Configit®

AI-driven configuration that keeps you in control

Examples from an AI prototype

David Nedergaard

PLM Road Map™ & PDT EMEA 2026
AI in PLM: A Disruptive Opportunity and Challenge
Turning AI disruption into enterprise value:
Strategic insights for the PLM professional
4-5 November 2026
CIMdata
www.CIMdata.com

CONFIGIT PUBLIC

We picture AI configuration as a chat

A CITY E-BIKE

Hi! What will you use the bike for?

Commuting, 20 km a day

Then the 500 Wh battery fits. Frame size?

L, and black please

Done: city e-bike, 500 Wh, size L, black.

Configured in two answers

4

variables in the product model

Usage, battery, frame size and color. The chat asks, the user answers, and the product is configured. Nothing to learn and nothing to lose track of.

For simple products, chat works perfectly

Now the chat has 1,500 questions

THE SAME CHAT, A COMPLEX PRODUCT

What operating voltage do you need?

400 V

Got it. Which enclosure rating?

IP55, I think?

Thanks. Next: mounting type?

Question 14 of 1,500 ...

1,500

variables in one product model

A chat shows one question at a time. With 1,500 variables, the user loses track of what is decided, what is still open, and why.

Text alone is not enough

An expert AI asks better questions

THE AI AS AN EXPERT

Where will the unit be installed?

Outdoors, on a factory wall

Will it get rain or dust on it?

Both, but no hosing

What power is on site?

Three-phase, in Denmark

Result: IP55 enclosure, 400 V operating voltage

IP55 · 400 V

set by the AI from plain answers

The user answers questions they can actually answer. The AI turns them into technical values: outdoors with rain and dust becomes IP55, three-phase in Denmark becomes 400 V.

Easier to answer, harder to check

How do I use the power of AI and a text interface, and still feel in control?

Chat for intent, the configurator for overview



SAY IT

Describe the need in your own words

The AI turns one request into choices across many variables at once.



SEE IT

The whole configuration stays in view

Decisions, open choices and conflicts are shown in the configurator, not buried in a chat history.

