



The Innovation Agent Task Force (ISO 560xx) - Innovation Assessment - Innovation and Use of AI for Strategic Intelligence

Laura Aschbacher, Richard Messnarz, Damjan Ekert

Supported by SOQRATES

Supported by Innovation Agent Task Force

Supported by EU Project TRIREME



EuroSPI TechDay, 15 September 2025, Online



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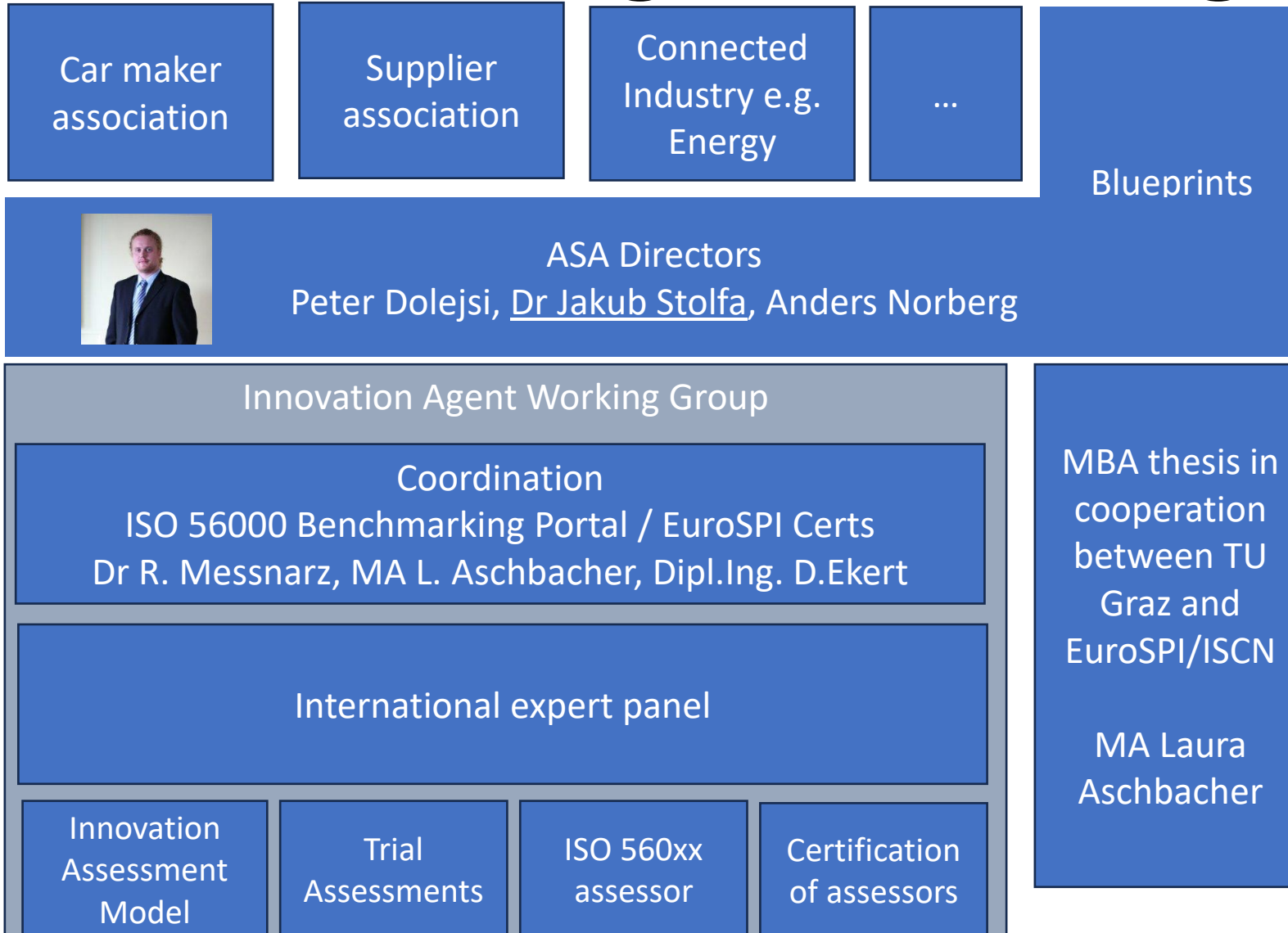


