

ECHOCODY AI QUARTERLY • ISSUE 01 • THE QUARTERLY SIGNAL

AI GREW UP THIS QUARTER. THE OPERATING SYSTEM DID NOT.

Q3 TO DATE 2026 | AUGUST 31 | MARKET READ • Q4 OUTLOOK • OWNER ACTION

AI is moving from answering questions to executing work. Access is no longer the advantage.
The advantage is measurable, permissioned, owned, and tied to a business outcome.

01 AGENTS LEFT THE DEMO

AI is shifting from assistance to execution. Enterprises are scaling agents, but readiness still trails ambition.

Deloitte: only 5% say processes are highly prepared for agents.

02 WORKFLOW IS THE MOAT

The winning question changed from 'Which model?' to 'Which process, owner, boundary, and receipt?'

75% say humans + agents create more value than automation alone.

03 ADOPTION IS BROAD. SCALE IS NOT.

Nearly 40% of small-business respondents reported using or planning AI. McKinsey says smaller organizations scaling agents remained at 22%.

Access is spreading faster than operating maturity.

04 SEARCH IS BECOMING AN ACTION LAYER

Google is adding agents that monitor, book services, shop, and call local businesses. Discovery is turning into delegated action.

AI Mode has surpassed 1B monthly users.

ECHOCODY OUTLOOK • FIVE SIGNALS WE ARE WATCHING IN Q4

- | | |
|---------------------------|---|
| 01 VOICE + MULTIMODAL | Phone, text, images, files, and context converge into one operating thread. |
| 02 AI SEARCH VISIBILITY | Offers, availability, reviews, and booking paths become easier for agents to read and act on. |
| 03 SOFTWARE COMPRESSION | Agents absorb tasks once spread across point tools. Keep what earns its place with measurable ROI. |
| 04 PROOF + ACCOUNTABILITY | Receipts, logs, ownership, and measurable outcomes become more valuable than AI novelty. |
| 05 THE OPERATING GAP | The gap widens between businesses experimenting with AI and businesses built to operate through it. |

THE OWNER MOVE • BEFORE Q4 ENDS

YOU DO NOT NEED MORE AI. YOU NEED ONE WORKFLOW THAT WORKS BETTER BECAUSE OF IT.

- | | |
|---------------------------------|---|
| 1 FIND ONE REVENUE LEAK | missed calls, slow response, stale leads, broken handoffs |
| 2 DEFINE THE OPERATING CONTRACT | trigger, inputs, action, owner, boundary, receipt |
| 3 AUTOMATE THE BOUNDED STEP | keep humans on exceptions and consequential decisions |
| 4 MEASURE BEFORE / AFTER | speed, conversion, recovered revenue, labor, errors |

ECHOCODY AI QUARTERLY • ISSUE 01 • THE QUARTERLY SIGNAL

AI GREW UP THIS QUARTER. THE OPERATING SYSTEM DID NOT.

Q3 TO DATE 2026 | AUGUST 31 | MARKET READ • Q4 OUTLOOK • OWNER ACTION

AI is moving from answering questions to executing work. Access is no longer the advantage.
The advantage is measurable, permissioned, owned, and tied to a business outcome.

01 AGENTS LEFT THE DEMO

AI is shifting from assistance to execution. Enterprises are scaling agents, but readiness still trails ambition.

Deloitte: only 5% say processes are highly prepared for agents.

02 WORKFLOW IS THE MOAT

The winning question changed from 'Which model?' to 'Which process, owner, boundary, and receipt?'

75% say humans + agents create more value than automation alone.

03 ADOPTION IS BROAD. SCALE IS NOT.

Nearly 40% of small-business respondents reported using or planning AI. McKinsey says smaller organizations scaling agents remained at 22%.

Access is spreading faster than operating maturity.

04 SEARCH IS BECOMING AN ACTION LAYER

Google is adding agents that monitor, book services, shop, and call local businesses. Discovery is turning into delegated action.

AI Mode has surpassed 1B monthly users.

ECHOCODY OUTLOOK • FIVE SIGNALS WE ARE WATCHING IN Q4

- | | |
|---------------------------|---|
| 01 VOICE + MULTIMODAL | Phone, text, images, files, and context converge into one operating thread. |
| 02 AI SEARCH VISIBILITY | Offers, availability, reviews, and booking paths become easier for agents to read and act on. |
| 03 SOFTWARE COMPRESSION | Agents absorb tasks once spread across point tools. Keep what earns its place with measurable ROI. |
| 04 PROOF + ACCOUNTABILITY | Receipts, logs, ownership, and measurable outcomes become more valuable than AI novelty. |
| 05 THE OPERATING GAP | The gap widens between businesses experimenting with AI and businesses built to operate through it. |

THE OWNER MOVE • BEFORE Q4 ENDS

YOU DO NOT NEED MORE AI. YOU NEED ONE WORKFLOW THAT WORKS BETTER BECAUSE OF IT.

- | | |
|---------------------------------|---|
| 1 FIND ONE REVENUE LEAK | missed calls, slow response, stale leads, broken handoffs |
| 2 DEFINE THE OPERATING CONTRACT | trigger, inputs, action, owner, boundary, receipt |
| 3 AUTOMATE THE BOUNDED STEP | keep humans on exceptions and consequential decisions |
| 4 MEASURE BEFORE / AFTER | speed, conversion, recovered revenue, labor, errors |