



Trusted AI Advisory Alliance · Quick Guide

Data Truth in the AI Era

Problem. Alliance. Solution. The path to the new network. The short version of the Master Paper for all target groups.

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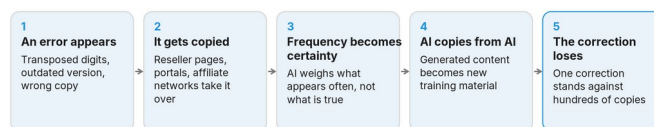
What this is about, in one sentence: The original of every data owner is to be recognized as the original everywhere, in original quality, in real time, under the owner's control, in every system, and the owner stays connected to the customer. No system delivers this today; the Alliance builds it together. And the value starts immediately: manufacturers deploy pluggy as a digital employee for advice and sales, strengthen their distributors and Resellers, and reach additional target groups through new channels, with no technical integration at the start. Sell more. Strengthen partners. Win new customers. Control original knowledge.

1. The problem: AI becomes the decision layer

AI is becoming the first advisory and decision layer. More and more information paths end before customers reach a company website, a Reseller, or a manufacturer; the industry calls it Zero-Click. Decisions rest on a knowledge base of copies, abridgments, and translations; reliable proof of the original, its version date, and responsibility is usually missing.

Errors are not corrected there, they multiply. Frequently copied false claims appear as consensus, AI increasingly copies from AI, and the corrected original loses out statistically. The consequences are operational and strategic: poor advice, safety and liability risks, lost demand, damaged brands, higher service and returns costs. Plus a loss of trust that affects everyone.

The copy cascade: how an error becomes a "truth"



The mechanism runs millions of times, fully automatically. In today's system, the most frequently copied information wins.

The copy cascade: one source becomes hundreds of copies, and in the end the most frequent claim wins, not the correct one.

For every data owner this is not a distant development but the current state of its information on the web: data sheets, manuals, and specifications circulate as copies, and the AI systems that advise customers draw on exactly these copies. A viable solution therefore needs five properties: control with the owner, traceable provenance, structured and versioned data, presence at the point of decision, and openness and neutrality. If one is missing, the whole does not hold.

An interface delivers data. A Master Data Card preserves the original. No system delivers that today, and that is exactly why the Alliance is needed.

The wake-up call: AI takes over execution

AI is moving from answering to executing, and the pace is measurable. In the OSWorld benchmark for computer tasks, task success rose within a short time from around 12 to 66 percent; about a third of tasks still fail, but the direction is unambiguous.¹⁹ Large companies are already scaling: 40 percent of corporations with more than one billion in revenue report scaled AI agents, a year earlier it was 27 percent, and almost every third company surveyed did not buy at least one software product because it built the function itself with coding agents.²⁰ Sales, customer retention, partner management, purchasing, service, communication: there is no business area in which agents are not already taking over or preparing tasks. What used to be software is increasingly becoming a capability you describe rather than a product you buy and operate.

From this follows the guiding thesis of the Alliance: reliable automation needs a reliable knowledge foundation. Goals, responsibility, releases, security and the checking of results remain tasks of the company; AI can support data maintenance too. But the one task that no model and no agent can take over is the decision which version applies: which product, which terms, which contact, which policy, which campaign, which statement is the original, who is accountable for it, and where it may be used. Companies that organize their authoritative knowledge as identifiable, structured, versioned and accountable original sources can build every AI application on it, internally and externally, today and at the next model change. Companies that do not build one more knowledge island with every agent and pay for it several times over. **Content remains king, but only if it is maintained, marked and networked as the original. Copies must lose their claim to validity and be replaced by the original.**

Brands are not idle: PIM, data pools, marketplace feeds, structured data, interfaces, RAG and provenance standards are strong building blocks. Yet none of them guarantees that the original reaches the End User as the original. An interface guarantees no use, structure no presentation, grounding no faithful answer, provenance no truth. And every AI system builds its own knowledge island: the same knowledge is imported, shortened and interpreted N times, and in the end the brand controls not a single version.

2. The Alliance: the association of data owners

The Trusted AI Advisory Alliance is the open alliance of the data owners: manufacturers, brands, Resellers, publishers, associations, self-employed professionals, and public institutions. Together they put the five requirements from the Master Paper into practice. Their task can be stated in one sentence: the data owners bring their original into all systems as a Master Data Card, keep their hand on it, and stay connected with their customers, so that the original is recognized as the original everywhere, in original quality, in real time, and under their control. No system delivers that today; together it becomes the standard. The Alliance has been designed as a worldwide movement from the start: one shared, unchangeable Charter as the global core, with national and industry Chapters beneath it. Every country and every industry helps found its own movement instead of joining someone else's. The first Chapters start in Germany and Europe; further ones in North America and Asia are forming in parallel.

