

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Technology and Software: The AI Visibility Report

Three machine reads of 169 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

123	48	5	46
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 169 sites approached, 46 could not be measured at all: 29 refused an automated reader outright, 11 gave one no response, and 6 serve pages that are empty until scripts run. Of the 123 sites a machine could read, 5 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 57), and identity is the collapse (Representation median 23, with 117 of 123 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

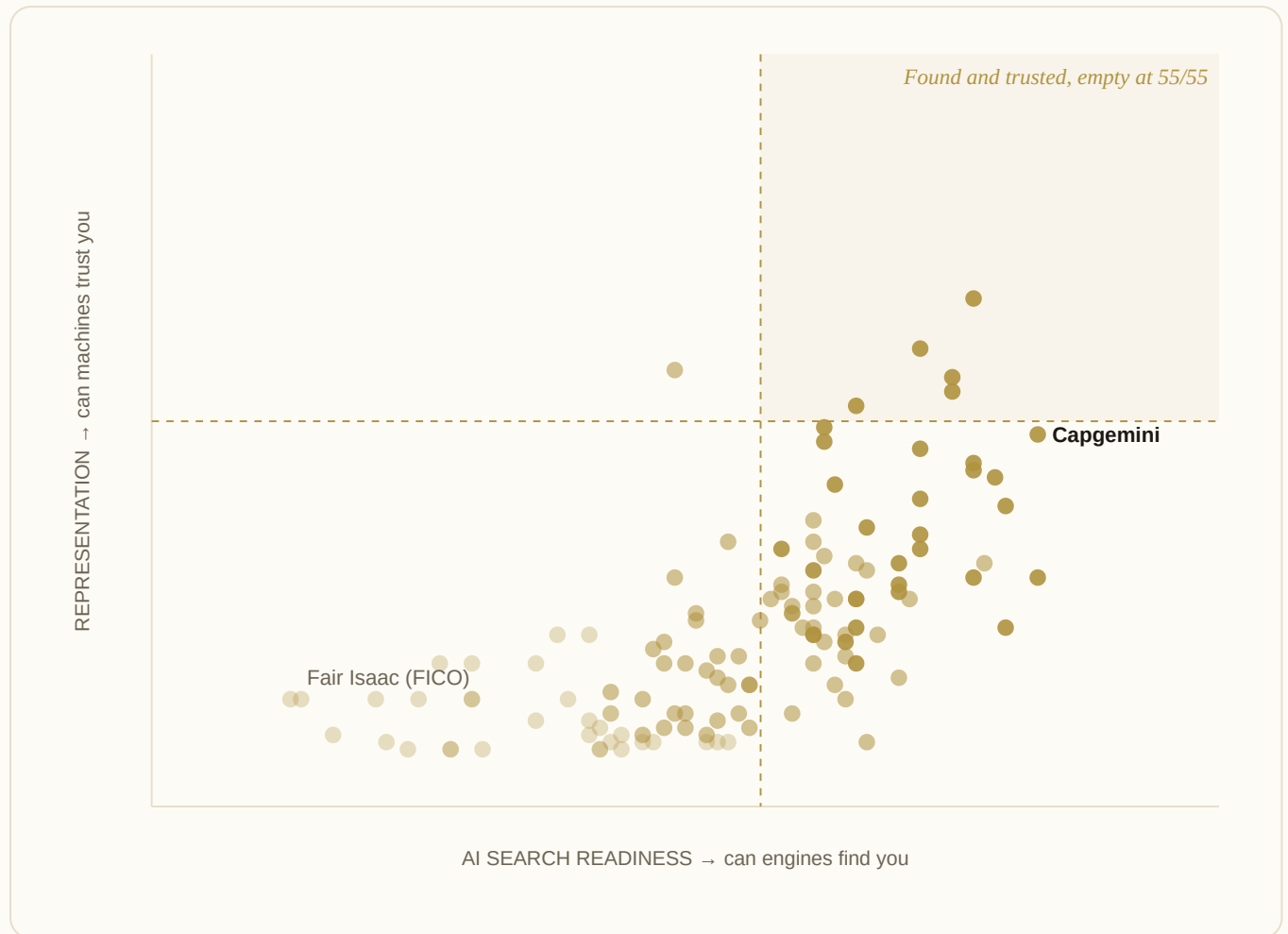
The three reads

AI Search Readiness. Median 57, range 13 to 83. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 65, range 30 to 93. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 23, range 8 to 71. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by Capgemini on 74, while Fair Isaac (FICO) sits on 21. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Capgemini capgemini.com	74	83	88	52
2	Dynatrace dynatrace.com	71	77	65	71
3	HubSpot hubspot.com	71	79	89	46
4	Juniper Networks juniper.net	70	75	76	58
5	Paycom paycom.com	70	77	86	47
6	Dassault Systèmes 3ds.com	69	83	93	32
7	Qlik qlik.com/us	69	77	83	48
8	Confluent confluent.io	68	75	70	60
9	Lam Research lamresearch.com	67	72	90	38
10	Zebra Technologies zebra.com/us/en.html	66	72	62	64
11	GlobalFoundries gf.com	65	72	88	36
12	Paychex paychex.com	65	80	72	42
13	Dropbox dropbox.com	64	80	87	25
14	NICE nice.com	64	70	90	31
15	Zscaler zscaler.com	64	72	76	43
16	Apple apple.com	63	63	76	51
17	Zoom zoom.com	63	72	68	50
18	AppLovin applovin.com/en	62	70	85	30
19	DXC Technology dxc.com	62	63	69	53

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	GitLab about.gitlab.com	62	70	81	34