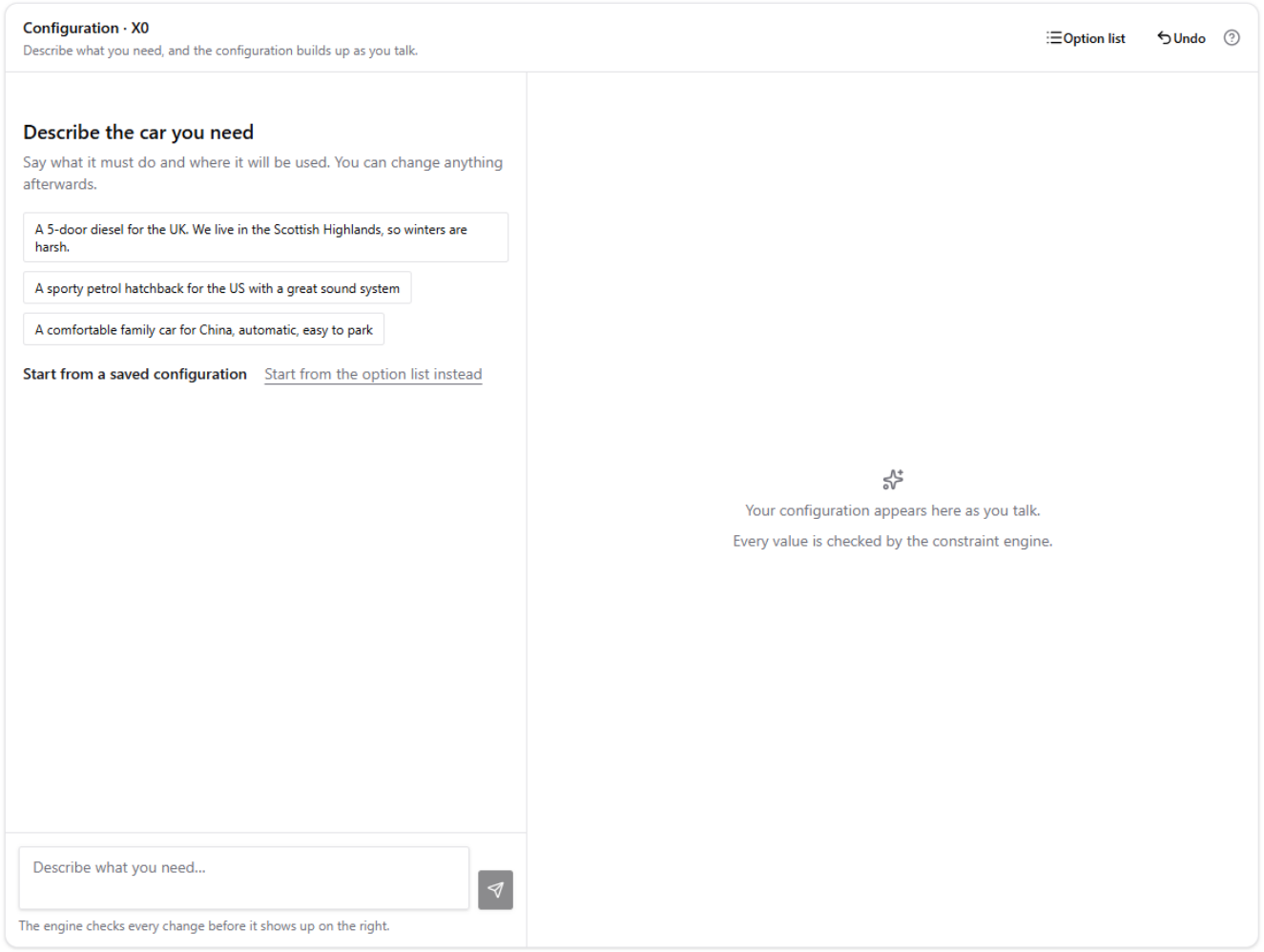


OWN IT

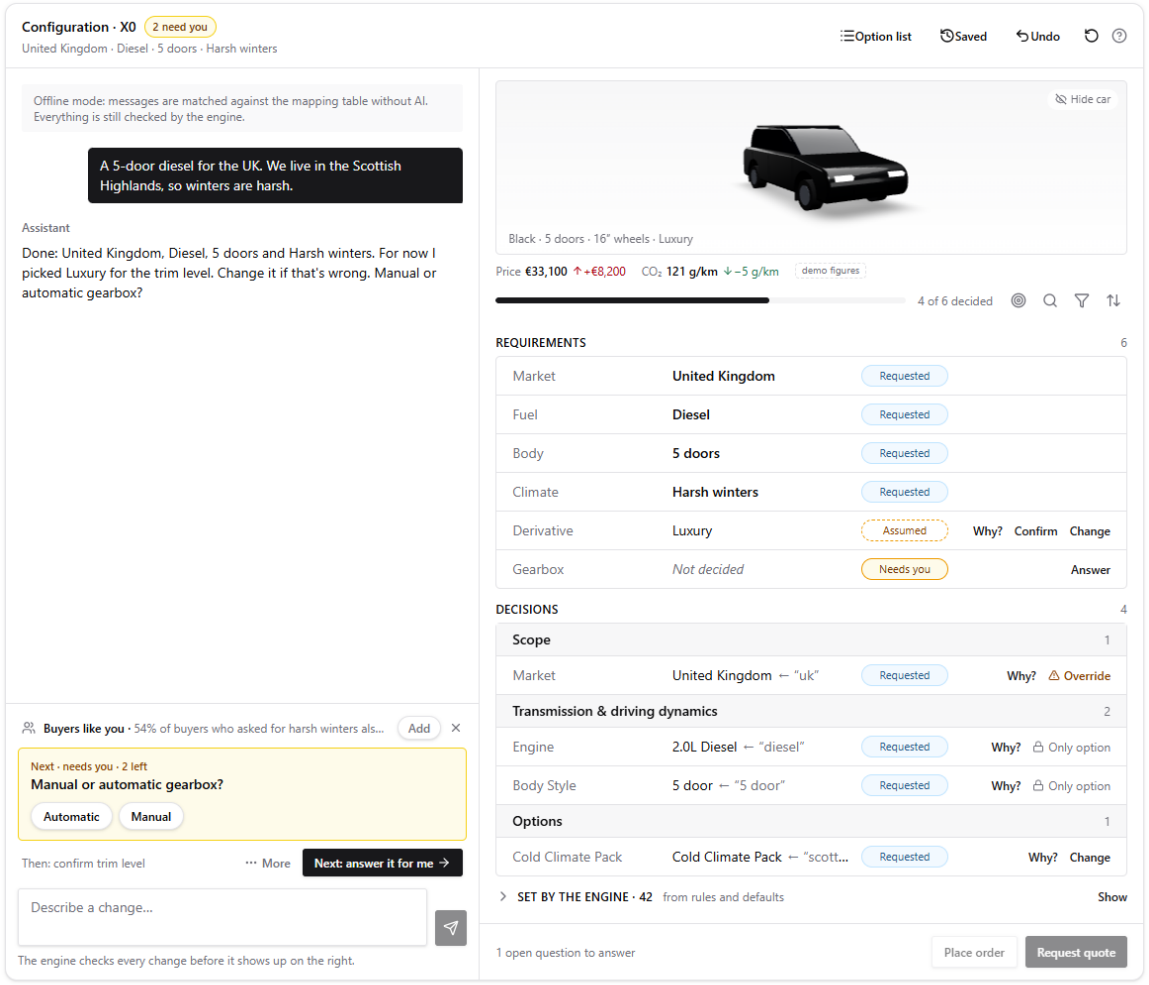
Approve, change or undo

The AI proposes. The user decides, and the rules engine checks every choice.

