

# CES 2025: Dataspaces 4 internal AI readiness and supply chains

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## CES: A high-tech beacon for automotive’s software shift

CES is renowned for showcasing groundbreaking tech innovations—sometimes bold, often with real-world impact—such as flat-screen TVs, 3D printing, self-driving cars, foldable phones, and 5G communications. In recent years, CES has become a pivotal event for the global automotive industry, as the focus has shifted from manufacturing excellence to software-driven advancements. This shift is exemplified by trends like Software-Defined Vehicles (SDVs), Advanced Driver-Assistance Systems (ADAS), and autonomous driving.

## Our right to play: Better data for apps and AI

As the automotive industry undergoes a software-driven transformation, many automaker CEOs and their suppliers have gathered in Las Vegas, showcasing impressive booths and delivering spectacular keynotes (see, for example, our CES 2024 story in Figure 1). This year, we are excited to join tech pioneers in showcasing the early business impact of emerging global data ecosystems like Catena-X from Europe and Ouranos from Japan. These ecosystems address the critical challenge of seamless and trusted cross-organizational data sharing, unlocking the rich data needed for super-apps and AI to drive next-level business efficiency—and achieve what was once thought impossible (for first uses cases, see Schlueter Langdon & Schweichhart 2022).

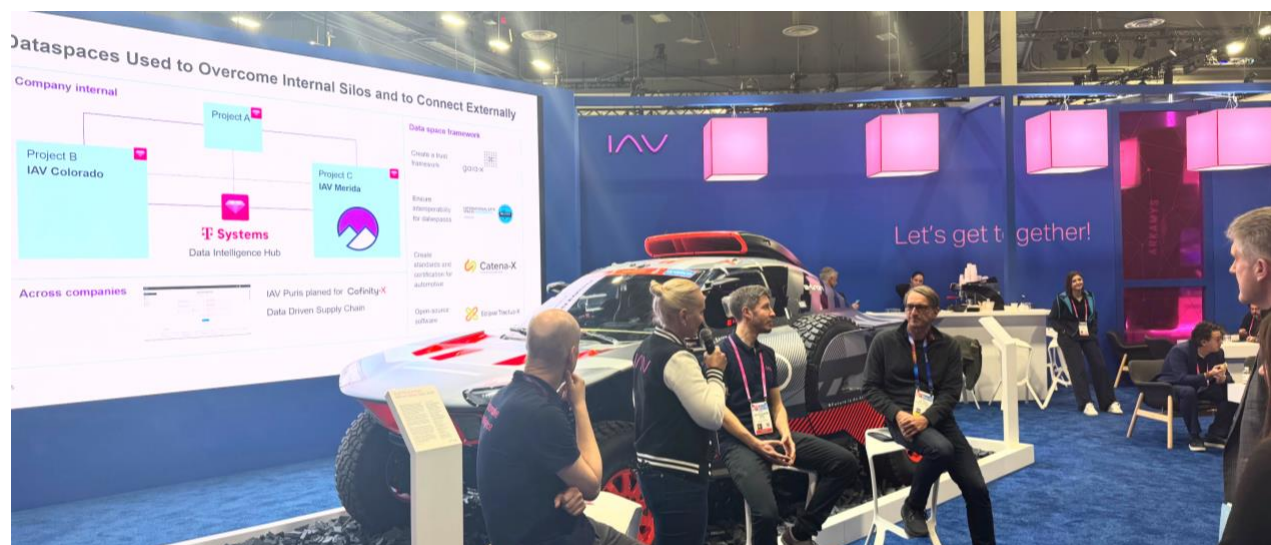


Figure 1: IAV’s internal dataspace premier and expert panel

## Dataspace tech in business: Presented by pioneering clients

Dataspace tech provides Web3-oriented distributed data sharing infrastructure that enables data-sharing across organizations so that a data provider remains in control of the rights to its data (see, for example, Data 0: Readme). This is unlocking better data for next level application performance and entirely new business cases. At CES we were able to have pioneering clients demonstrate business value of our products (see below and [CES2025 TelekomDIH LinkedIn1](#)):

- **Business scenario #1: “Data Chain”** – Primary Scope-3 supply chain data for precise digital twins as the basis for use cases such as product carbon footprint tracking using the example of customer Ford-Flex+, hosted at PwC and Strategy&
- **Business scenario #2: “Internal Dataspace”** – Accelerating data readiness and governance to unlock transformative benefits for SDV at IAV's booth (see Figure 1)
- Launch of our ‘**Easy Catena-X Online**’ onboarding program as a first Catena-X-certified Onboarding Service Provider according to the CX Operating Model: [TSI PressRelease](#)