21	Informatica informatica.com	62	66	64	56
22	Cloudflare cloudflare.com	60	59	85	36
23	Darktrace darktrace.com	58	64	65	45
24	Nintendo nintendo.com/us	58	62	80	33
25	Playtech playtech.com	58	66	82	25
26	Intuit intuit.com	57	67	65	39
27	KLA kla.com	57	62	84	24
28	Twilio twilio.com/en-us	57	66	85	20
29	Bentley Systems bentley.com	56	77	59	32
30	Motorola Solutions motorolasolutions.com/en_us.html?geo=redirect	56	66	73	29
31	Arm Holdings arm.com	55	65	78	23
32	AVEVA aveva.com	54	63	65	35
33	CrowdStrike crowdstrike.com/en-us	54	66	63	34
34	Endava endava.com	54	67	62	33
35	MongoDB mongodb.com	54	62	71	30
36	Okta okta.com	54	59	73	31
37	Pure Storage everpuredata.com	54	64	70	29
38	Seagate Technology seagate.com	54	62	62	37
39	Cloudera cloudera.com	53	66	63	29
40	Guidewire Software guidewire.com	53	60	72	28
41	Open Text opentext.com	53	71	60	29

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Samsung Electronics samsung.com/us	53	65	78	15
43	Squarespace squarespace.com	53	68	67	24
44	Atlassian atlassian.com	52	62	70	24
45	Klaviyo klaviyo.com	52	70	69	18
46	Manhattan Associates manh.com	52	62	69	25
47	Marvell Technology marvell.com	52	63	70	23
48	Micron Technology micron.com	52	58	68	29
49	Ocado Group ocadogroup.com	52	60	68	27
50	Sophos sophos.com/en-us	52	62	53	40
51	Western Digital westerndigital.com	52	59	66	30
52	Box box.com	51	62	63	28
53	Electronic Arts ea.com	51	54	62	37
54	Smartsheet smartsheet.com	51	61	66	25
55	DocuSign docusign.com	50	65	63	21
56	Fortinet fortinet.com	50	53	75	21
57	UiPath uipath.com	49	57	63	26
58	Gen Digital gendigital.com/us/en	48	55	69	21
59	Meta Platforms meta.com	48	49	34	61
60	Microsoft microsoft.com/en-us	48	52	82	10
61	Nvidia nvidia.com/en-us	48	62	63	20
62	Renesas Electronics renesas.com/en	48	60	56	27
63	Salesforce salesforce.com/?bc=DB	48	64	64	17