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- Member of European Blueprint Projects FLAMENCO, TRIREME



Innovation Agent Working Group



- Based on ISO 560xx
- Innovatoon capability assessment model
- Case studies using AI
- First MOOC with ASA using AI for strategic intelligence management



Assessment Model

Innovation Capability Assessment

Process Reference Model

Process Assessment Model

Based on ISO 560xx Series

Version 1.0

- Version 1.0 is edited till Q4 2025/ Q1 2026

Process ID
TIM.1
Process name
Preparing for Idea Management
Process purpose
The purpose of the TIM (Tools and Methods for Idea Management) Preparing for Idea Management process is to prepare and support a holistic idea management including a schema to categorise and rate ideas to make go/no-go decisions about ideas.
Process outcomes
As a result of full achievement of this process attribute PA1.1 this results in: <ol style="list-style-type: none">1) Methods and tools used for idea management considering all inputs in a holistic approach (open innovation).2) Innovation concepts.3) Defined criteria such as market needs, technological feasibility, social acceptance, maturity of the idea, business model fit, interested party expectations, environmental responsibility, estimated cost or time to select ideas.4) An established set of questions to analyse the context of ideas.5) A rating sheet or schema for ideas to analyze ideas and make go/no-go decisions.

Title: Automotive SPICE Process Assessment / Reference Model

Author(s): ASA Innovation Agent Working Group
Automotive Skills Alliance

Version: 1.0

Date: 2025-08-29

Status: Draft

Support: **Digital & Green Skills Towards Future of the Mobility Ecosystem** (Trireme) is a four-year transnational project funded under the European Union's Erasmus+ programme. The project consortium is established to encompass a range of activities to bridge both conceptual and technological facets of the Mobility-Transport-Automotive ecosystem. Simultaneously, the consortium endeavours to foster sectoral collaboration, particularly focusing on enhancing skills within the broader mobility ecosystem. The project duration is from 01/03/2024 to 29/02/2028.

