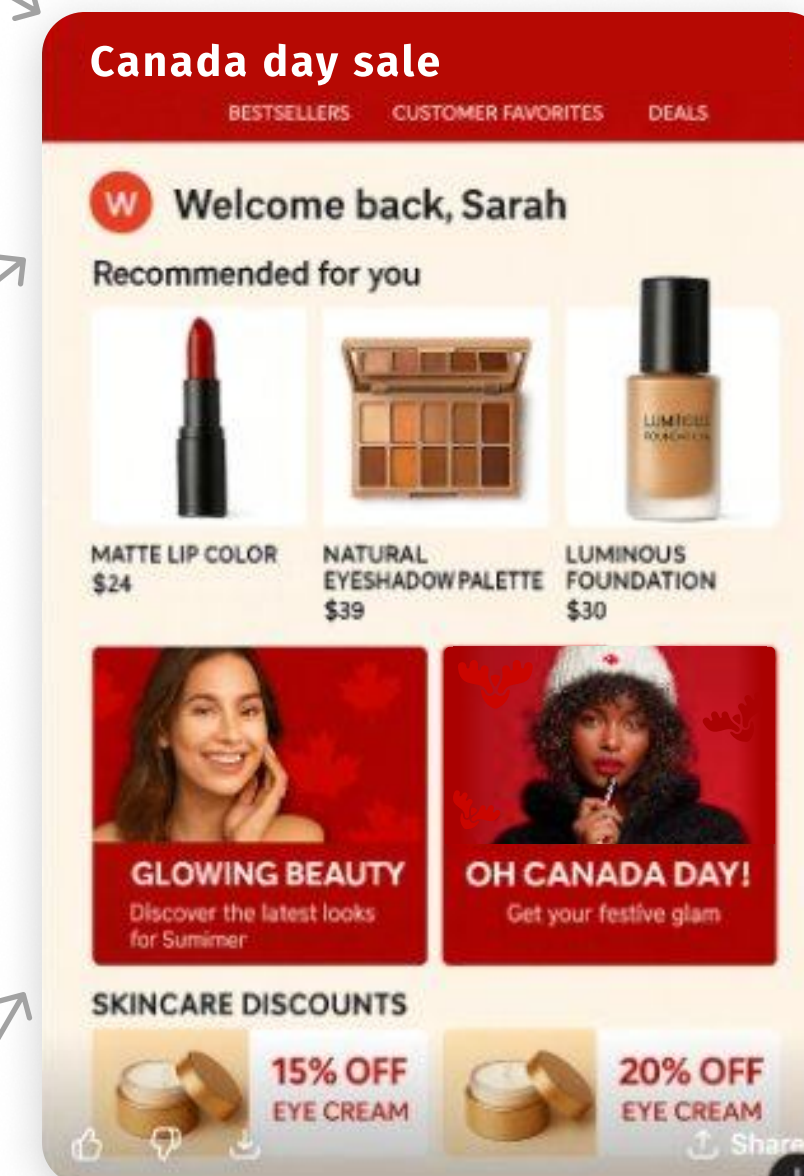
Agents analyze user behavior, campaign performance, and contextual signals such as seasonality or regional trends, generating content variations in real time.

SEO optimization

Hyper-personalized content generation

Cultural adaption using colors and design elements

Localized page for French Canadian customer



On Canada Day, a beauty store deploys agentic AI to transform its site into a Canadian-themed experience, tailored for Sarah in English and Rachel in French.

USECASE	HOW AGENTIC AI ADDS VALUE
 Dynamic content personalization	Agentic AI automatically produces variations of copy, images, and layouts tuned to buyer segments. It doesn't just A/B test; it continuously multivariate tests content against real-time signals like click-through rates, dwell time, and conversions.
 Localization and cultural adaptation	Beyond translation, agents refine tone, humor, imagery, and even color palettes for local preferences. They detect seasonal events or trending local topics and automatically adapt assets.
 SEO and performance	Agents crawl search trend data, analyze competitor content, and automatically refresh product descriptions and metadata so that content remains discoverable as search trends and algorithms evolve.
 Lifecycle optimization	Agents automatically retire or rewrite underperforming content. Winning variations are scaled and syndicated across email, app, and storefront channels.

Three levels of intelligent content delivery

Our partners at Contentstack are witnessing this agentic intelligence unfold in three complementary ways, each layering more autonomy on top of the CMS.

1 AI assistants

These agents act like copilots for marketing or sales teams, living inside their workspace. They can **instantly handle tasks that would take hours manually**, such as:

- “Pull together the last five customer case studies and generate a single executive brief highlighting the biggest ROI stories.”
- “Show me which product descriptions haven’t been optimized for SEO in the past month.”
- “I just added 50 new SKUs—can you cross-check them against our compliance database to make sure all the regulatory details are in place?”

2 Workflow agents

Smarter than static automations, these agents **react to events and decide what to do next**. For example:

- Scan every new document for sensitive legal terms before publishing externally
- Auto-generate a product video transcript, then check if it meets accessibility standards
- Detect when pricing changes in the catalog and instantly update landing pages and promotional assets

3 Autonomous agents

Always-on intelligence that monitors, analyzes, and **acts without waiting for a prompt**. These agents can:

- Retire outdated pages before they become liabilities
- Fix broken links before customers encounter them
- Flag duplicates or conflicts across repositories
- Watch performance in real time and send alerts upon spotting anomalies

Ready to orchestrate content experiences with Agentic AI?

If you’re ready to bring intelligence, automation, and adaptability into your content strategy, start with an AI-ready CMS like Contentstack. Explore our [Contentstack Headless CMS Starter Kit](#) to unlock:

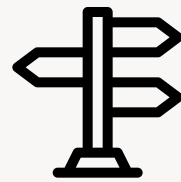
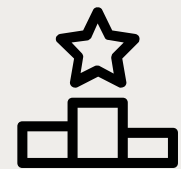
- Unparalleled speed, agility, and flexibility
- Personalized omnichannel experiences that truly resonate
- Smarter publishing workflows powered by AI agents



