



Beyond Experiments: Architecting Platforms and Data Strategies for Scalable AI Enablement

Scott Brons – Principal Software Engineer, AI

Andy Domeier – Sr. Director TechOps Engineering

Introduction

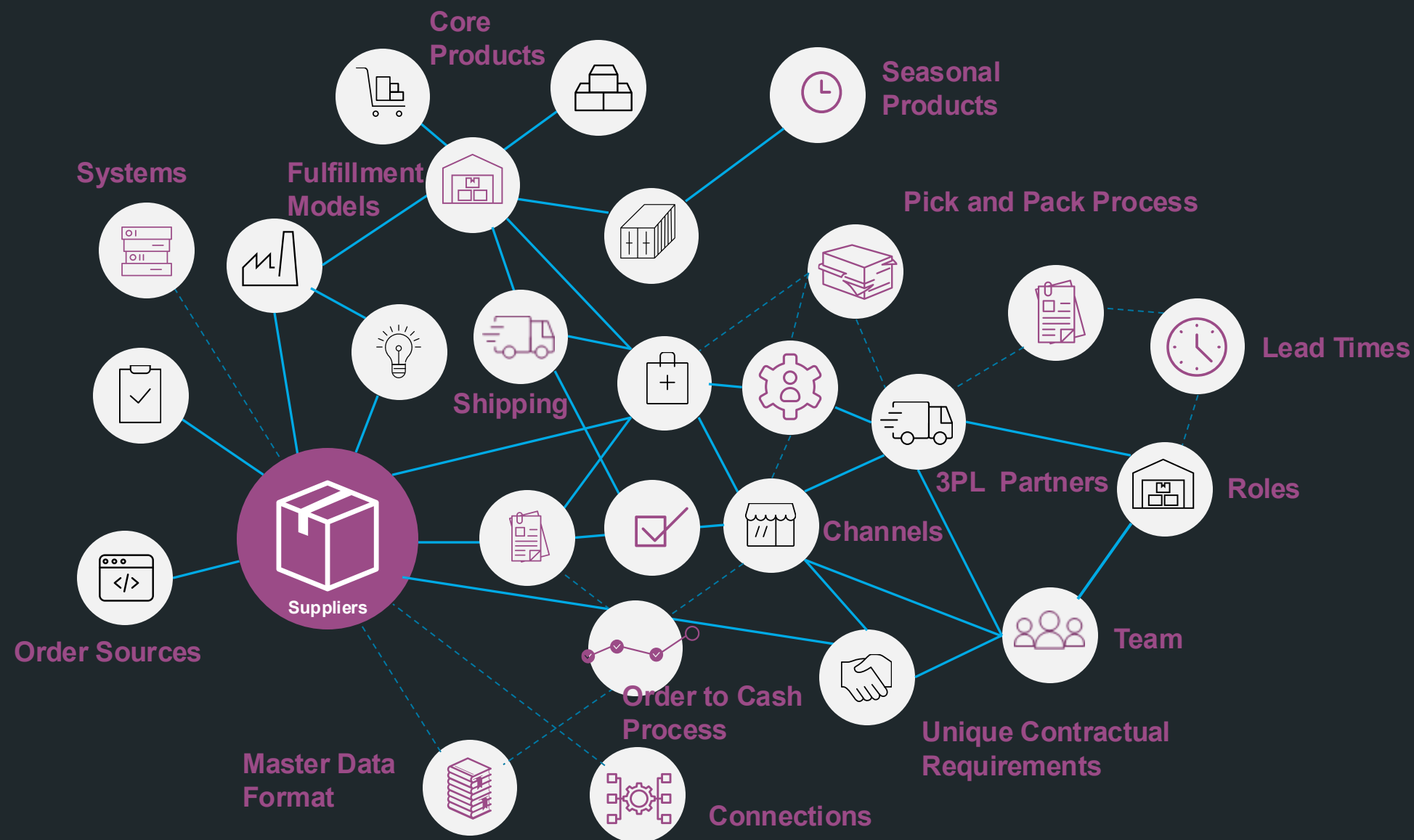


