



EGUIDE



Agentic Development Kit

Get ready for agentic commerce.

A practical guide for merchants launching storefronts inside AI environments, backed by the control, performance, and security of Gr4vy's orchestration layer.

GR4VY

in

Everything you need to get started

Launch inside AI environments	FOREWARD	03
From user-driven to AI transactions	THE SHIFT	04
Payment infrastructure is not ready	THE PROBLEM	05
Are you ready for agentic commerce?	ADK KIT	06
Gr4vy Agentic Commerce	ORCHESTRATING	07
Three layers. One consistent control plane.	ARCHITECTURE	08
How to get started	STEP BY STEP	09
Next steps	CLOSE	14

“Agentic payments are here and merchants need an orchestration layer to keep control of their brand and customer experience.”

A LETTER FROM OUR CEO & FOUNDER

What merchants need to know to launch inside AI environments.

The way people buy is starting to change. AI is becoming part of how customers discover, evaluate, and act on purchase decisions. The transaction may still be initiated by the customer, but the journey is already being shaped by intelligent systems, which changes how payments need to be designed and controlled.

Payments infrastructure must now support transactions that originate from environments beyond the merchant's traditional control points. It must adapt to dynamic journeys, evolving intent signals, and increasingly automated decision-making. This is where most payment stacks break.

At Gr4vy, we have been building toward this moment. Our infrastructure-first approach was designed to give merchants control across fragmented ecosystems. Agentic commerce is the next evolution of that fragmentation.

The [Agentic Development Kit \(ADK\)](#) gives merchants a practical path to participate in this new model without rebuilding their payments stack. It combines a clear framework with the orchestration layer required to support agentic transactions, giving merchants a structured way to launch, operate, and scale within AI environments. The result is a new commerce channel with control, performance, and speed from day one.

We're excited to see how our customers will shape this next chapter of commerce, and we're here to support you every step of the way.

John Lunn

CEO & Founder at Gr4vy



From user-driven to AI transactions

Commerce has always evolved with interfaces. From desktop to mobile, from apps to embedded checkout, each shift has changed how customers interact with merchants. Now, AI introduces a new layer, one where discovery, decision-making, and action happen within a conversational experience.

This is not a future scenario. It is already beginning to take shape, and the implication is clear: merchants need to support transactions in environments they do not own.

Inside platforms like ChatGPT:

- Products are surfaced dynamically based on intent, not search queries or static catalog feeds.
- Options are refined in through interaction, with the agent narrowing choice as the conversation progresses.
- Checkout becomes part of the conversation, not a destination the customer is routed away to.

WHAT THIS MEANS

Transactions are moving outside merchant-owned environments, reducing control over the experience. The transaction is still the merchant's, but the environment is not, so control has to move to another layer where routing, authentication, and risk decisions run in real-time, independent of the interface.



THE PROBLEM

Payment infrastructure is not ready for the agent-driven era

Most payment stacks today weren't built for this model. They are designed around fixed checkout flows, known user journeys, and static routing and fraud logic, all operating within environments where the merchant has clear ownership and control of the interface.

Agentic commerce challenges all of this.

01

Stacks weren't built for machine-driven transactions

Most payment stacks rely on fixed checkout flows and known user journeys, with static routing and fraud logic designed for human decisions, not transactions compressed into a single AI interaction.

02

No clear control layer for decisioning

Routing, retries, authentication, and provider selection lack a consistent place to operate when transactions originate within AI-driven environments instead of merchant-controlled systems.

03

Compliance and authentication become harder to enforce

PCI and 3DS still apply, but the flow that supports them now sits outside the merchant's control, making consistent enforcement and user handoff more complex.

04

Merchants lack a clear starting point

Most merchants don't know how to launch within environments like ChatGPT without rebuilding their payments stack or introducing significant complexity.



Without adaptation, performance declines and approval rates drop.



Fraud signals become less reliable, and the customer experience starts to fragment.



Most importantly, merchants lose control over how transactions are executed.



Are you ready for agentic commerce?

This guide gives you a practical path to launch your storefront inside AI environments, using the orchestration infrastructure you already have. No new stack required.

With this guide, you will be able to:

- Launch your storefront inside AI environments like ChatGPT
- Enable secure, orchestrated AI-driven transactions
- Maintain full control over payments, data, and performance

Who this is for:

Merchants and platforms who want to participate in agentic commerce now, without waiting for the ecosystem to mature or rebuilding their payments infrastructure from scratch.

WHAT TO EXPECT

Five clear steps take you from setup to a live, customer-facing agentic checkout.



Gr4vy Agentic Commerce, an evolution of the orchestration platform you already know.

