



**Driving innovation across your  
MACH architecture with AI**

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# Introduction

What's VML's take on the future of AI-enhanced experiences?

With our AI-powered marketing operating system WPP Open, VML and our parent company WPP are at the forefront of AI-enabled architecture. This report shares our latest thinking around MACH principles and how emerging AI best practices are being applied in the world of composable architecture.

From our perspective, as one of the leading practitioners of AI, we're currently seeing more businesses than ever looking to adopt AI in their MACH deployments. Recent figures from the MACH Alliance back this up.

**30%** of enterprise tech stacks are now AI-enabled

Buoyed by the inherent agility of mature MACH environments, we're seeing many organizations experimenting with the art of the possible in their tech deployments and, in so doing, unlocking the power of innovation.

Nowhere is this more obvious than in the rapidly emerging relationship between composable architectures and the adoption of Artificial Intelligence.

AI has emerged as the game-changer that promises to completely re-write the rulebook for how technology delivers business solutions. But that, in itself, throws up questions and challenges. Business leaders the world over are asking, how can I get value from this technology? How can I differentiate? How will AI impact my customers and business? How and what do I need to change?

The need to answer these questions has, in itself, become a driver of innovation and experimentation. MACH gives businesses the freedom and space to experiment with AI and find out where they can gain value from it.

This next phase of the composable journey is defined by leveraging MACH architectures to create space for accelerated innovation and, more specifically, enable the race to drive value via AI. It also signals that MACH is no longer just an IT differentiator. For organizations looking to thrive in the AI age, it is now very much a business differentiator.

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# VML, AI and MACH: our story

AI doesn't just represent a step into the unknown for business users. It also marks a fundamental shift for technical architects, engineers and digital solutions specialists like us. In a world where natural language is becoming the new programming language and prompts the new software specifications, we're having to adapt to a completely new model of working with composable technologies for the benefit of our clients.

As always at VML, we pride ourselves on getting ahead of the curve. We have already devised a way of thinking about and working with AI which focuses on demystifying many of the complexities. It builds on the solid foundations of our considerable experience, not just in engineering and architecture, but also in problem-solving and innovation.

What we aim to do above all else is to contextualize AI solutions in the business problem at hand. AI throws up new technology, new solutions, new use cases, and new opportunities for efficiency and differentiation. But benefits are never automatic. There is nothing more important when working with any technology – AI included – than identifying the business value, and planning and testing thoroughly to ensure it can be realized.

To achieve this, we have developed a five-stage framework for working with AI. As per the following diagram, we visualize this process as a 'pyramid' in order to capture how successive stages support and build on one another.

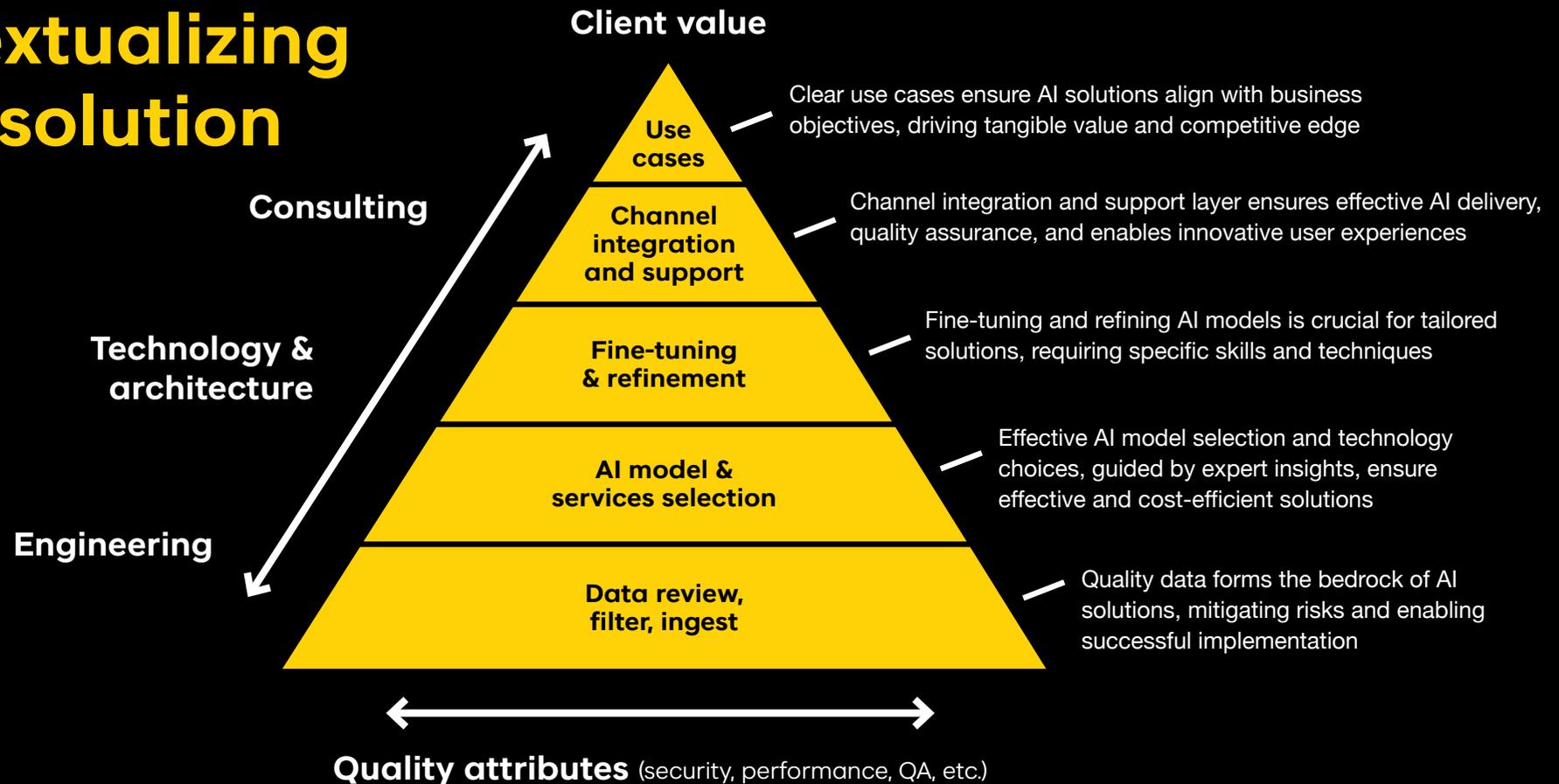
We have applied this guided way of thinking across a wide range of cases – from enterprise-level delivery route optimization all the way through to code-generation tooling and deployment automation for our engineers. Informed by our experience in helping our customers drive value and measurable business outcomes with AI, our framework provides a structured approach to AI adoption. By understanding and addressing each layer, businesses can navigate the complexities of AI adoption, ensuring their AI journey delivers real-world benefits and drives business growth.



