

AIAG-Catena-X-SOD-Detroit 2026: AIAG conference & Supplier onboarding day

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From pilots to adoption

At AIAG's first and sold-out Catena-X Conference and the 3rd Catena-X Supplier Onboarding Day in Detroit, the headline was clear: CX is moving from pilots to adoption in North America. As the world's first automotive data ecosystem CX uses decentralized dataspace technology — an “Internet for data” — to address urgent industry challenges such as **cost of quality**, **battery passport reporting**, and **sustainability compliance**. But the bigger story goes beyond automotive data exchange. Every company must get ready for digital transformation, generative and Physical AI, and digital twins. And the “ugly truth” is simple: AI and digital transformation are data challenges. Critical data remains fragmented across systems, silos, companies, and supply chains. Yet few executive teams want to start the conversation with semantics, ontologies, or data foundations (Davenport & Tiwari 2024). Catena-X helps make this challenge practical, business-focused, and actionable.

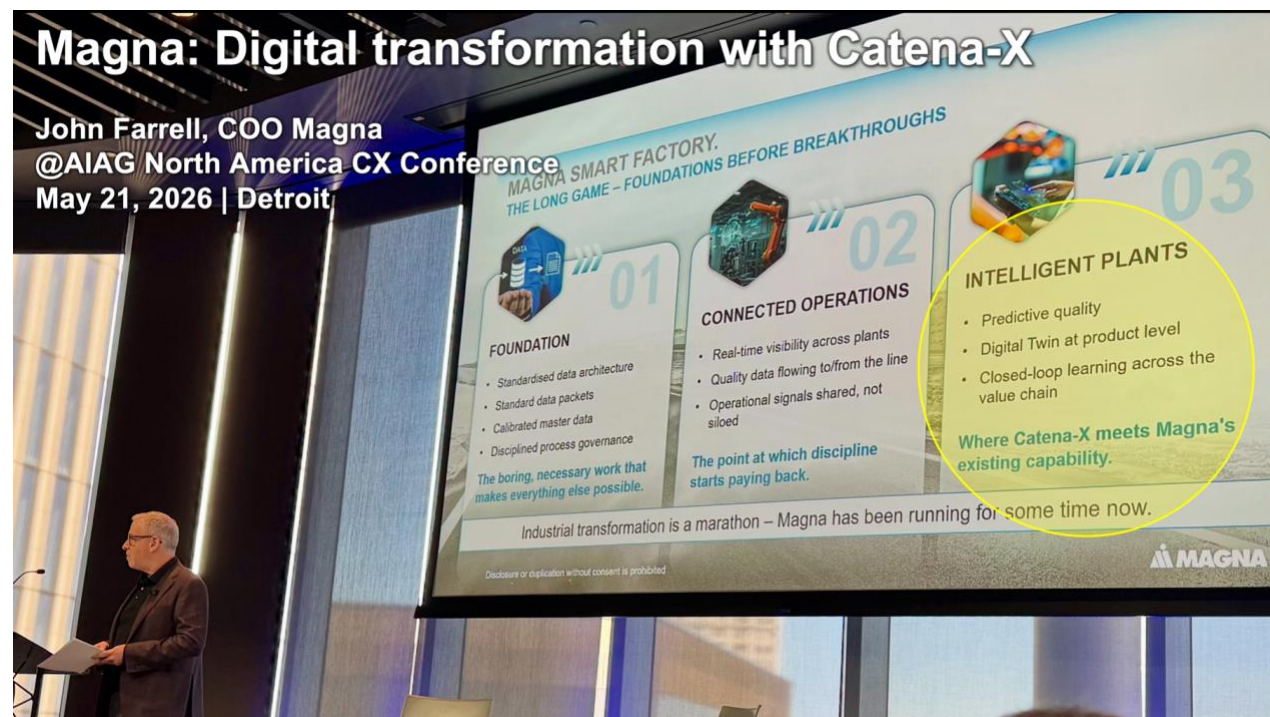


Figure 1: Magna COO John Farrell on Catena-X as a practical response to digital transformation

What would you do without Catena-X?

A key moment of the conference was the keynote from Magna COO John Farrell on Magna's digital transformation journey. From a C-level perspective, his message was clear: digital

transformation requires data readiness, and **Catena-X makes digital transformation practical by helping companies turn fragmented data into trusted, usable, cross-company data flows** — without spending years on abstract data foundation work. CX enables this through:

- **A trusted Web3-oriented data network:** Decentralized, peer-to-peer data sharing with IP protection, governance, and Internet-like resilience (Guggenberger et al. 2025)
- **Ready-to-implement use cases:** From faulty-parts tracing to product carbon footprint tracking and optimization
- **Fast proof points:** Visible business results in weeks or months, not years
- **A scalable supplier path:** Start small, prove value, then scale across the automotive value chain

This is what makes Catena-X relevant beyond compliance or reporting. It provides a structured path to improve data availability, quality, trust, and interoperability — the same foundations required for generative and Physical AI, and truthful digital twins.

