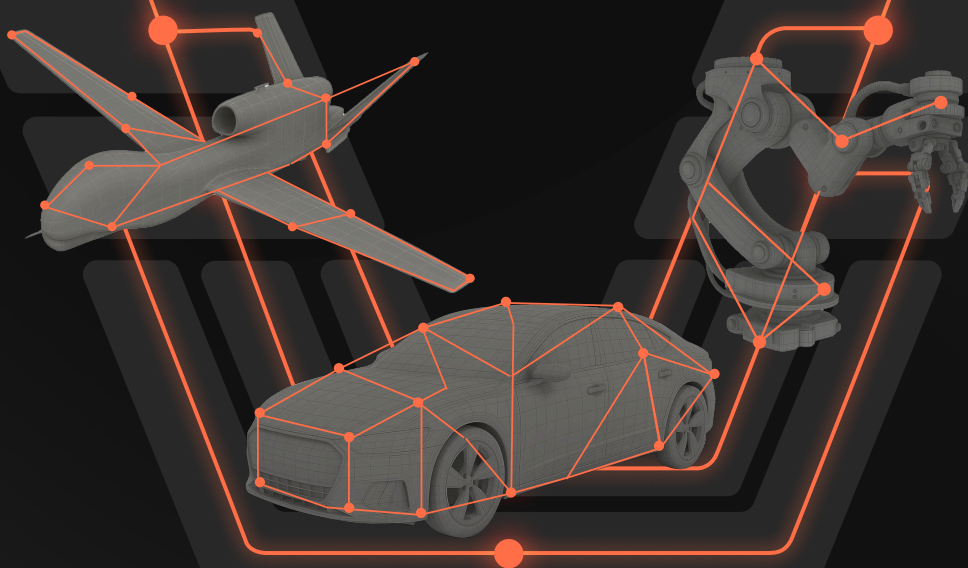




# ***MESSAGING & POSITIONING GUIDE***



# High-level overview: SPREAD AI – Decision Intelligence for Engineering

**Company description**

SPREAD is the decision intelligence layer for the world’s most complex engineering organizations. By unifying fragmented mechanical, electrical, and software data into a functional Product Twin across systems of record and unstructured sources, SPREAD allows engineering teams to know their product inside out. By making product logic explicit, SPREAD empowers engineers to leverage specialized AI agents and solutions that enable them to act with precision and speed when the stakes are high.

Built on an multiple award-winning technology, world-first Engineering Information Model (EIN), SPREAD is the backbone for engineering AI for software-defined products.

Proven across more than 100 enterprise deployments and trusted by Volkswagen, BMW, and Rheinmetall, SPREAD enables engineering at high speed, reduces costs, and fuels a new era of industrial innovation.

Vision	The next era of engineering, where building complex products becomes radically simple Mission: We build engineering intelligence that lets teams know their product inside out before they build it.
Mission	We build engineering intelligence that lets teams know their product inside out before they build it.
Primary tagline	Know your product inside out
Value slogan	One product truth. Confident engineering decisions.
Category descriptor	AI for Engineering
Company one-liner	SPREAD is the decision intelligence layer for engineering, enabling teams to act fast and with confidence when product complexity and the stakes are high.
Why is SPREAD called SPREAD?	Engineering truth is spread across systems and artifacts. We make that truth explicit and “spread” it back as engineering intelligence that teams and AI can trust across the entire product lifecycle.



## SPREAD messaging & positioning guide

### Messaging

#### Why SPREAD?

Engineering teams are expected to make faster, higher-stakes decisions on products that are increasingly complex. Mechanical, electrical, and software domains are tightly coupled, yet the information needed to understand their interactions remains fragmented across systems, data formats, and organizations.

SPREAD provides the missing context. By unifying structured and unstructured data, it maps the hidden dependencies across requirements, software, electronics, and production, giving teams the total product mastery needed to know their system inside out.

By turning complexity into something engineers can reason about, SPREAD helps organizations move from reactive problem-solving to predictable execution. Decisions rely less on individual intuition, late surprises are reduced, and existing engineering data becomes a durable asset rather than a burden.

SPREAD sits between systems of record and systems of action as a graph-based engineering intelligence layer beyond PLM. It connects and contextualizes data across PLM, ALM, MES, test systems, documents, logs, tickets, and enterprise systems such as ERP and CRM. On top of this shared product truth, Engineers access specialized Engineering AI agents and out-of-the-box solutions to accelerate development, reduce costs, and unlock innovation across the lifecycles.

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#### Elevator pitch

What if you could... Fully understand how requirements, functions, signals, and components in your product connect across software, electronics, and hardware - without replacing any existing systems?

So that... Engineering decisions stop relying on assumptions, late surprises are eliminated, and teams move with speed and confidence instead of constant firefighting.

For example... SPREAD connects fragmented data from PLM, ALM, specifications, and test logs into live Product Twins. Engineers can immediately see how a change propagates across functions, variants, and architectures, identifying issues months before SOP rather than during it.

And that's not all... This engineering intelligence becomes a reusable foundation for AI agents, accelerating development, reducing rework, and helping teams stay ahead of growing product complexity.

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#### Value proposition

SPREAD helps manufacturers accelerate time to market, unlock engineering capacity, and prevent costly rework and warranty failures by giving teams a single, traceable view of how product changes propagate across engineering, manufacturing, and aftermarket/usage.

