

## **BMW Collaborates with Leading Chinese University to Launch Enterprise AI Maturity Assessment**

Fuzhou / Nanjing, April 30, 2026 – On the occasion of the 9th Digital China Summit, **BMW (Nanjing) Information Technology Co., Ltd.** (“BMW Nanjing”) and the **School of Economics and Management at Dalian University of Technology** (“DUT”) jointly released the **Enterprise AI Maturity Assessment White Paper (2025)**, together with the supporting “**AI Pathfinder**” maturity assessment tool.

Designed to address widespread challenges in scaling enterprise AI, the framework provides a **systematic, measurable and actionable approach** to evaluating AI maturity across organizations. It assesses AI development along five core dimensions – **culture, talent, processes & tools, technology, and products** – and establishes a **five-level maturity path**, enabling companies to identify their current stage, benchmark progress, and define clear improvement priorities.

Recent industry research indicates that while more than 70% of companies have introduced AI applications in certain business areas, **only a small number have successfully achieved scalable deployment and repeatable business value**. Fragmented data, skills mismatches, siloed organizational structures and uncertain return on investment remain common barriers. Enterprises are therefore shifting focus from simply adopting AI to **ensuring that AI delivers tangible and sustainable value**.

Against this backdrop, BMW Nanjing and the School of Economics and Management at DUT jointly developed an **enterprise-level AI maturity assessment framework tailored to the characteristics of Chinese enterprises**, while also drawing on international research experience. The framework is supported by a web-based and mobile assessment tool, enabling full-cycle management—from employee self-assessment and organizational data aggregation to diagnostic insights and customized improvement recommendations.

“Our goal is not to label companies, but to help them gain a clear understanding of where they stand,” said **Harry Qi, CEO of BMW (Nanjing) Information Technology Co., Ltd.** “The real challenge of AI transformation today is not whether AI is available, but whether it is mature enough to create value. A structured maturity assessment allows enterprises to avoid blind investment and to advance AI adoption in a more systematic and sustainable way.”

According to **Professor Ye Xin, Dean of the School of Economics and Management at DUT**, the lack of a unified and operational assessment framework has been a key constraint on large-scale AI application in China. “This white paper provides enterprises across industries with a practical reference to evaluate and continuously improve their AI capabilities, supporting the transition from isolated AI use toward broader organizational and governance capabilities.”

The project follows a “**co-creation through theory and practice**” collaboration model. BMW Nanjing contributed its expertise as a core part of BMW Group’s global IT and digital innovation network, leading the methodological design and engineering implementation of the maturity model. The School of Economics and Management at DUT conducted extensive enterprise surveys across multiple industries and provided data analysis and industry insights.

The launch of this assessment framework also marks an important step in BMW Nanjing’s evolution—from an internal IT hub supporting BMW Group’s digital transformation to a **platform-based enabler supporting industrial digitalization and intelligent transformation in China**. The “AI Pathfinder” maturity assessment tool is now available online, allowing enterprises to conduct **free self-assessments** and receive tailored improvement recommendations.