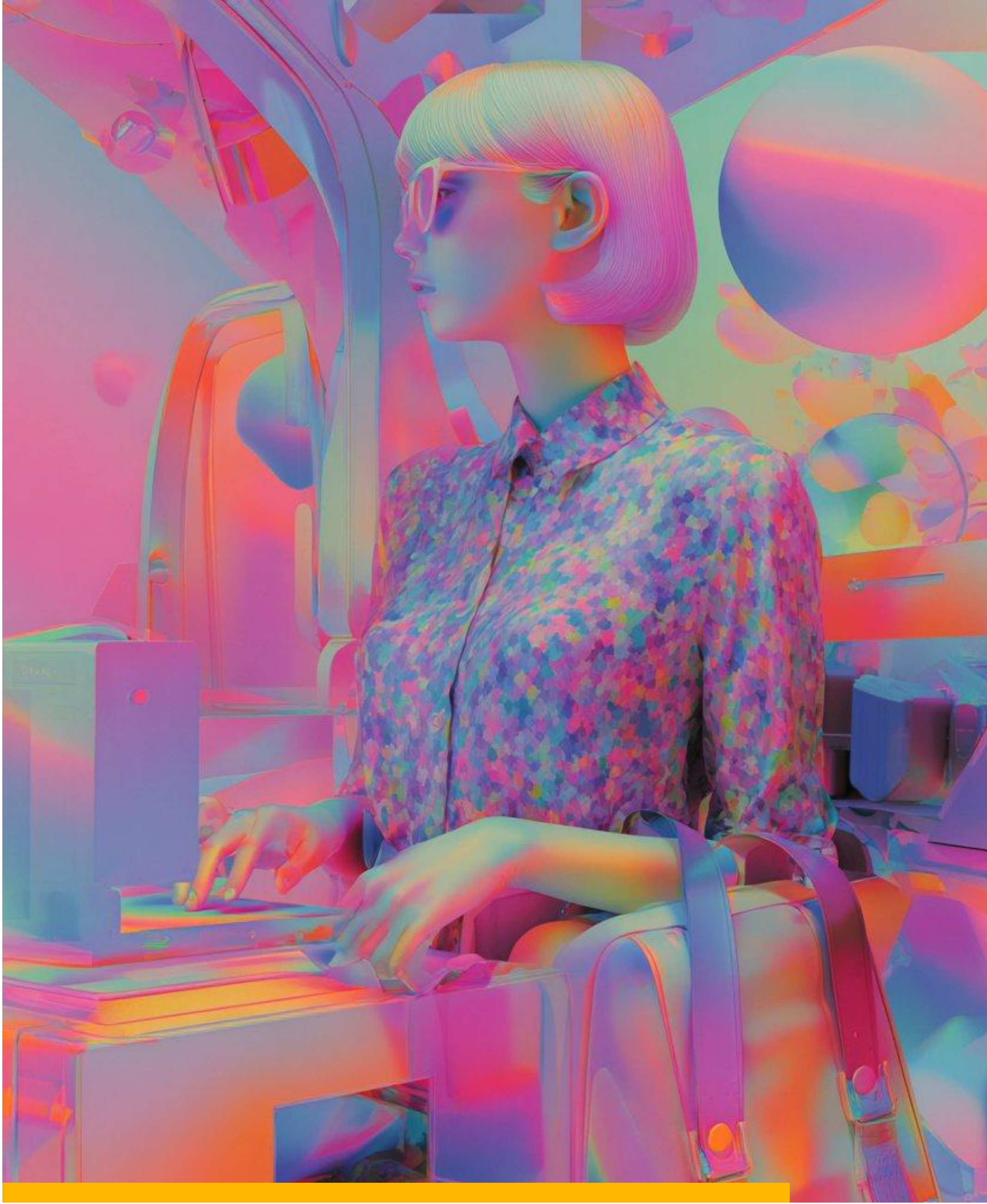
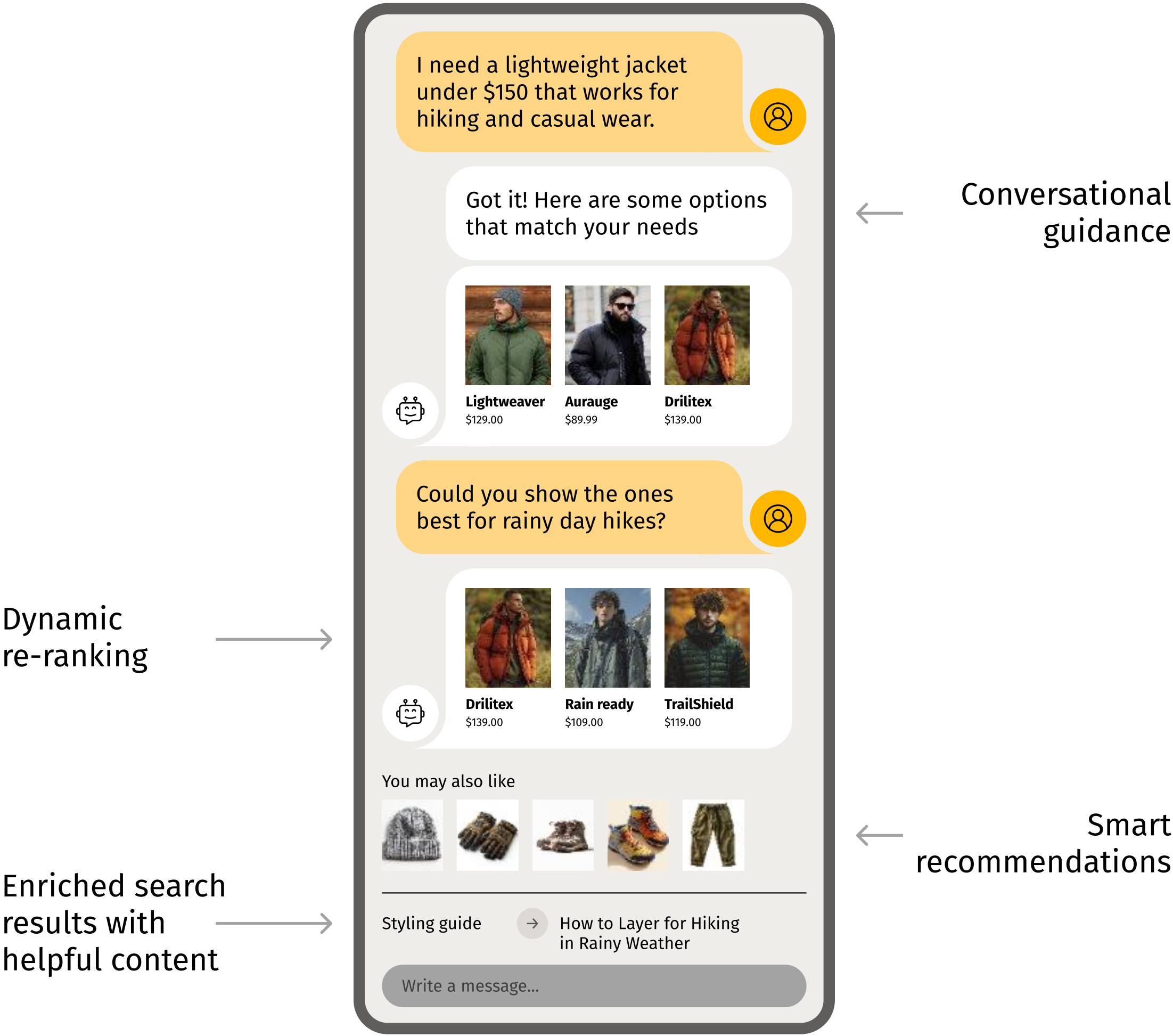
Product discovery

Composable search platforms give retailers the speed and flexibility to index products and surface results across channels. But without intelligence, they may be fast at retrieval yet blind to intent. Shoppers no longer just type product names—they ask questions, describe goals, and expect search to respond like a knowledgeable assistant. A keyword match can't decode, "I need a lightweight jacket under \$150 that works for hiking and casual wear."

