

3DSE and Context64.ai join forces to launch an alliance for industrial AI in R&D

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Graz/Munich, December 9, 2025 – Graz-based AI startup Context64.ai and 3DSE Management Consultants, a management consultancy specializing in product and R&D performance, have formed a strategic alliance. The goal of the partnership is to embed artificial intelligence quickly, effectively, and at scale within complex development and R&D organizations—delivering measurable impact in day-to-day operations.

Many technology-driven companies face the same challenge: despite significant investments, they struggle to integrate AI into development and innovation processes in a way that sustainably creates **value, speed, and competitive advantage**.

The alliance between 3DSE and Context64.ai addresses this very gap—bringing AI from **proof of concept into productive use** in weeks rather than years.

3DSE: Driving effective transformation of product and R&D organizations

3DSE works with large, technology-driven companies that are ready to fundamentally improve the way they develop products and services. The firm focuses on **execution** - always with an eye on **compliance, scalability, and long-term growth**.

Within the partnership, 3DSE acts as the **strategic and organizational enabler** for industrial AI by:

- Identifying the most **business-critical, highest-ROI AI use cases** in product development and R&D
- Developing clear **implementation roadmaps** from initial deployment through scaling
- Ensuring **measurable impact within 12 weeks** and scaling proven solutions
- Embedding solutions into daily operations through **change management, governance, and capability building**

3DSE consistently focuses on **results rather than concepts**—delivering tailored solutions that work in practice and create real momentum for change.

“Together with Context64.ai, we bring AI to where it truly matters: into the daily work of development organizations. Less PowerPoint, more measurable impact—faster, scalable, and sustainable,” says Dr. Stefan Wenzel, Managing Director of 3DSE Management Consultants.



Context64.ai: The semantic context layer for industrial AI

With its **C64AI Stack**, Context64.ai develops a platform that connects distributed enterprise data from systems such as PLM, PDM, ERP, CAD, or test management into a **living knowledge graph**—the Data Context Hub (DCH). On this foundation, specialized AI agents (“M4AI – Memory for your AI”) enable productive AI usage based on connected, verified enterprise data.

For R&D organizations, this delivers benefits such as:

- Significant reduction in search and analysis effort
- Automated generation of test cases
- Transparency across dependencies, risks, and the impact of changes
- Traceable, auditable decision-making across disciplines

“Combined with 3DSE’s execution excellence, we enable the leap from isolated AI pilots to scalable, productive applications. This is how AI becomes effective in R&D within a very short time,” explains Marko Lah, Founder and CEO of Context64.ai.

The Joint Approach: Measurable ROI instead of isolated AI pilots

3DSE contributes deep expertise in **critical industrial use cases, organizational design, and transformation**, while Context64.ai provides the technological platform for implementation. The result is AI applications that **reduce costs, shorten time-to-market, increase productivity, and support robust decision-making—with measurable ROI**.

The partnership is particularly aimed at companies in the **automotive, aerospace, mechanical engineering, medical technology, energy, chemicals & pharmaceuticals, and high-tech and electronics sectors**. The target audience includes CTOs, heads of R&D, and digital and AI leaders looking to move AI from experimentation into productive use.

About 3DSE

3DSE Management Consultants GmbH is a leading independent management consultancy specializing in product, innovation, and R&D performance. The company works with global technology leaders to sustainably improve their ability to develop products and services successfully.

3DSE stands for measurable impact: cost reductions of over 25%, time-to-market reductions of more than 30%, and productivity gains by multiples. Its



approach combines systems thinking, deep expertise in product development, and a rigorously behavior-driven transformation methodology.

Founded in 2001, 3DSE has delivered more than 800 projects for over 80 international clients. The company operates offices in Munich, Vienna, and Chicago.