**Nick Harry**

Chief Technology Officer, VML EMEA

# Contextualizing an AI solution



**Use-cases:** AI solution success depends on alignment with business goals, including clear use-cases. Without this, there's a risk of deploying tech solutions that lack tangible business value. This layer emphasizes the need to be driven by business requirements, e.g. cost reduction, process optimization, improved quality, or competitive advantage.

**Channel integration and support:** This layer highlights the importance of considering how AI services will be delivered to end users and the level of protection and quality assurance required. This is where we start to transition from the technical solution to its delivery into the end users' domains. Lots of innovation is possible in this layer as the solutions become more real.

**Fine-tuning and refinement:** This layer underlines the fact that out-of-the-box AI models will almost certainly require customization to meet specific business needs. AI services are rarely plug and play, but, with the correct data and training, they can be fine-tuned to specific needs. This layer also highlights the potential need for unfamiliar skills and techniques.

**AI model & service selection:** After data, technology choice and build vs. buy decisions are critical. Making the right decisions requires transferable skills from software architecture, and expert knowledge of AI tools, platforms, and APIs. MACH principles make change less intrusive compared to introducing AI into a monolithic architecture.

**Data review, filter, ingest:** The foundation layer highlights data's crucial role in AI use-cases. It's not just about the quantity, but the quality of your data. Data, akin to AI's brain food, trains its behavior. Hence, every VML AI project starts with data – without this robust foundation, even the most sophisticated AI models will falter.

# The role of AI in innovation

**Before we explore why MACH and AI are such a good fit, let's set the scene by looking at the role of AI in driving innovation. And with that, how and why innovation is shaping businesses' thinking on evolving their tech capabilities.**

Growing trust in MACH as an enabler of innovation is matched by how business leaders view AI. Much of the buzz around AI in business and commerce circles focuses on its potential to deliver next-gen experiences that align with changing and increasing consumer expectations, through things like advanced personalization, reducing friction in customer journeys, real-time activation and self-service.

At the same time, AI also promises to unlock enormous value for businesses through performance and efficiency. Intelligent automation, predictive analytics, content creation and curation, continuous optimization, and more, all promise to help organizations unlock innovation through data-led decision-making and reducing time to market for solutions.

But there is another side to AI's role in the developing scramble for innovation – the pace of change in AI itself. Company strategies and approaches are being shaped by waves of AI innovation in the marketplace.

Every company is trying to figure out how and where they can incorporate existing AI features into their platforms. Then, on a parallel path, there are a massive number of new startups, new applications and new companies trying to solve particular problems with new AI applications.





# MACH and AI – a perfect match

So, as we have seen, composable architectures and AI have their own stories to tell in unlocking and driving innovation. But the real magic happens when they are put together.

It's an almost symbiotic relationship. MACH brings the agility for rapid and incremental deployment at scale, encouraging experimentation and continuous improvement. AI brings the data-led intelligence to analyze and automate new implementations at speed. One multiplies the impact of the other, and the result is an acceleration in innovation.

Let's dig deeper into how this works.

## Building AI on composable foundations

MACH architectures are the default model for baking in AI solutions. It's already true to say that, if you're doing AI, you'll be looking to apply MACH principles.

That's because, in most cases, AI is available to end users in the form of existing applications that can be leveraged 'as a service' by plugging them into an existing stack. This is a composable approach by definition, whether you are using cloud-based AI tools, connecting them via APIs, or going for a full microservice architecture.

Even when businesses look to build AI tools themselves, it's commonplace to wrap them in APIs to make them easily portable across different use cases. And composable architectures also help to break down silos between functions and services, making it easier to apply AI across the board.



**Jason Bedell**

Chief Architect, VML

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*Most of the time, we are leveraging an existing AI product as a service in a composable context, essentially building AI in as a microservice in a modular way. There are other times when we are building AI models ourselves, and we do this a lot with things like computer vision models. We train the model then wrap that in an API to make it composable and integrated.*



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*MACH architecture is predominantly about connecting bits together. In a typical composable commerce stack for example, you've got your commerce engine, your PIM system, CMS, NMS, CRM, etc., all potentially distinct services, all needing to be choreographed and orchestrated.*

*The orchestration and choreography are probably the most time-consuming things. People have to take time to understand the interfaces that different SaaS products provide, how to translate outputs so that they can talk to other products in the system, and which messages need to go where. This orchestration is increasingly being handled by AI. And composable stacks will become low-code environments, choreographed by AI.*



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## Unlocking value with MACH and AI

By now, it's well established that MACH represents more than just an upgrade in technology. Composable architectures have helped to establish new ways of working in digital development, such as Agile, DevOps, rapid prototyping and CI/CD as standard practice. The inherent flexibility of MACH – the way it breaks down barriers between different functions and enables customization – has brought business and IT functions together and allowed production to become faster and more finely tuned to business needs.

Throwing AI into the mix promises to take these benefits to another level. What AI is arguably best at – handling huge volumes of disparate data at speed and using that intelligence to make decisions based on desired outcomes – is perfect for innovation-focused digital production. From prototyping, to design, to testing and through to production (and, even before that, suggesting solutions based on analysis of demand and opportunity), AI tools are increasingly being used for analysis, automation and creation.