This is where AI agents bring context, conversation, and adaptability into the search experience, turning a static query box into an intelligent companion that learns with every interaction.

USECASE	HOW AGENTIC AI ADDS VALUE
 Conversational guidance	Instead of forcing shoppers to adapt to rigid search logic, agents adapt to them. They understand preferences, budgets, and style cues, guiding customers through natural language conversations. The result is search that feels intuitive and human, delivering faster, more relevant results that keep shoppers engaged and reduce abandonment.
 Dynamic reranking	Search results no longer sit in a static order. Agents continuously reorder them in real time, weighing live signals like browsing behavior, cart actions, stock levels, and promotional priorities. This ensures customers always see the most relevant items while businesses maximize visibility of strategic products.
 Smart recommendations	Discovery doesn't end when a product is found. Agents proactively suggest substitutes if stock runs low, offer complementary items to complete the basket, or bundle products to match shopper intent. This drives higher conversions, lifts average order value, and prevents lost sales.
 Enriching search results	Beyond the catalog, discovery becomes richer when powered by context. Agents pull in CMS-driven assets like editorial content, reviews, how-to guides, or videos so customers don't just see a product; they understand it. This builds trust and accelerates decision-making.
 Continuous optimization	Unlike traditional systems that need constant manual tuning, agentic AI agents never stop learning. They run live experiments, test configurations, and auto-adjust relevance models. Over time, the system grows smarter on its own, reducing operational overhead while improving outcomes.

Transform search into a true shopping companion, guiding customers through natural conversations, dynamically re-ranking results for relevance, suggesting smarter alternatives, and enriching every query with styling guides and content that build trust.



Catalog enriching agents ensure search performance

Search agents make decisions entirely based on structured customer and product data. To support search agents in helping customers find the right products, product catalogs must evolve.

Catalog enriching agents (essentially part of the commerce engine) get into action the moment a new SKU gets added to the inventory. They enrich the catalog with machine-readable attributes: specifications, usage data, inventory status, price history, promotions, customer reviews, and visual assets.

Beyond the basics, they continuously scan both internal catalogs and external data sources to add deeper, contextual attributes: fabric weight, climate suitability, sustainability certifications, styling occasions, and more.



Multimodal AI-driven catalog optimization generates detailed product descriptions by extracting and analyzing product information from text, images, video, and audio, including raw data in various formats (PDF, XML, JSON, and more).

Input: Incomplete catalog with limited product info



Product name:
Green evening gown

Product attributes:

- type: dress
- color:
- material: sequined fabric
- style: evening gown
- sleeve type: spaghetti straps
- length: full-length

missing color field

deeper attribution through social media content



Popfanforever World famous pop singer has arrived at the most awaited award function of the year in a gorgeous green sequin dress 🌟💚 #PopStarGlam #AwardNight #SequinDress #GreenGlamour #FashionIcon #RedCarpetReady #CelebrityStyle #MusicAwards #StyleGoals #ElegantEvening

27w

Output: Enriched catalog with rich attributes and product description



Product attributes:

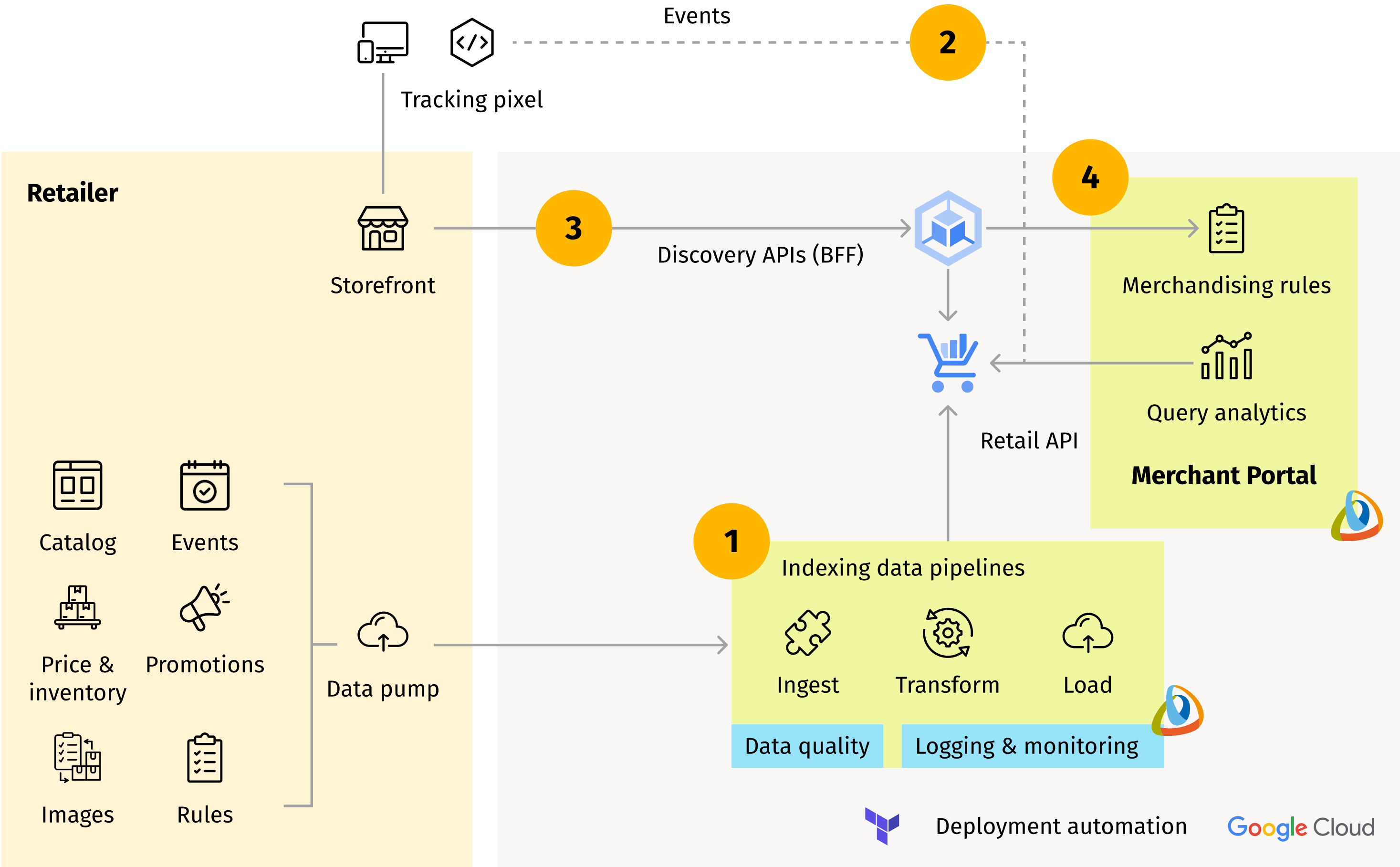
- type: dress
- color: green
- material: sequined fabric
- style: evening gown
- neckline: sweetheart neckline
- sleeve type: spaghetti straps
- length: full-length
- fit: form-fitting
- occasion: formal, red carpet
- additional features: shiny, metallic finish