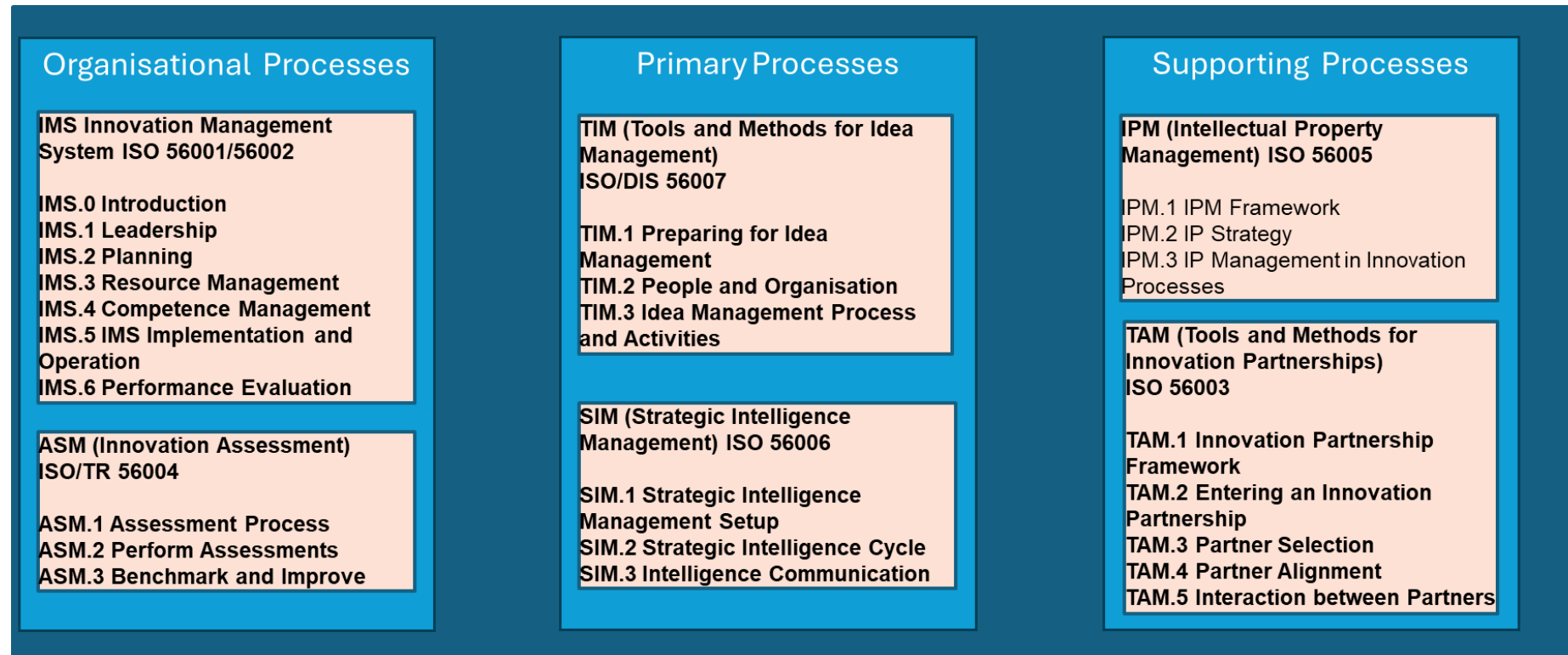
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Assessment Model

- New developed ISO 560xx innovation capability assessment
- Processes





Assessment Portal

- New developed ISO 560xx innovation capability assessment
- EuroSPI capability Adviser Assessment Portal

Capability Adviser

All AssessmentsEvidencesExportRatingSettingsHelp

Logout

2024 01 ISO 56000 Assessment
L1 - L5

All Units

+ ASM.1 Assessment Process

+ ASM.2 Perform Assessments

+ ASM.3 Benchmark and Improve

+ IMS.0 Introduction

+ IMS.1 Leadership

+ IMS.2 Planning

+ IMS.3 Resources Management

+ IMS.4 Competence Management

+ IMS.5 IMS Implementation and Operation

+ IMS.6 Performance Evaluation

+ IPM.1 IPM Framework

+ IPM.2 IP Strategy

+ IPM.3 IP Management in Innovation Process

+ SIM.1 Strategic Intelligence Management Setup

+ SIM.2 Strategic Intelligence Cycle

+ SIM.3 Intelligence Communication

+ TAM.1 Innovation Partnership Framework

+ TAM.2 Entering an Innovation Partnership

+ TAM.3 Partner Selection

+ TAM.4 Partner Alignment

+ TAM.5 Interaction between Partners

- TIM.1 Preparing for Idea Management

» TIM.1 1

» TIM.1 2

» TIM.1 3

» TIM.1 4

» TIM.1 5

+ TIM.2 People and Organisation

+ TIM.3 Idea Management Process and Activities

Notepad

Preparing for Idea Management

TIM.1 1:

SummaryNotesSave AllEvidences

✓ TIM.1.BP1

Prepare for a successful idea management by adopting a holistic approach supported by a defined set of tools and methods. All relevant questions, methods of application and other considerations need to be well considered when analyzing ideas. Each of the considerations should be related to the phases mentioned in ISO 56002: identification, concept creation and validation which are aimed at reducing uncertainties to be able to make a decision. The intended outcome of the idea management activities is to deliver validated innovation concepts that are ready for development.

[Outcome 1]

N

P

L

F

Not App.

