

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Technology and Software: The AI Visibility Report

Three machine reads of the 169 organisations in the Technology and Software cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

123	57	17	46
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 17 of 123 sites clear 70. The rest is unclaimed.

Of the 169 sites approached, 46 could not be measured at all: 30 refused our reader outright, 11 gave it no response, and 5 serve pages that are empty until scripts run. Of the 123 sites our reader could read, 17 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 64), and identity is the collapse (Representation median 33, with 94 of 123 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

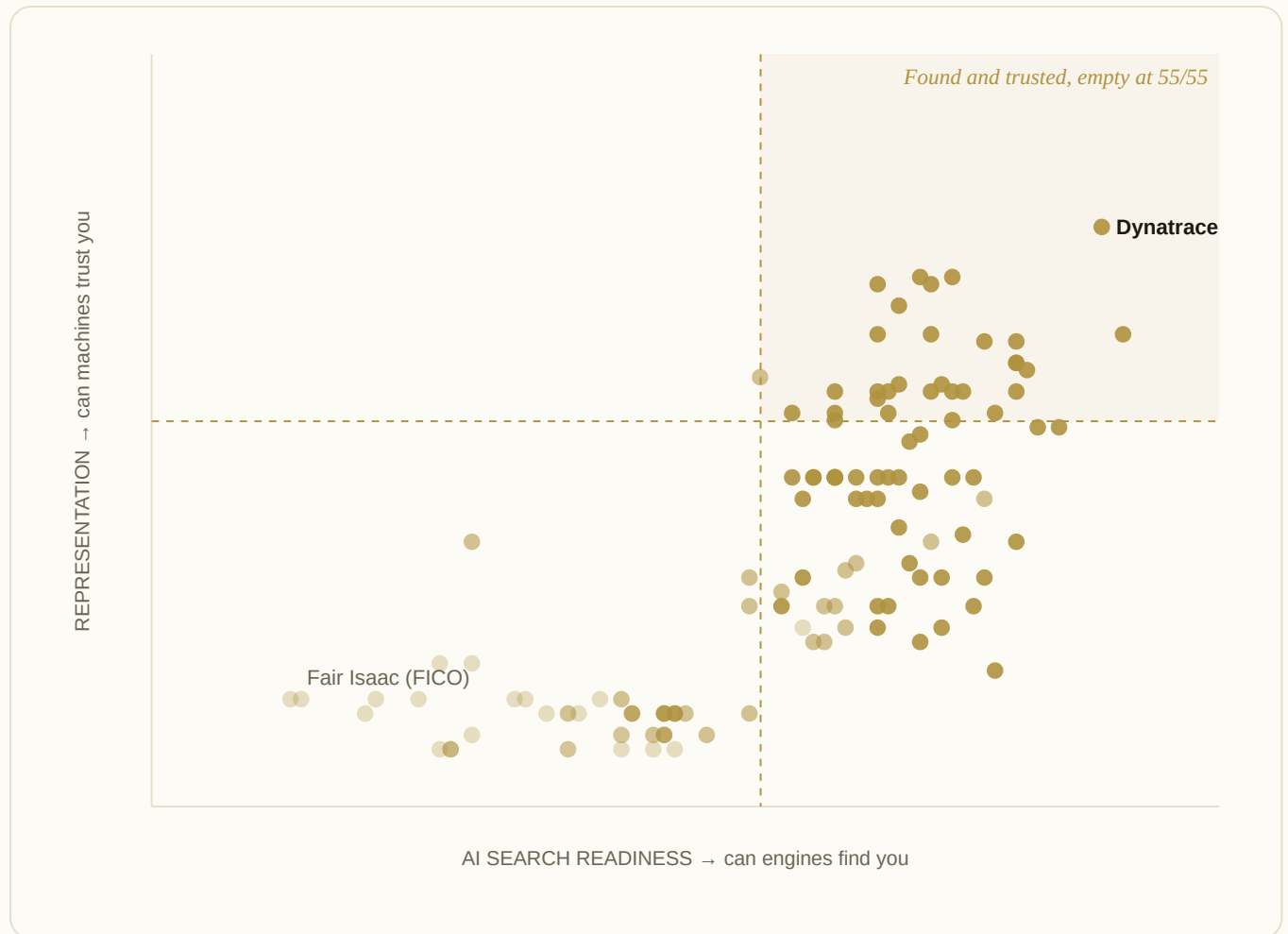
The three reads

AI Search Readiness. Median 64, range 13 to 91. 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 94. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 33, range 8 to 81. 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: this cohort is led by Dynatrace on 88, 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.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner’s own; the medians are this cohort’s.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	50	40 of 123	An Organisation, Brand or Person declared in the site’s own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	30	58 of 123	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	20	27 of 123	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 123	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (40 of 123 sites here). There is no Organisation, Brand or Person declared in the site’s structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (58 of 123 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Dynatrace dynatrace.com · ranked 1	79	100	50	100	81
Dell Technologies dell.com/en-us · ranked 69	50	0	10	100	33

Why the pair. Dynatrace leads this cohort. Dell Technologies is the ordinary case, the site whose representation score sits closest to the cohort median of 33. It is ranked 69 of 123 overall. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader 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	Dynatrace dynatrace.com	88	89	94	81
2	HubSpot hubspot.com	80	91	83	66
3	GlobalFoundries gf.com	77	82	87	61
4	Guidewire Software guidewire.com	77	81	86	65
