

MACH X: CREATING THE AI- READY ENTERPRISE

KEY TAKEAWAYS

In Partnership with our Headliners:

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valtech 

October 21 & 22 // LONDON, UK

by the **MACH**
ALLIANCE

The Power of MACH Community portal is live →

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“At MACH X London, we saw a community ready to move from talk to action. Across industries, leaders agreed: flexibility in MACH architecture is now the foundation of AI success and of competitive survival. We also launched the next bold step: the Agent Ecosystem Initiative, challenging our 100+ members to co-create one of the world’s first agent ecosystems, already taking shape with real prototypes and shared momentum.”

Jason Cottrell
President, MACH Alliance



An Introduction



MACH X London brought together leaders shaping AI-ready enterprises making AI transformation real for companies across many different sectors.

Organizations with mature composable architectures report 77% AI deployment, compared to 36% for traditional systems. The gap is foundational business readiness. AI-ready enterprises have already taken major steps to become composable and exhibit interoperable ways of working.

We heard from teams running live agent-driven commerce, integrating LLMs, and scaling AI from pilot to strategic capability. The focus: what it takes to build for the agent ecosystem through collaboration, interoperability, and shared frameworks.

Nobody builds the AI future alone. Technology solution providers are creating an agent ecosystem. Technology buyers (aka End Users) are sharing early AI best practices and organizational lessons learned with each other. The AI-future will be a team sport. And the work begins at the business process level and touches every aspect of the organization.



Bob Howland
Chairperson, MACH Alliance

As the MACH Alliance, our purpose is to help organizations become AI-ready with confidence and clarity:

- We build community, so technical leaders share what works in practice
- We create frameworks, so there's a clear path through rapid change
- We provide support, so enterprises can build for AI with speed and purpose

We're here to help businesses build the architectures, partnerships, and capabilities that make AI-ready enterprises possible, not just today but for the agent-driven future ahead.

MACH X confirmed it: creating AI-ready enterprises means building together.



MACH X in Numbers



MACH X brought together digital leaders building AI-ready commerce enterprises through composable, interoperable architectures. These C-suite executives, business leaders, and technologists are deploying AI at scale, transforming organizational design, and building the agent-driven future of commerce.