Product name:
Red carpet ready green sequin evening dress

Product description:

Shine like a star in this stunning green sequin evening gown, worn by a famous pop star. This full-length, form-fitting dress features a sweetheart neckline and delicate spaghetti straps, ensuring an elegant and glamorous look. The sequined fabric adds a dazzling touch, making it perfect for formal occasions and red-carpet events. The metallic finish catches the light beautifully, creating a show-stopping effect. Pair it with matching green high heels to complete the ensemble and steal her style.

This ensures search agents can respond with precision. The goal is not to have a chatty chatbot search that leads us nowhere. Detailed catalogs help present customers with the right products quickly.



Embrace AI-powered natural language search with Google's Vertex AI Search for Commerce Starter Kit. Delight customers with Google-quality personalized search results using enriched catalogs and ultra-tuned relevance and ranking, boosting conversions and average order value across digital channels.

Get started with AI search that sells →

Commerce engine

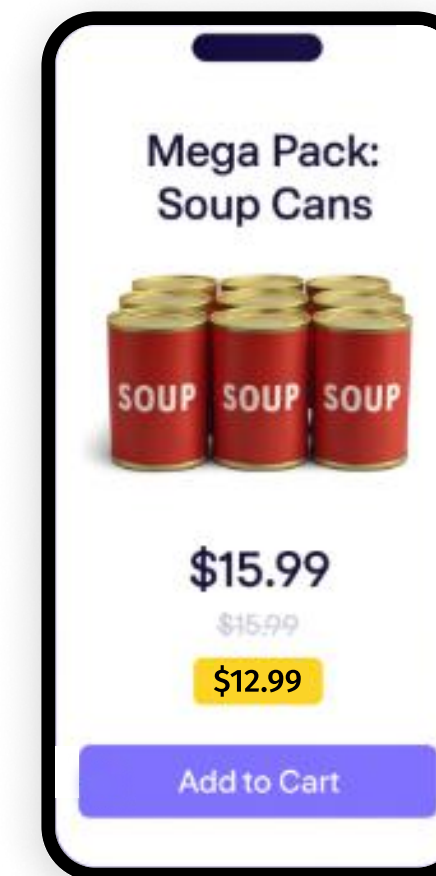
The commerce engine is the core of every digital storefront, managing catalogs, pricing, promotions, and carts. Composable platforms like commercetools and Kibo Commerce have advanced this by replacing rigid monoliths with flexible services that integrate easily with other PBCs.

Yet even with this flexibility, most engines still depend on manual configuration and static rules. Merchandisers enrich catalogs, set bundles, and manage promotions by hand, while substitutions and demand forecasts rely on simplistic logic and offline reports. This slows response times and limits the ability to act on fast-moving signals like social trends, sudden demand spikes, or supply chain shifts.