Andy Domeier
Sr. Director, Technology

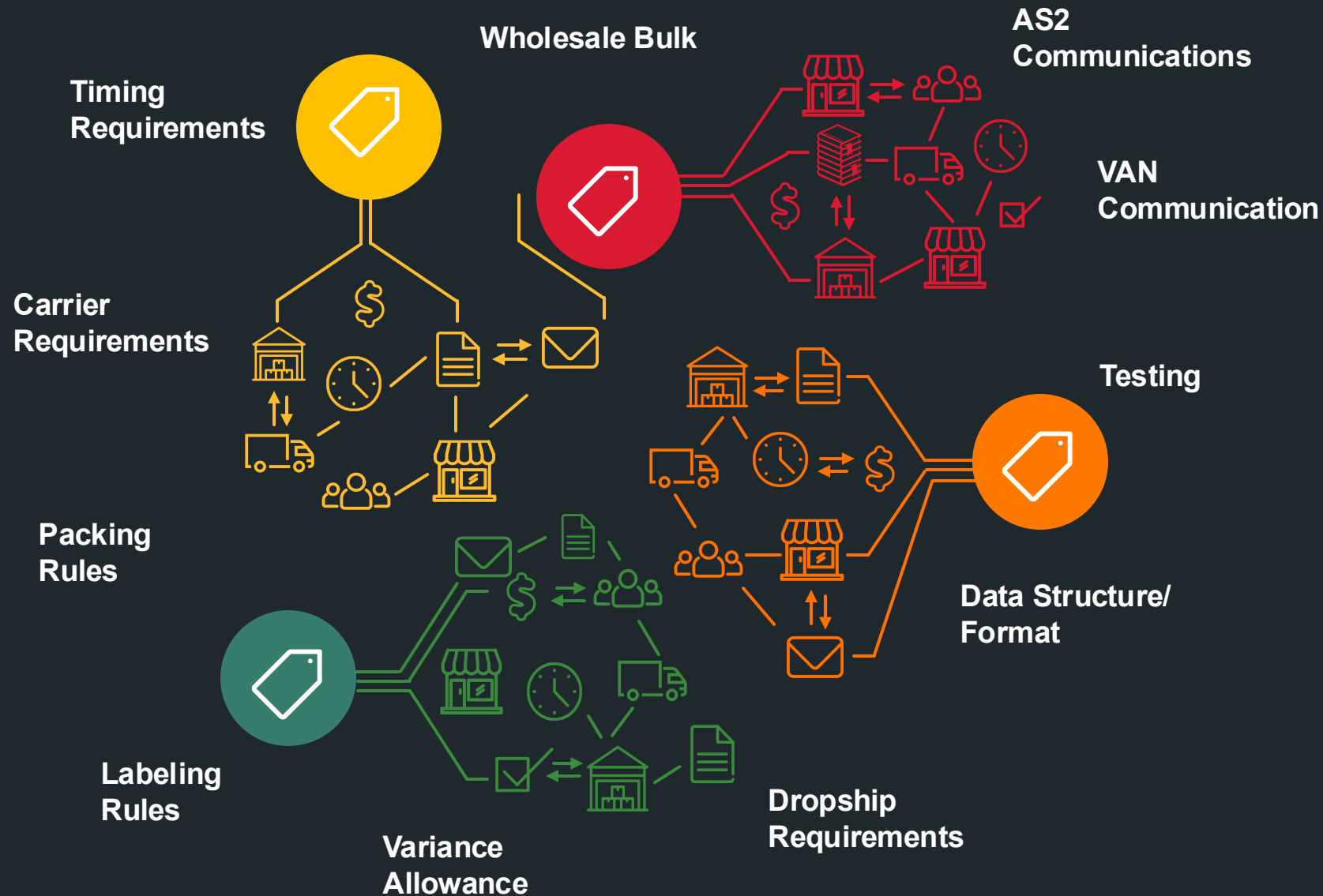


Scott Brons
Principal Engineer, AI

Supplier Business Needs are Complex



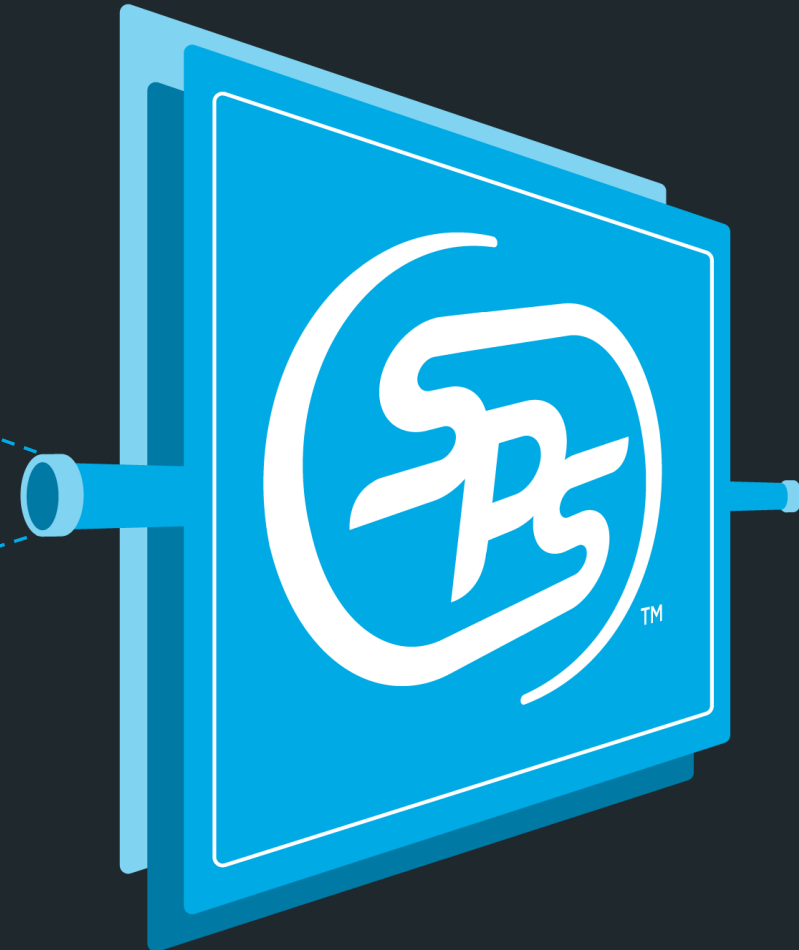
Every Retailer Has Unique Rules and Expectations