Here's What Happened at MACH X

352

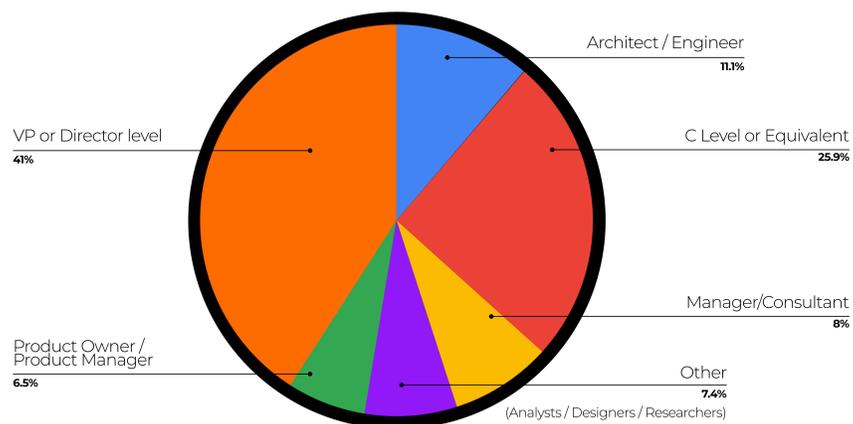
attendees over 2.5 days

209

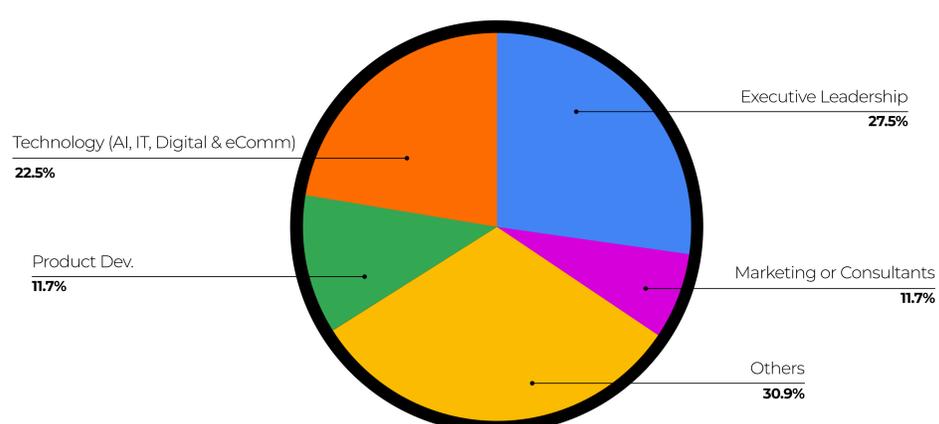
Companies represented

4.5/5

Average attendee rating for MACH X



COUNT OF **SENIORITY**



COUNT OF **FUNCTION**

Industries

Retail	Tele-communications	IT/High-Tech	Finance	Travel & Leisure
Healthcare	Manufacturing	Education	Professional Services	Government

The Reality Check: AI Adoption Faces Practical Barriers

A necessary dose of reality set the tone at MACH X.

While Silicon Valley celebrates AI unicorns and vendors promise revolutionary transformations, the actual enterprise landscape tells a different story. Arthur O'Connor took to the stage with data that made the room pause: despite claims that 86% of firms are implementing AI, rigorous research reveals only 5% achieve meaningful returns.

This disconnect between promise and practice runs deeper than implementation challenges. Organizations are discovering that individual productivity gains - the quick wins from ChatGPT and Copilot - don't automatically translate into business transformation. The tools that help employees write emails faster or generate code more efficiently create isolated pockets of improvement, but the organizational machinery remains unchanged.

Kelly Goetsch added financial perspective to this reality check. Yes, 64% of venture capital is pouring into AI startups, creating a gold rush mentality. But this investment frenzy masks a fundamental truth: most enterprises aren't ready to absorb these innovations. They lack the foundations - technical, organizational, and cultural - to turn AI potential into business value.



“ Many of the barriers to successful adoption of generative AI, despite \$30 to \$40 billion in user investment, represent organizational not just technical challenges. Successful adoption requires functional and organizational integration of business roles with most technology functions.

”

The Reality Check: AI Adoption Faces Practical Barriers

LESSONS FROM THE EXPERTS

Arthur O'Connor shared his insight in explaining the confusing, and often conflicting research findings on AI adoption.

Even successful implementations, he noted, showed mixed results. The Harvard/BCG study found teams using GPT-4 for suitable tasks achieved double-digit improvements, while those applying it incorrectly saw 20% productivity decreases. Microsoft research showed AI increased higher-order learning by 7% but caused 19% decline in knowledge recall through "cognitive offloading."

"Individual productivity gains alone are not going to create a P&L impact at the organization level," O'Connor stated, highlighting the gap between personal efficiency tools and enterprise transformation.



Looking for more insights from MACH X

View the [Session Recap Index](#)

MACH Foundations Enable AI Success



As the reality of AI's implementation challenges sank in, a striking pattern emerged.

Organizations with MACH foundations weren't just doing better with AI. They were in a different league entirely.

The numbers told the story:

- **2x more likely** to achieve positive AI results
- **94% confident** in their AI initiatives (vs. 36% for traditional architectures)
- **Actually prepared** for agent-to-agent transactions that will dominate 60% of commerce by 2030

This wasn't luck. While others struggle to bolt AI onto rigid systems, MACH organizations simply plug in new capabilities.

