

# MACH Impact Awards 2026

## Agentic Achievement Submission Questions

**Q1: What channel(s) does this project serve?**

**Help prompt:** Select applicable: B2C, B2B, B2B2C, Marketplace, Other. Briefly describe the channel context to help judges assess impact appropriately.

**Q2: Which geographic region does this project primarily represent?**

**Help prompt:** Select the region where this project was primarily delivered or where the brand is headquartered: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, or Other.

**Q3: Describe the agentic capabilities in your implementation. When did this agentic capability go live, and how long has it been operating autonomously or semi-autonomously in production?**

**Help prompt:** Provide go-live date (must be live for at least 3 months) and confirm how long the agent has been making decisions autonomously or with minimal human intervention. Include key deployment milestones and note if the agents are operating across multiple systems. Confirm that all results and metrics shared in this submission are from January 2025 or later.

**Q4: What business challenge did this agentic implementation address, and why was autonomous or semi-autonomous decision-making the right approach?**

**Help prompt:** Describe the specific business problem and explain why rules-based automation or manual processes were insufficient. What decisions do the agents make autonomously, and how do they coordinate across systems?

Provide quantifiable baseline metrics showing the scale of the challenge. Explain how autonomous decision-making addresses customer value, competitive advantage, or operational transformation needs that traditional approaches couldn't solve.

**Q5: How does your agentic capability demonstrate innovation and unlock future opportunities?**

**Help prompt:** Describe how this initial agentic implementation creates a foundation for future capabilities. Explain your roadmap: What new use cases, expanded coverage, or compounding value does this enable? How does this capability support your broader business strategy—whether competitive advantage, operational transformation, customer value creation, or market expansion? Show the progression from initial deployment to planned evolution.

**Q6: What measurable business outcomes has this agentic capability delivered?**

**Help prompt:** Provide specific metrics across these areas:

- Operational efficiency (reduced manual intervention, processing speed, cost reduction, throughput improvements)
- Customer experience improvements (satisfaction scores, reduced effort, faster resolution, improved usability)
- Business performance (revenue impact, conversion improvements, reduced waste/overstock, better resource allocation)
- Ecosystem advancement (cross-vendor coordination benefits, contribution to shared approaches, reusable patterns)

Include quantitative data with clear before/after comparisons. Show the impact that autonomous decision-making specifically delivered versus what manual or rules-based approaches achieved.

**Q7: How has your composable architecture enabled and supported the agentic capability?**

**Help prompt:** Explain how your composable, API-first architecture enabled the agents to operate across systems. Describe the underlying infrastructure that allows agents to coordinate between vendors, access real-time data, and execute decisions. Show how modularity and interoperability were critical to the agentic implementation. This demonstrates the symbiotic relationship between MACH foundations and agentic operations.

**Q8: Which vendors/partners collaborated on this project, and how do they enable the multi-agent or cross-system coordination?**



**Help prompt:** List all technology vendors, SI/agency partners, and collaborators involved. Describe how different vendors' systems communicate and coordinate to enable agent behavior.

Explain any contributions to shared frameworks, standards, or reusable approaches that benefit the broader ecosystem. Confirm all listed vendors have reviewed and approved this submission.

**Q9: What have you learned from deploying agentic capabilities, and what lessons would benefit others pursuing similar outcomes?**

**Help prompt:** Share patterns, approaches, or lessons learned from real-world agentic deployment. What obstacles did you encounter—technical complexity, organizational change, trust/oversight challenges? What would you do differently next time regarding build approach, integration complexity, team enablement, or governance? Describe any case studies, thought leadership, conference talks, or other knowledge sharing you've contributed to help advance the broader understanding of agentic systems.