Our Agentic Commerce solution is an extension of our core orchestration platform. It uses the same single API with no additional infrastructure required, and all existing orchestration capabilities apply seamlessly to AI-driven transactions.



Readiness for agentic commerce

There is no need to wait for new infrastructure or rebuild your existing systems. The ADK provides a clear path to launch your storefront.



One api, full control

A single integration connects your storefront to your entire payment stack, keeping your existing PSPs and providers, and freedom to add new payment methods as needed. Control remains centralized, even as the channel expands.



Orchestrate every transaction

Every AI-driven transaction can be managed in real-time, with Dynamic Routing and retries across providers, ensuring performance is maintained, regardless of where the transaction originates.



Secure, compliant, and authenticated

A Level 1 PCI DSS-compliant payment handling with controlled authentication flows, including 3DS.



Tracking and optimization

Monitor AI-driven transaction performance, measure approval rates and conversion rates, and adjust strategies based on real-time insights.



Dynamic checkout, even in AI

We support tailored checkout experiences through real-time cart and transaction data to dynamically surface the most relevant payment options.

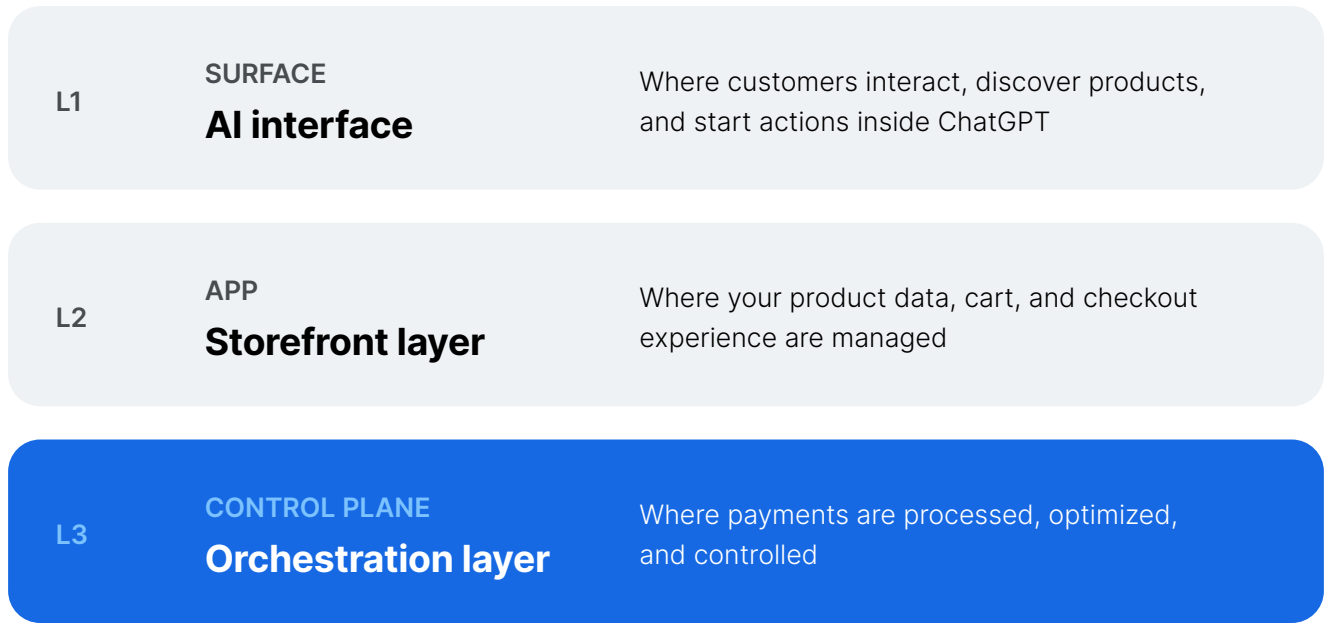
IN ONE LINE

Ready for agentic commerce with no rebuild: the same single API, the same PSPs, the same routing logic, now applied to transactions that originate inside AI environments.



Three layers. One consistent control plane.

Behind the scenes, your app runs across three simple layers. This structure ensures that even as the customer experience evolves, your payment logic stays consistent and fully under your control.



Understanding what a ChatGPT App is

A ChatGPT app is your application, made available directly inside a conversation. It allows ChatGPT to:

- Show your products
- Display interactive experiences like carts and checkout
- Take actions on behalf of the user

In simple terms, you define what your app can do and what it looks like. ChatGPT then uses those capabilities at the right moment during a conversation. This gives you full control over how your brand, products, and checkout experience appear inside ChatGPT.

