

Executive Summary

Retail Technology Strategy: Unified Commerce & Agentic AI Roadmap

The retail technology landscape has reached an inflection point. While the holiday season remains a critical revenue driver, forward-thinking retailers recognize that sustainable competitive advantage requires fundamental architectural transformation not just seasonal optimization.

This report outlines the strategic convergence of two transformative capabilities:

Unified Commerce

Breaking down operational silos to create real-time visibility across all channels, enabling retailers to operate as a single enterprise rather than disconnected systems.

Agentic AI

Deploying autonomous systems that perceive, decide, and act with minimal human intervention transforming how retailers handle customer service, inventory optimization, and demand forecasting.

Three Critical Realities

- 1. Composable commerce within online channels** can be achieved relatively quickly using modern MACH-based platforms (commercetools, Fabric, Kibo, Salesforce Commerce Cloud, BigCommerce, Elastic Path). Most retailers are already on this journey.
- 2. True unified commerce across the enterprise requires** significant investment and represents a long-term transformation initiative. Off-the-shelf products may not yet be mature enough to satisfy requirements across every channel, necessitating custom integration and careful vendor selection.
- 3. Agentic AI delivers value regardless of architecture maturity**
Whether your systems operate in silos or approach unified commerce, AI agents can be deployed effectively in targeted use cases, from customer service automation to demand forecasting, providing measurable ROI while your broader transformation unfolds.

This guide provides practical implementation paths based on your organization's current state, realistic investment horizons, and measurable business outcomes, separating transformative opportunity from unrealistic hype.

[Get Your Strategic Guide →](#)