The Charter is unchangeable and applies to everyone involved, including the initiator. The data belongs to the owner, every approval is revocable, and every piece of information carries its provenance. Advice follows the principle "Certified first": for each statement, the authoritative certified source takes precedence, the owner for the core of his object, the competent bodies for their own findings. The network is open and neutral in a double sense, because it competes with no data owner and is open to every serious AI system. Access is independent of size, industry, and technology partner (on stewardship, see the Master Paper), and European data protection and transparency standards apply. The business model is designed to give data owners and participating sales partners a share of the value created, according to transparent, contractually agreed rules. Users get control over their data and an immediate functional benefit.

So that everyone knows what they are signing up for, six shared goals are named against which the Alliance and its initiator must be measured: give data sovereignty back, create a real-time original for every object, mark the truth visibly, stay open to all systems, preserve the direct channel between owner and customer, and build joint enforcement power toward the global systems.

The more owners the Alliance represents, the better it can assert their influence worldwide in every system. Every participation counts.

Three levels of participation: every one counts

- **Observe and sign:** Support the shared goals free of charge and without obligation, follow developments firsthand, and move to a more active level at any time. Anyone who received this Master Paper through the registration is usually an observer already; leaving is possible at any time.

- **Secure your presence:** take over the prepared official data profile, review it, and approve it. That creates the binding version of your own information, under your own control and with a risk-free start.
- **Help shape it:** connect your own sources and partner networks, use Demand Intelligence (beta), and help shape the standards, the status, and the start-phase terms in limited industry founding circles. Founding partners keep their founding status permanently.

The open standard for all AI systems

None of what this chapter describes is a precondition for a company to get started; the question here is how the original can later be read in every system in the world. The Alliance is not building an island for a single AI advisor. Its stated goal is that the certified original data of the owners is used and referenced in every reputable AI system, model, and application in the world. **Our own advisory layer is the first application, not the boundary.**

A real-time original from the owner for every object, openly usable in every reputable AI system in the world. No manufacturer solves that alone. Alone, everyone remains an island; together we set the standard.

3. The solution: one original per object

The principle is simple: for every object there is a Master Data Card, the visible, certified Card with the owner's binding data, always current, with a visible sender and open to direct questions. Behind it, the Card carries the machine-readable original data set, the Master Data Record: open, structured, versioned and retrievable in real time, optimized first of all for the machines that will give the answers in future. In this paper we usually just say the original; the Card is its face, the record its memory. When the owner changes something, the change is re-indexed automatically and the Card is kept current on all connected surfaces, continuously. **This is not a copy, it is a living connection between provider and person.**

Trust is not awarded as a blanket score but in three separate answers: who is responsible for the data (five trust levels, Level 1 to 5, the blue seal from Level 2 upward, Level 5 additionally with a star)? How good is it (the measurable Data Quality Profile)? And what is externally verified (the Evidence Passport with audits and certificates, each attributed to its organization)? An external certificate never silently raises a level, and a stored claim is never presented as verified.

plugilo is not another content platform, not a marketplace, and not a generic chatbot. It is an open data, structure, and distribution infrastructure for trustworthy information. It consists of three connected layers, each of which can be used on its own:

- **A) Master Data Layer:** the owner-controlled, structured, AI-friendly base of originals, with Master Data Records, Cards and Stacks, mapping, profiles, and the Partner Portal.
- **B) Connect Layer:** take along, follow, and connect. It brings the truth to every place on the internet, through plug-it, the Browser Extension and the Follow Service, and, as a later build-out stage, through the Connect Service and the Business Graph (planned).
- **C) Application Layer:** the services for people and systems: the plugilo Wallet as the user's personal knowledge and demand wallet, pluggy, and the Demand Trainer. The open Service Store follows as a later stage.

The productive core runs as beta, in continuous development: Cards and Stacks, the plugilo Wallet as a mobile app and web portal, pluggy, plug-it, the Browser Extension, and the Partner Portal; the CF1 Data Services are open to all partners. Everything beyond that is marked as an expansion stage with a clear status, among them plug-it in the Store: the same plug at the shelf, with which the customer takes the original along and the store remains recognizable as the point of contact (in development).