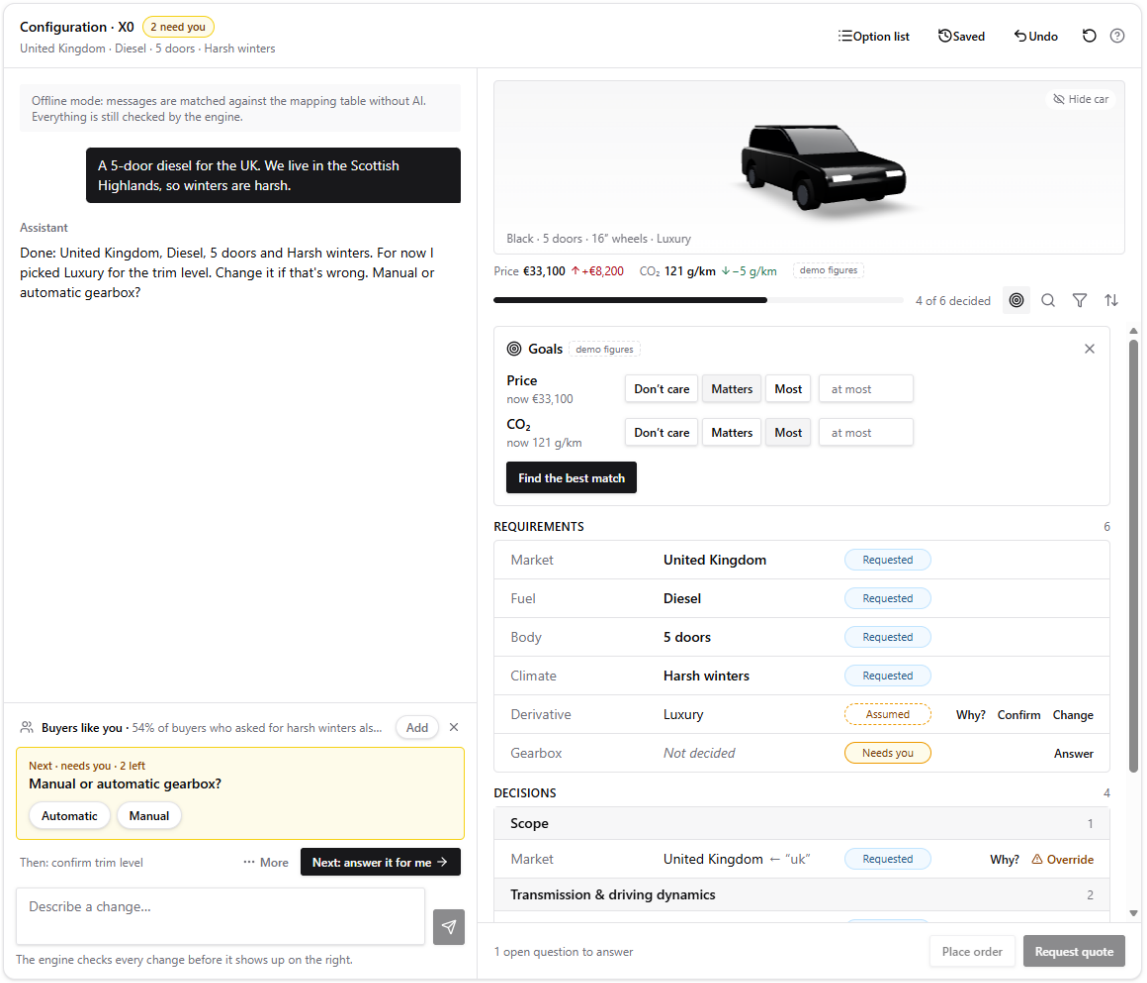
The AI does the talking. The configurator keeps the overview. The user keeps the decisions.