Prebuilt All Retailer Expectations into a Single Connection



- 1 data
- 2 business process
- 3 contact rules



SPS Moving the World of Commerce Forward



53,000 Monthly Subscribing Customers



3,500 Buying Organizations
Retail – Grocery – Distribution - Manufacturing



3,000 Employees
Globally

**Creating a dynamic, globally
interconnected community where
players can more freely**

*connect, collaborate, and
prosper together.*



480 Engineers
Globally

\$760M Annual
Revenue Guidance

98 Quarters of
Consecutive Growth



400+ System Partnerships



\$1T in Commerce
1M+ Connections Worldwide



Scaling AI: What Gets in the Way



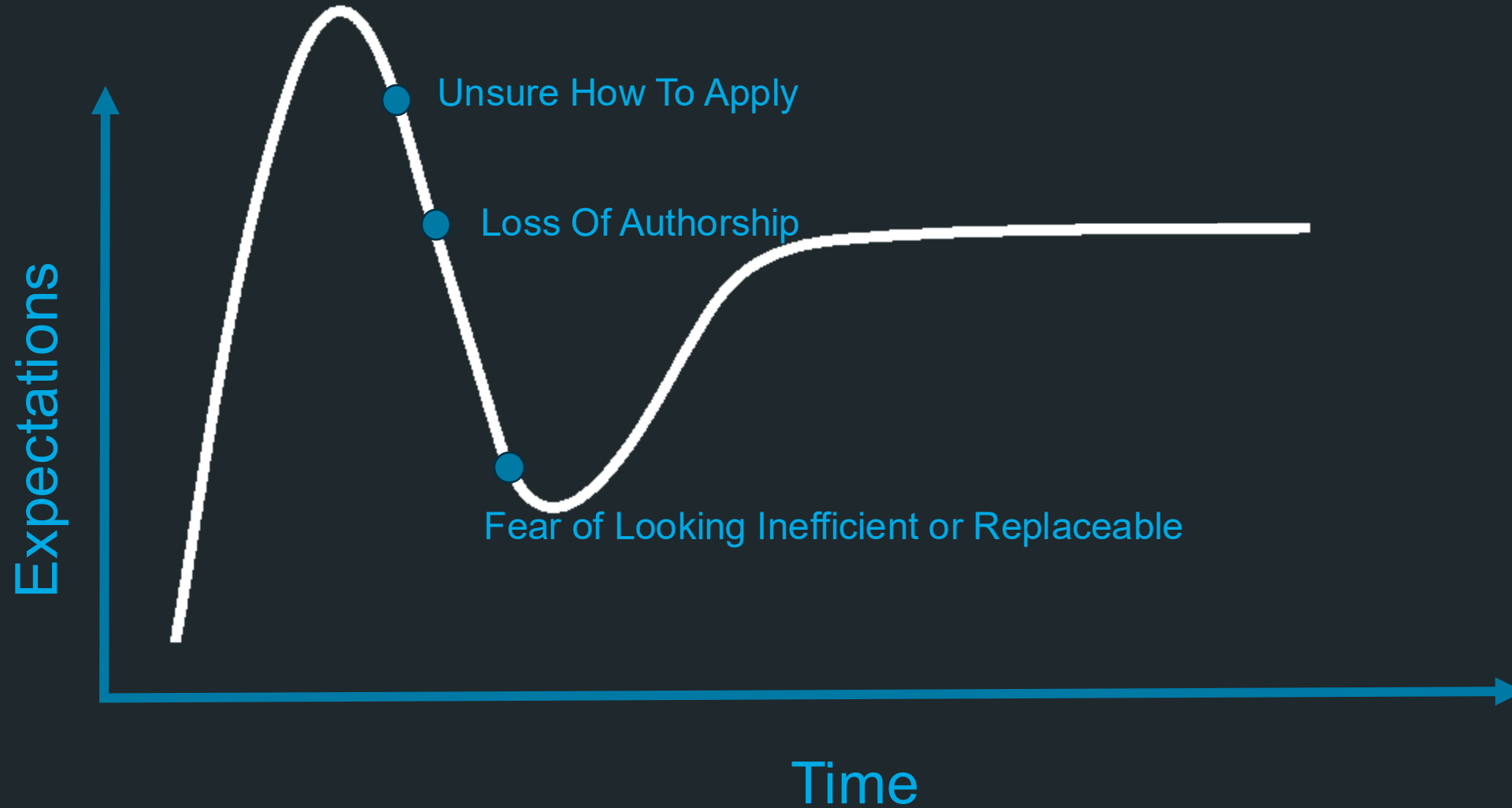
People & Culture

Are our people knowledgeable, confident, and ready to embrace AI?

Platforms & Data

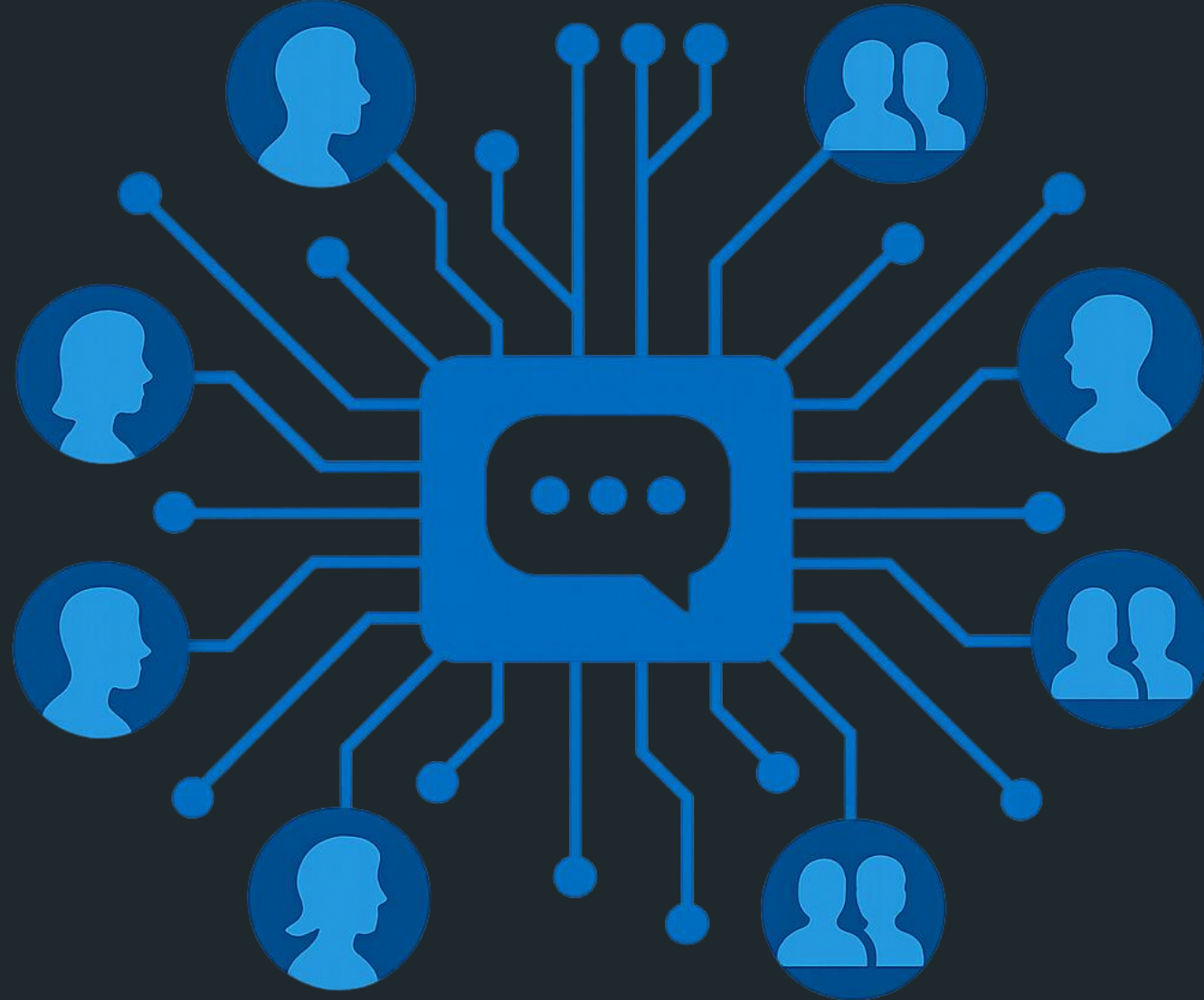
Are our systems and data secure, scalable, and governed for AI?