Note

✓ TIM.1.BP2

Consider the description of key concepts when managing ideas. Ideas and opportunities can have different levels of uncertainty. The organization should treat ideas and/or opportunities as the starting points for idea management. Idea management uses these inputs to create and validate innovation concepts, which can then be developed and deployed to realize value.

[Outcome 2]

N

P

L

F

Not App.

Note

✓ TIM.1.BP3

Learn the factors needed to reduce uncertainties to make a clear and agreed selection of ideas. Uncertainty arises from a state of deficiency of information, understanding or knowledge that increases the unpredictability of a desired or potential outcome. These uncertainties address factors such as market need, technological feasibility, social acceptance, maturity of the idea, business model fit, interested party expectations, environmental responsibility, estimated cost or time to develop.

[Outcome 3]

N

P

L

F

Not App.

Note

✓ TIM.1.BP4

Use a set of questions to analyse the context of the ideas. Consider the analysed context in the idea management. Example questions are:

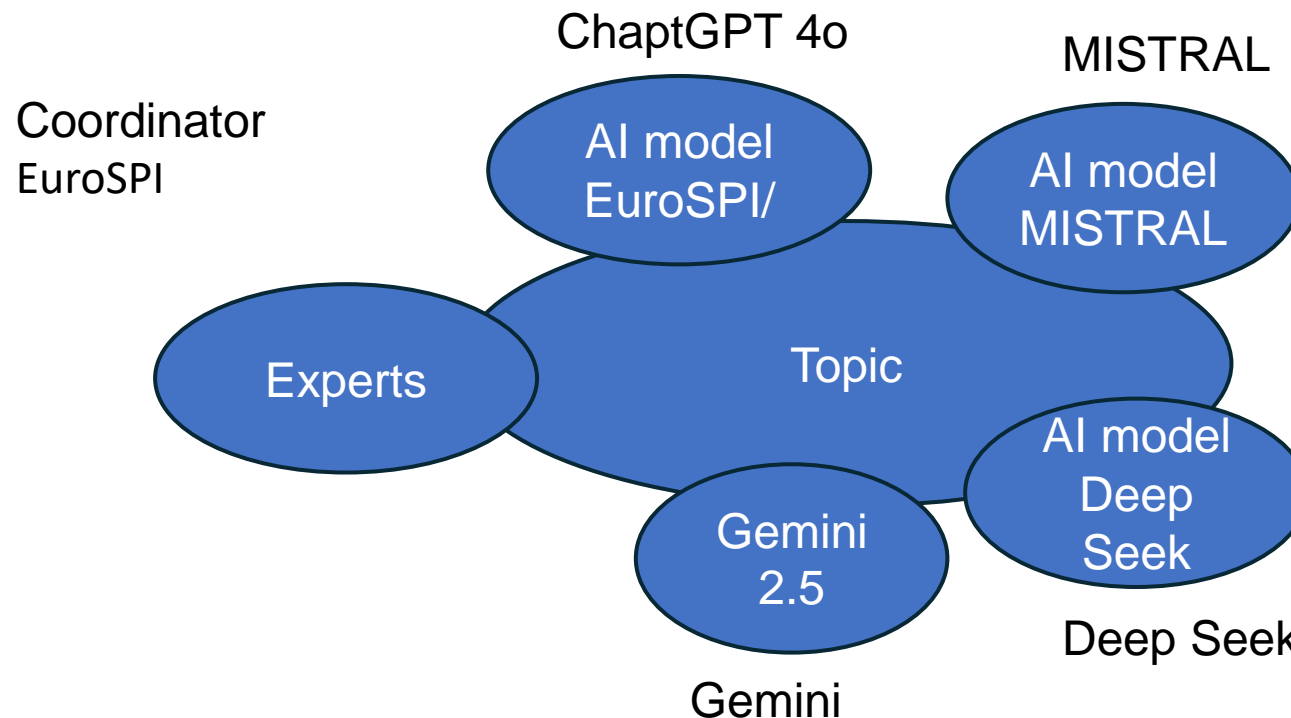
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6



