

CUBE

2025

AN EVENT BY:



AI Ready for
Engineers

CUBE

Executive Summary

2025

Overview

CUBE 2025, SPREAD's annual conference, gathered engineering and digital transformation leaders from automotive, defense, aerospace, and industrial machinery sectors. In its fourth edition, the event explored how AI is reshaping R&D, production, and aftermarket across heavy manufacturing industries.

Attendees and presenters included senior executives from Volkswagen, BMW, Alstom, MBDA, Accenture, Audi and Siemens among others. The program combined SPREAD's keynote on Engineering Intelligence, live customer cases, and a cross-industry panel that highlighted how AI is transforming engineering speed, quality, and confidence.



Main takeaways

- 1 Engineering Intelligence enables faster output and better decisions across industries**
AI has moved from concept to infrastructure. Success now depends on transforming fragmented engineering data into contextualized knowledge that allows faster, traceable decisions and measurable productivity gains.
- 2 SPREAD's Error Inspector helps Volkswagen connect multiple engineering systems for faster error resolution**
Dr. Peter Oel, VP Integration, Verification and Validation (MQB & SDV) at Volkswagen, shared how linking previously isolated systems inside SPREAD.
- 3 AI-driven requirement analysis shortens Alstom's locomotive development cycles**
Frank Nürnberg, Tenders & Projects Director Traxx at Alstom, described how AI detects conflicting requirements early and consolidates testing across fourteen different countries, reducing loops and accelerating certification.
- 4 Knowledge-graph validation improves quality while preserving data sovereignty in MBDA's defense programs**
Dr. Ulrich Nuding, Engineering Director Germany at MBDA, showed how SPREAD's on-premise AI proof of concept identified hidden design inconsistencies and strengthened traceability under strict security conditions.
- 5 SPREAD's Production Inspector accelerates BMW's rework and learning efficiency in next-generation manufacturing**
At BMW's new iFactory in Debrecen, Hungary, Stephan Track explained how SPREAD's Production Inspector helps teams manage a completely new electronic vehicle architecture by improving fault detection, rework efficiency, and learning speed. Jonas Wiedenhofer, Strategic Customer Lead at SPREAD, added that integrating production data, diagnostics, and electronic systems through SPREAD's semantic layer gives engineers a live understanding of dependencies, bridging hardware, software, and operations for faster, higher-quality output.
- 6 Connecting workshop, ERP, and field data turns aftermarket insight into action**
Stefan Tolle, SPREAD Executive Advisor, explained how combining operational and service data enables a complete view of product health and drives real-time engineering decisions instead of delayed reporting.
- 7 Agentic AI already acts as a co-engineer in complex design environments**
Dr. Christof Horn, Automotive Lead Europe at Accenture IX, illustrated how autonomous AI agents now analyze models, detect risks, and propose design improvements, shifting AI from research concept to daily engineering partner.
- 8 Contextualized data, defines successful AI adoption, not volume**
Across all industries leaders emphasized that scaling AI depends on high-quality contextual information, where every data point carries meaning within the engineering process.
- 9 Trust and collaboration with agile partners accelerate industrial transformation**
Executives agreed that established organizations gain speed and innovation by cooperating with specialized scale-ups. Building mutual trust between agility and scale turns experimentation into measurable business impact.

Voices from
industry leaders

“AI doesn’t replace development, it makes it better!”

Frank Nürnberg

Tenders & Projects Director Traxx
Alstom



“In the near future, engineers will focus much more on value-adding tasks. AI will take away the administrative burden so they can put their creativity into building consistent, high-quality products.”

Stefan Tolle

Executive Advisor
SPREAD



“Agentic systems are no longer a vision, they’re operating reality”

Dr. Christof Horn

Automotive Lead Europe
Accenture IX



“We measure ROI in reduced rework and faster decisions. When that happens, AI becomes just another trusted tool.”

