RISK TIER: MEDIUM · MARGIN COMPRESSION

MARGIN BRIEF

visgo

Agentic AI Consulting · visgo.co

For EOS operators · Move strategically

Margins will compress. The question is whether yours expand or evaporate.

Compound efficiency — without breaking what's working.

If you're a B2B with real customer relationships and integration depth, you're not facing existential disruption — you're facing **margin compression.** Competitors going AI-native will operate at 30–50% lower cost, and procurement will use that as ammunition. **The companies who absorb agentic efficiency first keep their margin advantage. The rest trade it away one renewal at a time.**

YOU'RE IN THIS TIER IF...

- → **You have real customer lock-in** — integrations, contracts, switching costs
- → **Margin pressure is increasing** — procurement is sharper than it was 18 months ago
- → **Your moat is depth, not novelty** — relationships compound over time
- → **You can see AI-native competitors** showing up in deals, but not winning most yet

> *Only the paranoid survive.*
>
> ANDY GROVE · FORMER CEO, INTEL
>
> *Only the Paranoid Survive · 1996*

WHAT THIS MEANS FOR YOU

You won't lose the customer. You'll lose the margin on the renewal.

A competitor pricing 30% under you on renewal knows their cost structure absorbs it. **A 5% annual giveaway becomes a 20%+ gap in three years.** Move on efficiency now and the same pressure becomes expanding margin — your cost curve drops while competitors' stays flat.

YOUR ASYMMETRIC ADVANTAGE

Your Scorecard already shows where the leverage is. Most of your competitors don't have one.

Most companies trying to absorb AI efficiency are guessing at where the wins are. **You're not guessing — your Scorecard is telling you every week.** EOS gave you operational discipline. Agentic AI gives that discipline leverage: the same metrics, the same accountability seats, the same operating cadence — now with autonomous execution layered in where it makes sense. You compound the margin advantage while competitors are still building the foundation you've had for years.

- ✓ **Scorecard rows** point to the highest-leverage AI bets
- ✓ **Accountability Chart** identifies where agents augment seats
- ✓ **Documented processes** are the training data competitors lack
- ✓ **L10 cadence** reviews AI experiments without disrupting ops

2–3 WEEKS

AI Strategic Assessment — **find the margin leverage hiding in your Scorecard.** We pinpoint the 2–4 places agentic execution moves cost-per-output most. Reversible bets, owned by your team, validated against real metrics. We work around your L10s.

Ryan Gallagher · Founder & CEO · linkedin.com/in/ryanatvisgo
visgo.co · Standalone engagement · No commitment to build with us

Protect the margin →