There are several ways this unlocks further value in digital innovation. The most obvious speaks to the pressure businesses are feeling to innovate faster – AI promises to speed everything up. Developers are already making full use of this benefit. AI tools like GitHub Copilot and Amazon Q are being widely used to suggest, edit, and troubleshoot code, for example. Looking forward, we expect to see AI tools increasingly deployed to choreograph both operations and production in MACH environments, eventually leading to 'production' as we know it being replaced by an ongoing process of AI-driven CI/CD. At this point, innovation will become baked into the fabric of digital systems themselves, with responses to demands and opportunities in the market happening automatically and at speed.

Equally, composable environments allow AI solutions to be scaled and used generically as services, cutting the development workload. MACH provides a model where developers can solve a problem once, and then reapply it again and again without having to do a full rewrite from the ground up every time.

# Client case study

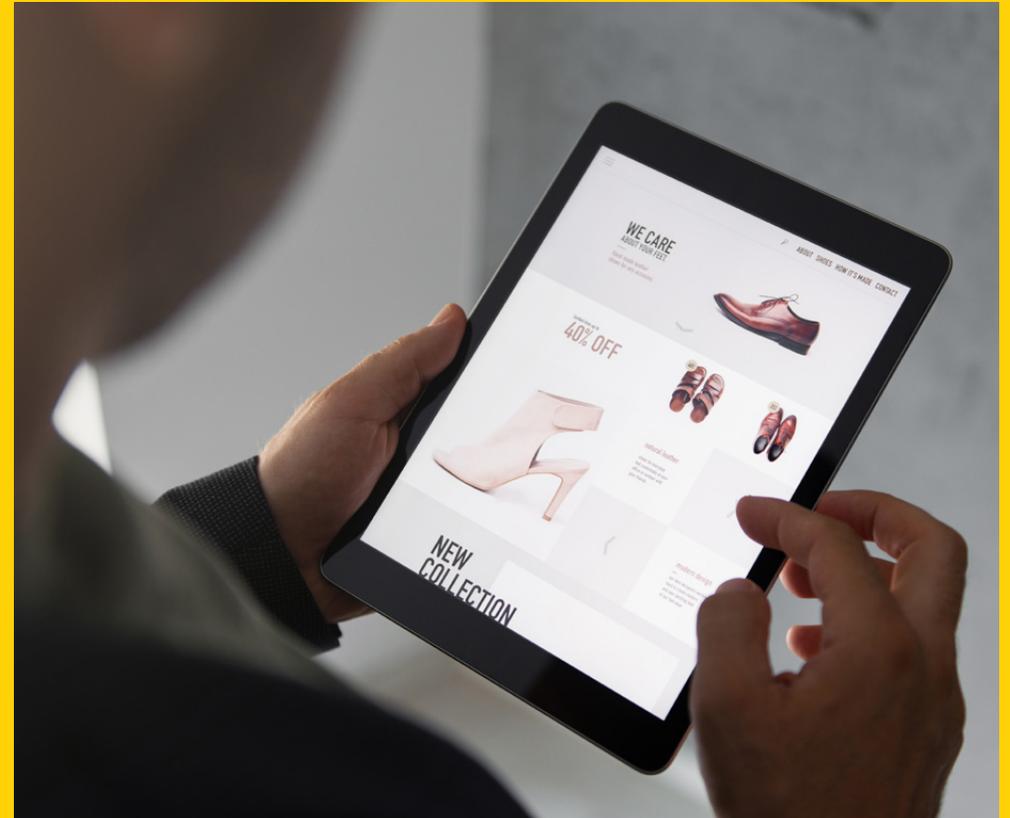
## Global apparel brand

### Addressing complex legacy tech issues to deliver major efficiency gains and savings

VML has supported a major global apparel brand in implementing a complete overhaul of its technology stack to drive operational excellence. Faced with the technological debt of a complex legacy stack, characterized by over-customization and an inability to meet emerging shopper trends efficiently, VML recommended a wholesale business change program to refresh the client's ecommerce technology, all underpinned by MACH principles.

At the heart of the solution was the building of a composable back-end designed to help reduce friction in the development team's lives and therefore radically speed up production. Working with partners Contentstack, AWS, Google Cloud and Adyen, we let best-of-breed MACH technologies do their thing to make integrations simple, resilient and observable, and this allowed us to leverage WPP Open to embed AI tools in support of digital production to increase the frequency of iterations and more quickly land on the most-effective content, messaging and assets for the target audience.

The results have bought stability to a platform that faced many issues when the project started; efficiency gains have saved upwards of \$200,000 in cloud storage costs already; and improved business capabilities based on putting the business on an innovation footing.



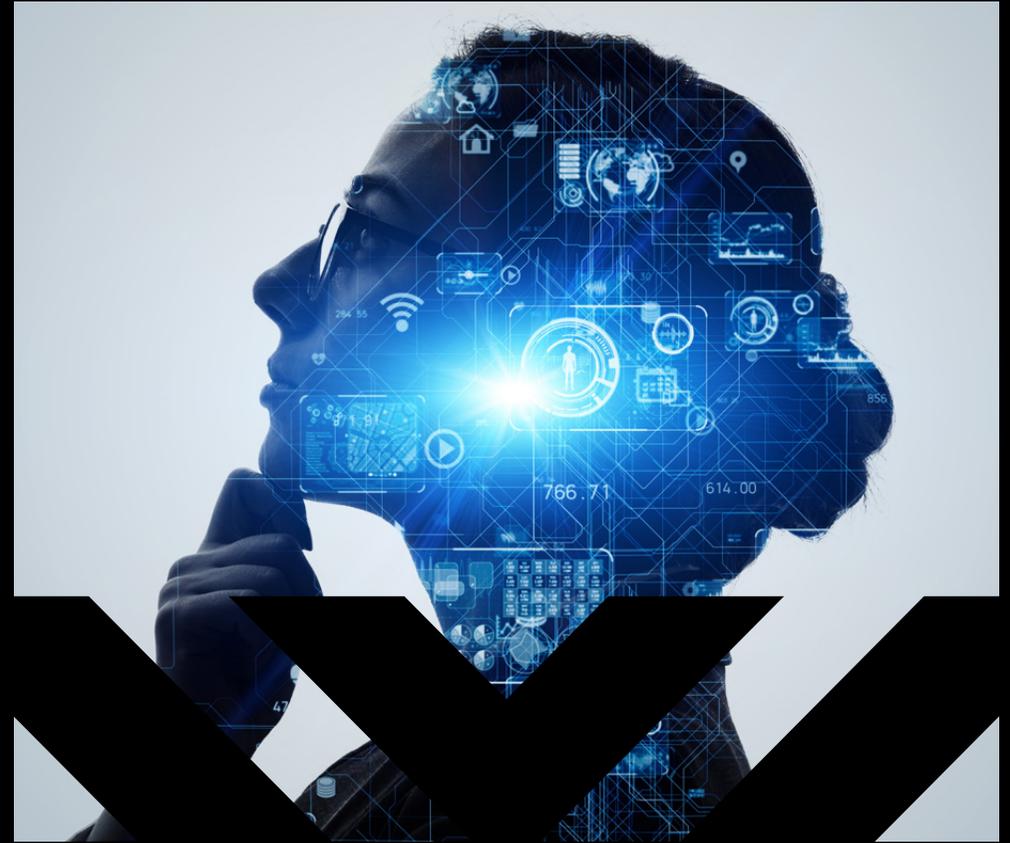
# How AI applications are thriving in a MACH world