Prerequisites

Before getting started, make sure you have:

- Access to a ChatGPT plan that supports Developer Mode
- A Gr4vy Sandbox account to test payments
- A way to make your app accessible online during setup.

Building your app

You can build your app using the tools and technologies you're most comfortable with. In this guide, we'll walk through an example using a simple setup to:

- Create your app
- Add interactive experiences like product views and checkout
- Connect everything to ChatGPT

No matter the approach, the goal is the same: to make your products discoverable, interactive, and purchasable directly within a conversation.

STEP BY STEP

How to get started.

A hands-on guide for launching your storefront inside ChatGPT, from project setup through to a live, customer-facing agentic checkout.

STEP 01

Set up your project

STEP 02

Define what your app can do

STEP 03

Add secure payments with Gr4vy

STEP 04

Connect to ChatGPT

STEP 05

Using your app

STEP 01

Set up your project

Start by creating your application and connecting it to Gr4vy.

- Set up your project environment
- Add your Gr4vy credentials using the Sandbox dashboard
- Upload your secure API key from the Gr4vy dashboard

This step ensures your app can securely connect to Gr4vy and process payments.

New App BETA



Icon (optional)

PNG only. Minimum size: 128 × 128 px.
Max file size: 10KB

Name

Plantly

Description (optional)

Explain what it does in a few words

MCP Server URL

https://agentic-plantly-with-embed-192048662053.

Authentication

OAuth

Advanced settings

Review discovered OAuth settings, or enter them manually, then choose a client setup method and configure default scopes

Custom MCP servers introduce risk. [Learn more](#)

☒ I understand and want to continue

UX Pilot AI hasn't reviewed this MCP server. Attackers may attempt to steal your data or trick the model into taking

[Read the guide](#)

Create

WHAT YOU END UP WITH

A running local project that authenticates against Gr4vy Sandbox and can create, read, and settle test transactions against your existing PSP connections.



STEP 02

Define what your app can do

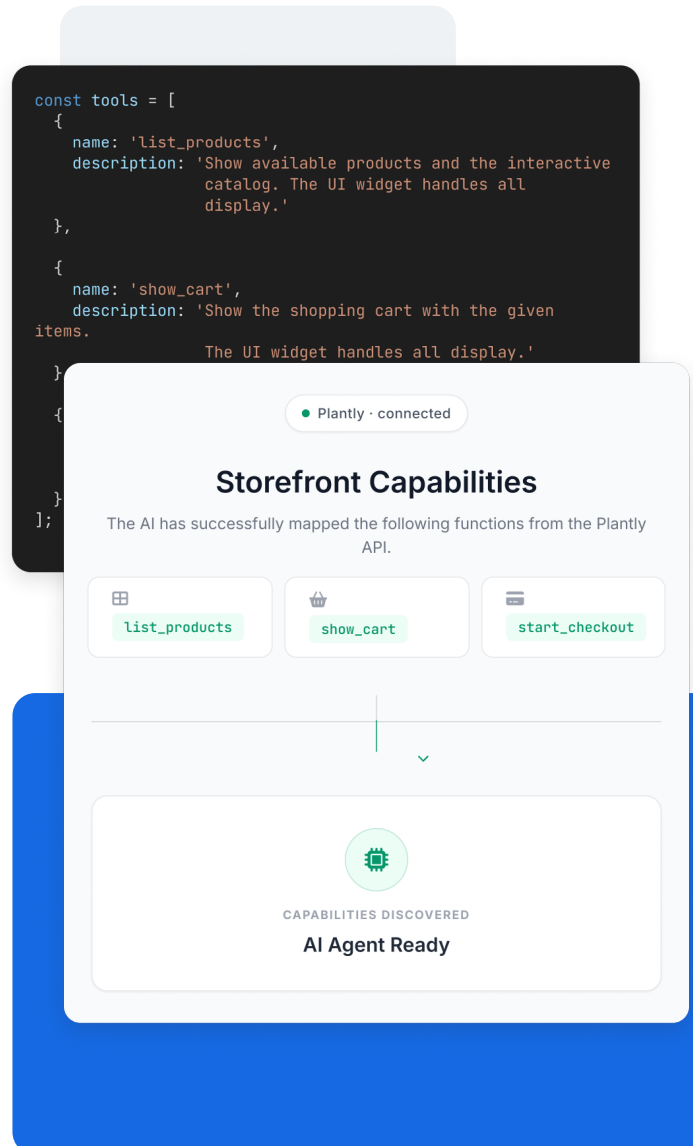
This is where you decide how your app works inside ChatGPT.

Think of this as telling ChatGPT: “Here’s what my app can help with.”