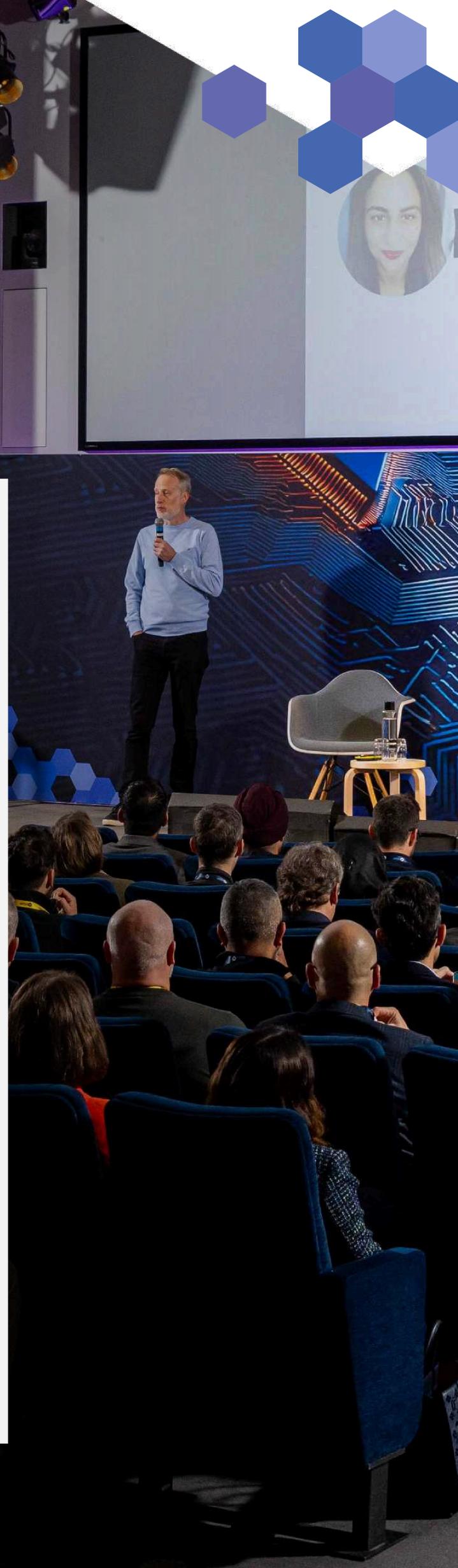
Their APIs are exposed, their data flows freely, their teams already think in terms of interoperability. The architectural decisions made years ago for flexibility had created the perfect conditions for AI success.

The divide is widening. MACH has shifted from competitive advantage to existential requirement. Organizations without these foundations aren't just moving slower; they're discovering that some AI capabilities remain completely out of reach. The composable architecture that seemed optional two years ago has become the price of admission to the AI economy.



MACH Foundations Enable AI Success

Paul Curtis from easyJet revealed how organizations with MACH foundations aren't scrambling to get AI-ready; they're already in production. As CTO for one of Europe's leading airlines, Curtis has seen how early architectural decisions now determine AI velocity. "Companies that invested in composable foundations weren't preparing for AI. They were already deploying it."



LESSONS FROM THE EXPERTS

The architectural principles that made easyJet's business agile are now contributing to a successful AI deployment in the near future:

- **Modular components** that accept new capabilities without system rewrites, allowing easyJet to plug in AI agents across booking, customer service, and operations seamlessly
- **API-first design** enabling agent-to-agent communication from day one, critical for coordinating between Customer Service and Sales capabilities
- **Cloud-native infrastructure** that scales automatically with AI demands, handling peak booking periods and real-time decisions

The timeline advantage is clear: "By 2030, we expect 60% of all online transactions to be initiated through agents. You've got to start now." Their MACH investment means they're able to start deploying AI agents in production while competitors are still planning transformation roadmaps.

Data foundations determine outcomes

As organizations race to implement AI, a critical truth has emerged: your data infrastructure predetermines your AI potential. Companies with modern data foundations aren't just seeing better results, they're operating in an entirely different paradigm.

The performance gap is stark:*

- 3x faster time-to-insight with AI implementations
- 87% report high-quality AI outputs (vs. 29% with legacy data systems)
- Actually capable of real-time decision-making that AI promises

This isn't about having more data. While others struggle with siloed systems and inaccessible information, organizations with composable data architectures simply connect new AI capabilities to clean, flowing data streams. Their data is accessible, their pipelines are automated, their teams already work with unified customer views. The infrastructure decisions made for data democratization had created ideal conditions for AI to thrive.

The gap is accelerating. Modern data architecture has evolved from best practice to business imperative. Organizations without these foundations aren't just lagging; they're finding that transformative AI applications remain impossible to build. The data infrastructure that seemed like overhead two years ago has become the foundation of competitive survival.

LESSONS FROM THE EXPERTS

Shawn Mandel from Parkland revealed how organizations with strong data foundations aren't wrestling with AI readiness, they're already extracting value. "We found 30 to 45 million dollars of opportunity before we actually put hands on keyboards," he explained.

The principles that enabled their operational efficiency now fuel their AI capabilities:

- Integrated data models - Moving data from 20 disparate systems into one unified model teams could trust
- Quality dashboards that expose data lineage, ensuring stakeholders understand source and reliability
- Cross-functional collaboration - Teams that never spoke finally connected through shared data understanding

The urgency is clear: "If you over-rotate on technology, you're never going to drive the impact you need."