People & Culture



People & Culture

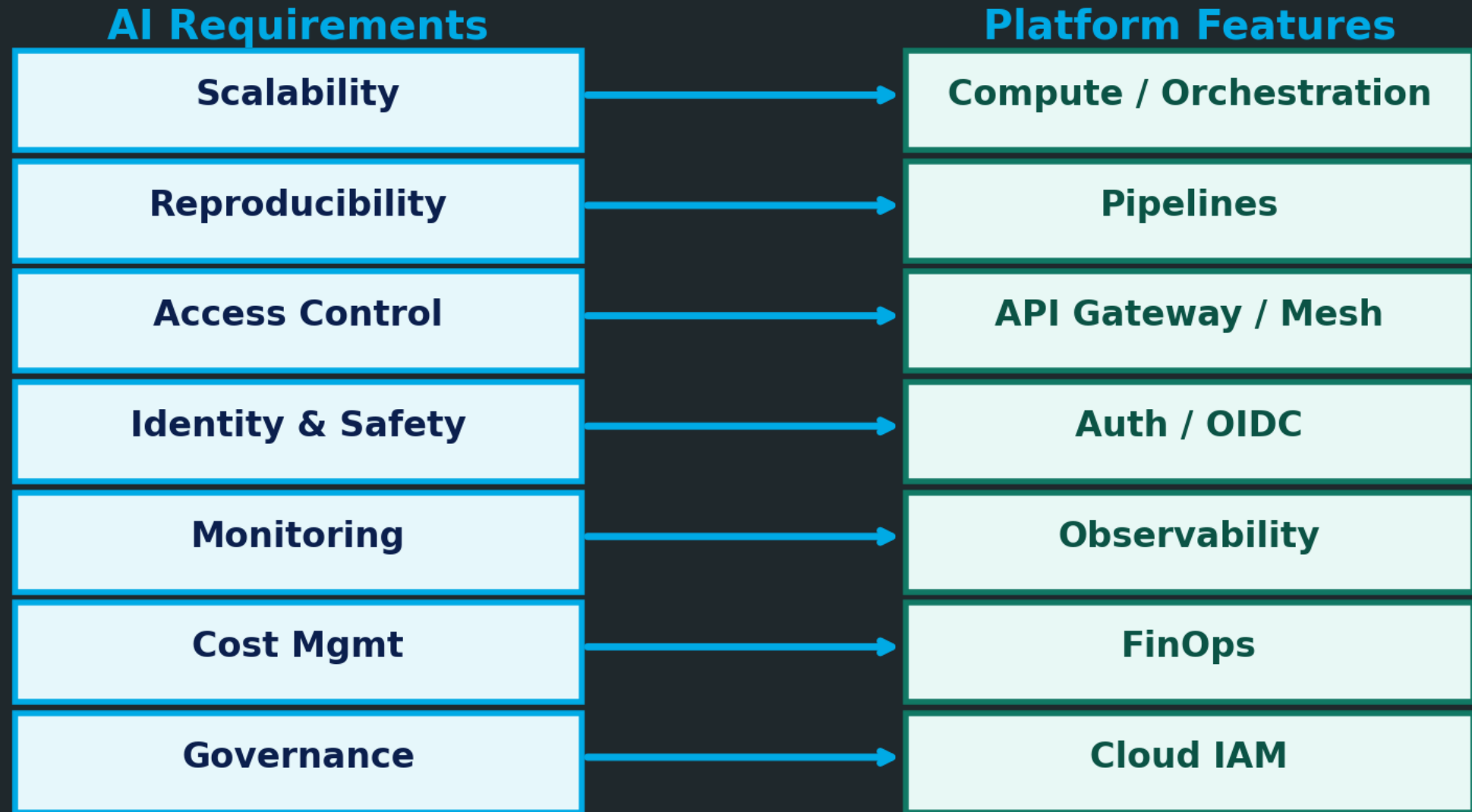
- Motivating with Early Adopters
- Building Literacy
 - Sparky: Safe Place to Experiment
 - Training
- Building Community
 - Learning
 - Connection
 - Growth



