



Artificial Intelligence.

Positioning.

Artificial intelligence positioning statement of Bechtle Group.

Bechtle considers artificial intelligence (AI) a key technology for the future, which we use to create lasting value for both our own business and our customers.

We have established the necessary foundation to successfully integrate AI into our portfolio and internal processes.

Our aim is to help our customers use AI effectively and responsibly, while also leveraging AI tools to enhance the customer experience and improve the efficiency and effectiveness of our internal operations.

We actively contribute to the development of applied artificial intelligence through our majority stake in the German company, Planet AI, and our membership in the Innovation Park Artificial Intelligence (IPAI).

Additionally, we collaborate closely with our strategic vendor partners to stay at the forefront of new developments, ensuring that our customers achieve immediate benefits from AI-driven innovations.

Our four strategic areas of action.

Customers
Market
Bechtle
Society

Customers.

We are an AI enabler.

As a future-first IT partner, we harness the transformative power of artificial intelligence to drive the success of our customers, including SMEs, large enterprises and public organisations.

We always consider AI within the context of real-world business applications, integrating it seamlessly into our extensive portfolio of IT products, tailored enterprise solutions and services. We achieve this not only through our own expertise in AI and machine learning, but also through strong partnerships with manufacturers and technology providers, and our ongoing collaboration with our partners, including the IPAI.

With decades of experience in delivering complex IT projects, we are the ideal IT partner to successfully embed AI within our customers' operations for long-term impact.



Market.

We combine AI development, enablement and utilisation to actively shape our European markets.

We approach AI from three key perspectives—developing proprietary solutions, enhancing the user experience and integrating the right IT architecture and infrastructure to deploy AI solutions for our customers.

AI opens up new opportunities for us to align the growing complexity of IT with our commitment to delivering tailored, efficient and fully integrated solutions.

Additionally, AI enables us to scale our teams' expertise and apply it effectively across diverse areas and projects.

In collaboration with our partners and in-house experts, we develop innovative AI solutions to strengthen our portfolio and expand our consulting capabilities across Europe.



Bechtle.

AI is a cornerstone of our profitable growth.

We harness the power of AI to streamline our business processes, strengthen our market position and enhance profitability. Our focus is on optimising internal processes to achieve scalability, improve quality and maximise resource efficiency. At the same time, we use AI to continuously enhance the customer experience, ultimately strengthening customer loyalty, while relieving employees of routine tasks, allowing them to focus on more more valuable, strategic activities.

FOCUS AREAS

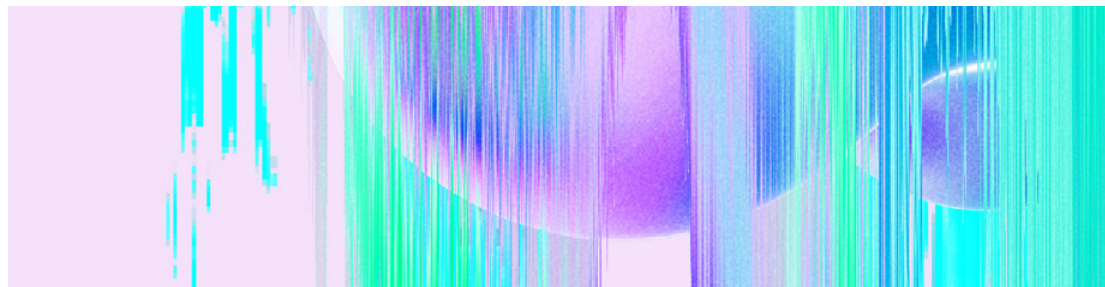
- Automating processes to increase efficiency.
- Data-driven decision-making through analytics and forecasting.
- Developing and deploying efficient tools to enhance productivity and quality.
- Automating first-level support.
- Automating content creation and data analytics.

Society.

We are committed to the responsible development of applied AI.

For Bechtle, artificial intelligence is a key technology that will have a lasting impact on our business and transform our society. As a leading European IT service provider and a future-first IT partner, we take an active role in shaping how AI is used.

We take this role very seriously and place great importance on adhering to regulatory requirements to ensure the AI applications—both within our organisation and for our customers—align with our commitment to ethical principles.



**Project lead**

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More information

bechtle.com/de-en/ai-positioning

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Bechtle is a member of the European flagship project for artificial intelligence, Innovation Park Artificial Intelligence (IPAI), in Heilbronn and holds a majority stake in Rostock-based AI company, Planet AI, which develops deep learning products.