Organizations with composable data architectures aren't just performing better with AI, they're finding massive value simply by connecting their data properly first.



The Agent Ecosystem Vision: Building the Future Together



The future won't be one agent to rule them all. As Jason Cottrell announced at MACH X London, "**really what we're trying to call out is we don't believe that's going to be the case. There's going to be many agents running many parts of your business.**" The MACH Alliance launched the Agent Ecosystem initiative to build one of the first true collaborative frameworks where interoperability is the foundation.

The MACH Alliance's unique position is clear:

- Over 100 member companies already aligned on shared architectural principles
- Proven track record of vendors pre-integrating and partnering proactively

This isn't theoretical. As Cottrell explained, "One of the most critical things the Alliance has achieved in recent years is bringing vendors and brands together to build proactively as a community." That same collaborative foundation now applies to agents. Over 45% of ISV and SI members signed onto the Agent Ecosystem initiative within weeks of its preview.

The timeline is urgent.

Paul Curtis from easyJet stated: "By 2030, we expect 60% of all online transactions to be initiated through agents. If you consider how long it takes large enterprises to deliver change, you've got to start now."

The MACH Alliance isn't waiting. Through programs launching in November, the community is building real agent-to-agent use cases together, with a commitment to deliver substantive examples by the spring session. The organizations defining these standards and proving these integrations today will shape the entire ecosystem.

The Agent Ecosystem Vision: Building the Future Together

LESSONS FROM THE EXPERTS

Dana Lawson from Netlify explained why the MACH community is uniquely positioned to build the agent ecosystem. "Being a lifelong technologist, the gatekeeping of technology is finally coming down where anybody can create experiences," she observed, describing how MACH principles enable rapid collaboration and innovation.

The architectural advantages that define the Alliance translate directly to agent success:

- **Interoperability** by design - Systems that already communicate seamlessly accept AI agents naturally
- **Open ecosystems** that allow best-of-breed AI solutions to integrate without vendor lock-in
- **Modular evolution** where new agent capabilities layer onto existing infrastructure

"We want to create a simplistic ecosystem that is interoperable so we can make that end user experience better," Dana emphasized. Organizations with MACH foundations can experiment rapidly, deploy incrementally, and scale what works.

The MACH community doesn't need to start preparing. They're building it together now.



Organizational Transformation becomes Mandatory

The AI revolution isn't just reshaping technology; it's fundamentally rewriting how organizations operate and structure teams. Companies discovering AI success share a common thread: they've transformed their culture and processes before deploying advanced tools.

The transformation imperative is clear:

- 95% of AI projects fail within large enterprises due to organizational, not technical, barriers
- Teams that restructured workflows before implementing AI see 5-10x better outcomes
- Organizations clinging to traditional hierarchies find even simple AI implementations impossible

This isn't about adding new roles. Successful organizations recognize AI as an organizational revolution. Siloed departments merge into cross-functional pods.

Hierarchies flatten as junior team members wielding AI tools outperform seasoned experts using traditional methods. The organizational structures that delivered success for decades now guarantee irrelevance.



Explore more from MACH X London!
Full session summaries, quotes, and key takeaways now available online on our [Community Portal](#).

Organizational Transformation becomes Mandatory

LESSONS FROM THE EXPERTS

Nuno Sousa from LKQ Europe described the organizational shifts required for AI success. "We recognized early that we needed to bridge different comfort levels with AI. I have developers with many years of experience, and we're creating pathways for them to leverage their expertise in new ways," he explained, describing how organizations must intentionally support teams at varying stages of AI adoption.



The transformation principles that drive results:

- **Cross-functional value pods** that replace departmental silos with integrated teams working toward shared outcomes
- **Changed talent expectations** where soft skills and adaptability matter as much as years of experience
- **Process-first mindset** that establishes guardrails before unleashing AI capabilities across teams

Nuno's team demonstrated real impact: His organization spent months establishing governance and process before opening AI access. The result? "We can generate more than 50% of our automated tests currently with AI, with supervision. And we are in a much higher percentage of unit tests that we are creating on especially legacy code."