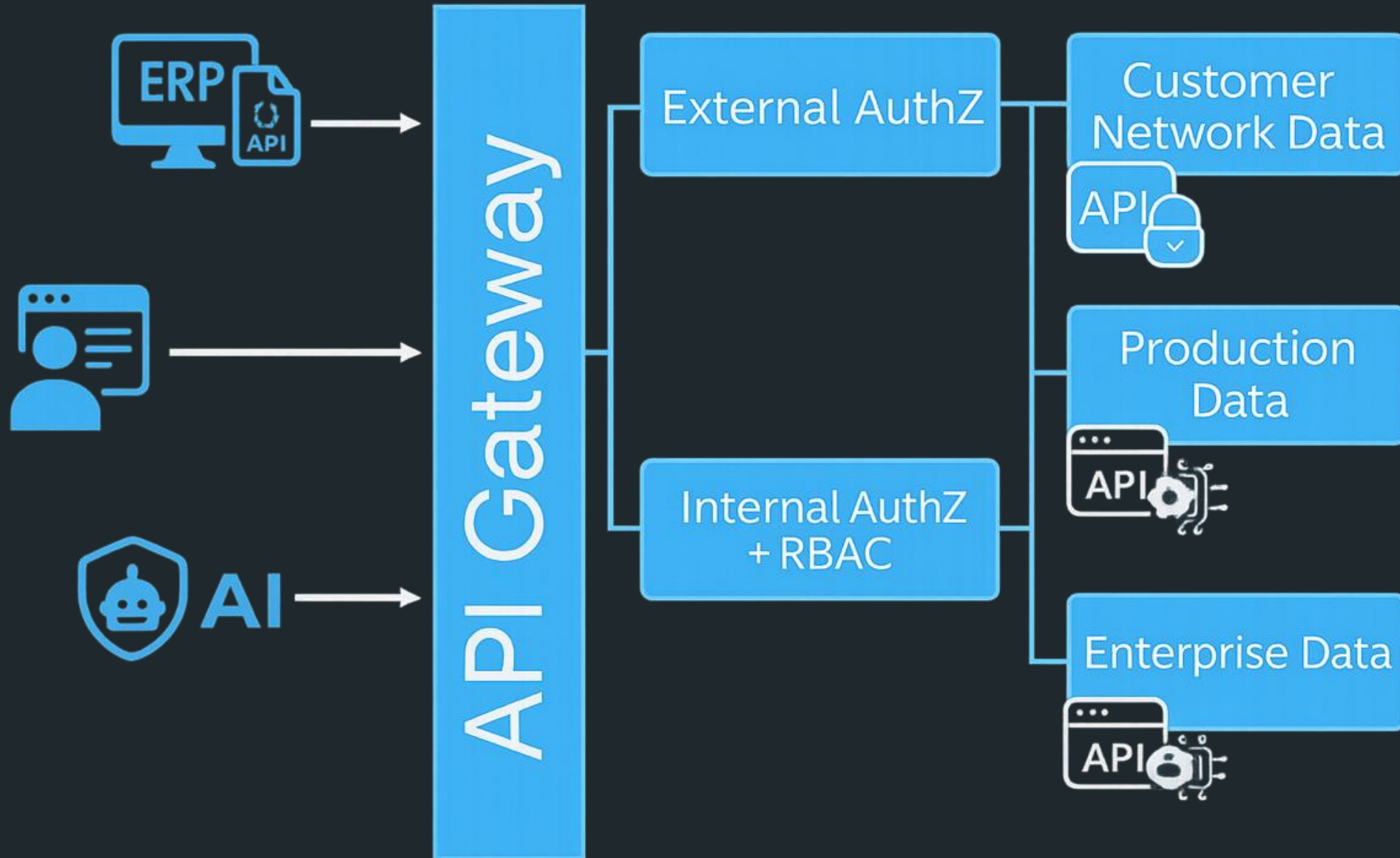
Where we Started and Why

- 2022: *“Productize Undifferentiated Engineering”*
 - The importance of a customer first product mindset for building internal platforms because “Where you choose to solve the problem matters”
- 2023: *“The Business Necessity for Platform Engineering”*
 - Success requires our developers to be able to deeply focus on customer problems but also requires our developers to deliver highly available, secure, and cost-effective services; creating conflict platforms help solve
- 2024: *“Platform Strategies Accelerating AI Initiatives”*
 - Leveraging platform and data consistency can help accelerate AI adoption while maintaining security and reliability
- 2025: *“Beyond Experiments: Architecting Platforms and Data Strategies for Scalable AI Enablement”*