5	Atlassian atlassian.com	76	81	86	62
6	Nintendo nintendo.com/us	76	73	89	66
7	Paycom paycom.com	76	81	86	62
8	Zoom zoom.com	76	72	83	74
9	Capgemini capgemini.com	74	85	85	53
10	Pure Storage everpuredata.com	74	70	83	70
11	Klaviyo klaviyo.com	73	83	83	53
12	DXC Technology dxc.com	70	68	69	73
13	Informatica informatica.com	70	78	66	65
14	Juniper Networks juniper.net	70	75	76	58
15	NICE nice.com	70	75	90	46
16	Paychex paychex.com	70	81	72	58
17	Zebra Technologies zebra.com/us/en.html	70	73	65	73
18	Apple apple.com	69	64	89	55
19	Qlik qlik.com/us	69	64	86	58

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Twilio twilio.com/en-us	69	77	85	46
21	Lam Research lamresearch.com	68	69	90	46
22	Match Group mtch.com	67	76	87	38
23	Okta okta.com	67	68	66	66
24	SolarWinds solarwinds.com	67	73	71	58
25	Asana asana.com	66	74	66	59
26	Confluent confluent.io	66	76	63	58
27	Fortinet fortinet.com	66	64	89	46
28	Gen Digital gendigital.com/us/en	66	70	69	59
29	Procore Technologies procore.com	66	79	63	55
30	AppLovin applovin.com/en	65	70	85	39
31	Micron Technology micron.com	65	68	68	58
32	Cloudflare cloudflare.com	64	60	85	46
33	Dassault Systèmes 3ds.com	64	74	93	25
34	Dropbox dropbox.com	64	78	83	32
35	KLA kla.com	64	71	87	34
36	Zscaler zscaler.com	64	72	76	44
37	Salesforce salesforce.com	63	77	83	28
38	Workday workday.com	63	69	63	58
39	ZoomInfo zoominfo.com	63	81	72	37
40	Check Point Software Technologies checkpoint.com	62	72	63	52
41	Darktrace darktrace.com	61	64	65	54

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Manhattan Associates manh.com	61	69	85	28
43	Open Text opentext.com	61	75	55	54
44	UiPath uipath.com	61	68	59	57
45	CrowdStrike crowdstrike.com/en-us	60	70	63	46
46	GitLab about.gitlab.com	60	75	30	74
47	MongoDB mongodb.com	60	64	71	46
48	Smartsheet smartsheet.com	60	64	69	46
49	Adobe adobe.com	59	69	53	55
50	DocuSign docusign.com	59	68	63	46
51	Shopify shopify.com	59	66	66	46
52	Softcat softcat.com	59	66	68	43
53	Endava endava.com	58	68	62	43
54	Marvell Technology marvell.com	58	61	80	32
55	onsemi onsemi.com	58	71	53	51
56	Playtech playtech.com	58	68	82	25
57	Western Digital westerndigital.com	58	67	65	43
58	Box box.com	57	62	63	46
59	Cloudera cloudera.com	57	62	63	46
60	Motorola Solutions motorolasolutions.com/en_us.html	57	59	83	28
61	Renesas Electronics renesas.com/en	57	60	56	55
62	Seagate Technology seagate.com	57	64	62	46
63	Wix wix.com	57	72	66	32