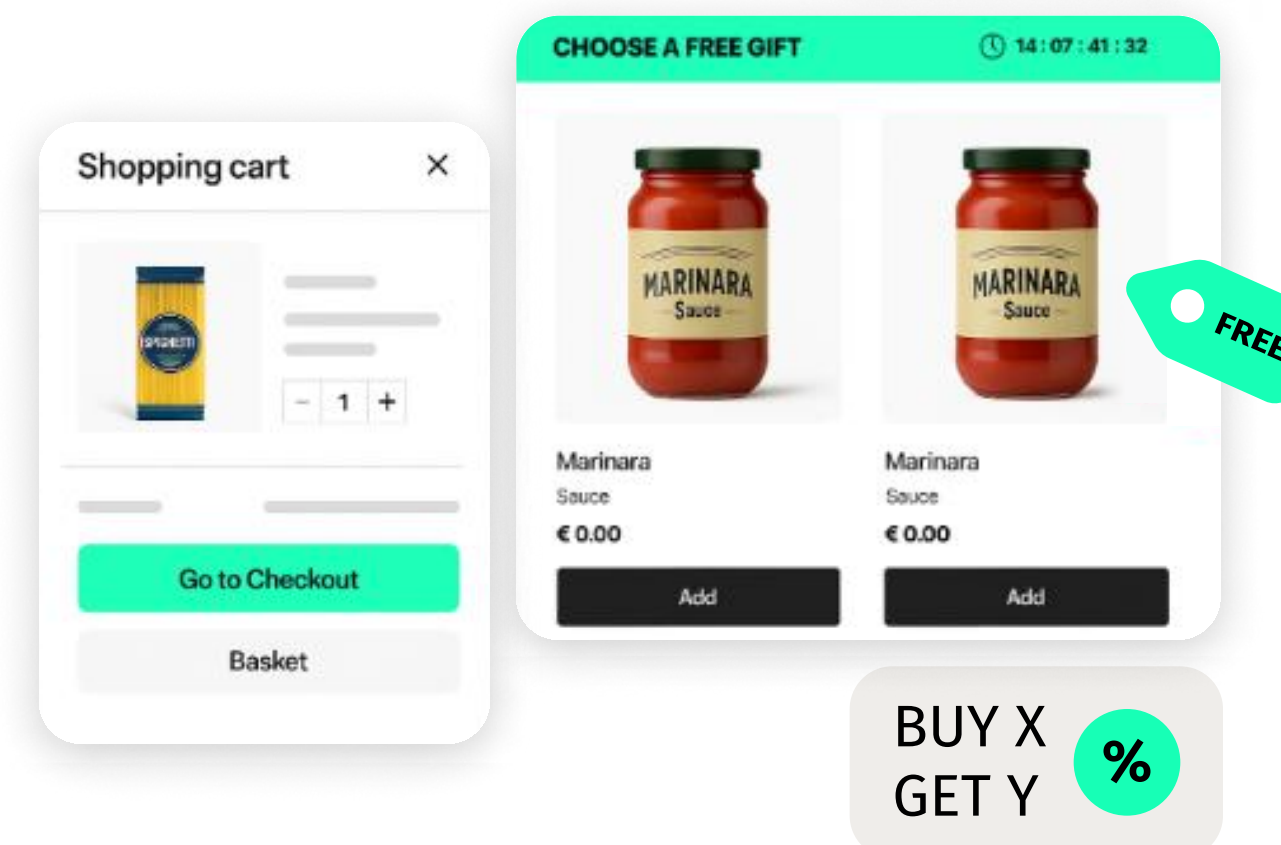
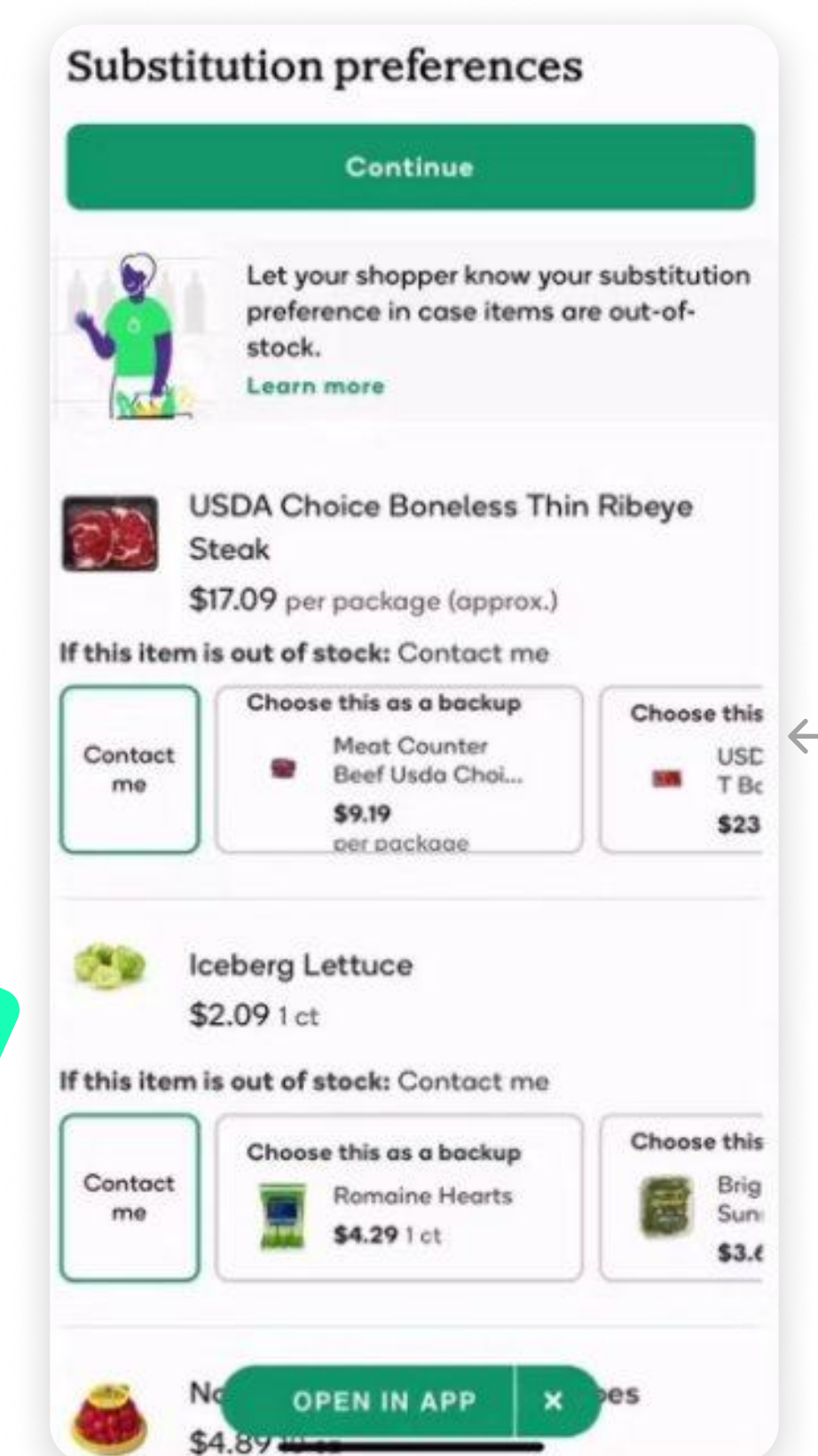
Instead of passively waiting for inputs, AI agents constantly monitor signals across the business: browsing behavior, basket activity, search queries, and even external indicators like weather or cultural trends. Agents then enrich data, generate recommendations, and simulate financial outcomes automatically.

The result is a commerce engine that not only executes transactions but also optimizes them in real time for profitability, conversion, and customer satisfaction.

Pricing optimization based on demand sensing

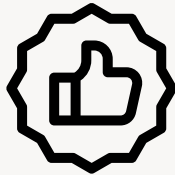
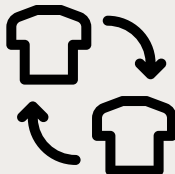


Dynamic substitution



Promotion optimization

An online grocery store can delight customers with dynamic product substitutions, while optimizing promotions and pricing through real-time orchestration of commerce capabilities powered by demand sensing and forecasting.

USECASE	HOW AGENTIC AI ADDS VALUE
 Smart recommendations	Traditional commerce engines rely on static rules like “shoppers also bought.” Agents move beyond this, surfacing bundles and cross-sells that are intent-driven, seasonally relevant, and aligned with business goals. For example, they can prioritize overstocked SKUs without compromising the relevance of recommendations, or push high-margin alternatives while maintaining customer trust. Recommendations become a balance of customer delight and commercial optimization.
 Dynamic substitution	When an item goes out of stock, most engines either remove it or offer a simplistic alternative. Agents instead consider customer profile, basket composition, and business goals to propose the best-fit substitutes, whether a similar item, a premium upgrade, or even a bundled option that delivers greater perceived value. This prevents cart abandonment and often lifts average order value.
 Promotion optimization	Instead of blanket discounts, agents simulate financial outcomes of campaigns before launch. They run scenario tests across customer cohorts, predicting how promotions will impact both conversion and margin. For instance, they can determine whether offering free shipping to a specific segment is more profitable than a 10% discount. Once live, agents monitor performance in real time and adjust levers dynamically.
 <u>Demand sensing and forecasting</u>	Agents detect early signals of demand spikes through search queries, cart additions, social trends, and alert merchandising teams before they translate into sales surges. They can then proactively recommend price adjustments, inventory allocation, or marketing boosts to shape demand rather than just react to it. This ensures retailers capture emerging opportunities without overextending supply chains.