Dr. Ulrich Nuding

Engineering Director Germany
MBDA



SPREAD remarks

At CUBE 2025, the SPREAD leadership team set the tone for how AI is transforming engineering, not as a future ambition, but as a structural change already underway.

“Engineering systems have been connected for years. What we’re building now is contextual intelligence, the layer that understands relationships, dependencies, and causes. That’s how AI becomes useful in real work, not just in research.”

Philipp Noll

Co-Founder & Managing Director
SPREAD



Philipp emphasized the Product Twin architecture during his keynote, SPREAD’s semantic backbone that unifies data across different systems. He stressed that AI’s success in engineering depends on this context layer, where every requirement, test, and component becomes part of a single, explainable system. His remarks underlined the company’s intent to serve as an enabler, not a replacement, empowering engineers to act faster and more confidently by giving meaning to their data.

“AI’s next leap in engineering isn’t autonomy, it’s alignment. The goal is to bring AI into daily engineering work, aligned with how teams reason, validate, and decide.”

Shane Connelly

Chief Product Officer
SPREAD



Shane illustrated how this alignment works through SPREAD’s engineering AI stack, including tools like Error Inspector and Requirements Manager. He detailed how retrieval-augmented generation and graph-based reasoning allow SPREAD’s AI to surface relevant insights from complex technical documentation, turning historical knowledge into Engineering Intelligence. His session anchored the message that AI must think like engineers think, transparent, traceable, and context-aware.

Together, their remarks defined SPREAD’s leadership stance:

AI in engineering is not about replacing human logic, it’s about amplifying it through context, explainability, and speed.

This closing synthesis reinforces the throughline of CUBE 2025: Europe’s engineering strength lies in its ability to merge technical rigor with intelligent systems, building the foundation for a new era of **Engineering Intelligence at scale.**

Closing thoughts

AI is becoming the new engineering layer.

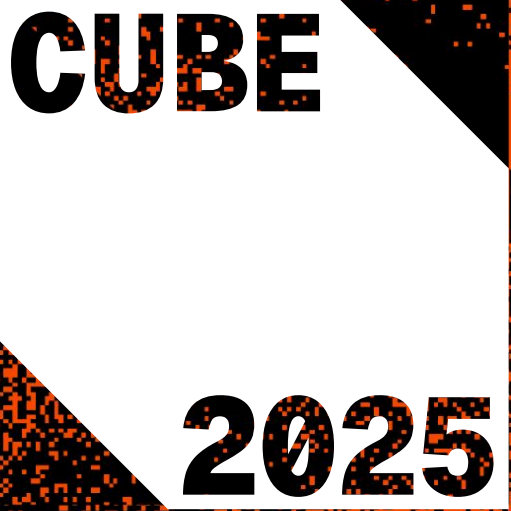
The message was clear: the winners will be those who combine deep engineering know-how with connected, trustworthy intelligence. Real transformation doesn't come from larger models or faster tools, but from re-architecting how knowledge flows across organizations, turning data into decisions and engineers into system thinkers empowered by AI.

“Engineering is entering its most transformative decade. Those who connect intelligence across their products, processes, and people won’t just keep pace with change, they’ll define it.”

Robert Göbel

Co-Founder & Managing Director
SPREAD



The logo features the word "CUBE" in a bold, black, sans-serif font. Below it, the year "2025" is displayed in a similar bold, black, sans-serif font. The text is contained within a white, angular shape that resembles a folded corner or a stylized 'C'.

AN EVENT BY:



AI Ready for Engineers

Reach out to the experts
shaping Europe's AI-ready
engineering future

If you'd like a personal executive briefing of the key discussions and takeaways from CUBE 2025 – AI Ready for Engineers, please reach out to our leadership team.

Prane Wang
VP of Marketing and GTM Strategy
prane@spread.ai

This is your opportunity to exchange perspectives directly with the experts and thought leaders advancing AI-driven engineering, data intelligence, and innovation across Europe's industrial ecosystem.