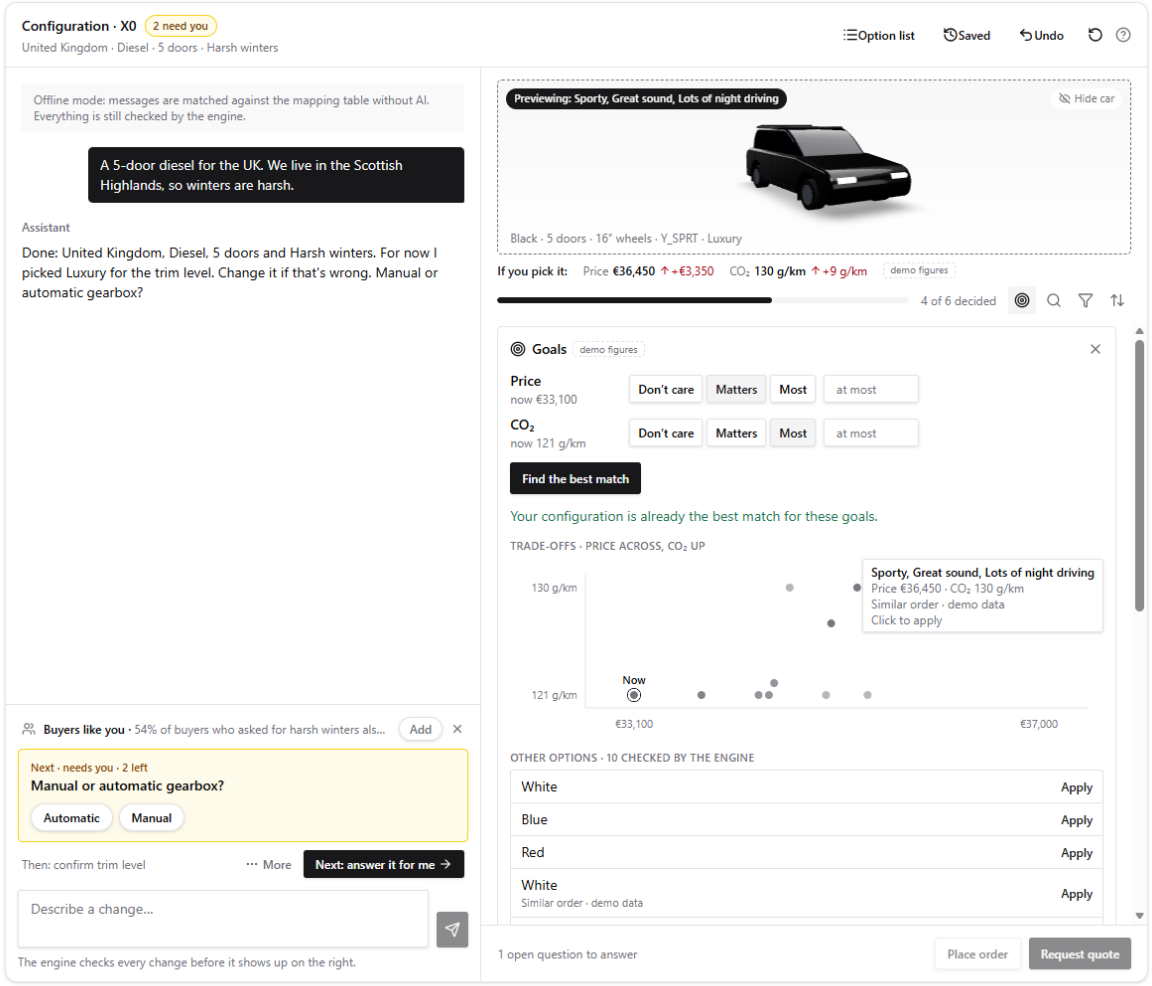
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