AGENTIC COMMERCE · ONE-PAGE READ · 25 SEPT 2026

One company, two doors: who Amazon lets in

On 23 September Amazon opened Seller Central to outside AI agents through a new Selling Partner plugin — beta with Anthropic's Claude, alongside its own Quick assistant. The same company still refuses agents that shop for a customer. The split is not technical. It is who the agent works for.

23 Sept
Announced at Amazon Accelerate, 2026

US beta
Plugin launches with Claude first, on Amazon Bedrock

12 months
Free Quick Plus bundled for primary account holders

OPEN — SELLER-SIDE AGENTS

- Inventory, listings, pricing and sales analytics
- The seller's own agent, working for the business
- Hosted on Amazon's stack, under Amazon's terms
- Effect: higher throughput on the marketplace

CLOSED — SHOPPING-SIDE AGENTS

- Product pages, price comparison and checkout
- The buyer's agent, working for the person
- Blocked, or pushed down a page that fights automation
- Effect: flattening of ad and margin surfaces

Where the line falls elsewhere

DESTINATION	TYPICAL STANCE	WHAT TO DO ABOUT IT
Your own bank, utility, insurer	Open to you, hostile to bots	Use your own signed-in session, never a credential handed to the agent
Seller and admin dashboards	Opening, by official plugin or API	Prefer the sanctioned route — it survives redesigns
Marketplace storefronts	Closed, by terms rather than technology	Let the agent compare and propose; do the purchase yourself
Booking and travel sites	Mixed, often bot-checked	Expect to sign in on a card the agent controls, once

WHAT TO WATCH

Read every agent-access announcement as an economic question, not a capability one: *agent-friendly for whom, and who gets paid*. The next fights will be over agent identity — a verifiable agent with a spending limit is a customer a site can tolerate; an anonymous scraper is not.