Platform Features Already Solve AI Requirements

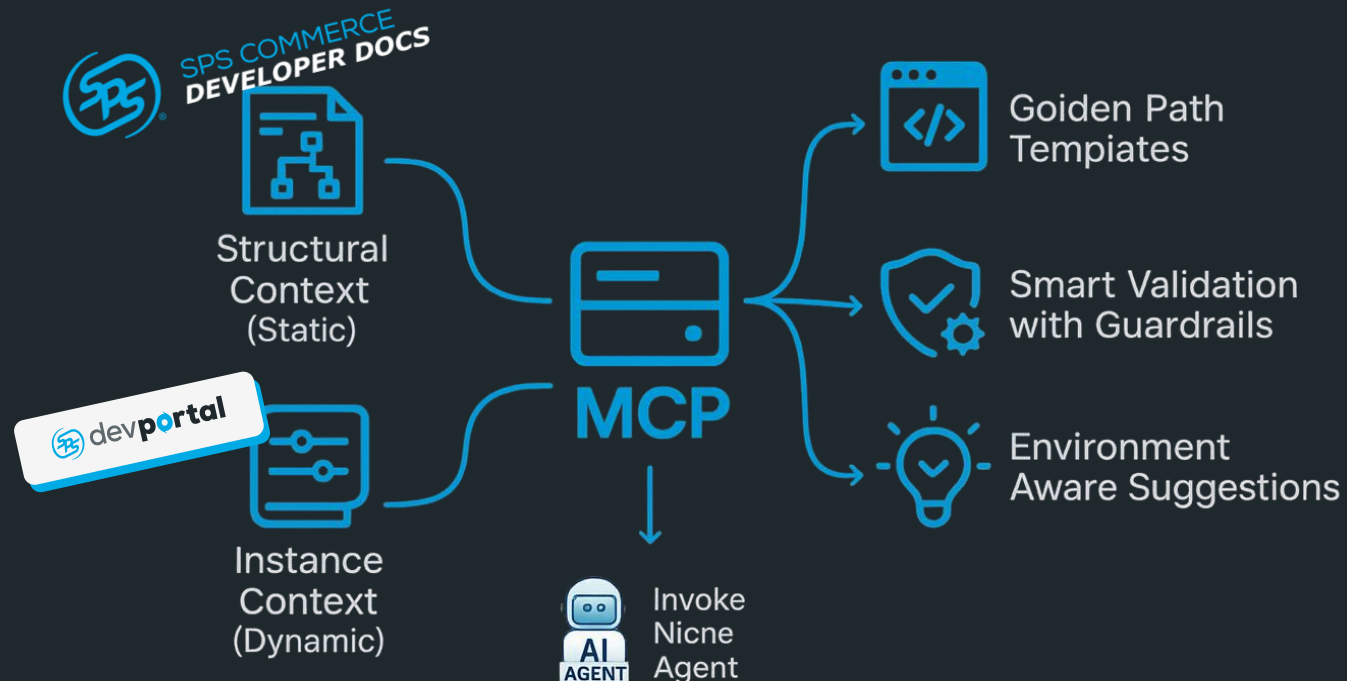


Data Foundations



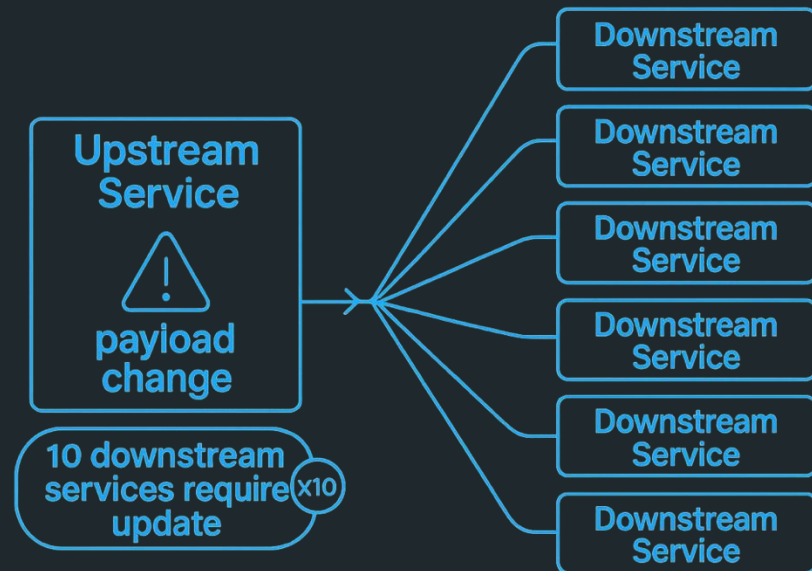
Experience Report – AI-Enabled DevEx

- Objectives:
 - Increase the literacy and effectiveness of AI by our engineers so we can deliver even better products and services to our customers faster
- Approach:
 - Aligned and integrated tool features, agents, and MCPs within the development ecosystem



Experience Report – AI-Enabled DevEx

Objective: Update response in shared service, update 10 dependencies to handle new change

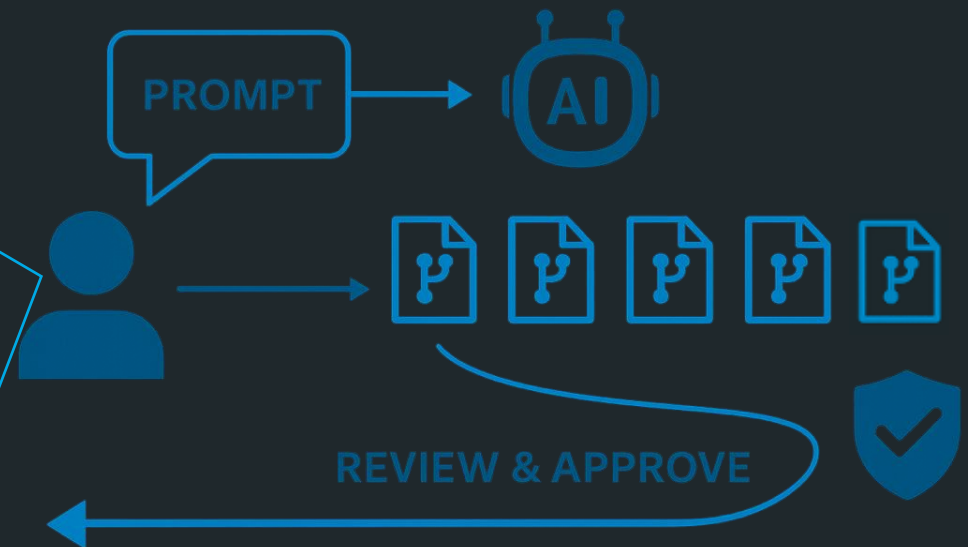


Without AI: +2 Weeks
With AI: **2 Days** from Ticket to Prod

“Refining a prompt for a repetitive task across many codebases turned into an unexpected collaboration with Copilot via GitHub Issues. Finding a prompt that adapted well across repos led to significant time savings.”