There are already some very clear use cases in which AI is having a demonstrable and significant impact on commerce and experience. Two that stand out in terms of syncing with composable architectures to unlock innovation are content generation and curation, driven by Generative AI and hyper-personalization. Both are driven by AI's ability to interpret data in real time and generate effective outputs.

## Generative AI

There's little doubt that Generative AI is the current technology poster child. Ever since Open AI launched ChatGPT in 2022, the world of Big Tech has been dominated by the arms race between Amazon, Microsoft, Google and now DeepSeek, to release similar applications, and to embed them in corporate and commercial IT.

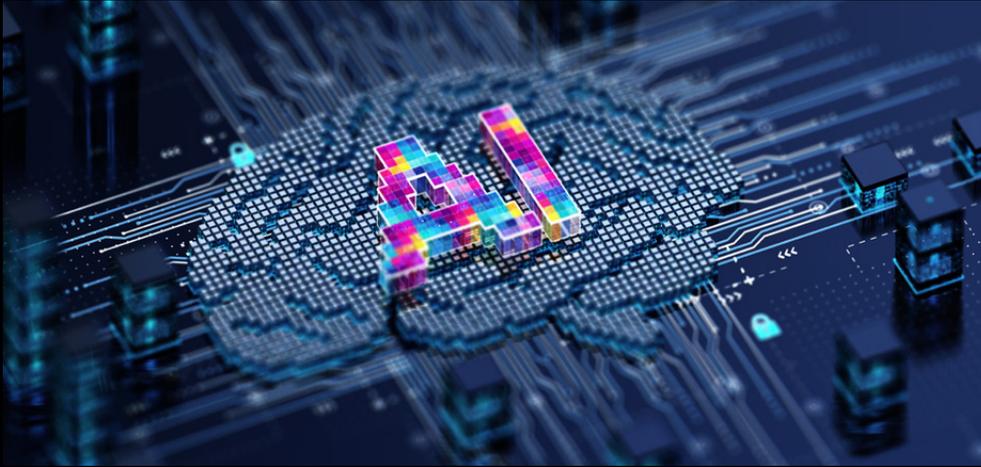
The excitement around Generative AI revolves around two key qualities – its natural language interface, and what it can produce. Whether it's text, photo-realistic images, animations, video or computer code – all Generative AI takes is a written (or spoken) prompt, and the algorithms produce an output based on the millions (or billions) of relevant examples they have been trained on.



## Gen AI in a MACH context

Generative AI is, in its own right, a walking, talking example of MACH architecture. All the front-end apps/services – Open AI's ChatGPT and Dall-E, Microsoft Copilot, Google's Gemini, Amazon's Q and Lex, just to name a few – are built on Large Language Models (LLMs), the enormous back-end data engines which learn patterns from relevant examples and use those patterns to produce novel outputs on demand.

This model not only means end users access Gen AI tools in a composable way, it also shapes adoption patterns. Users don't buy an LLM as a software product they can download and install. They buy a connection and an interface into what the LLM does. This comes with a certain amount of freedom. With lots of different Gen AI services available, the principles of MACH mean you can chop and change in a composable way, swap out the bits you need from one and take your pick from another.



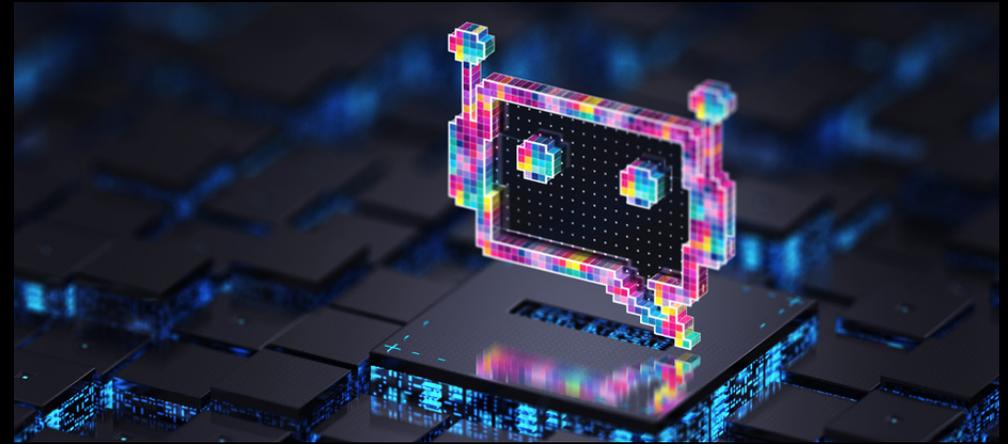
## Content generation

So, what is Gen AI being used for in a commerce or customer experience context? Content generation is what everyone associates this emerging technology with. And across the VML business globally, we're seeing this have an impact on the creation of everything from product descriptions to brand imagery.