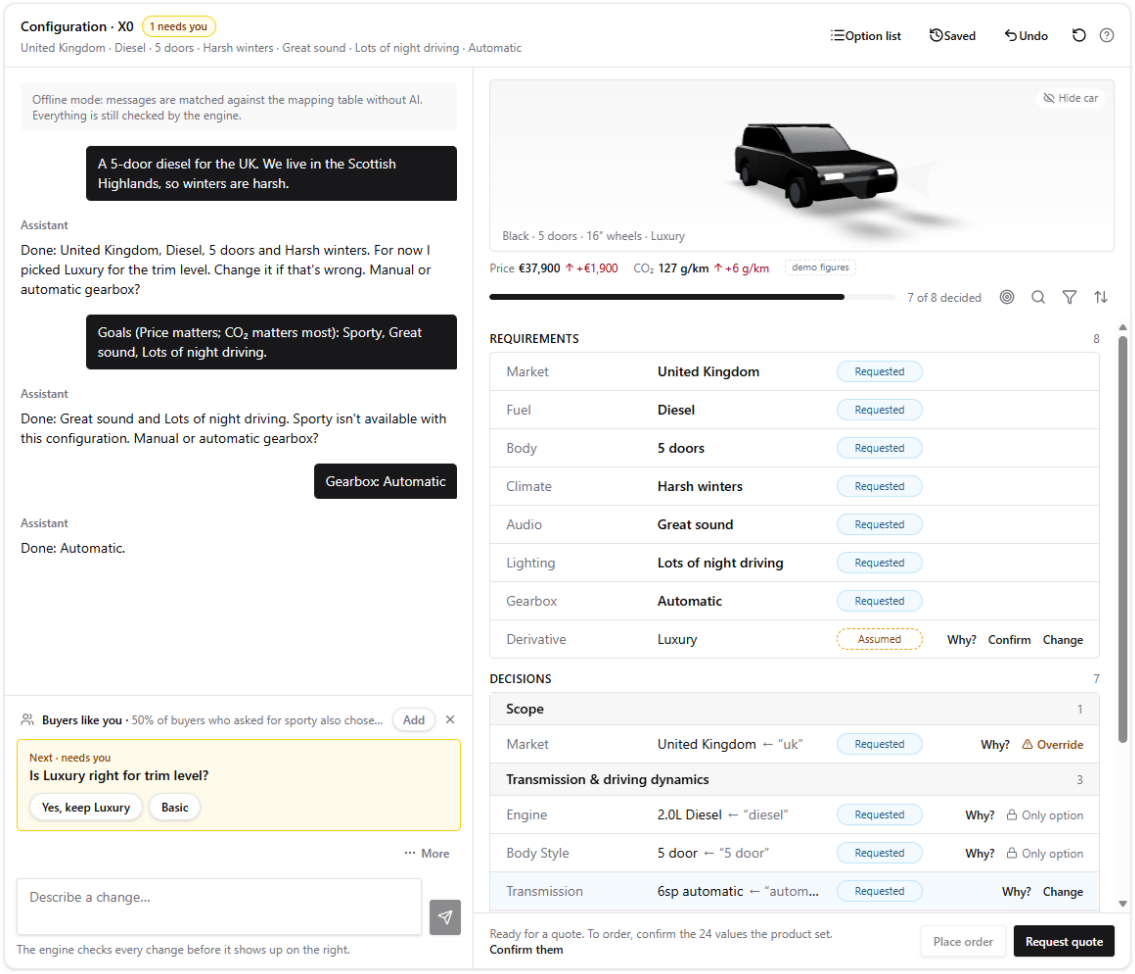
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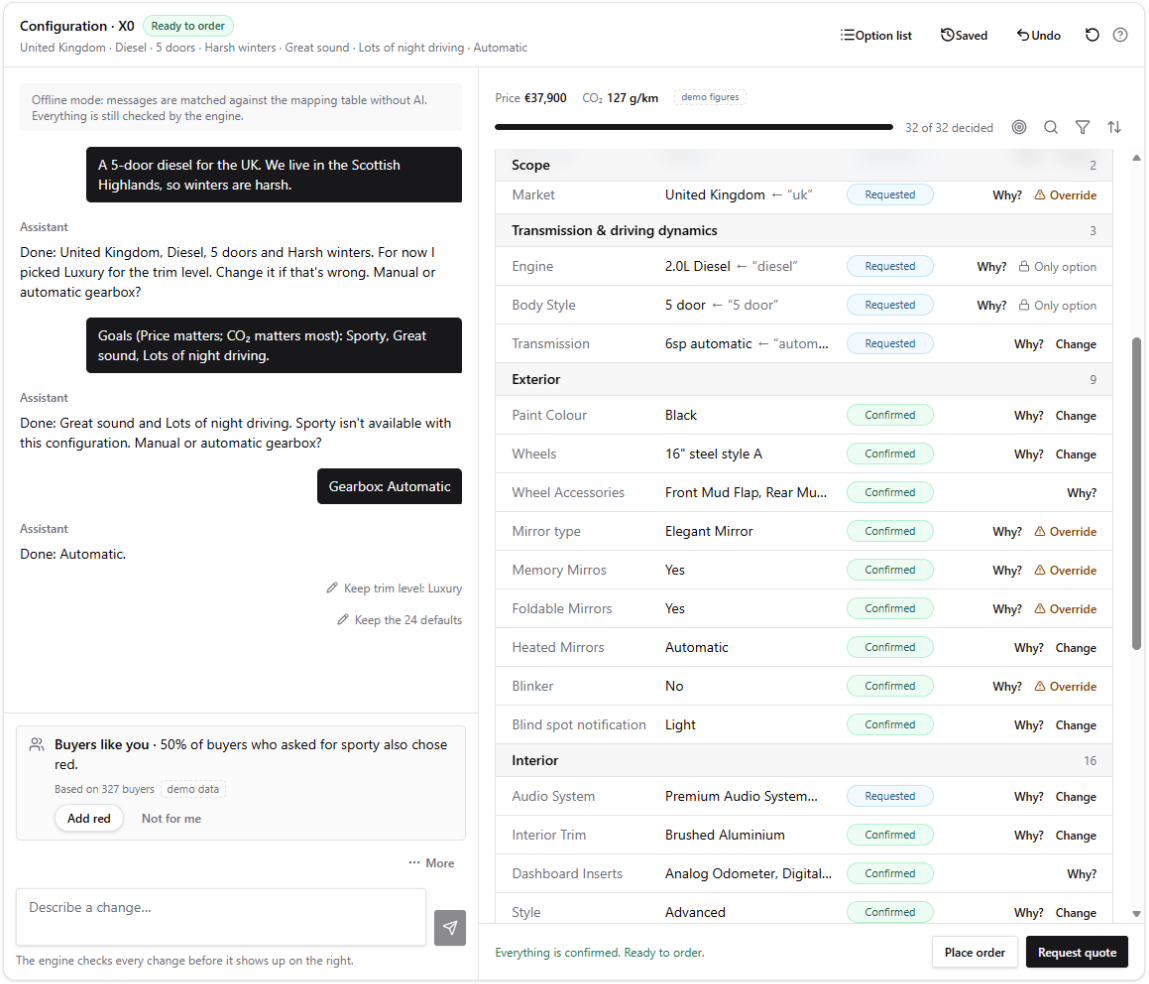