Trust that survives partner boundaries

Trust does not arise from correct information alone. It arises when the End User can see where a piece of information comes from, how current it is, who stands behind it, and whom to ask when questions come up. The blue seal of the Master Data Card says exactly that: original source confirmed, directly connected to the data owner, provenance and updates traceable; independent certifications are shown separately. In the network, provenance, currency, advice, and the link to the owner stay connected across Resellers and publishers, worldwide. That is the market trend Paul Vetter (Henkel Consumer Brands) summed up in essence in three theses at ECR in MOTiON 2026: data is the new gold, trust becomes more important than data alone, and success comes from strong partnerships.

Trust needs a recognizable original. Current data. Provable provenance. A responsible owner. And a direct connection for every question.

4. What every group gains

The network holds because every actor has an immediate benefit of its own and because these benefits reinforce one another. The infrastructure is technically in operation, and your own truth can be networked with your own customers and partners from day one.

- **Brands, manufacturers and OEMs:** They determine which truth the AI uses, preserve their data sovereignty, strengthen their presence in AI advisory and equip retail and partners with their own original knowledge. Advise and sell better today, open new Channels tomorrow, help shape an open standard in the long run.
- **Distributors, Resellers and specialist retail:** scalable advisory competence without building up their own knowledge, qualified demand, visible authorization by the brand, chances of higher close rates, online and in the store (plug-it in the Store, in development). System houses, IT resellers and agencies sell and support plugilo in the Solution Partner Program.
- **Publishers, media, event partners and influencers:** reach combines with well-founded advice from original sources; booked Channels and Rewards open up additional revenue, without feed dependency and without ad impressions.
- **Associations, chambers and the public sector:** members, standards and official information enter AI as the original; Chapters bundle industries and countries, and regulation (product passport, AI Act, consumer protection) gains a reliable data basis.
- **AI providers and technology partners:** structured, current original sources with clear provenance and release via open interfaces, as the basis for more reliable answers and less liability risk.
- **Investors and strategic partners:** a truth layer with network effects that becomes more valuable with every owner, partner and AI system; revenue arises from the same mechanism as growth.
- **End Users, consumer and business alike:** traceable answers from released Trusted Data, the original in their own Wallet, without advertising, without data leakage, and they never pay.

Who contributes, who pays, who receives: the roles in the network

Role	Contributes	Uses	Pays	Receives
Manufacturer / OEM	Master Data Cards, original knowledge as a Skill	Cards at partners and in Channels, Skill releases, optional own pluggy	Touchpoints and Matches at partners and in Channels (own pages free), Sessions of own pluggy	The original at every POS and POI, advice, measurable demand, control over the truth
Distributor	Portfolio Skill, assortment depth	Own Cards, own pluggy plus OEM Skills as sub-Skills	Touchpoints of own Cards, Sessions of own pluggy	OEM knowledge without own maintenance, Rewards for Touchpoints and Matches (MDF)
Reseller	Offer Skill, point of sale, customer relationship	Manufacturer Cards via plug-it, own pluggy plus manufacturer and distributor Skills	Touchpoints of own Cards, Sessions of own pluggy	Best manufacturer advice, customer stays, Rewards for Touchpoints and Matches
Publisher / channel	Audience, content Skill	Provider Cards via plug-it, own pluggy plus booked provider Skills	Sessions of own pluggy	Rewards per Touchpoint and Match: revenue instead of banners
End User	Demand, questions, follows	plugilo Wallet (app and web), pluggy, Cards and Stacks	Nothing: core services free	Answers with sources, decision memory, control over the profile

It is not the type of company that decides, but the role of the Skill: master Skill in your own pluggy, sub-Skill at partners and in channels.

Every role brings something in and gains something; not the type of company decides but the role of the Skill; plus the End User, who never pays.

5. The business model: growing in the network

The model fits in one sentence: **plugilo brings the original to every customer; data owners pay for contacts, operators earn along, and whoever wants to advise adds pluggy.** It knows two products and three roles. A **data owner** is anyone who is accountable for original knowledge: manufacturers and brands as well as

publishers, associations, service providers or retailers with their own offering. An **operator** is anyone who shows this knowledge on his website, in his shop, portal or store, or advises with it. Both at once is possible, and the third role, the **Solution Partner**, sells and supports plugilo at his business customers. The first product is **plugilo Cards**: the owner's Master Data Cards appear in real time as the original on his own website, in shops, at partners, in trade portals and at publishers, with provenance and verified quality. For this the sources are connected once, automated and free of charge, guided by experts or permanently managed by CF1. On the owner's own pages Cards are free; at partners in the **Network** and in booked **Channels** at publishers, trade portals, communities and influencers, the owner pays for Touchpoints and Matches, never for the mere impression. The second product is **pluggy**, the Trusted AI Advisory Agent, and it is optional: it advises, recommends and sells on the operator's pages with the operator's knowledge, which leads the advice as the master Skill, complemented by released original knowledge of other data owners as sub-Skills. What is paid is a monthly package per domain, measured in real advisory conversations, the Sessions, not in widgets, bots or clicks; Sessions of the package expire at the end of the month, reloaded ones do not, and a free package serves for testing. This yields three ways to use plugilo: show the Cards of others (costs nothing, brings Rewards), display your own Cards (free on your own pages, with reach at partners and in Channels), and add pluggy.

