

ASMD2024: Putting AI to work – experts and ecosystems

By Chris Schlueter Langdon, 2024-03-17

T-Systems International (TSI) focused its 12th Automotive Suppliers' & Manufacturers' Day (ASMD2024) on artificial intelligence (AI). As a leading information and communication technology vendor of the European auto industry (Fuchslocher 2022, Stroh 2022; TSI is No 1 again, [link](#)) TSI invited its clients and guests to meet with AI experts to link AI with the firm's various initiatives: Dataspaces and Catena-X, RISE with SAP®, Industrial Metaverse, Application Lifecycle Management and software-defined factories.

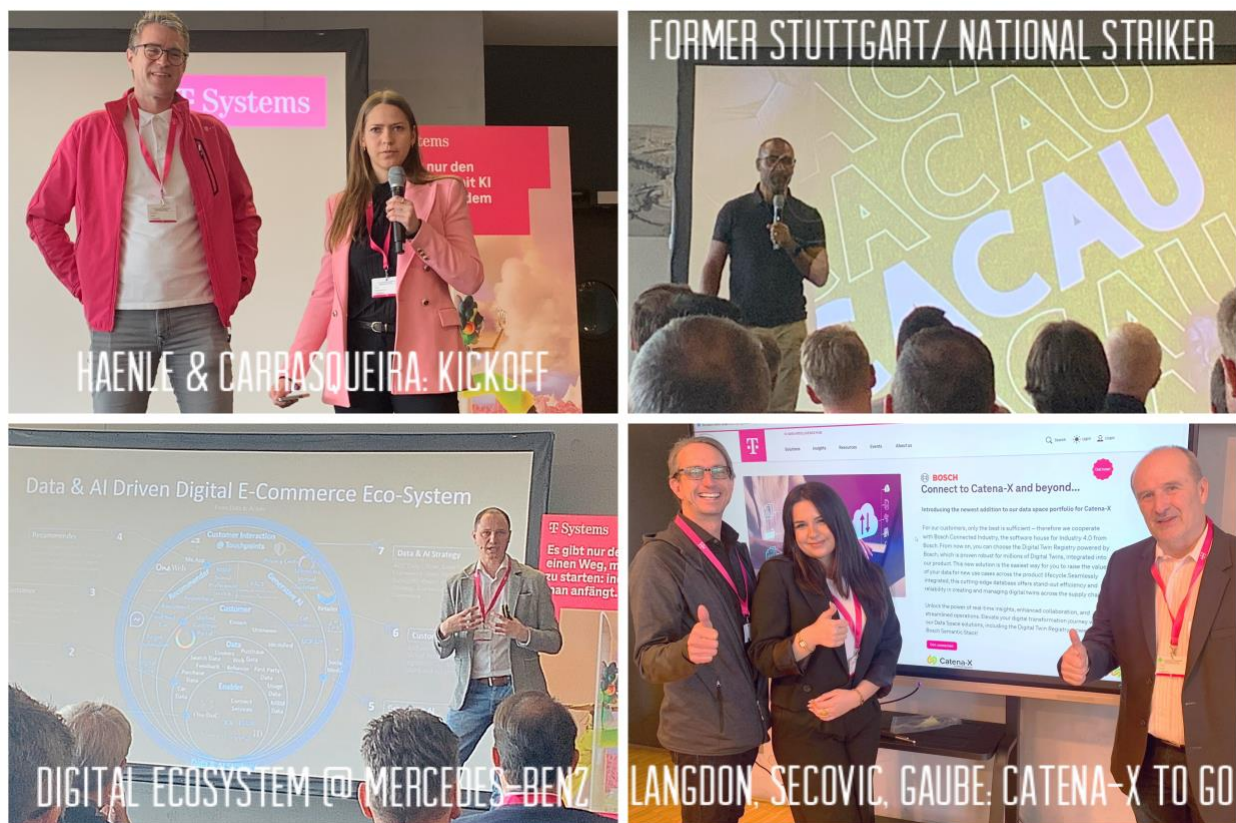


Figure 1: Kickoff, ecosystems at Mercedes-Benz and with Catena-X

A congress in Germany's automotive heartland

ASMD2024 was hosted at **VfB Stuttgart Soccer Lounge**. Stuttgart is widely considered the center of Germany's automotive heartland, home to automakers **Mercedes-Benz** and **Porsche**, as well as the world's leading automotive supplier **Bosch** (AN 2023). The venue, located in the VIP area of the VfB soccer club's stadium, featured a main stage, a solution marketplace, and

facilities for breakout sessions. The lounge setup, stadium tours, and an intermezzo by former German national team soccer player and VfB Stuttgart legend Claudemir Jerônimo Cacau, created a perfect atmosphere for networking (see kickoff and Cacau in Figure 1, top row).

Resurgence of ecosystems: Quo vadis AI in automotive?

AI, exemplified by ChatGPT's remarkable usability and effectiveness, has surged into the mainstream with readily available pre-trained models. Consequently, it's unsurprising that companies are turning to AI for enhanced process efficiency through intelligent automation. However, hurdles persist, including traditional concerns over data protection and legal ambiguity, as well as a **lack of internal AI and data engineering capabilities**. This is where the resurgence of business ecosystems comes into play: Leveraging new digital infrastructure, such as clouds and dataspace, enables seamless workflows and automation across organizational boundaries, facilitating fast and asset-light **co-creation of solutions** with external AI and data engineering experts. This approach holds the potential for high returns with quick break-even points. The congress featured two ecosystem examples (see Figure 1, bottom row):

1. Data & AI Driven **Digital E-Commerce Ecosystem** by Mercedes-Benz
2. The **Catena-X open data ecosystem** for the automotive industry

Impressions from our presentations and showfloor

- Announcement by T-Systems International (TSI): [Link](#)
- LinkedIn post by TSI: https://bit.ly/ASMD2024_TSI-Summary
- LinkedIn post by Chris Langdon: https://bit.ly/ASMD2024_AI-Ecosystems

Learn more from our pioneering dataspace projects

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- First use cases: [Mobility super-app disruption](#)
- Ecosystems resurgence: [Ecosystems 2.0 – Built on data](#)

References

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