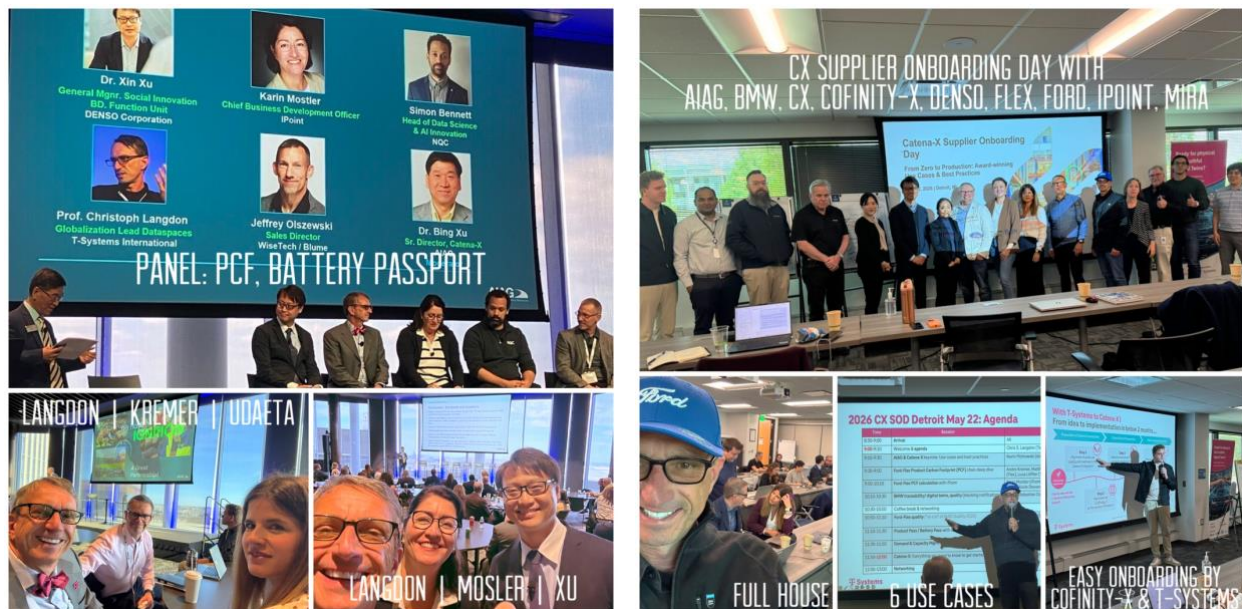


Figure 2: Impressions from the AIAG-CX Conference (left) and CX Supplier Onboarding Day (right)

Supplier onboarding: Six ready-to-go use cases

Held the day after AIAG's Catena-X Conference, the second Catena-X Supplier Onboarding Day focused on jumpstarting supplier adoption of practical CX use cases. A full-house audience of automotive suppliers learned directly from early adopters and implementation leaders from BMW, Ford, DENSO, Flex, iPoint, and Mira. The program showed six ready-to-use CX use cases:

- **Product Carbon Footprint (PCF) data exchange:** Presented by Pramita Mitra, André K., and Matthias H. from Ford, together with Nicole Stevenson from Flex
- **PCF calculation:** A deep dive by Karin Mostler from iPoint
- **Traceability, digital twins, and quality blocking notifications:** Presented by Sarah Litterst, Sebastian Dorner, Jan Krausse from BMW

- Quality management: Presented by Maria Udeata from Ford and Jim Medlow from Flex, showing how OEM telematics data can help Tier 1 suppliers accelerate root-cause diagnostics
- Product and battery passport: Presented by Xu Xi, Roger Berg, and [third DENSO presenter] from DENSO
- Demand and capacity management (DCM): Presented by Katharina Zipse from Mira

The message was clear: Suppliers do not need to start with an abstract data strategy. They can start with concrete business problems, proven use cases, and a structured onboarding path.

Key Takeaway and Acknowledgments

Catena-X is not only about automotive data exchange. It is an adoption model for how companies can prepare for the next wave of digital transformation. The events at AIAG showed that data readiness becomes actionable when three elements come together:

- (1) A trusted network for secure, governed data sharing
- (2) Concrete use cases tied to measurable business value
- (3) A scalable onboarding model for suppliers across the value chain

Thank you to AIAG — including Matt Pohlman, Kevin Piotrowski, and Bing Xu — for hosting; to Catena-X, including Hanno Fokken and Jan Kronschnabel, for supporting; and to the organizing team led by T-Systems International, with strong support from BMW, Ford, Flex, DENSO, iPoint, and Mira. Special thanks also to the Deutsche Telekom | T-Systems International team, including Luca Loeffler, Andrea Garcia, David Brown, Alejandro Martinez ... and our AI-data unit leaders Magdalena Jonczak and Sven Löffler.

Deep dive: Insights, lessons learned, business impact

- [Dataspace-CEO-2-pager](#): What is ... data ecosystem ... dataspace ... **3-layer stack**?
- [T-Systems brings Fords' suppliers in Catena-X](#), Telekom press release (2026-05-06)
- Catena-X in U.S. timeline: [2023 Pre-launch Austin TX](#), [CES 2024 Ford-Flex-PCF](#), [AIAG-CX-VIP 2025](#), [AIAG-Detroit-Triple 2025](#), [CES 2026 CX-SOD & RT](#)

References

Davenport, T. H., and P. Tiwari. 2024. Is your company's data ready for generative AI? Harvard Business Review (April), [link](#)

Guggenberger, T. M., C. Schlueter Langdon, and B. Otto. 2025. Data Spaces as Meta-Organisations. European Journal of Information Systems, January: 822-842, [link](#)