

## Trusted AI Advisory Alliance · Onepager

# Data Truth in the AI Era

**Problem. Alliance. Solution. The path to the new network. For brands, retail, media, associations, AI providers and investors.**

*Michael Mohr, Founder & CEO plugilo / DCI · Initiator of the Trusted AI Advisory Alliance · September 2026 · In depth: Master Paper and Quick Guide*

## plugilo brings brand knowledge into AI

AI increasingly co-decides which products people discover, understand and buy. For brands, the knowledge base behind that advice therefore becomes decisive: today it consists of copies with no proof of original, date or responsibility, and no existing method guarantees that the original arrives as the original. plugilo provides the B2B infrastructure that brings authorized original knowledge to where decisions are made: into AI systems, shops, stores and partner networks. AI is moving from answering to executing; whoever builds it on copies automates his mistakes. The solution is in the market.

## The solution

plugilo bundles the knowledge of data owners in Master Data Cards: structured, updatable, with traceable provenance and clear usage rights. The brand keeps control; trust is stated in three separate answers (trust level with the blue seal from Level 2 upward, Data Quality Profile, Evidence Passport). pluggy, the Trusted AI Advisory Agent, makes this knowledge directly askable and names its source; plug-it brings it to partner websites, into shops and, in future, to the shelf in the store; the plugilo Wallet is where the End User takes the original along. Through open interfaces, all LLMs and AI providers should be able to retrieve released original data directly for their answers.

## The path to market: the Trusted AI Advisory Alliance

The path to market runs through the combined strength of the data owners. The Trusted AI Advisory Alliance, initiated by plugilo, connects brands, retail, media, associations and technology partners under an unchangeable Charter: the data belongs to the owner, every release is revocable, every piece of information carries its provenance, the network is open and neutral. Our focus is on the world's leading 1,000 brands. Every participating brand can activate its sales and communication partners. Data supply, reach and demand thus grow together, and with them the economic incentive for AI providers to use the shared interface and accept it as a standard. With GS1 Germany we are working in a joint proof of concept to bring product identity and DQX-verified master data into AI advisory. With several international brands we are already showing in live demonstrations how this works in practice: the brand's original knowledge becomes usable for advice along the connection of brand, retail and End User; we are happy to show these demos in person. Data quality turns into tangible customer value.

## What every group gains

- **Brands, manufacturers and OEMs** preserve their data sovereignty, strengthen their presence in AI advisory and support their partners in advice and sales.
- **Distributors, Resellers and specialist retail** gain scalable advisory competence, qualified demand and chances of higher close rates, online and in the store; system houses and agencies sell and support plugilo as Solution Partners.
- **Publishers, media and influencers** combine their reach with well-founded advice and open up additional revenue opportunities.
- **Associations, chambers and the public sector** bring their members and official information into AI as the original and gain a reliable counterpart for data truth, regulation and standards.
- **AI providers** receive structured, current original sources with clear provenance and release as the basis for more reliable answers.
- **Investors and strategic partners** invest in a truth layer that becomes more valuable with every owner, every partner and every AI system.

plugilo works in the background. The End User experiences the difference: traceable answers from released Trusted Data, right where he informs himself and decides, and he never pays. What is paid is demonstrable business value in three units (Touchpoints, Sessions, Matches; Cards on your own pages are free), operators receive Rewards; no billing by impressions, getting started is free. Solution, Alliance and business model are described in detail in the Master Paper; registration and Master Paper: corporate.plugilo.com.

**The truth layer of AI is being built now, day by day, with or without the owners of the data. This paper is the invitation to be part of it: as an observer, a participant, or a co-designer. plugilo. The new Standard for Trusted AI Advisory. Plug it, love it, share it.**