For example, writing product descriptions for omnichannel brands is an incredibly time-consuming manual process. But AI can handle thousands of variations quickly, efficiently, and with high levels of accuracy. There is already evidence that Gen AI is having a positive impact on the customer experience, with one recent survey from the APAC region finding that 56% of consumers say they find AI-generated content more engaging.

## Next-gen chatbots

Well before Generative AI appeared on the scene, chatbots were arguably the most common example of AI in business. But now LLMs are driving a new generation of chatbots capable of handling far more complex queries and providing much more detailed and contextualized answers.



### Vaughan Eveleigh

Product Director for AI & Commerce,  
WPP Open

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*With all the different retailers and SKU variations, digital brands can easily find themselves in a position of having to manage thousands of different versions of the same product content. We're very excited about the ability to enhance and automate that process using Gen AI tools.*



# Client case study

## Domestic & General

### Leveraging AI to enhance the online claims experience

VML has worked with insurance company Domestic & General to introduce an AI-powered chatbot into the firm's claim handling operations. The app we built made use of Google's AI to provide customers with a natural language interface, plugged into the company's existing commerce stack using APIs.

Delivering a thoroughly modern customer experience, the chatbot is fast and accurate even when dealing with complex queries and reduces friction in the claims handling process. Since its introduction, calls to the help center have gone down significantly while customer satisfaction has gone up.



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*In the LATAM region, we've recently submitted proposals to a major global beauty brand and a large hotel chain operator to build what would in effect be 'expert' virtual assistants or agents.*

*The idea is to have a natural language interface for users to ask whatever questions they like, e.g. beauty tips and advice, trip planning recommendations. The assistant gives detailed answers but of course is linked to the client's PIM and commerce stack to make recommendations and drive conversions. With a need to plug the bots into lots of different stacks and datasets, this is ideal for a MACH approach.*

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**Glenda Kok**

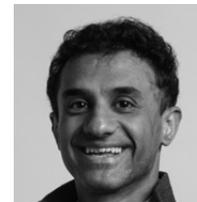
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For me, one of the biggest AI stories globally within VML is a privately deployed generative AI model that produces brand images for clients. We have two major clients in China using it. Our creative team took a secure Stable Diffusion build and forked it, meaning they downloaded it and deployed it on a protected server. The way it's being used, it allows us to generate realistic images of human faces without the need for photoshoots and models. And it works because, rather than being trained on the internet, the proprietary model is trained on the brand imagery we gave it, so the results are relevant and accurate. And we can run Brand Guardian on top to make sure there is no violation of the brand guidelines.



### Hasan Hasnie

Chief Technology Officer, VML APAC

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Brand Guardian is an intelligent Content Quality Management system developed by VML and embedded in our AI-driven platform, WPP Open, that ensures content and assets are consistent, compliant and inclusive, at scale. Through the application of AI, it intercepts and flags non-compliant/off- brand content prior to and/or after publishing, while also supporting the asset creation process during its early stages.

## Personalization

We started out by highlighting the fact that many business leaders feel that the pressure to innovate is coming from consumer expectations. And if there's one expectation modern consumers have above all others that drives the need for innovative solutions, it is for increasingly personalized shopping experiences.

The principles of personalization have been around for some time. Digital shopping journeys generate a wealth of data about consumers. That data can be, and is, used to target different ads at different people based on online behavior, make up-selling and cross-selling recommendations at checkout, curate different content to appear on social channels, etc.

We see the evolution of AI-driven personalization happening in two phases. The first is using different AI capabilities, including Machine Learning, to improve on the analytical capabilities of legacy rule-based algorithms, and therefore deliver more precise and relevant results. This amounts to leveraging AI to increase the volume and type of data that can be used for targeting, speeding up processing, and raising the bar on the precision with which it is used. But the principles of how targeting works, using data to segment, etc., remains fundamentally the same.

But that change is coming. Neural networks and deep learning models offer exciting opportunities to look at the total sum of a person's digital footprint and make real time predictions about what they want and need, in any and all contexts, at an individual level.

The ultimate expression of this could be the evolution of AI personal shopping assistants that have the power to make purchases on our behalf, based on a basic set of criteria, or even make purchases proactively based on what they know about us.

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*When you're shopping online today, in terms of the data that is visible and what companies know about you, there's a fragmented version of 'shopper you' that is broken out with every company that you're interacting with. There's a different version of the you that Amazon sees versus Boots versus Walmart, etc. All of them have their algorithms trained on those fragments of 'shopper you', trying to figure out what part of the product catalog they should show you to try to get you to purchase.*

*In future, instead of these fragmented shopper personas, I can see each of us having our own AI agent that understands all of our shopping behaviors and patterns from all the data available about us. I can give my agent an instruction to go find an item and it will make a choice not just based on the specific instructions I give it, but within the context of all the other variables it knows about me. Not only will it take personalization to another level and make it about individuals getting what they genuinely want, when they want it, it will also put us in more control of our own data.*