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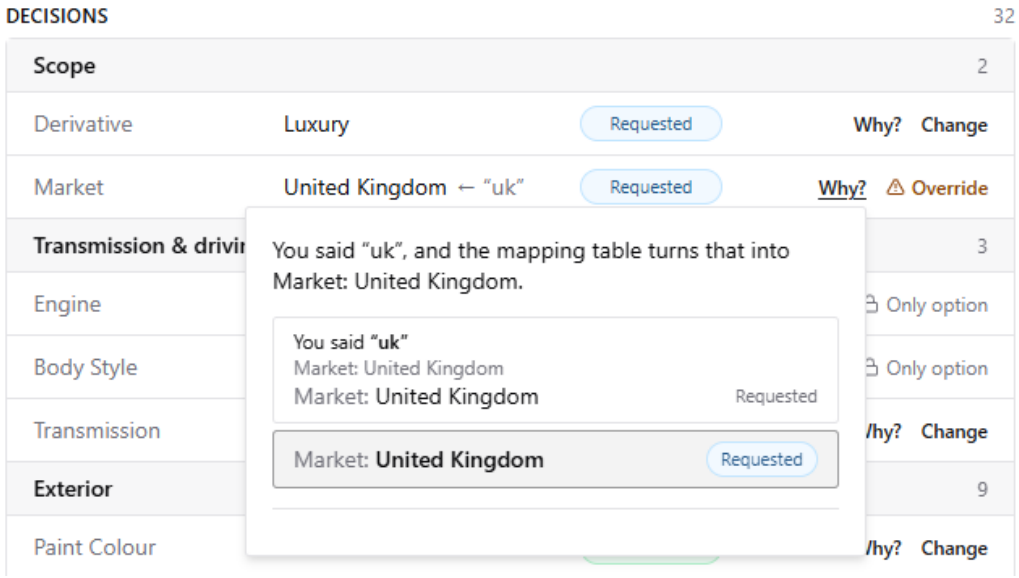