Figure 2: Flex hosted by PwC with Strategy&

### Business scenario #1: Data chain by Flex at PwC and Strategy&

One key application of new dataspace technology is the creation of data chains along supply chains. The Catena-X data ecosystem is aptly named, as "Catena" means "chain" in Latin. The benefits are remarkable, as these chains provide answers to critical questions such as: How much of a specific raw material, component, or input from a particular country or company is in my product? How many micro-chips from China? In today's highly specialized industries, characterized by extensive division of labor and global supply chains, original equipment manufacturers (OEMs) often face challenges in answering critical questions about their supply chains. Visibility typically ends at Tier 2 or Tier 3, creating significant gaps in understanding and accountability. At CES, our client Flex was hosted by PwC with Strategy& in the PwC Experience Lounge, located in the Wedding Chapel of the Venetian Hotel, part of the CES Venetian Campus, situated between the LVCC in the North and C Space at the Aria in the South. Flex showcased a data chain developed in collaboration with Ford Motor Company, demonstrating its use in CO2

emissions and Product Carbon Footprint (PCF) tracking. This solution provides Ford with a PCF value based on primary Scope 3 data collected from its supply chain (see Figure 2 for team and [CES2025 Flex LinkedIn](#)).



Figure 3: IAV team, AIAG visitors, and Team Deutsche Telekom

## Business scenario #2: Internal dataspace premiere by IAV – Are u ready?

Dataspace technology has powered the rise of data ecosystems like Catena-X, enabling trusted cross-organizational data sharing. This capability delivers the rich, high-quality data essential for driving next-level performance in applications and generative AI. However, as early adopters have discovered, the first step is ensuring internal data accessibility. Tom Davenport, a leading authority on analytics, AI, and data strategy, succinctly framed the challenge in a recent *Harvard Business Review* article, "Is Your Company's Data Ready for Generative AI?" (Davenport & Tiwari 2024). Over time, companies have developed a patchwork of data repositories—databases, data lakes, and data lakehouses—each governed by different rights, permissions, and contractual terms. This fragmented approach has resulted in data and system silos, making it difficult to consolidate data into a single, unified file for specific applications, such as training datasets for generative AI. Fortunately, T-Systems' new Dataspace-as-a-Service solutions effectively bridge internal data silos. Delivered as browser-based platforms, they simplify adoption, eliminate the need for complex system integrations, and accelerate the journey from concept to tangible results. At CES, we were honored to support our customer IAV as they debuted their internal dataspace using our technology. IAV CEO Joerg Astalosch hosted a panel at their booth, led by IAV's Chief Digital Officer and EVP IT Saskia Kohlhaas. Our team members, Chris Langdon and Luca Loeffler, had the privilege of joining this insightful discussion (see Figure 3 for team and [CES2025 IAV-CEO LinkedIn](#)).





Figure 4: T-Mobile think tank with clients including Denso, Flex, IAV

### Pioneers' think tank hosted by T-Mobile and AIAG CEO visit

Hosted by 'T-Mobile for Business' our think tank gathered a select group of tech pioneers—early adopters and experts—actively using cutting-edge technologies. This exclusive, unrecorded exchange fostered knowledge sharing, best practices, and real-world insights. It was a "welcome to the club" moment for those shaping the future, offering a unique opportunity to learn from the influential players and practitioners. Another highlight of our CES sessions was the visit from AIAG, led by none other than CEO Matt Pohlman, accompanied by VP of Marketing Carrie Wright. In late 2024, AIAG announced the signing of an MoU with Catena-X to host a Catena-X Hub in North America starting in 2025 (see Figure 4 for participants and [CES2025 TelekomDIH LinkedIn2](#)).

### Important links

- Our data chain products: [Connect & Integrate](#)
- Our Dataspace-as-a-service products: [Build & Operate](#)
- What is a dataspace ... and why important for strategy and efficiency: [Data 0: Readme](#)

## References

Davenport, T., and P. Tiwari. 2024. Is Your Company's Data Ready for Generative AI? Harvard Business Review (March), [link](#)

Schlueter Langdon, C., and K. Schweichhart. 2022. Dataspace: First Applications in Mobility and Industry. In: Otto, B. et al. (eds.). Dataspace – Part IV Solutions & Applications. Springer Nature, Switzerland: 493-511, [link](#)