

# Expert Group Profile

## Overview

<b>Name of the Committee</b>	Activation Supplier Network (ASN)
<b>Association Contact</b>	Jan Seidel

### What is the Purpose of this Expert Group

*Join the ASN to simplify and strengthen how Catena-X delivers value to suppliers and drives adoption.*

The **Activation Supplier Network (ASN)** serves as the central expert and working group driving supplier adoption across the ecosystem. Its mission is to develop supplier participation into a decisive value driver by providing practical use cases, low-barrier entry points, and targeted engagement opportunities tailored to supplier needs.

The ASN supports Catena-X's global activation strategy by translating high-level strategic goals into **concrete, actionable initiatives**, including assessment frameworks, guidance materials, and collaborative adoption models. By fostering co-creation, testing solutions with real suppliers, and promoting scalable best practices, the ASN ensures that supplier adoption delivers measurable impact for the ecosystem.

### What are the Goals of this Expert Group

#### 1. Evidence-based assessment and guidance

The ASN will develop an approach to identify and prioritize adoption opportunities, to allow tailored communication, and provide practical guidance for suppliers during the adoption process.

Deliverables may include:

- an iterative assessment method to focus activation efforts
- clear narrative aligning target-group messaging and communication guidelines
- reusable, modular materials (e.g., cost criteria catalogue, data sourcing options, MVP paths) that ecosystem partners can adapt to their context

#### 2. Collaborative adoption model

The ASN will conceptualize a collaborative approach to enable support from partners during the adoption process where appropriate, considering e.g.,

- an antitrust-compliant handover mechanism and
- clear quality criteria for partner involvement.

All components will be piloted and refined based on market insights.

#### 3. Supplier workshops and validation

The ASN will run a recurring series of ASN supplier workshops to

- deepen supplier understanding and foster engagement,
- validate the assessment approach and co-develop narratives,
- test guidance materials with real cases, and
- accelerate collaborative adoption in an antitrust-compliant manner.

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### Who should apply / Selection Framework:

The ASN Expert Group seeks members who can actively advance supplier adoption across Catena-X by combining strategic insight with hands-on contribution. Applications are particularly encouraged from Tier-1 to Tier-N suppliers, whose perspectives and real-world challenges are essential for developing scalable activation approaches.

#### Key Criteria:

- **Strategic perspective:** Understand supplier priorities, commercial realities, and organizational implications.
- **Active contribution:** Engage hands-on in shaping deliverables, testing concepts, and driving progress.
- **Collaborative mindset:** Work effectively across workstreams, facilitate discussions, and maintain momentum.
- **Ecosystem knowledge:** Familiar with Catena-X goals, use cases, supplier networks, and digital supply chains.

#### Commitment:

- Approximately 2 days per month (~4 hours/week).
- Regular, active participation in group activities and meetings.

#### Target Membership:

- Total of **9 members** across the industry (Suppliers, Consultancies, OEMs, Solution Providers).

Applicants should submit a brief statement outlining how they meet these criteria.

### Additional information

#### Related Expert Groups / Committees:

- Internationalization Committee
- Customer Involvement

*For more information on i.e., the responsibilities of an committee and expert group, have a look at the [Working Model](#).*