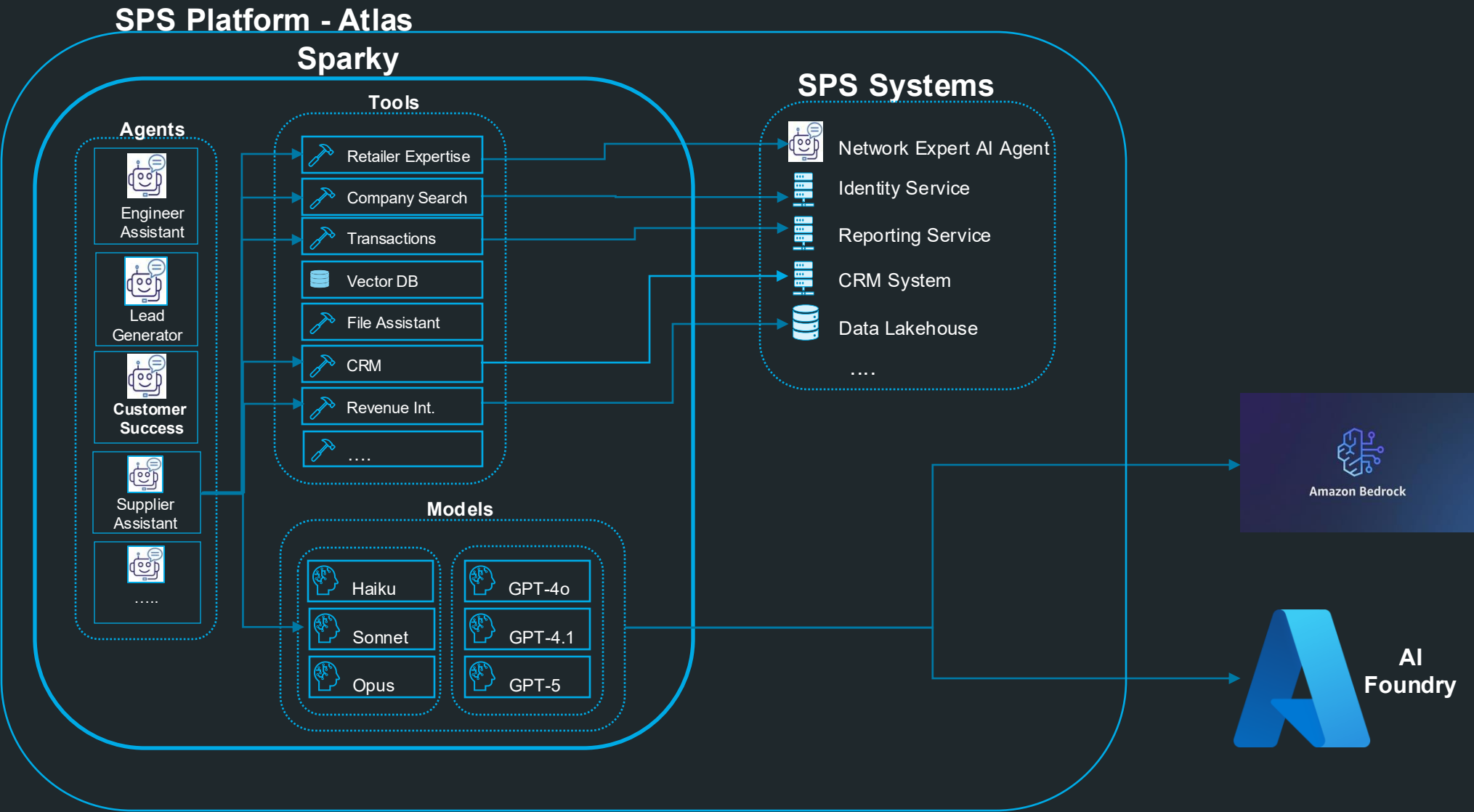
– Josh D. Intern-Software Engineer

Objective: Update 40 repos with pre-commit hook for new linting step

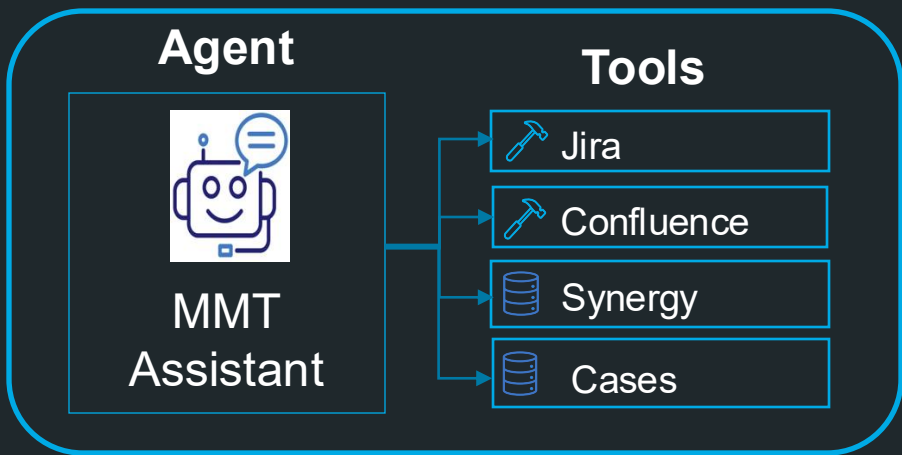


Without AI: Tedious 2 Weeks
With AI: **3 Days**! #FAAFO

Sparky - SPS' Internal Agent Platform



Experience Report – Internal Tech Support



- Objective:
 - Streamline support with AI insights
- Approach:
 - Knowledge Agent
 - Collaboration with Engineering Team
- Outcomes:
 - Reduction in direct requests to support experts
 - Support experts able to focus on what is being asked to improve the system.

“When we partnered with the engineering team to implement our agent, we didn’t anticipate the level of success we’d achieve. Almost immediately, we saw a noticeable reduction in tickets from our Add-on team supporting legacy clients. Even better, the tickets that did come through included richer troubleshooting details, allowing us to resolve issues faster and more effectively. This efficiency freed our team to focus on product and process improvements. Today, Sparky has become the very first step in our troubleshooting guide!”

