AX Strategy Map

Your first step...

Signal Clarity

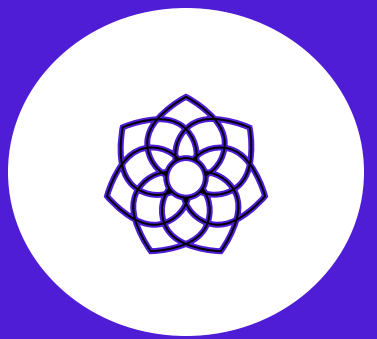
Make your business legible to machines.

Reputation via Reliability

Establish machine-readable trust.

Intent Translation

Align your offering with machine priorities.



AX Engagement Architecture

Design your systems for machine interaction patterns.

AX Strategy Map: Signal Clarity

Make your business legible to machines.

	Diagnostic Question	Actions to Take
Structured Data 	Are your products, services, and offers described using machine-readable formats (e.g., JSON, schema.org)?	Implement structured metadata across all digital assets. Use schema.org, OpenAPI specs, and rich snippets.
API Availability 	Can agents access real-time product, pricing, or availability data via API?	Develop and expose secure, well-documented APIs for key services.
Data Freshness 	Is your information current and automatically refreshed?	Automate updates via backend integrations; expose cache-busting timestamps.
Inter operability 	Can machine agents easily integrate your services with others in their ecosystem?	Use industry standards for data formatting and service delivery. Avoid proprietary-only formats.

AX Strategy Map: Reputation via Reliability

Establish machine-readable trust.

	Diagnostic Question	Actions to Take
Performance Transparency	Do you provide measurable service-level metrics (uptime, latency, error rates)?	Publish and monitor a public status page. Include machine-readable SLAs and KPIs.
Compliance Signals	Are you broadcasting your regulatory compliance or certifications in a verifiable format?	Digitally certify ISO, ESG, GDPR, etc. via blockchain or verifiable credentials.
Anomaly Detection	Can your systems identify unusual or potentially fraudulent agent behaviours?	Implement behavioral baselines and pattern monitoring for agent interactions.
Feedback Loops	Are your reviews and ratings agent-digestible (e.g., from verified sources, structured data)?	Integrate third-party review signals via APIs (e.g., Trustpilot, Glassdoor, G2). Ensure they're machine-readable.

AX Strategy Map: Intent Translation

Align your offering with machine priorities.

	Diagnostic Question	Actions to Take
Semantic Clarity	Can agents understand your value prop without human interpretation?	Use NLP-optimized descriptions, semantic tagging, and explicit benefit statements.
Matchmaking Compatibility	Can your services be matched against agent queries and preferences?	Adopt common taxonomies, intent mapping, and digital twin technology.
Dynamic Customization	Can you adapt offers based on agent-level data inputs?	Use adaptive pricing models, rule-based personalization, and conditional offers.
Trust Signals	Are your values and differentiators quantifiable and comparable?	Express differentiators in metrics, not adjectives—e.g., “12% faster delivery” not “world-class service.”

AX Strategy Map: Engagement Architecture

Design your systems for machine interaction patterns.

	Diagnostic Question	Actions to Take
Authentication & Security 	Can agents securely authenticate and maintain session state?	Implement OAuth 2.0, API keys, and agent identity verification. Consider zero-knowledge proofs for sensitive operations.
Rate Limiting & Resource Allocation 	Are you prepared for variable machine traffic patterns and resource demands?	Design tiered access models with adaptive rate limits. Implement graceful degradation protocols.
Learning Integration 	Can your systems learn from agent interactions to improve offerings?	Deploy interaction analytics, implement A/B testing for agent preferences, and build feedback mechanisms specific to agent behavior patterns.
Decision Transparency 	Can agents understand why specific recommendations or decisions were made?	Provide decision trees or confidence scores alongside recommendations. Implement explainable AI principles.

AX Roadmap