The cultural shift is paramount: Organizations that addressed fears, retrained teams, and restructured workflows found AI multiplied their capabilities. Those that treated it purely as technology procurement found only disappointment and resistance. The transformation happens with people, not despite them.

People and culture: The Implementation Reality

Behind every AI success story lies an important truth: **technology is rarely the bottleneck**. The real barriers emerge in human dynamics, change management, and cultural adaptation.

Organizations deploying AI discover their greatest challenge isn't choosing models; it's navigating the complex human landscape of transformation.

The cultural shifts are real and varied:

- Engineers experience fundamental changes in their daily work as AI transforms the nature of coding and problem-solving
- Team members across levels navigate uncertainty about evolving roles as organizations accelerate AI adoption
- Long-tenured colleagues discover unexpected opportunities to collaborate across functions they never knew existed

This isn't solved with training programs alone. Successful organizations focus on psychological safety, transparent communication, and honest conversations about job evolution.

Companies ignoring the emotional and social dimensions of AI adoption watch their technology investments underperform despite flawless technical execution.

“ We're seeing different reactions across teams. Product people are excited, design and business are trying to understand the impacts, and engineers are experiencing a deep shift in how they work every day. ”



Ryan McKenna
Principal Engineer,
RVO Health



People and culture: The Implementation Reality

LESSONS FROM THE EXPERTS

Ryan McKenna from RVO Health shared how his organization is navigating the emotional complexities of AI adoption with transparency.

Rather than ignoring these dynamics, RVO Health actively addresses them. "We've noticed that as effort changes, so does job satisfaction. This creates an environment where both opportunity and uncertainty exist hand in hand. People want to talk about it, together." he noted, describing how the company focuses on redeploying that time toward more strategic, fulfilling work.

The leadership approaches that work:

- **Radical transparency** about what's changing, what's uncertain, and what leaders genuinely don't know yet
- **Active senior participation** where executives use AI tools themselves and discuss their experiences openly
- **Focus on soft skills** as engineering work shifts from coding to orchestration and strategic thinking

The breakthrough insight:

Organizations that acknowledged concerns, invested in frequent one-on-one conversations, and celebrated curiosity over expertise found their teams embraced AI. Those that pretended adoption would be seamless created challenging environments where shadow AI flourished and official initiatives struggled. Change happens through honest dialogue, not cheerful proclamations.



MACH X



Key Takeaways for Action

- 1. Establish MACH foundations:** they're prerequisite for AI success
- 2. Fix data infrastructure:** no shortcuts exist
- 3. Build integrated teams:** silos guarantee failure
- 4. Invest in change management:** equal to technology investment
- 5. Start with internal use cases:** prove value before external deployment
- 6. Address human concerns directly:** transparency builds trust
- 7. Build governance early:** establish guardrails before scaling
- 8. Move with urgency:** the market won't wait
- 9. Join the collective effort:** no organization succeeds alone
- 10. Embrace the agent ecosystem:** composability over monopoly

The Agent Ecosystem: Our Call to Action

At MACH X we announced a shared commitment to build the “Agent Ecosystem,” an interoperable, composable environment in which SaaS and AI-native tools connect to create one of the first true agentic AI ecosystems.

With more than 100 members already engaged, we are shaping the patterns, architectures, and use cases enterprises can trust as the foundation for this distributed AI future.

Be part of building the Agent Ecosystem. Support us and take action today.

[Sign your company up as a supporter](#) →

MACH AI Exchange Hackathon



Proving Agent Collaboration in Practice

Theory becomes reality when teams build together. At MACH X London, the MACH AI Exchange supported by Bloomreach, demonstrated what cross-vendor agent collaboration actually looks like. Four teams, 50 participating companies, and real brand challenges solved in 10 weeks.

The results validated the MACH advantage:

- Cross-vendor teams built production-ready enterprise AI solutions in 10 weeks
- Solutions leveraged the MACH Open Data Model as a shared foundation
- Multiple vendors integrated seamlessly without requiring custom point-to-point connections

This wasn't a controlled lab experiment. Real brands submitted actual business challenges. Teams combined technologies from competing vendors, solution implementors, and multiple brands. What emerged proved composable architecture makes multi-vendor AI and agent collaboration practical with AI-ready enterprise products coming as a result.