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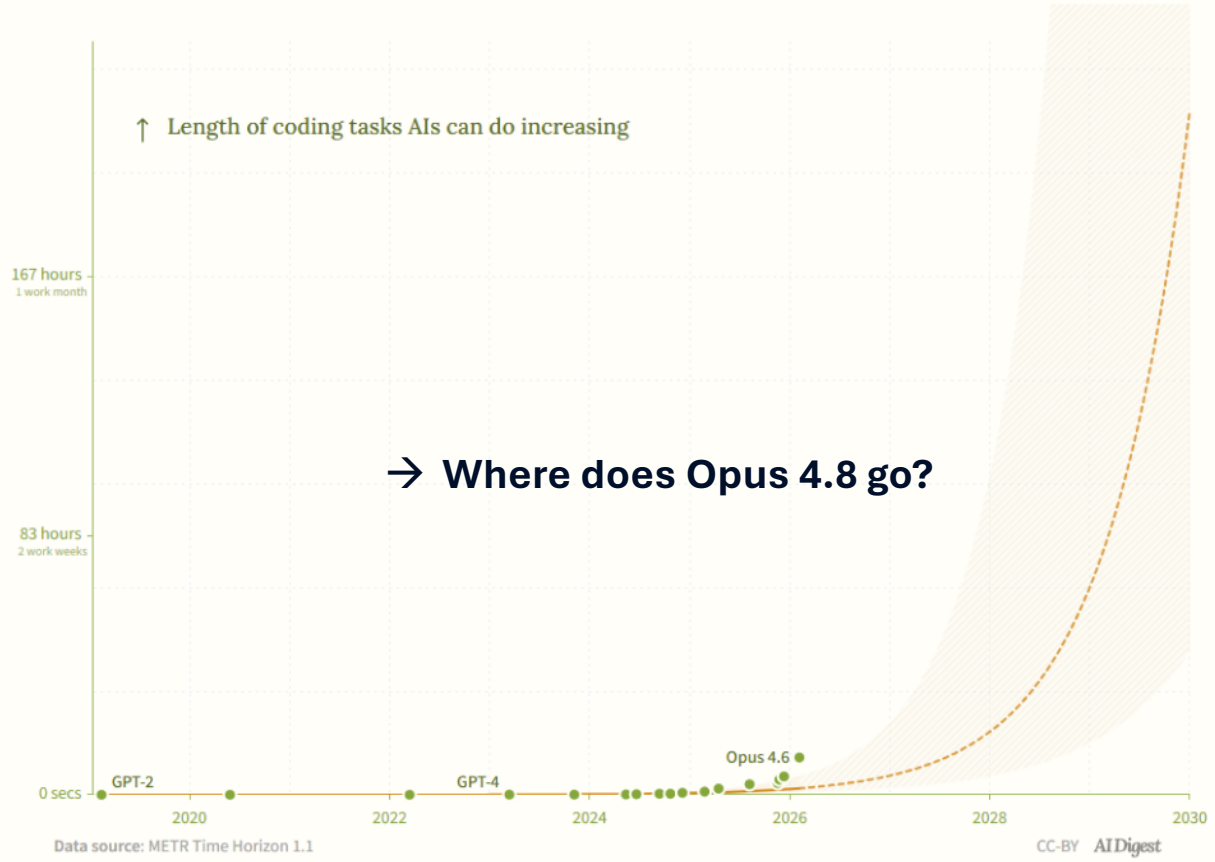
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Configuration · X0
Ready to order
United Kingdom · Diesel · 5 doors · Harsh winters · Great sound · Lots of night driving · Automatic
Option list
Saved
Undo
Offline mode: messages are matched against the mapping table without AI. Everything is still checked by the engine.
A 5-door diesel for the UK. We live in the Scottish Highlands, so winters are harsh.
Assistant
Done: United Kingdom, Diesel, 5 doors and Harsh winters. For now I picked Luxury for the trim level. Change it if that's wrong. Manual or automatic gearbox?
Goals (Price matters; CO₂ matters most): Sporty, Great sound, Lots of night driving.
Assistant
Done: Great sound and Lots of night driving. Sporty isn't available with this configuration. Manual or automatic gearbox?
Gearbox: Automatic
Assistant
Done: Automatic.
Keep trim level: Luxury
Keep the 24 defaults
Buyers like you · 50% of buyers who asked for sporty also chose red.
Based on 327 buyers demo data
Add red
Not for me
More
Describe a change...
The engine checks every change before it shows up on the right.
Price €37,900 CO₂ 127 g/km demo figures
32 of 32 decided
Scope 2
Market United Kingdom ← "uk" Requested Why? Override
Transmission & driving dynamics 3
Engine 2.0L Diesel ← "diesel" Requested Why? Only option
Body Style 5 door ← "5 door" Requested Why? Only option
Transmission 6sp automatic ← "autom... Requested Why? Change
Exterior 9
Paint Colour Black Confirmed Why? Change
Wheels 16" steel style A Confirmed Why? Change
Wheel Accessories Front Mud Flap, Rear Mu... Confirmed Why?
Mirror type Elegant Mirror Confirmed Why? Override
Memory Mirros Yes Confirmed Why? Override
Foldable Mirrors Yes Confirmed Why? Override
Heated Mirrors Automatic Confirmed Why? Change
Blinker No Confirmed Why? Override
Blind spot notification Light Confirmed Why? Change
Interior 16
Audio System Premium Audio System... Requested Why? Change
Interior Trim Brushed Aluminium Confirmed Why? Change
Dashboard Inserts Analog Odometer, Digital... Confirmed Why?
Style Advanced Confirmed Why? Change
Everything is confirmed. Ready to order.
Place order
Request quote
Powered by Configit