Michael Morin
Manager II, System Automation

112
Users

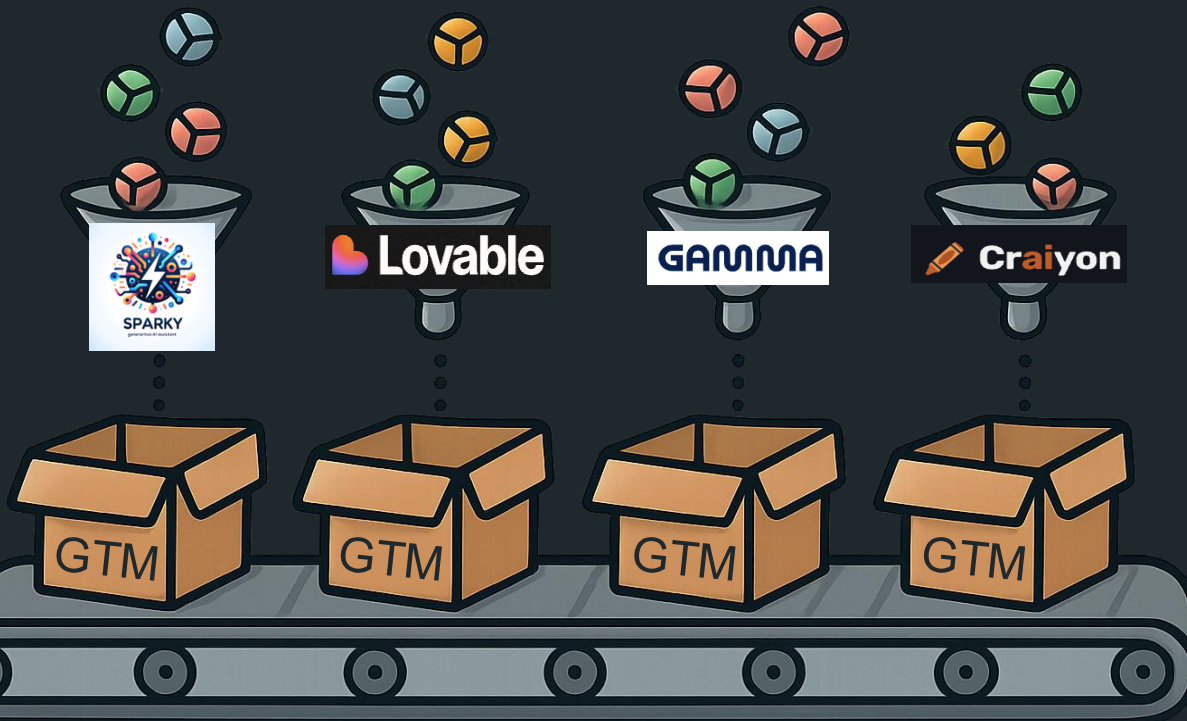
3,037
Conversations

6,526
Chats

Experience Report – Product Marketing

AI Community + Sparky = Empowered Product Marketing Team

80% reduction in effort to generate GTM strategies



Sparky → Persona research, messaging drafts, emails, pitch decks

Loveable → ROI calculators and demo storylines

Gamma → Clean, professional decks

Crayon AI → Competitive intel and battlecard inputs

"We built a CFO-grade ROI model and launched an interactive customer app in one week using AI. Normally, this would take 4-6 months, 500+ hours, and \$100K+ of resources. That's a 75–80% reduction in time and cost." - *Matthew Brolsma, Product Marketing*

Keys to Moving Beyond Experiments



**People &
Culture**

Confidence
& Literacy



**Platforms
& Data**

Acceleration
& Safety

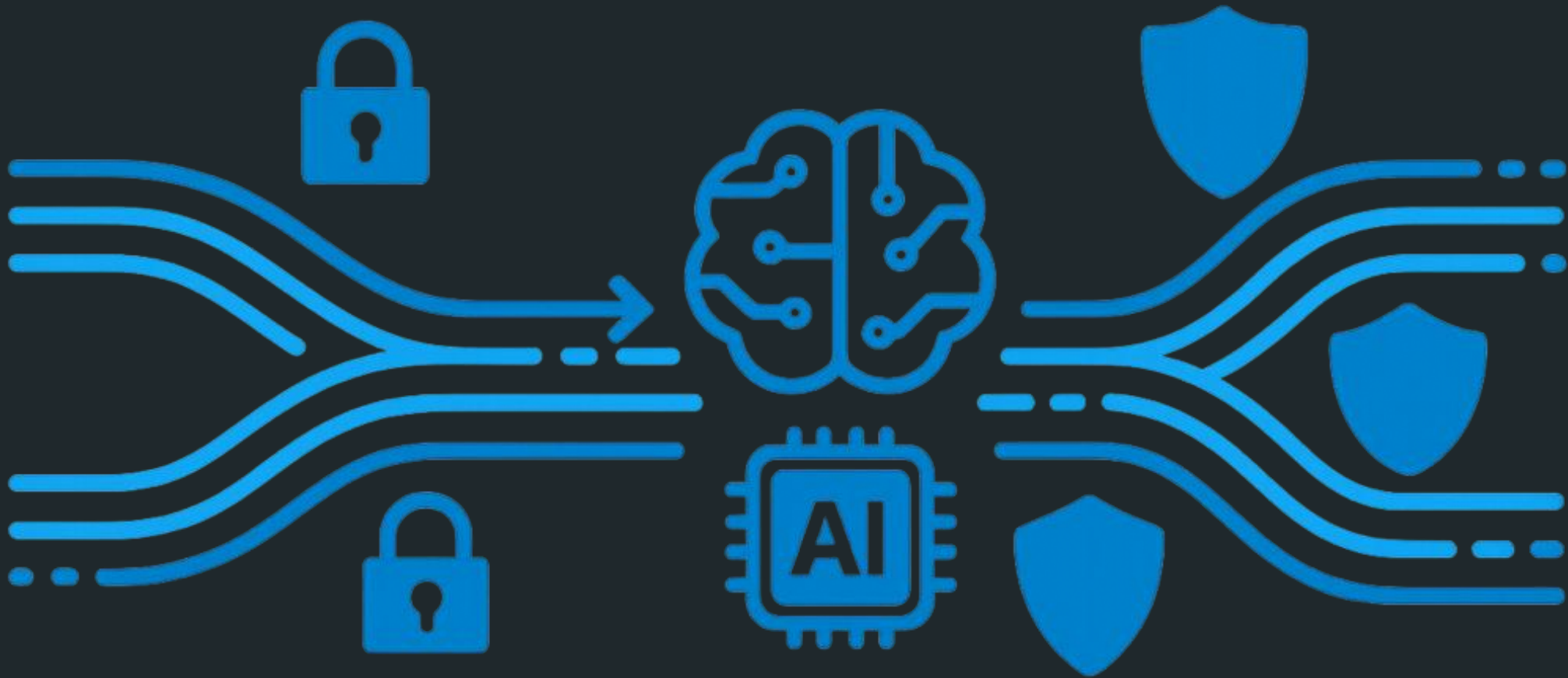


**Safe
Innovation**

Meaningful
Outcomes

Help We're Looking For.....

For those running AI workloads in streaming ecosystems:
How are you handling authentication and governance of events?





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Thank You

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