Did you know that agentic AI already powers AI-native shopping journeys? This is what we call agentic commerce.

These autonomous agents act on behalf of the shopper, bringing personalization driven by autonomy, intent, and context. From discovery to purchase, they handle it all:

- Browse a catalog and surface the most relevant options
- Compare products side by side
- Add items to a cart and apply the best promotions
- Complete checkout and configure delivery
- Even manage post-purchase tasks like updates or support

The more they perceive, reason, act, and learn, the smarter they get.

Check out our [Agentic commerce white paper](#) to learn more.



Grid Dynamics' commerce partner, KIBO, is already advancing this space using its multi-agent platform [KIBO Agentic Commerce](#) which utilizes a multi-agent approach, empowering AI agents in e-commerce and order management to handle various aspects of the customer journey. Available now, the Shopper Agent enhances the customer experience by:

- Answering product questions and verifying availability.
- Adding items to the cart and facilitating order placement.
- Enabling seamless order reviews, modifications, returns, and refunds.
- Automating post-purchase tasks like "Where Is My Order?" (WISMO).

This functionality allows for single conversation resolution of many customer needs, driving higher conversions and satisfaction.

Order management system

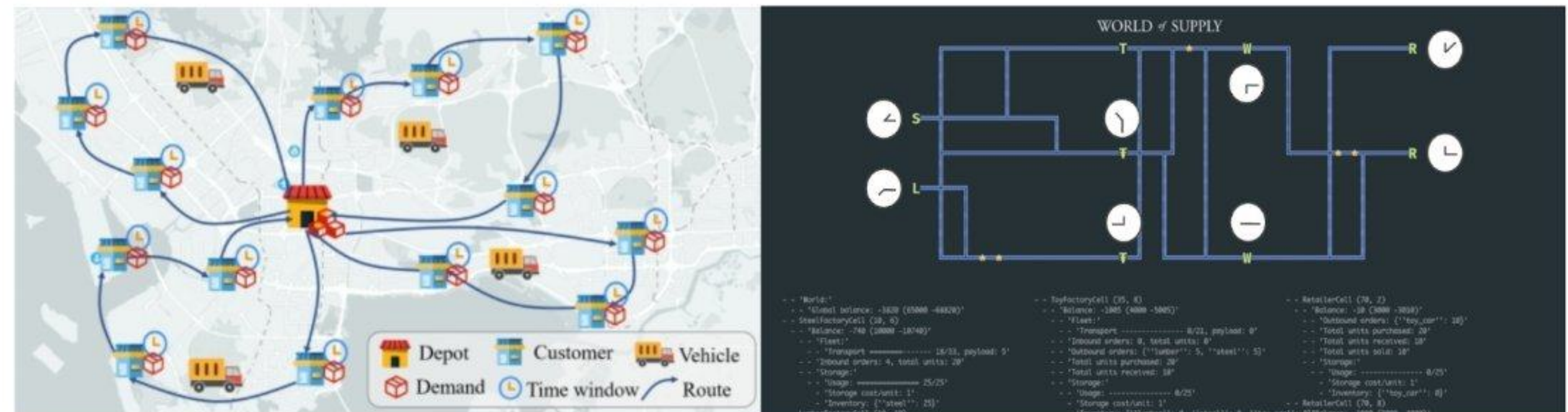
The order management system is where customer expectations and operational realities converge. A strong OMS ensures that once an order is placed, it's fulfilled accurately, on time, and at the lowest possible cost. Composable commerce platforms have already improved this by decoupling OMS from monolithic backends, enabling greater flexibility across fulfillment channels.

However, most OMS platforms are still reactive. They process orders after they're placed, rely on predefined routing rules, and alert teams only once issues occur.

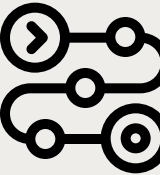
Human planners are often left juggling spreadsheets to forecast demand, spot risks, or coordinate procurement with suppliers. In an environment where disruptions can arise from viral social trends, shipping delays, or geopolitical events, this reactive approach falls short.

With agentic AI, the OMS shifts from processing orders reactively to actively managing the entire fulfillment pipeline. Agents ingest live data streams from customer carts, search queries, warehouse scans, supplier feeds, and carrier APIs to build a real-time picture of supply and demand.

When signals change, they act immediately, reallocating stock, adjusting delivery routes, triggering procurement, or updating customer promises, keeping fulfillment efficient, profitable, and reliable at scale.



Order cancellation windows coupled with agent-powered dynamic rerouting help cancelled orders remain on the van for simpler returns and reduced unnecessary trips

USECASE	HOW AGENTIC AI ADDS VALUE
 Demand prediction	AI agents detect demand surges before they translate into orders. By monitoring search queries, cart activity, and even viral social content, agents forecast spikes (e.g., TikTok trends) with enough lead time to pre-allocate inventory, rebalance stock across fulfillment centers, or update delivery promises. This reduces the risk of overselling and protects customer trust.
 Smart routing	Instead of relying on static rules, agents dynamically route orders across warehouses, stores, and drop-ship partners. They weigh multiple variables—fastest delivery, lowest cost, inventory levels, and sustainability goals—before making a decision. This enables intelligent trade-offs, such as prioritizing eco-friendly routes without compromising customer satisfaction.
 Proactive procurement	Agents continuously track supplier performance and inventory positions. If a supplier is projected to miss demand, AI initiates early restock signals or identifies alternative vendors. This minimizes out-of-stocks and avoids costly last-minute sourcing. Agents can also trigger partial replenishments to avoid overstocking while meeting forecasted demand.
 Returns intelligence	Returns are a costly blind spot for many retailers. Agents cluster reasons for returns—whether size issues, product defects, or misleading descriptions—and generate actionable insights for merchandising and product teams. For example, if a surge in returns is linked to sizing discrepancies, the system can update product pages automatically or flag the SKU for quality checks.
 Disruption response	AI agents constantly monitor carrier feeds, weather forecasts, and regional news. If disruptions occur, they automatically re-route shipments, adjust delivery promises in real time, and notify customers proactively. This not only reduces customer frustration but also preserves brand trust during uncontrollable events.

Check out the [OMS Buyer's Guide: Revolutionizing Order Management with AI Agents](#) to see how Kibo, Grid Dynamics, and Google Cloud are redefining order fulfillment, inventory optimization, and customer experience across omnichannel commerce.

- Automate complex, multi-step fulfillment processes to optimize inventory and drastically reduce manual errors.
- Provide real-time, personalized interactions with proactive support and seamless post-purchase journeys.
- Leverage AI to predict demand, identify trends, and make smarter, faster decisions across operations.
- Build a flexible, scalable, and resilient OMS that can adapt to any market shift or emerging technology.