**Brian Yamada**

Chief Innovation Officer, VML

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# Client case studies

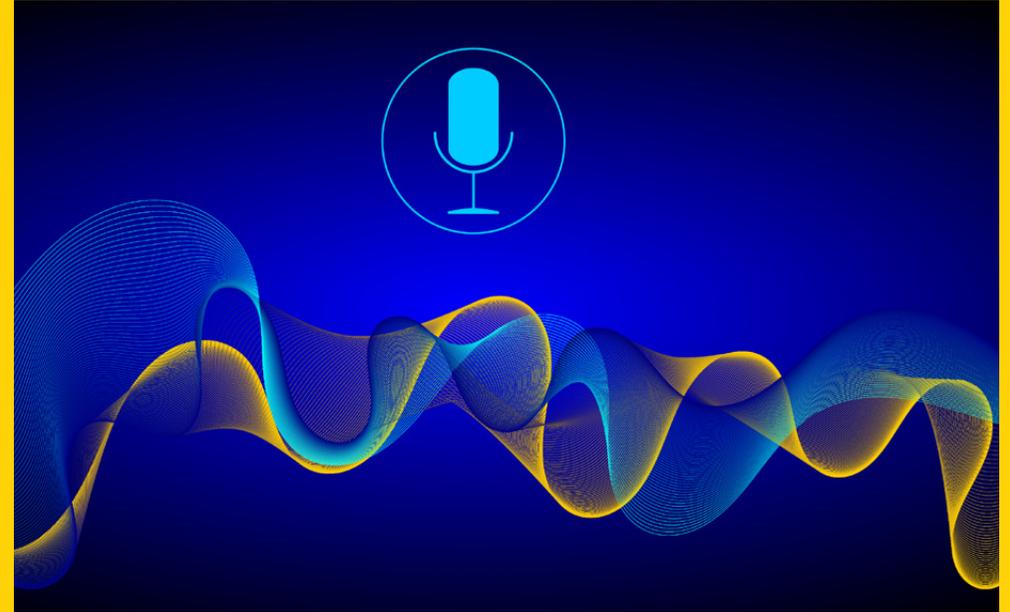


## Woolworths Metro60

### Creating a new app for Woolworths enabling sub-60 minute grocery deliveries

The Metro60 app is a super convenience solution that offers one-hour deliveries on more than 4,000 products to Woolworths customers in Melbourne and Sydney, Australia. VML built the app using the Bloomreach Commerce platform, embedding the Bloomreach Engagement personalization engine into the stack.

Bloomreach Engagement allows Australia's largest supermarket and retail chain to personalize the customer experience at scale, collecting insights on behavior in real-time and making data-led decisions about what products to lead with in the app, and across multiple marketing channels. In its first three months after launch, the tool processed over 25 million customer events, driving personalization and relevance with over 200,000 personalized customer SMS, push, or email communications.



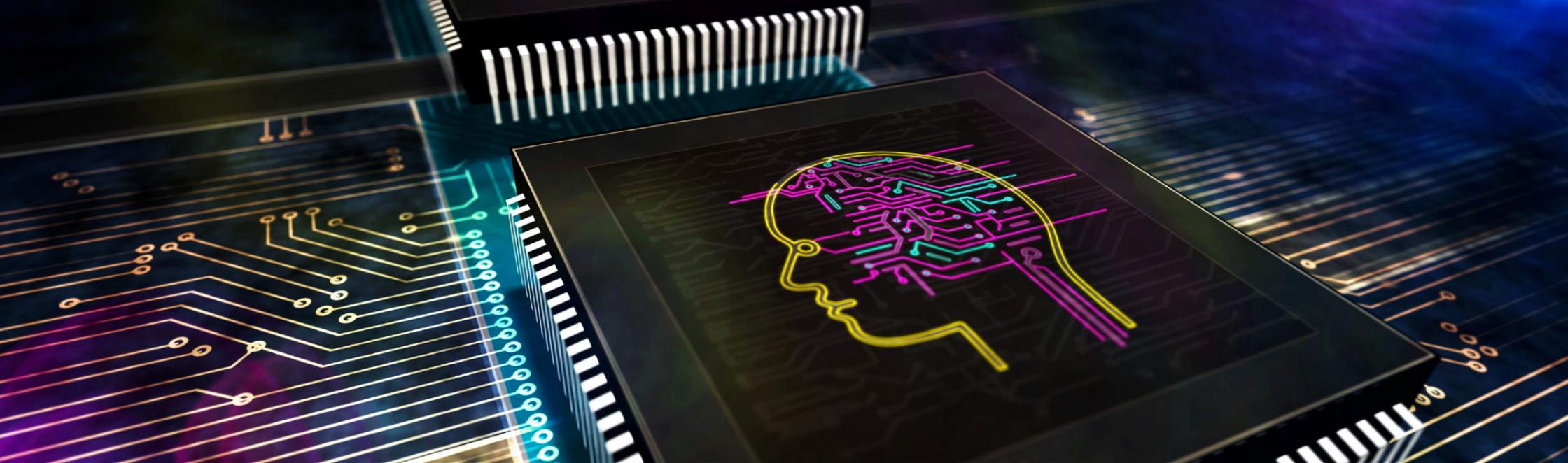
## Sherwin-Williams

### Designing the first ever AI voice-controlled color production tool

Sherwin-Williams is one of the largest manufacturers of paints and coatings in the US. Understanding the passion that architects and designers have for getting exactly the right color to bring a design to life, they hired VML to develop a tool that would make color matching as simple and intuitive as possible.

The result was 'Speaking in Color' – the first-ever voice-activated AI system that produces hues based on human inspiration. Users say a word or phrase and Speaking in Color instantly analyzes millions of images through a search algorithm and optical recognition to create a personalized color palette.

This gives Sherwin-Williams an advantage in color mapping, predicting trends, and understanding the role color plays in all of our lives. Today, Sherwin-Williams "Speaking In Color" is redefining the color experience, making it possible to find the impossible – the ONE.



# Practical considerations for embedding AI in MACH environments

**MACH and AI represent a formidable partnership for driving innovation in commerce. But most organizations are at very different stages in their journeys with the two types of technology. You'd be hard pressed to find a business that doesn't use any of cloud computing, APIs, microservices or headless architectures in one form or another these days. These are now tried and tested concepts.**

With AI, the opposite is true. While “buzz” is high, adoption of AI into everyday business processes is cautious and slow. Businesses are still very much at the stage of trying to work out where AI can help them most.

With mature technologies, businesses can fall back on a wealth of case evidence to answer how the tech will solve a business problem. But with AI still being at a relatively early stage, that's not necessarily available. It's for this reason that we push the importance of experimentation to our clients, of rooting AI adoption back in specific business problems, and running development and deployment in a controlled, goal-oriented way to test and learn our way to AI-enabled business success.

So, what are the practical considerations for getting this right? Here are two critical success factors.