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Computacenter computacenter.com	47	78	30	34
65	Softcat softcat.com	47	56	67	17
66	Wix wix.com	47	60	67	13
67	Workday workday.com	47	51	62	27
68	Nutanix nutanix.com	46	54	68	17
69	Procore Technologies procore.com	46	67	63	9
70	Shopify shopify.com	46	48	66	23
71	Accenture accenture.com/us-en	45	56	62	17
72	SolarWinds solarwinds.com	45	51	58	26
73	Braze braze.com	44	56	65	11
74	ZoomInfo zoominfo.com	44	53	61	18
75	BILL (Bill.com) bill.com	43	50	65	13
76	Dell Technologies dell.com/en-us	43	47	60	22
77	Match Group mtch.com	43	43	69	16
78	Palo Alto Networks paloaltonetworks.com	43	49	67	13
79	Super Micro Computer supermicro.com/en	43	50	59	20
80	Take-Two Interactive take2games.com	43	48	61	20
81	Cisco Systems cisco.com	42	55	59	13
82	Elastic elastic.co	42	53	62	12
83	Pegasystems pega.com	42	48	66	11
84	Rightmove rightmove.co.uk	42	46	65	15
85	HP Inc. hp.com/us-en/home.html	41	50	62	11

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Lyft lyft.com	41	52	53	19
87	Roku roku.com	41	49	42	32
88	Ansys ansys.synopsys.com	40	65	30	24
89	Ubisoft ubisoft.com/en-us	40	46	64	10
90	Anthropic anthropic.com	39	43	62	13
91	Cognizant cognizant.com/us/en	39	42	65	11
92	Datadog datadoghq.com	39	41	65	12
93	Infineon Technologies infineon.com	39	47	62	9
94	Synaptics synaptics.com	39	36	70	12
95	Alibaba Group alibabagroup.com/en-US	38	30	65	20
96	ASML asml.com/en	38	43	62	9
97	Kainos kainos.com	38	30	69	15
98	Skyworks Solutions skyworksinc.com	38	42	63	8
99	Snowflake snowflake.com/en	38	44	62	8
100	Texas Instruments ti.com	38	44	61	10
101	Unity unity.com	38	54	50	9
102	Wipro wipro.com	38	41	62	10
103	Adobe adobe.com	37	41	45	24
104	Intel intel.com/content/www/us/en/homepage.html	37	46	56	9
105	Netflix netflix.com	37	27	65	20
106	NXP Semiconductors nxp.com	37	52	50	9
107	Synopsys synopsys.com	37	42	62	8

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108	Uber Technologies uber.com	37	53	50	9
109	onsemi onsemi.com	34	38	40	24
110	ByteDance bytedance.com	33	30	55	15
111	Check Point Software Technologies checkpoint.com	33	36	44	20
112	monday.com monday.com	33	39	45	15
113	Pinterest pinterest.com	32	25	57	15
114	Garmin garmin.com/en-US	30	28	54	8
115	Tyler Technologies tylertech.com	29	43	30	13
116	SAP sap.com/index.html	28	31	45	8
117	Amazon amazon.com	23	17	42	10
118	Arista Networks arista.com	23	21	34	15
119	VMware vmware.com	23	28	34	8
120	Qualcomm qualcomm.com	22	24	34	8
121	Snap snap.com	22	22	34	9
122	Amdocs amdocs.com	21	14	34	15
123	Fair Isaac (FICO) fico.com	21	13	34	15

The 46 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

TSMC · refused the reader
Applied Materials · refused the reader
Microchip Technology · refused the reader
Oracle · refused the reader
ServiceNow · refused the reader
Autodesk · refused the reader
Lenovo · refused the reader
Sony · refused the reader
NetApp · refused the reader
Nokia · refused the reader
Ericsson · refused the reader
Xiaomi · refused the reader
Infosys · refused the reader
Tata Consultancy Services · refused the reader
Reddit · refused the reader
Sage Group · refused the reader

Auto Trader · refused the reader
Raspberry Pi · refused the reader
Cadence Design Systems · refused the reader
Keysight Technologies · refused the reader
Akamai Technologies · refused the reader
PTC · refused the reader
Freshworks · refused the reader
GoDaddy · refused the reader
DoorDash · refused the reader
Trustpilot · refused the reader
Alphabet · refused the reader
OpenAI · refused the reader
Turo · refused the reader
AMD · no response
Analog Devices · no response
STMicroelectronics · no response

Hewlett Packard Enterprise · no response
Hitachi · no response
Fujitsu · no response
HCLTech · no response
Logitech · no response
Teradata · no response
Bytes Technology Group · no response
Tencent · no response
Broadcom · script-only page
Palantir Technologies · script-only page
IBM · script-only page
Spotify · script-only page
Roblox · script-only page
Asana · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

123 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.