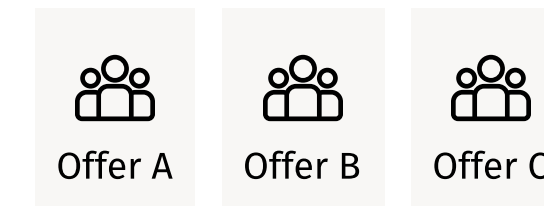


Personalization and CDP

The customer data platform (CDP) is meant to be the single source of truth for customer understanding, collecting data from across channels, stitching it together, and making it actionable. In composable commerce, the CDP sits at the center, feeding intelligence into personalization, marketing, and service experiences. But in practice, most CDPs today still operate like passive databases. They rely on batch uploads, rigid segmentation rules, and delayed updates, which means customer profiles often lag behind reality. By the time a campaign is launched, the data it's based on may already be outdated.

Agentic AI transforms the CDP into a live customer intelligence engine where agents ingest real-time behavioral signals—every click, search, cart action, return, and engagement—and instantly update customer profiles. They resolve fragmented identities across channels, trigger contextual offers, and detect intent signals like churn risk. Post-campaign results feed back into the system, creating continuous learning loops that refine targeting and personalization.

Basic Personalization



Customized by Group Characteristics



Welcome back, Michael!



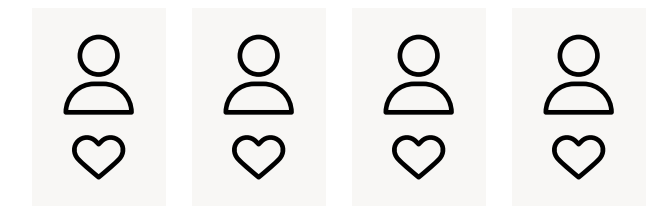
This item is trending with 68 other shoppers



Limited-time offer.
20% off
any order **\$8.99**

vs

Hyperpersonalization with Agentic AI



Unique Individualized Offers



You're 10 min away from a limited stock item

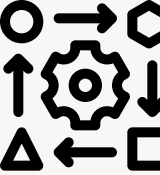


We think you'd love this pair of sneakers



Happy Birthday, Michael! Enjoy a special discount

Basic personalization uses broad group data. Agentic AI taps into real-time individual data such as location, intent, and milestones to deliver hyperpersonalized offers

USECASE	HOW AGENTIC AI ADDS VALUE
 Real-time profile updating	Customer profiles become dynamic rather than static. Every interaction, including site visits, product views, wishlists, cart activity, purchases, and returns, feeds into the CDP instantly. Agents also integrate external signals such as weather (to anticipate seasonal product needs), economic data (to predict shifts in buying power), or social sentiment (to detect trending products). This gives teams a live, contextual picture of each customer, ready to act on at any moment.
 Identity resolution	In a fragmented digital landscape, one customer might appear as three different profiles across devices, browsers, and loyalty accounts. AI agents apply probabilistic and semantic matching to reconcile these records, unifying them into a single identity with high confidence. This eliminates duplicate messaging, ensures consistent personalization, and provides a clear view of the customer journey.
 Predictive scoring	Beyond descriptive data, agents assign predictive scores such as likelihood to churn, probability of making a purchase within a time frame, estimated lifetime value, or next-best product interest. These scores aren't static; they continuously adjust as new signals arrive. For example, a customer who suddenly shifts from browsing casual apparel to baby products would trigger an updated next-best action and retargeting strategy in real time.
 Campaign activation	Traditional CDPs push updated segments to marketing systems in batch cycles, sometimes hours or days later. Agentic AI collapses that latency. If a customer shows signs of churn while browsing, agentic AI can trigger a personalized retention offer in-session. If a high-value customer adds items to their cart, it can launch tailored financing options before checkout. Campaigns become moment-driven instead of calendar-driven.
 Learning loops	Every campaign outcome feeds back into the CDP. Agents analyze which offers converted, which channels underperformed, and which profiles were misclassified. They then adjust segments, scoring models, and targeting rules accordingly. Over time, the CDP learns how each customer responds, continuously improving accuracy and personalization.

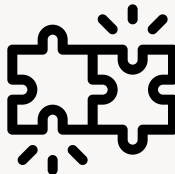
Payments

A failed transaction or a limited payment option can lead to cart abandonment, while inefficient acquirer routing or fraud detection can drain millions from margins. In global commerce, the challenge is even greater: customers expect their preferred local wallets, banks, or “buy now, pay later” (BNPL) providers, while merchants must also navigate complex regulations such as PSD2 in Europe or UPI mandates in India.

Traditional fraud checks often rely on rigid thresholds, reconciliation requires manual audits, and routing decisions are pre-programmed rather than adaptive. This results in false positives that frustrate customers, missed opportunities for cost savings, and delays in financial reporting.

By continuously monitoring behavioral patterns, regional regulations, and transaction performance, AI agents can detect anomalies, route payments optimally, and generate actionable financial insights, all in real time. This transforms payments into a system of intelligence that protects revenue, builds customer trust, and optimizes margins globally.