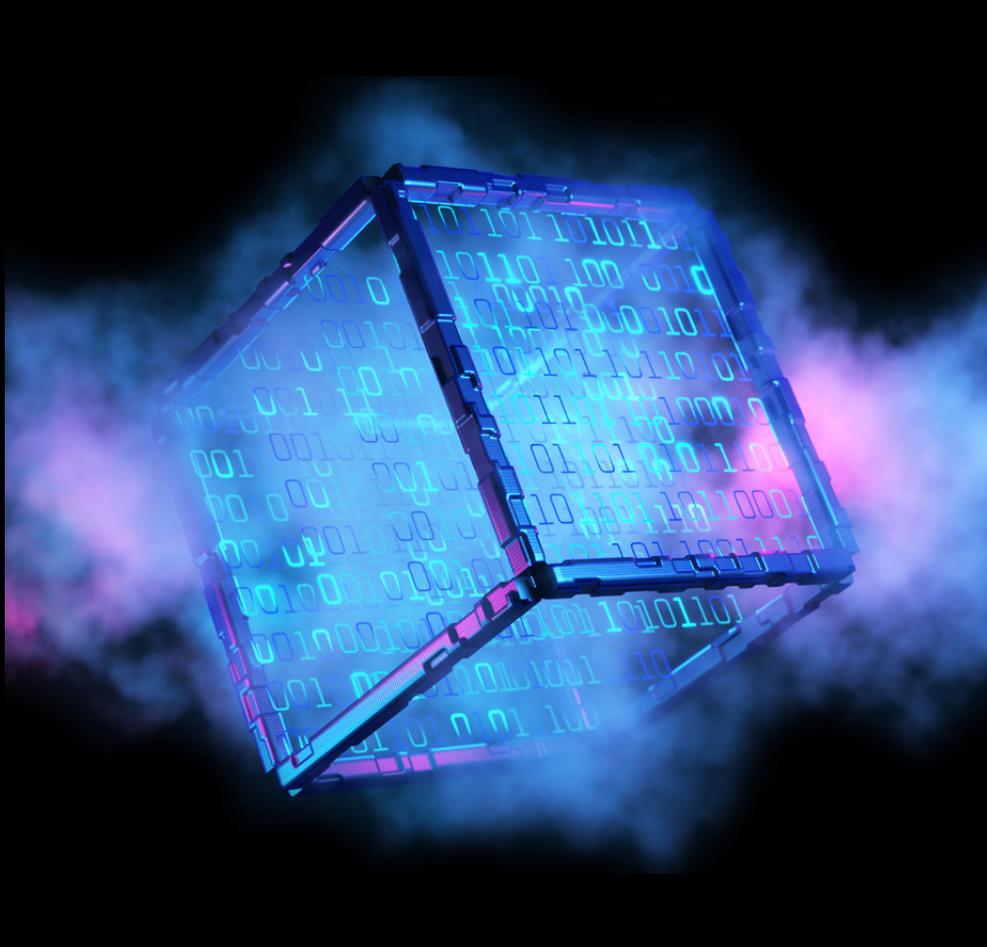


### **Embrace the composability at the core of AI**

A key practical question that centers around the adoption of AI in particular is how businesses are navigating and integrating all of the emerging AI solutions and connecting them to their stack in a composable way. The key is in effectively orchestrating multiple AI solutions to drive business value and achieve goals and outcomes targeted to the specifics of the business and its customers.

Choosing ready-made AI products that can simply be plugged into an existing tech stack offers simplicity, ease, low cost and high efficiency. However, both the technical architecture and business process workflow become much more intricate as we move to purely Agentic interactions. Properly anticipating both the risks and opportunities afforded by Agent-to-Agent (A2A) architectures will ensure better outcomes. Fortunately, the composable nature of such integrations allows for robust governance and management while still enabling the speed and efficiency promised by AI-enabled technologies.

What we're increasingly seeing is a hybrid test-and-learn approach where clients are happy to start out with human-to-agent interactions and optimizations as a baseline, and then iterating to agent-to-agent integrations across multiple AI solutions and measuring their performance against the initial baseline.



### **Picking the right partners**

Along with business-specific customizations built on top of ready-made AI products, another trend we're seeing in the market is the importance businesses are placing on working with the right AI partners. And this comes back to it not just being the technology that's important. Brands want expertise and know-how to help them maximize the value they get from AI.

The realities of a tech stack comprised of multiple services, multiple vendors and therefore multiple partnerships, also underlines the need for effective coordination. At some point, you need someone taking the lead to make sure everyone is pulling in the right direction. The way we've seen it work best is when someone from the Customer Experience (CX) side of things is assigned to take on that role, as it puts the outcomes for the customer front and center of why and how everything else fits together in service of the customer.

# Why businesses trust VML as their innovation partner

1

**We are unique in our level of expertise and our ability to match AI strategy with implementation**

Whilst it's an often over-used phrase, VML genuinely offers an end-to-end service that is pretty much unique in the market. This is bolstered by having a number of specialist companies in our same stable that offer world-class expertise covering a range of important adjacent disciplines.

2

**We can offer different approaches to "meet each client where they are"**

In addition to our unique range of expertise, another key strength is the range of solutions that we offer, coupled with the flexibility to work with clients on their own terms, whatever they need.

3

**We're not focused on selling products, we're focused on business solutions**

Clients put their trust in us enough to form long-term relationships because it becomes very clear, very quickly that closing the sale is not our guiding objective. Success for us is always measured in achieving real business outcomes for our clients.

*"There are a lot of companies that offer strategy. There are a lot of companies that can do implementations. VML is exceptional in the sense that we can work with a client to create a business strategy, a marketing strategy, a digital strategy, and then we have the technical expertise to activate those initiatives. That's a huge win because it means we're not just taking your idea and standing it up. We're forming that idea with you based on your business goals. Especially with AI and the level of exploration required at this stage, that really aids in development."*

**Jason Schlosser** | Executive Director, VML

*"We have everything from WPP Open and Creative Studio, things that don't require a lot of customization and training, all the way through to highly customized Brand Brains and WPP Open's very, very deep AI expertise. With lots of dimensions in between. That diversity helps us meet clients where they are when they come to us. From wherever that starting point is, we can then lead them forward by showing them new points of value that meet their level of ambition."*

**Brian Yamada** | Chief Innovation Officer, VML

*"As a company, we're not just doing tech for tech's sake. What we're about is using tech to enable business strategy. And that means we're flexible. By working hand in hand with businesses, we make sure there is a reason for everything – what's the cause for investing in innovation, or migrating from a legacy platform? And the more the business is involved, the better the solution will be."*

**Jason Schlosser** | Executive Director, VML

4

#### **We're great connectors for driving innovation**

We talked earlier in the report about how MACH ecosystems often made working with multiple partners a necessity, and how – when it came to AI in particular – there was a lot of value in choosing a trusted lead to co-ordinate it all. Our rich and varied expertise makes us the perfect candidate for connecting webs of vendors and service providers together.

