



Splendid Internet Joins Agentic Commerce Alliance to Shape the Future of AI-Driven Commerce

Splendid Internet collaborates with leading commerce innovators to develop open, interoperable standards for autonomous agents and guide merchants into the future of commerce.

Kiel, Germany – January 26 2026 – Splendid Internet, a full service agency that delivers holistic solutions in e-commerce and profound strategies in online marketing, today announced it has joined the Agentic Commerce Alliance (ACA), the world's only open initiative dedicated to ensuring agent-driven commerce remains accessible, secure, and beneficial for merchants of all sizes.

The Agentic Commerce Alliance brings together leading innovators to define how autonomous agents interact and collaborate in real commercial environments. As a member, Splendid Internet will contribute its expertise in open source driven e-commerce to help develop open standards that enable trustworthy, interoperable agentic systems.

“For us, it was immediately clear that we would join the Agentic Commerce Alliance for three reasons: because AI agents will soon be handling a large portion of online commerce, because we want to successfully guide our customers through this transformation, and because it is very exciting to be part of such an innovative network.” said Carsten Stech, CEO, Splendid Internet.



Commerce is entering a new phase. While AI has supported workflows through recommendations and predictions, a new generation of autonomous agents can now understand context, coordinate across systems, and carry out meaningful tasks on behalf of merchants and buyers. However, without shared standards and open interoperability, autonomous agents cannot operate safely and consistently across systems, channels, and workflows.

The Agentic Commerce Alliance addresses this challenge by creating vendor-neutral, open standards that enable agents to work across platforms while respecting merchant control. The Alliance's principles emphasize human-first trust, customer-centricity, vendor neutrality, openness by default, interoperability by design, and global accessibility.

The Agentic Commerce Alliance operates on principles of openness and shared intelligence. It was initiated by Shopware as a natural extension of years of open commerce architecture and applied AI development.

"Without open standards, discovery and choice risk being controlled by closed platforms. *With* them, agents can recognize trust, service, and expertise — ensuring merchants of all sizes remain visible, maintain direct customer relationships, and stay competitive," said Stefan Hamann, CEO of Shopware and Agentic Commerce Alliance initiator.

About Splendid Internet

Splendid Internet delivers genuine full service in e-commerce and profound strategies in online marketing since 1998: conception, programming and hosting of Magento and Shopware webshops, extension development, system integration, shop support, UX, SEO, SEM, SMM, content editing and persuasion marketing. With Splendid Performer, Splendid Internet has already launched an open-source AI-based tool and integrates individual AI solutions with low-code applications into its customers' business processes.

About the Agentic Commerce Alliance

The Agentic Commerce Alliance unites AI commerce experts to guide merchants into the future of commerce. As the world's only open initiative dedicated to shaping the technical, ethical, and operational foundations of agent-driven commerce, it ensures agentic commerce remains accessible, secure, and beneficial for businesses of all sizes. Learn more at agentic-commerce.org