DECISIONS
32
Scope
2
Derivative
Luxury
Requested
Why?
Change
Market
United Kingdom ← "uk"
Requested
Why?
Override
Transmission & drivi
3
Engine
Only option
Body Style
Only option
Transmission
/hy?
Change
Exterior
9
Paint Colour
/hy?
Change
You said "uk", and the mapping table turns that into Market: United Kingdom.
You said "uk"
Market: United Kingdom
Market: United Kingdom
Requested
Market: United Kingdom
Requested

Working backwards into the Ace AI Platform

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→ **Where does Opus 4.8 go?**

What comes next?

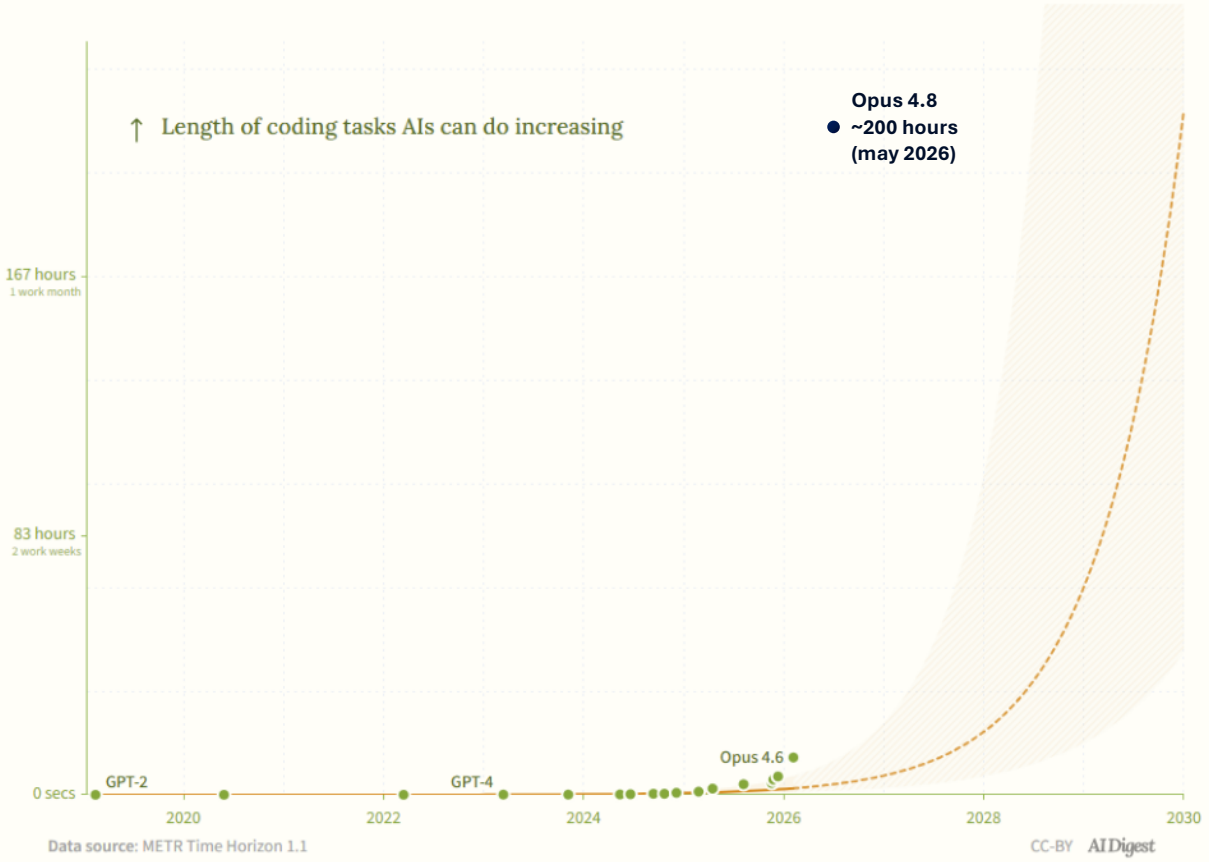
This exponential trend seems robust, and there's no evidence of plateauing.

Exponentials grow fast. Extrapolating out, this trend predicts:

- 2027: 1 work day (8 hours)
- 2028: 1 work week (40 hours)
- 2029: 1 work month (167 hours)

Recently, the trend has accelerated.
In 2024-2025, time horizons doubled every 4 months, down from every 7 months over 2019-2025.

A new Moore's Law for AI agents - AI Digest



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AI adoption is high, scaled value is not

SURVEY

37%

attribute any EBIT impact to AI, while 88% use it in at least one function

McKinsey, State of AI 2026

SURVEY

17%

of organizations have deployed AI agents. Agentic AI sits at the Peak of Inflated Expectations

Gartner, Apr 2026

SURVEY

69%

of B2B buyers prefer to validate AI-generated insights with sales reps

Gartner, May 2026

PREDICTION

90%

of B2B buying will be AI agent intermediated by 2028

Gartner, Oct 2025

Buyers use AI, but they check its answers. Trust comes from showing the work.

New capabilities in 2027

Q1 + Q2 2027 Releases



CONNECT

Ace AI platform

Hooks configurators up to AI assistants and agents

Enables all use cases



PRICE

Pricing in Ace

Author prices in Ace and calculate them at configuration time

Enables goal-driven configuration



EXTEND

Ace Prompt

Runs on the Ace AI platform and embedded in Ace Model

Expands what modelers can do

Use the power of AI, keep the user in control

QUESTIONS

Let's discuss

David Nedergaard

Please provide feedback on my presentation