Your app includes two key elements:

- **Actions**
These are things ChatGPT can do on your behalf, like showing products, displaying a cart, or starting a checkout.
- **Interactive screens**
These are the visual elements users see and interact with, such as a product list, shopping cart, or checkout page.

Once connected, ChatGPT understands these capabilities and uses them naturally in a conversation. For example, if someone says they’re looking for a product, ChatGPT can automatically show your product catalog.



DEFINING TOOLS IS SIMPLER THAN IT SOUNDS

Each tool is just a name and a plain English description. ChatGPT reads your descriptions and decides when to use them.



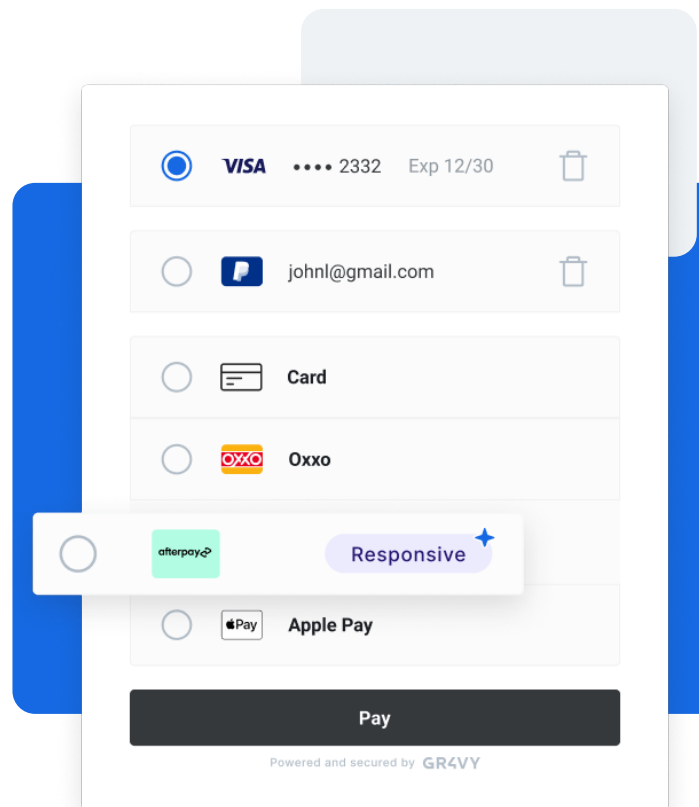
STEP 03

Add secure payments with Gr4vy

Now you enable payments within your app. Gr4vy provides a ready-to-use, secure payment experience that can be embedded directly into your checkout.

- Create a checkout session
- Load the Gr4vy payment form into your app
- Let users complete their purchase securely

This ensures every transaction is compliant, safe, and optimized.



DYNAMIC ROUTING

Retries and fallbacks happen automatically across your existing PSPs.



STEP 05

Using your app

When using ChatGPT in Developer Mode, users can add apps directly into a conversation. Your app will appear as an option. Once selected, ChatGPT will automatically use it when relevant, bringing your products, checkout, and payment experience directly into the conversation.

✦ AI Agent



I want to buy 2 plants that are low-maintenance

I found these leafy tanks that are perfect for you! 🌿



Snake Plant
\$34.99
Added



Monstera Deliciosa
\$54.99
Added

✦ AI Agent

 Your Cart x2 items **\$89.98**
Pay
Powered and secured by **GR4VY**

YOUR PERIMETER OF CONTROL

The customer is inside ChatGPT. But the transaction, the routing, the PSPs, the tokenization, and the analytics all sit inside Gr4vy.





NEXT STEP

Ready to launch your storefront inside AI environments?

For the full step-by-step implementation, including code examples and detailed instructions, visit the Gr4vy documentation. Or talk to our team about a sandbox walkthrough tailored to your stack.

[Visit Gr4vy documentation](#) 

[Book a walkthrough](#) →

About Gr4vy

Gr4vy's no-code payment orchestration platform empowers enterprises with full control to automate, customize and optimize their payment strategy effortlessly.

Through a single integration, businesses can access over 400 payment methods, anti-fraud tools and payment service providers enabling them to optimize their stack in just a few clicks, all in a centralized platform.

Built on dedicated cloud instances, Gr4vy infrastructure is the only one that eliminates the risk of a single point of failure, ensuring redundancy and high performance.

As the only orchestrator with edge computing, all data and transactions are separate from others, minimizing the risk of a data breach, providing data sovereignty, reducing latency, and increasing efficiency. Gr4vy future-proofs payment stacks with flexibility, scalability, simplicity and innovation, enhancing performance along the way.

For more information, visit: gr4vy.com