

Innomatik CTO discusses AI adoption in SMEs at the Bitkom AI & Data Summit

Dr. Alexandra Merkel, CTO of Innomatik AG, delivered a keynote at the Bitkom AI & Data Summit in Berlin on September 26, addressing the challenges small and medium-sized enterprises (SMEs) face when adopting artificial intelligence (AI). She highlighted how unrealistic expectations and a shortage of skilled professionals often undermine the success of AI initiatives. Dr. Merkel also emphasized the difficulties of integrating AI into existing IT infrastructures and the importance of robust data management and security frameworks. She advocated for regulating AI under existing product liability laws to foster innovation responsibly.



Dr. Alexandra Merkel at the Grace Hopper Stage of the AI & Data Summit in Berlin. Copyright Bitkom

Berlin, September 26, 2024 – Dr. Alexandra Merkel, Chief Technology Officer (CTO) of Innomatik AG and member of [DIE FAMILIENUNTERNEHMER](#), delivered a compelling presentation on the challenges and opportunities surrounding the adoption of artificial intelligence (AI) in SMEs at Bitkom's AI & Data Summit. Her talk covered both the technological and organizational facets of AI integration.

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Dr. Merkel highlighted the widespread issue of inflated expectations many companies have regarding AI project success. "AI adoption is not a guaranteed win," she stressed. "It's vital that we don't just focus on the technology itself, but also on the people behind it. Do we have the right talent in place? And if so, how are we addressing their concerns and anxieties about AI implementation?"

Another key aspect of Dr. Merkel's presentation was the complexity of integrating AI into existing IT infrastructures. She underscored that successful AI implementation relies on proper data management and strong security protocols. "It's not just about having access to data; it's about ensuring that data is secure, current, and properly maintained," Dr. Merkel explained. "This requires close collaboration with IT teams and clear policies on who can access and manage the data."

Touching on data security and protection, Dr. Merkel also discussed the political landscape, particularly the EU AI Act. "As a family-owned business, we believe that AI systems should be regulated within the existing product liability framework," she stated, advocating for leveraging current regulations rather than creating new, rigid ones. While the EU AI Act aims to regulate the size of AI models and their applications, Dr. Merkel pointed out that "there are thousands of use cases," suggesting that the established product liability laws offer a more flexible and effective approach.

Dr. Merkel noted the difficulty for regulators in determining which category a specific AI system should fall under. She called for a pragmatic and practical regulatory approach that builds on existing product liability laws, allowing companies the flexibility they need to continue innovating. Ultimately, Dr. Merkel emphasized the importance of a balanced framework that both safeguards consumers and fosters technological progress.

About Innomatik

Innomatik, headquartered in Bensheim, Germany, is a prominent technology and consulting company specializing in digital transformation. Leveraging its profound knowledge and diverse expertise in cutting-edge technologies like virtual reality (VR), augmented reality (AR), robotics, and artificial intelligence (AI), Innomatik provides precise consultancy services and customized training to assist businesses effectively throughout their digital transformation initiatives. www.innomatik.com

About B-IT Lab

As Innomatik's in-house research laboratory, the B-IT Lab tests new technologies and develops them further for customer-specific applications. Complex contract and university research is also realized here.

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