The logic behind it needs only two terms. Every pluggy has exactly one **master Skill**, which leads the advice and determines identity and basic context, and it can use any number of released **sub-Skills** that add fitting original knowledge. From this follow three units, one balance and one Reward. The **Touchpoint** arises when a released Card is actively opened at the point of sale or point of interest, by mouse-over, click or opening; page views and impressions do not count. The data owner pays for it: free on his own pages, at partners in the Network and in Channels according to the price list. The **Session** is a coherent advisory conversation between an End User and pluggy; several questions and answers belong to the same Session, page views and technical calls do not count. All Sessions of a pluggy are paid by the operator of the pluggy, the owner of the master Skill, in the monthly package, regardless of where that pluggy is deployed. The **Match** arises when pluggy recommends, in a Session, a released Card from a sub-Skill that fits the expressed need, in the owner's Network as well as in booked Channels; the respective data owner pays for it, in addition to the operator's Session, and per Session there is at most one Match per data owner. Touchpoints, Matches and Sessions are paid from a **plugilo balance** loaded in advance and consumed only for valid use. And the **Reward** is the operator's individually agreed share of the price of the Touchpoints and Matches on his site: for Touchpoints it goes to the operator of the domain, for Matches to the operator of the pluggy. For Resellers and distributors it can be arranged with the data owner as an MDF share; for publishers, communities and influencers it is a new, demand-driven revenue source. Sessions fund the operation of your own pluggy; nobody shares in them. All payments run through plugilo. **The closer to the purchase decision, the more valuable the unit:** a Touchpoint shows interest, a Session is a conversation, a Match is a qualified hit on a need. Whoever has his Cards displayed beyond his own pages pays Touchpoints; whoever runs his pluggy pays the Sessions; whoever's knowledge is recommended in someone else's advice pays the Matches; whoever displays the Cards and Skills of others shares in the value.

Three rules protect the fairness of the model: a sub-Skill becomes active only when Skill owner and operator agree, and any approval can be changed at any time. A Match is billable only once a customer has expressed a real need and the original knowledge becomes visible. And several Cards of the same owner count as a single Match within one session. No billing by impressions, no hidden costs, no auction.

Free to start. You pay for what is used and what works. And a Skill works only where both sides agree.

The detailed pricing model is published on corporate.plugilo.com; this paper names the principles, not the terms. One rule stands above all: commercial logic must not distort the truth. Sponsored content is labeled, and paid information never overrides the certified core.

6. The path: observe, secure your presence, help shape

The next steps are simple, and the first one has usually already happened, because with the registration through which this paper is provided, you are already an observer of the Alliance. Securing your own presence takes minutes and carries no risk with the free entry package. The founding circles for each industry are open to active partners as long as seats are available. Associations, interest groups, and political institutions are invited to the founding dialogue, the opening event in Berlin at which the Charter, references, and the first founding partners will be presented. We look forward to many taking part. Information, membership, and dates: <https://corporate.plugilo.com/contact/>

Practice is under way: 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. Further references from IT, home appliances, kitchen and furniture are named in the Master Paper.

The change described in the Master Paper cannot be delegated to a department. AI will change processes, software, communication and decisions in every area of your company, and the one foundation on which this succeeds or fails is your own, accountable knowledge. We want to shape this transition together with strong companies, and for that we need the binding commitment of their headquarters: a sponsor in executive management, accountable data and business teams, released resources and shared, measurable goals. Not as one more AI project, but as the decision which version of your knowledge applies and who maintains it. We invite the decision-makers and doers to implement the first end-to-end use case with us, from the released original to the answer and action at the customer, and to expand successful connections in the network. The metrics are on the table: share of source-bound statements, use of expired data, time until a correction is adopted, unauthorized accesses, rework and total cost per result. **Data sovereignty becomes effective when companies organize it together. Only together are we strong, and for that we need strong partners with full commitment.**

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.

This Quick Guide is the short version of the Master Paper "Trusted AI Advisory Alliance · Data Truth in the AI Era" for all target groups: brands and manufacturers, retail and distribution, publishers and media, associations and the public sector, AI providers, investors. All evidence, sources, status information, and the glossary can be found there. Registration, Master Paper, and entry: corporate.plugilo.com.