AI Case Studies / Methods

- AI Used in ISO 56007 “Tools and methods for managing opportunities and ideas”
- AI Used in ISO 56006 “Strategic Intelligence Management”



**AI models
as part of an
open
innovation
strategy**



Approach/Method

- Applied in cooperation with the ASA innovation agent task force and the SOQRATES Group

Involved/Supporting:

Innovation Agent Task Force/ASA
22 countries, 41 members

SOQRATES Working Group
66 experts from leading European
Tier 1 and OEM

- Step 1: Identifying the problem to solve
- Step 2: Using AI for Data Analysis and Acquisition
- Step 3: Creating consistency among AI model outputs
- Step 4: Adding and Applying Data Evaluation Criteria
- Step 5: Automatic analysis of trusted source criteria
- Step 6: Review and Selection of Studies and Answers
- Step 7: Extract and present the results to the management



Future

Automation and Integration of different LLMs with other types of AI models in a service software.

Research project EuroSPI – ISCN – TU Graz (supported by FFG fir SW research and development, strategy developed in TRIREME)

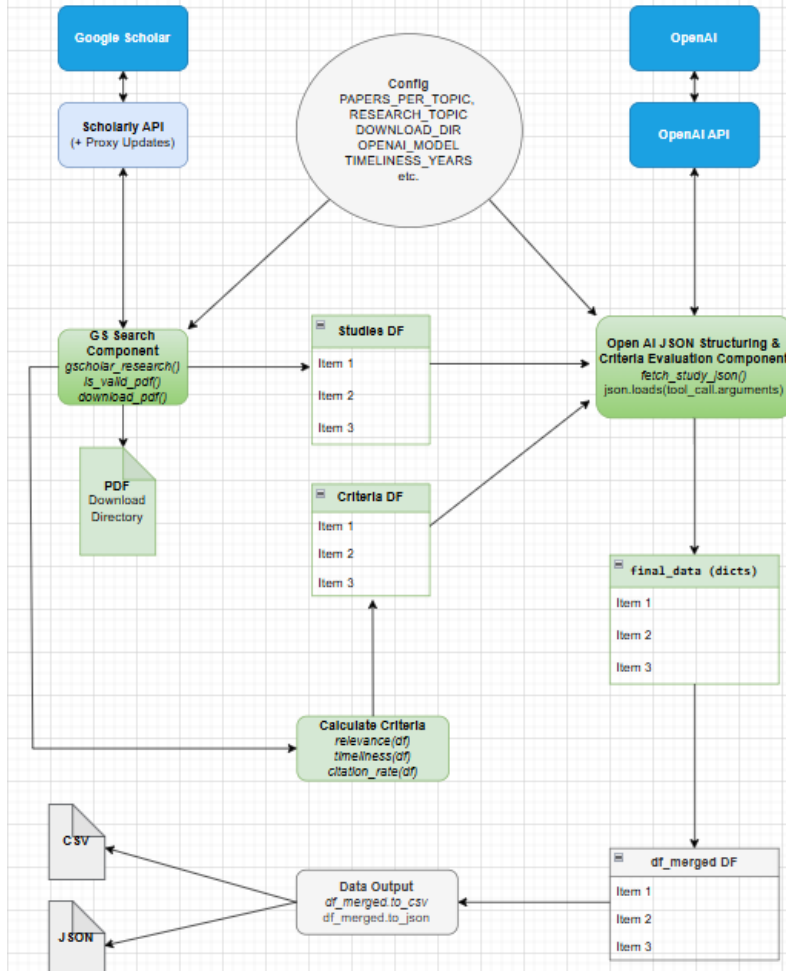
New architecture (team lead Laura Aschbacher):

Future EuroSPI/ASA Service

Field tests with innovation agent task force and SOQRATES

SmartSPI AI (component)

This tool is part of the **expert review tool** assisting you in discovering and evaluating information related to *Software Process Improvement (SPI)*. It assesses each publication based on essential metrics such as citation rate, timeliness, and—most importantly—its relevance to industry applications and overall usefulness. The tool is particularly valuable for identifying recent trends in the field, and highlighting research with practical impact. The output comprises of JSON and CSV and provides information to the expert review tool.