5

#### **We're using AI to evolve our own business so we can offer a better service to clients**

We've already mentioned how our interest in AI – as in technology in general – is more in the business solutions they can drive rather than selling tech products. Another sign of this is the fact that much of the AI innovation our specialists at WPP Open are working on is focused on optimizing our in-house operations, so we can go to clients with even better solutions and services.

*"Every day we are the ones that use the technology that our clients buy. So, we understand what connects well together and how to do it, what we can leverage and how to drive value. We are also great at connecting different parts of a client's business together to make a project work. There's a lot of entrepreneurship in the DNA of our agency; data is also in our DNA, we are creatively driven. We're very close to being as innovative as possible a partner for our clients."*

**Glenda Kok** | Chief of Technology Business, VML LATAM

*"A big focus of ours is building our capabilities internally so all the services we provide are AI-enhanced. That could mean leveraging AI to create better content or more scalable content or just to offer more efficient production. A lot of the time, we're offering clients a capability rather than a piece of tech."*

**Vaughan Eveleigh** | Product Director for AI & Commerce, WPP Open

## Driving innovation with WPP Open

**WPP Open** is WPP's intelligent marketing operating system powered by AI. Globally scaled, it is trusted by world-renowned brands including The Coca-Cola Company, Ford, L'Oréal and Nestlé. Built on WPP IP and owned technology, and strengthened by strategic partnerships with leading technology firms, WPP Open leverages decades of experience serving enterprise clients to deliver highly optimized, automated and transformative marketing solutions that elevate brand experiences, push the boundaries of creativity and drive measurable growth.

WPP Open houses WPP's cutting-edge AI Studios, each built for different aspects of marketing, from creative, ideation and production to PR, commerce and media. All are engineered with custom APIs to protect client data, ensuring safe and effective operations. WPP Open is powered by proprietary AI products, **WPP Brains**, which are trained on a variety of data sources and LLMs to optimize the entire marketing process.

**Brand Brain:** 'Brains' are how WPP Open apply AI technologies across the entire marketing journey. If we consider Brand Brain, LLMs are good at knowing things about the world and doing so through imagery and text – and soon video and sound. They make it easy to create generic content; but the battleground for marketing and communications is not about creating generic content, it's about creating brand-specific, production-grade, differentiated content. This last mile is very hard to do well.

So, we take lots of different data sources – from brand guidelines, to tone of voice, to brand assets – and we couple those with our deep expertise in branding to create brand-specific content. But to create a Brain that is truly a professor of your brand, you need deep expertise in training and tuning neural networks. That is why we use bleeding-edge techniques from academia to develop our own techniques – as well as accessing early technologies from our partners – to build Brains that produce this brand-specific content.

**Creative Studio** is part of WPP Open and a new Generative AI suite that brings together multiple tools in one seamless experience. It elevates creativity with the power of AI innovation, with applications leveraging multiple generative AI models to enhance the creative process and improve the efficiency of design workflows.



## AI and innovation in a MACH world

### Next steps

After years spent straddling a strange grey area between the next big thing and pseudo-science fiction, AI is rapidly emerging as the technology that will define the 2020s, and a genuine game-changer for business. As has been the story time and again with digital transformation, the speed of change is both exhilarating and disorientating. Business leaders are feeling the pressure to keep up technologically, while at the same time working out on the fly exactly where it is that AI can make a real difference to both their bottom line and their customers.

In this report, drawing on insights from our global team of commerce, customer experience and technology experts, we've made the case that the composable approach to platform architecture provides the foundations on which AI implementations can thrive. As most organizations grapple with the discovery phase of AI, MACH's agility and scalability is ideal for unlocking success for innovation, allowing development to progress in small, rapid, incremental steps towards a desired goal – the perfect model for experimentation.

As well as breaking down barriers in technology by allowing everything to connect to everything else, MACH also brings IT and businesses closer together, helping to ensure tech is always grounded in business objectives. In this sense, MACH is now maturing into a key differentiator in business strategy, not just something that interests tech teams.

So, what are your next steps for grabbing this opportunity by both hands, and laying the foundations for AI to power success in your business for many years to come? Here are five things you can do right away:

- 1 Review your business strategy** and understand what the key drivers of innovation are for your business.
- 2 Involve your tech team in discussions** about where AI can make a difference in delivering against your goals.
- 3 Consider the current position of your systems architecture.** What are its strengths and weaknesses? Are there clear examples where tech is holding you back, and could these be fixed by taking a more composable approach?
- 4 Weigh up the operational culture of your business.** What needs to change to ensure you can fully embrace, and therefore get maximum value from innovation?
- 5 Finally, talk to a specialist partner like VML** who can provide strategic and practical expertise from the start to the finish of your AI journey, and see the big picture of developing solutions that deliver for your business.



## About VML

VML is a leading creative company that combines brand experience, customer experience, and commerce, to create connected brands that drive growth.

Underpinning all of this is VML Enterprise Solutions, bringing together our consulting, technology, data and innovation capabilities. Over 9,000 employees across VML's key offices and local markets contribute to the Enterprise Solutions offering to deliver on the increasing market demand for applications of AI, technology-driven transformation and operational efficiencies, brought to life via robust technology solutions.

The agency is celebrated for its innovative and award-winning work with blue chip client partners including AstraZeneca, ColgatePalmolive, Ford, Microsoft, Nestlé, The Coca-Cola Company, and Wendy's. VML is recognized as a Leader by Forrester Wave™ reports for Commerce Services, Marketing Creative and Content Services, and is a Strong Performer in the Forrester Wave™: CX Strategy Consulting Services.

VML's global network is powered by 26,000 talented people across 60-plus markets, with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney. VML is a WPP agency (NYSE: WPP). For more information, please visit [www.vml.com](http://www.vml.com), and follow us on [Instagram](#), [LinkedIn](#), and [X](#). [#WeAreVML](#)

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