AI Strategist Angela Sutton's New Framework for Why AI Decides Which Software Companies Survive the Next Decade

International bestselling author and software executive says the companies that win will build 7 moats AI can't copy, and use AI itself to grow them faster


Angela Sutton

LOS ANGELES, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- B2B software companies spend years building features, and AI can now copy them, duplicate them, and deliver them fast.

AI is doing two opposite things to a company's moat at once. It wipes out the edge that came from features and even some workflows, since anyone can rebuild those now. And it deepens the edge that comes from customer experience, and speeds up the ability to build a moat, when it's done right.

After more than 25 years building and growing eight-figure software companies, work that included competing successfully against free products, AI strategist, international bestselling author, and veteran software executive Angela Sutton, Ph.D., has introduced The Moat Multiplier, a framework that uses AI-assisted customer experience to grow the 7 assets AI can't copy. She says the winners of the next decade will focus AI on those assets, the moats that get deeper with every use.

"Features win the demo. What a customer builds up inside your product wins the decade," said Sutton. "Put those 7 assets on the roadmap while times are good."

The Moat Multiplier names those 7 assets: the data only the customer generates, the progress they've banked, the context the product has learned about them, the systems they now count on, and the community around them. Vertical market focus amplifies all 6. Compliance moat welds the door shut, and Sutton says it may be the most underrated of the seven: "A compliance moat, often treated as a chore, can become your greatest advantage."

Sutton said. "A general AI model can't generate any of that. That's the moat now."

The companies AI can't dislodge stack several of these at once.

The same AI dissolving competitive advantage is the fastest tool ever built for reinforcing the 7 moats that hold. Take onboarding. An AI agent can walk each new customer to their first win in their own words, answer the moment they get stuck, and learn the customer with every exchange. That one move improves the experience and feeds the moat at the same time: it banks progress, builds context, and gathers data that lives nowhere else. And the AI builds aggregate knowledge that all users can benefit from. Every subsequent session deepens the moat on its own.

"Used with guardrails, AI is the excavator for the new moat," Sutton said. "It speeds up every one of the 7 assets, as long as a human still signs off on what it produces."

As artificial intelligence accelerates software development and competition intensifies, Sutton says the companies that aim AI at growing their existing moats, while their competitors keep shipping features, will persist and become tomorrow's market leaders.

About Angela Sutton, Ph.D.

Angela Sutton, Ph.D., is an international bestselling author, AI builder, and B2B software growth strategist who has spent more than 25 years managing and growing eight-figure software businesses. Through her Moat Multiplier framework, she works with product leaders to build the 7 moats AI can't copy, use AI-assisted customer experience to grow those assets, and turn retention into a durable competitive advantage.

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