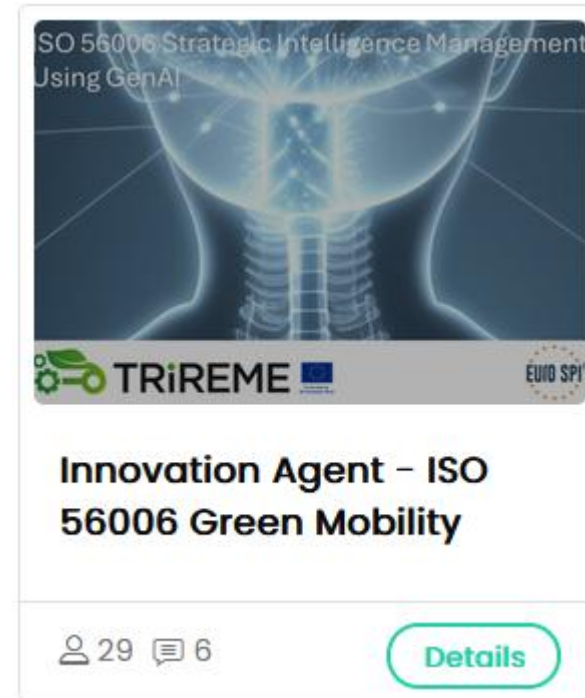
Free TRIREME Course

MOOC

<https://learn.skills-hub.eu/enrol/index.php?id=126>

Training Modules about how to use the AI based on the ISO 56006 case study

Online lectures with sound, materials and guidance





References



Reference

<https://link.springer.com/book/10.1007/978-3-032-04291-0>



Systems, Software and Services Process Improvement

32nd European Conference, EuroSPI 2025, Riga, Latvia, September 17–19, 2025, Proceedings, Part II

Conference proceedings | © 2026

SPI and Recent Innovations

Front Matter

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Pages 65–65

Using AI in Opportunity and Idea Management (ISO 56007) – Experiences of the Automotive Skills Alliance Innovation Agent Working Group

Laura Aschbacher, Richard Messnarz, Damjan Ekert, Thomas Faschang, Frank Zurheide, Elena-Flavia Povirnar et al.
Pages 67–87



Reference

<https://onlinelibrary.wiley.com/doi/10.1002/smr.70038>

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RESEARCH ARTICLE - STANDARDS

Strategic Intelligence Management (ISO 56006)—Using AI by the Innovation Agent Task Force in the Automotive Skills Alliance (ASA)

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First published: 31 July 2025 | <https://doi.org/10.1002/smr.70038>

Funding: This work thanks the Erasmus+ EU Blueprint project TRIREME for Digital & Green Skills Towards Future of the Mobility Ecosystem (101140001-ERASMUS-EDU-2023-PIALL-INNO-BLUEPRINT, 2024–2028) in which the implementation of new job role qualifications for the automotive industry is promoted, and the cybersecurity qualification and certification are seen as key skills.



Volume 37, Issue 8
August 2025
e70038

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About Trireme



Digital & Green Skills Towards Future of the Mobility Ecosystem (Trireme) is a four-year transnational project funded under the European Union's Erasmus+ programme. The project consortium is established to encompass a range of activities to bridge both conceptual and technological facets of the Mobility-Transport-Automotive ecosystem. Simultaneously, the consortium endeavours to foster sectoral collaboration, particularly focusing on enhancing skills within the broader mobility ecosystem. The project duration is from 01/03/2024 to 29/02/2028.

PROJECT PARTNERS

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