Four teams demonstrated collaborative AI solution development:

- **Synapse AI - A B2B Wholesale Agentic AI** enabled conversational ordering via web app, WhatsApp, and Voice, eliminating sales representative dependency
- **Athena AI - B2C Cross-Brand AI Promotion** consolidated House of Brands catalogs into a single AI-powered endpoint for cross-brand recommendations
- **WhackAScam AI - Fraud Detection AI** proactively monitored for copyright violations and brand asset misuse with self-learning capabilities
- **DeepShift AI - AI Migration & Documentation** compressed months of monolith-to-MACH migration into hours using the Open Data Model

Teams combined technologies from Vercel, Commercetools, AWS, Uniform, Elasticpath, Conscia, Storyblok, Netlify, Voucherify, and Bloomreach without extensive custom integration. The MACH principles that enabled vendor collaboration now enable AI collaboration across platforms. All of these projects were created with the express mission to roll-out free to use for the entire MACH community. [Sign up for the LinkedIn Live](#) showcasing these products and to be informed when they go live.

Register your interest to be considered for future cohorts

The MACH AI Exchange Hackathon was made possible through the support of:



People in MACH



The final day of MACH X London brought together the heart of the community - leaders, builders, and thinkers - for a raw and refreshingly human look at AI. What made the day special wasn't just the content, but the connection: real conversations, in-person energy, and an almost radical honesty about what's working, what isn't, and what needs to change. This was not a showcase of polished success stories; it was a shared journey in progress.

AI Needs a Moral Compass - and a Human One

The AI Ethics panel set the tone: just because we can doesn't mean we should. Technology will move faster than governance unless leaders define clear ethical boundaries and take responsibility for how AI is applied inside their organizations.

Transparency Builds Trust

From data handling to decision-making, the message was clear: people don't trust black boxes. Enterprises that demystify how AI makes choices will gain the competitive edge. The discussion moved beyond compliance toward earning trust - through openness, accountability, and inclusion.

“

It's hard to keep up with all of this. So saying that you don't know is really powerful. You're giving permission to people to say they don't know, to learn and to think about it.

”

Claire Donald
CPTO, Moo



“

If you're not thinking about the ethical consequences of your AI, you're not leading - you're experimenting on your customers. Governance isn't the brake; it's the steering wheel.

”

Nicola Cain
CEO & Principal Consultant,
Handley Gill Ltd



People in MACH



Culture Is the Make-or-Break Factor

Multiple speakers called out that the biggest blocker to ethical AI isn't tech - it's culture. Organizations need psychological safety to question the "why" before the "how." When people can raise concerns without fear, ethical design becomes embedded, not performative.

The discussions on People in MACH Day proved that ethics, culture, and technology must evolve together. If you care about shaping the future of composable and the agentic ecosystem - not just using them - join the MACH Alliance community today. Add your voice, your experience, and your honesty to the movement that's defining what "responsible innovation" truly means.

“ AI doesn't challenge our technology as much as it challenges our humanity. The conversations at People in MACH Day proved that ethical leadership isn't about having all the answers - it's about being brave enough to ask the right questions in public. ”

Kimberly Matenchuk,
Executive Board Member, MACH Alliance

“ The future of AI isn't being built by 'someone else' - it's being shaped by all of us, one decision and one conversation at a time. If you care about making technology work for people, not the other way around, join the MACH community. Your voice genuinely moves this industry. ”

Jasmin Guthmann,
Community Chair, MACH Alliance



[Join the Community today](#)

Thank You!



We're grateful for your participation in our community. Please share the MACH message and pass on the insights to others.

Subscribe to our newsletter and stay up-to-date on all things MACH, receive the latest updates, insider content, and valuable insights from the MACH community to keep you in the know.

Follow the MACH Alliance **on LinkedIn** and we'll keep you posted on more events, initiatives, rideMACH, People in MACH, and more!