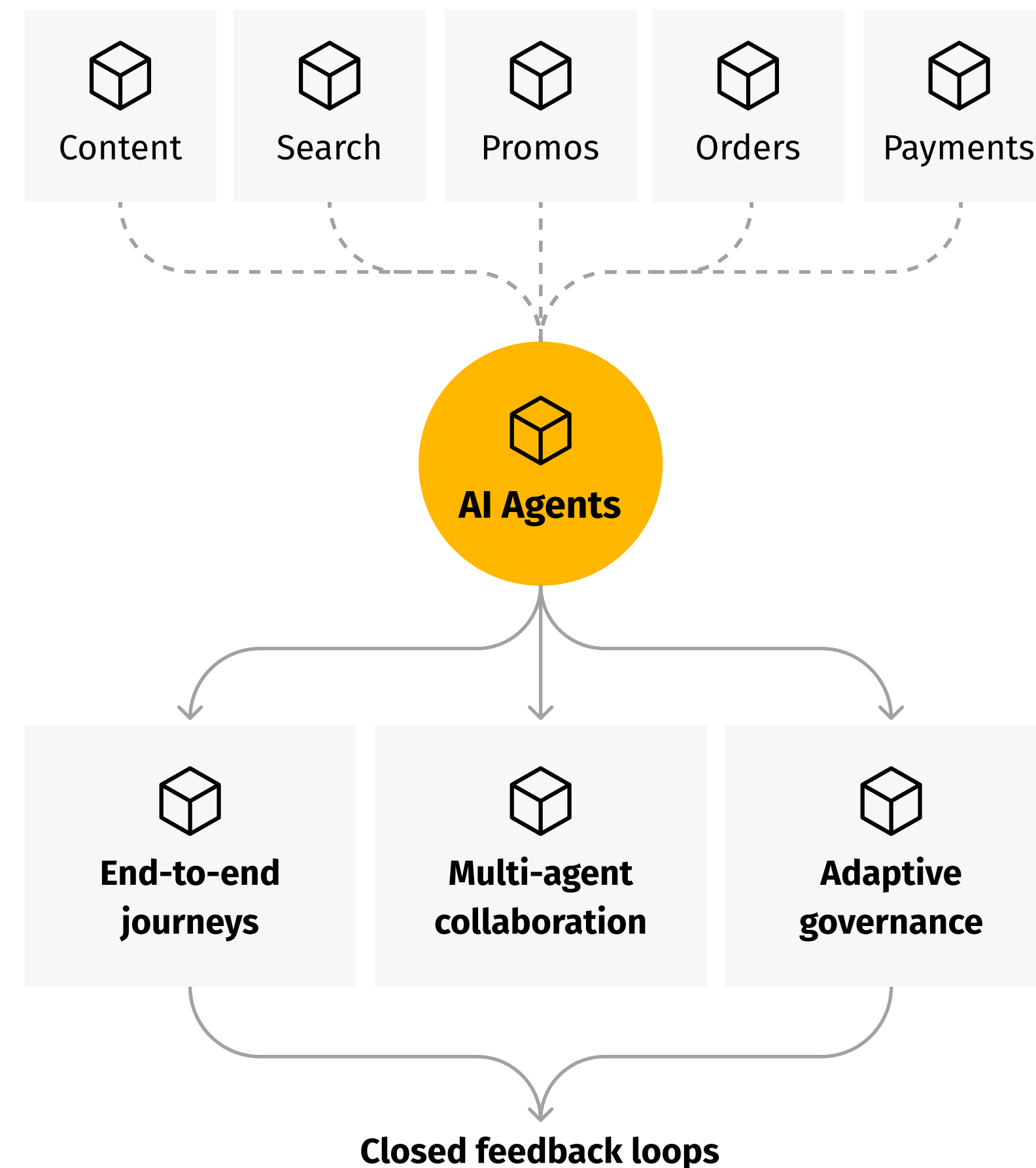
USECASE	HOW AGENTIC AI ADDS VALUE
 Fraud detection	Instead of relying on static fraud rules that flag obvious anomalies, AI agents analyze behavior across the entire shopper journey. They connect signals from device fingerprints, login patterns, purchase velocity, and geolocation data to identify coordinated fraud attempts or subtle anomalies that would evade rule-based systems. By learning continuously, they reduce false positives (legitimate transactions blocked) while catching more sophisticated threats.
 Dynamic acquirer routing	Merchants often work with multiple acquiring banks or processors to handle transactions. Traditionally, routing decisions are fixed by static rules. AI agents dynamically evaluate cost, reliability, and approval rates in real time, routing each transaction to the optimal acquirer for that payment type and region. This reduces failed transactions and lowers processing fees, directly improving margins.
 Autonomous reconciliation	Reconciliation of payments, invoices, shipments, and refunds is a time-consuming, error-prone process when done manually. AI agents automate this by matching transactions across systems in real time, flagging discrepancies, and even auto-resolving common mismatches. This ensures financial records remain accurate and reduces the workload on finance teams.
 Financial intelligence	Payments data holds strategic insights that are often underutilized. AI agents aggregate transactional flows to produce rolling forecasts of cash flow, identify costly payment rails, and recommend adjustments (e.g., shifting traffic away from high-fee acquirers). They can also highlight friction points in the payment journey, such as recurring declines in certain regions, enabling proactive fixes that reduce lost revenue.

AI Agents blur the lines between PBCs

In a composable commerce stack, each PBC is designed to do one job extremely well: content, search, promotions, orders, payments, or customer data. But when they operate in isolation, businesses still end up stitching journeys together manually, passing data from one system to another, and hoping it feels seamless to the customer.

AI agents change this dynamic by acting as the connective tissue between PBCs.

Instead of merely exchanging data through APIs, PBCs now collaborate through intelligent agents, resulting in:



- **End-to-end journeys**

A shopper searching in the Discovery PBC can trigger an agent to pull pricing from the Commerce PBC, stock levels from OMS, and personalized offers from the CDP, returning a cohesive response instantly.

- **Multi-agent collaboration**

Each PBC has a specialized agent, but higher-order “planner agents” orchestrate them. For example, a “conversion agent” might coordinate CMS, CDP (profile), and Promotions PBC (offers) to create the most persuasive experience in real time.

- **Closed feedback loops**

Agents observe outcomes: did the bundle sell, did the promotion convert, was the delivery on time?, and feed those learnings back into the relevant PBCs, creating a cycle of continuous improvement.

- **Adaptive governance**

AI ensures orchestration follows brand, compliance, and profitability guardrails. If an agent suggests a cross-sell that violates regional restrictions, a governance agent blocks it automatically.



Conclusion

Composable commerce delivers flexibility and scalability, but it also creates new burdens: too many touchpoints, too many rules to maintain, and too many decisions that still depend on humans. By embedding intelligent, autonomous agents throughout the composable stack, businesses can finally close the gap between modularity and execution. **Instead of simply wiring systems together, agents make every layer context-aware, self-optimizing, and aligned with business goals in real time.**

The result is a new class of commerce platform:

- Modular by design, intelligent by default
- Every component contributes to a coordinated customer experience
- Business teams set the goals; agents make them happen

At Grid Dynamics, we combine deep expertise in composable commerce and AI to help you turn these ambitions into reality with a self-optimizing, agent-powered commerce platform.

[Contact us](#) today to explore how AI agents can reshape your composable commerce strategy.

About Grid Dynamics

Grid Dynamics empowers enterprises to drive growth, boost efficiency, and transform their digital capabilities through expert technology consulting, platform engineering, AI, and advanced analytics.

Fusing technical vision with business acumen, Grid Dynamics (NASDAQ: GDYN) fuels a relentless drive toward sustainable digital transformation. As a forefront provider of technology consulting, platform and product engineering services, and bespoke software development, we draw from over 8 years of leadership in Enterprise AI, coupled with profound expertise in cloud, data, and advanced analytics.

Our commitment to engineering excellence, R&D leadership, a co-innovation ethos, globally efficient follow-the-sun delivery model, and an unwavering "whatever it takes" dedication to client success empower us to solve even the most complex enterprise challenges, ensuring profitable business outcomes and future-proof growth.

Founded in 2006, Grid Dynamics is headquartered in Silicon Valley and has a global talent pool of intellectually curious problem solvers in offices across the Americas, Europe, and India.

GET IN TOUCH TO BUILD AN AGENTIC AI PROTOTYPE IN HOURS →





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