Instead of discovering problems late in production, validation, or the field, teams see impact early, coordinate across functions, and make faster, safer decisions across complex, software defined products.

The result is double digit gains in engineering capacity, faster release and validation cycles, earlier root cause resolution, higher first pass yield, fewer recalls and warranty cases, and confident launches and operations at industrial scale.



#### Key Benefits

##### Accelerated time to market

Shorten development and release cycles by making dependencies and execution risk visible early, enabling faster decisions, fewer re-testing loops, and true hardware and software parallelization.

##### Higher engineering productivity and lower cost

Unlock double-digit engineering capacity by eliminating time spent searching, reconciling, and re-testing, reducing rework, overhead, and engineering waste across the lifecycle.

##### Higher product quality and field stability

Detect integration issues earlier, stabilize releases faster, and prevent defects before they reach production or the field, driving higher first-pass yield and fewer recalls and warranty cases.

##### Lower execution and launch risk

De-risk integration, validation, and SOP by identifying root causes earlier, steering programs with maturity transparency, and avoiding late-stage surprises that delay launches and increase exposure.

##### Scalable control of complexity

Maintain control as architectures, variants, and software scale by giving teams a shared product logic that enables cross-domain coordination, reliable engineering AI, and consistent execution at industrial scale.

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#### Proof

- €20M+ annual savings and €2B SOP risk mitigated at a leading automotive OEM by detecting integration risk earlier across complex programs.
- 20% faster time to market at a defense OEM, driving +5% revenue through modular development and early system transparency.
- 3x faster quotations at a European manufacturer, enabling faster deal cycles and +5% revenue growth.
- 75% faster troubleshooting and €500k saved per production line annually at a premium automotive OEM by stabilizing production rework.
- €10M+ annual savings at a European automotive OEM through 50% faster troubleshooting across the workshop network.

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#### Primary ICP

Large enterprises building complex, software-defined products, including:

- Automotive OEMs
- Commercial vehicle
- Tier-1 suppliers
- Machinery and industrial OEMs
- Defence primes (contractors)
- National defence authorities
- Aerospace



## SPREAD messaging & positioning guide

### Messaging

#### Key personas

##### **EXECUTIVE SPONSORS**

CTO, Chief Engineer, Head of R&D, COO

Deploy SPREAD to gain system-level visibility and decision control, reduce execution risk, and ensure complex programs meet quality, cost, and timeline targets.

##### **ENGINEERING LEADERS**

Chief Engineers, Vehicle Line/ Program Leads, Function Owners, Component Owners

Use SPREAD to understand how their product actually works across systems, reason on one trusted product truth, and make fast, confident architecture and design decisions.

##### **IVV (VERIFICATION / VALIDATION)**

IVV leaders, validation managers, test leads, systems integration

Use SPREAD to connect engineering intent to test and integration data, trace failures across functions, software, and components, and perform confident root-cause analysis early to prevent late integration issues and unstable releases.

##### **MANUFACTURING**

Manufacturing engineering, industrialization, production quality, plant leaders

Use SPREAD to accelerate ramp-up and stabilize production by detecting root causes faster, improving first-pass yield, and resolving issues before they propagate across variants.

##### **AFTERMARKET & USAGE**

Aftermarket Engineering, Service IT, Operations IT

Use SPREAD to trace product behavior into the field, link warranty and issue tickets back to engineering, diagnose root causes faster, and improve reliability, updates, and lifecycle performance.

##### **PROCESS, METHODS & TOOLING (PMT)**

Engineering Methods, Digital Engineering, Toolchain Owners

Use SPREAD as the intelligence layer on top of PLM and engineering tools to standardize product logic, automate workflows, and scale engineering best practices.



#### Boilerplate PR

SPREAD is a Berlin-based software company providing the decision intelligence layer for the world's most complex engineering organizations. By unifying fragmented mechanical, electrical, and software data into a functional Product Twin, SPREAD allows engineering teams to understand the explicit logic of their products and act with precision when the stakes are high.

The company's world-first Engineering Information Model (EIN) is becoming the foundational backbone for Engineering AI in a software-defined world. Founded in 2019 by Philipp Noll and Robert Göbel, SPREAD has delivered over 100 enterprise deployments for industrial leaders including Volkswagen, Mercedes-Benz, and Rheinmetall. SPREAD is a recognized innovator, named among the VivaTech Top 100 European startups and awarded first place at The Spark 2024 (Handelsblatt).

Beyond its software, SPREAD is a key driver of Europe's industrial AI landscape. The company hosts CUBE and co-organizes the Industrial AI Summit, bringing together industry leaders and policymakers to strengthen Europe's digital sovereignty. SPREAD is backed by leading investors including HV Capital, DTCP, Cavalry Ventures, and La Famiglia.

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#### Writing & Style Principles

- Write in active voice. Say who does what. Avoid passive, vague, or inflated language.
- Use US English by default. Apply consistent US spelling and grammar, except where European defense standards require adaptation.
- Use sentence case and minimal capitalization. Capitalize only proper names, products, and official programs.
- Keep language simple and precise. Short sentences. No AI clichés, no em dashes, no marketing phrases. Write clear, direct engineering language.