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	AVEVA aveva.com	56	61	65	43
65	Infineon Technologies infineon.com	56	74	63	32
66	Squarespace squarespace.com	56	79	71	19
67	Nutanix nutanix.com	55	68	68	28
68	Samsung Electronics samsung.com/us	55	72	69	23
69	Dell Technologies dell.com/en-us	54	65	65	33
70	Nvidia nvidia.com/en-us	54	66	63	34
71	Sophos sophos.com/en-us	54	73	53	37
72	Ocado Group ocadogroup.com	53	65	68	25
73	Cisco Systems cisco.com	52	62	70	23
74	Accenture accenture.com/us-en	51	63	63	28
75	Bentley Systems bentley.com	51	56	68	28
76	Take-Two Interactive take2games.com	51	64	62	28
77	Computacenter computacenter.com	50	78	30	43
78	Meta Platforms meta.com	50	57	34	60
79	Roku roku.com	49	56	59	32
80	Microsoft microsoft.com/en-us	48	52	82	10
81	Unity unity.com	47	63	55	23
82	Lyft lyft.com	46	59	50	30
83	Elastic elastic.co	44	56	62	13
84	monday.com monday.com	44	30	66	37
85	Palo Alto Networks paloaltonetworks.com	44	48	71	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Arm Holdings arm.com	43	49	66	13
87	Braze braze.com	43	50	65	13
88	Pegasystems pega.com	43	49	68	13
89	BILL (Bill.com) bill.com	42	48	65	13
90	Ubisoft ubisoft.com/en-us	42	48	65	13
91	Anthropic anthropic.com	41	49	62	13
92	Datadog datadoghq.com	41	45	65	13
93	Rightmove rightmove.co.uk	41	44	65	15
94	Synaptics synaptics.com	41	39	71	13
95	ASML asml.com/en	40	48	62	10
96	HP Inc. hp.com/us-en/home.html	40	45	62	13
97	Snowflake snowflake.com/en	40	48	62	10
98	Texas Instruments ti.com	40	47	62	10
99	Ansys ansys.synopsys.com	39	61	30	25
100	ByteDance bytedance.com	39	35	66	15
101	Electronic Arts ea.com	39	44	62	10
102	Super Micro Computer supermicro.com/en	39	42	59	15
103	Wipro wipro.com	39	44	62	10
104	Alibaba Group alibabagroup.com/en-US	38	30	65	20
105	Cognizant cognizant.com/us/en	38	37	65	13
106	Kainos kainos.com	38	34	65	15
107	Netflix netflix.com	37	27	65	20

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Skyworks Solutions skyworksinc.com	37	39	63	8
109	Intel intel.com/content/www/us/en/homepage.html	36	44	56	8
110	Synopsys synopsys.com	36	39	62	8
111	Uber Technologies uber.com	36	49	50	8
112	NXP Semiconductors nxp.com	35	47	50	8
113	Pinterest pinterest.com	32	25	57	15
114	Garmin garmin.com/en-US	30	28	54	8
115	Tyler Technologies tylertech.com	28	40	30	13
116	Amazon amazon.com	25	20	42	13
117	Snap snap.com	25	30	34	10
118	Arista Networks arista.com	23	21	34	15
119	Qualcomm qualcomm.com	23	28	34	8
120	SAP sap.com/index.html	23	27	34	8
121	VMware vmware.com	23	28	34	8
122	Amdocs amdocs.com	21	14	34	15
123	Fair Isaac (FICO) fico.com	21	13	34	15

The 46 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 46 sites here, 30 refused our reader, 11 gave no response and 5 served a page that is empty until scripts run.

Refused the reader (30). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (11). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (5). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

TSMC · refused the reader
Applied Materials · refused the reader
Microchip Technology · refused the reader
Oracle · refused the reader
ServiceNow · refused the reader
Intuit · 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

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. 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/.

How this cohort was drawn

The list of 169 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 169 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

123 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 123 sites our reader could read; how the 46 it could not would have scored is unknown, and this report does not assume they would have scored worse.

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. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 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.