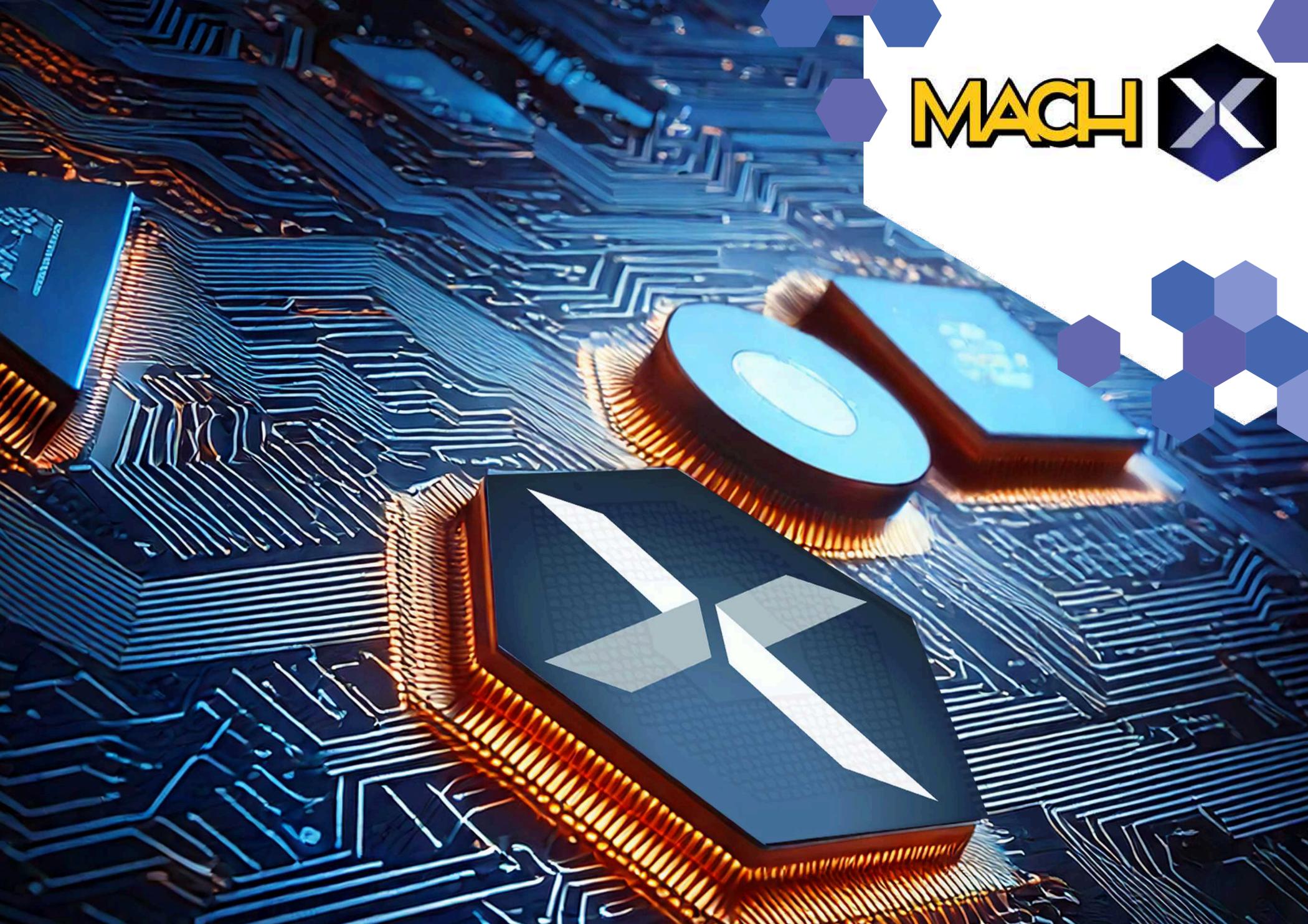
MACH X London reinforced why the MACH community is uniquely positioned to lead in the agent era. We're not starting from scratch; we've spent years building the collaborative muscle and architectural foundations that agent ecosystems require. What excited me most was seeing vendors who compete daily come together to build real solutions in the AI Exchange. That's the power of this community, and it's exactly what the industry needs right now.

Danielle Diliberti
CEO, Sommsation
(MACH Alliance Board
Vice President)



The logo for MACH X, featuring the word "MACH" in a bold, yellow, sans-serif font with a black outline, followed by a stylized "X" inside a dark blue hexagon with white geometric shapes.

MACH X

A close-up, artistic photograph of a circuit board with intricate copper traces. Several large, blue, 3D-printed components with gold-colored bases are mounted on the board. The central component is a large hexagon with a white "X" shape on its top surface. The lighting is dramatic, highlighting the metallic textures and the geometric forms.

THE POWER OF
MACH

Continue the Conversation
Join the [Power of MACH Community Portal](#)

If you have any questions about MACH X please contact
info@machalliance.org