



Data as a Foundation

Towards an AI-focused data approach that delivers real results

#NADAConnect 2026

The WeBuyCars Journey



2001

2017

2018

2026



WeBuyCars
Founded

Private Equity
Investment

The Digital
Transformation

AI-Powered
Platform

2018 was the turning point. We had to make a fundamental choice: buy off-the-shelf, or build our own. We chose to build.

The Decision: Build vs Buy



Custom build or off-the-shelf ERP?



PRINCIPLE 1

Control of Software

Own the stack. Iterate at speed.
No vendor lock-in. Your roadmap,
your timeline.



PRINCIPLE 2

Control of Data

Data is the asset. Own it, structure
it, and let it fuel every decision you
make.

These two principles became the foundation for everything that followed.

Experimental Digital Business Platform

Where software control meets a culture of experimentation

A Culture of Experimentation



8

Active Experiments
Running Right Now



Frontend Experiences

Test what users see and how they interact



Business Processes

Optimise workflows with real data, not guesswork



Data Science Models

Validate hypotheses before scaling

Type 2 decisions are reversible and should be made fast. Most business decisions are Type 2. That makes them **perfect for experimentation**.

The AI Stack

From data science to agentic AI – a progressive journey

Data Science & Machine Learning



Turning raw data into competitive advantage



Pricing Models

Machine learning models that price vehicles with precision, at scale.

Data-driven pricing removes gut feel and replaces it with consistency and accuracy across thousands of transactions.

01

Collect

Structured data capture across all touchpoints

02

Model

ML algorithms trained on real transaction data

03

Predict

Accurate pricing and demand forecasting

04

Iterate

Models improve with every new data point

Computer Vision

Teaching machines to see what humans see – and more



Car Part Segmentation

38 unique exterior components and extras identified automatically



Damage Detection

20 exterior damage types (windscreen cracks, chips, corrosion, dislocation, broken-off components, ...)

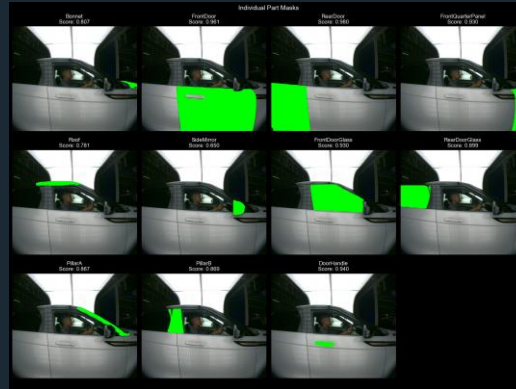


Undercarriage

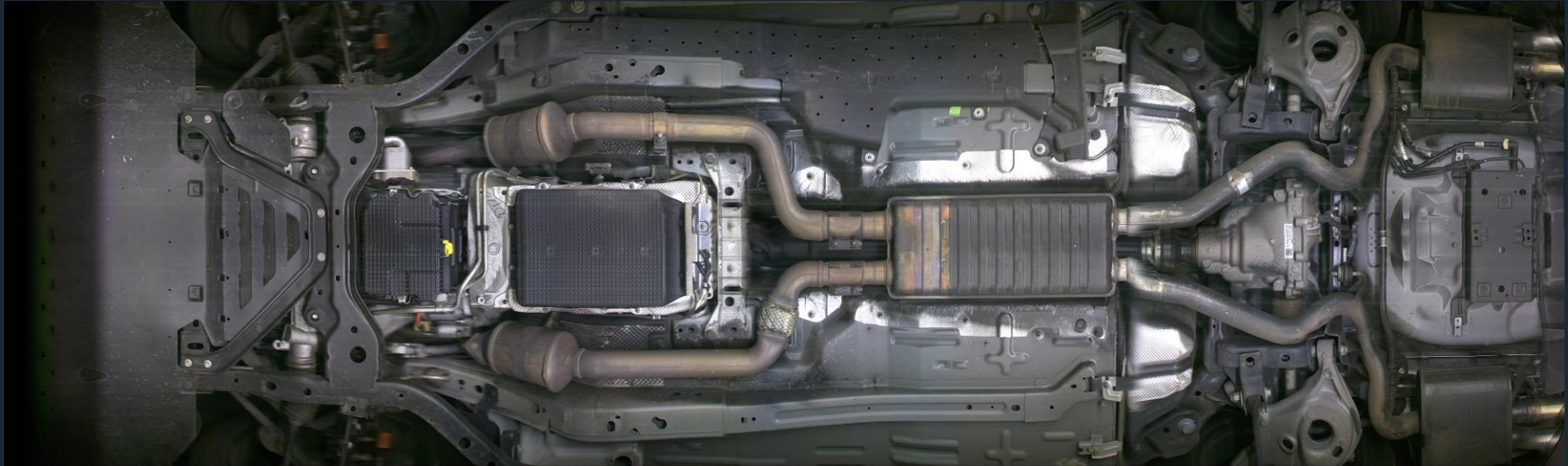
Automated stitching of undercarriage images for oil leak, rust & repair inspection

Custom-built neural networks and deep learning models trained on our own data

Computer Vision in Action



Undercarriage



Generative AI

From content creation to intelligent process automation



LLM-Powered Operations

When you control your own software stack, you can make it LLM-friendly.

Generative AI augments our teams – creating vehicle descriptions, handling customer queries, and surfacing insights from unstructured data. The key is having your own APIs that LLMs can call.

Agentic AI

AI that acts, not just answers



DevOps Automation

AI agents create work tickets, project structures and code reviews to accelerate delivery



RAG Knowledge Bases

Retrieval-Augmented Generation connecting AI to live company data and documents



MCP Integration

Model Context Protocol enabling agents to interact with internal and external systems in real time

AI-Powered Development

How owning your stack accelerates everything

AI Adoption in Development



If you have your own software stack,
you can iterate
so much faster.



Rapid Iteration

Ship features in days, not quarters. Your own codebase means no vendor approvals.



Deep Integration

AI woven into every process because you control every layer of the stack.



Continuous Learning

Models improve constantly because the feedback loop is built into your platform.



AI Maturity in WeBuyCars

Where we started, where we are, and where we're heading

Our AI Evolution



1



Data Science

Foundation of evidence-based decisions

2



Machine Learning

Pricing models and predictive analytics

3



Computer Vision

WeEye, damage detection, tyre reading

4



Generative AI

Content creation and intelligent automation

5



Agentic AI

Autonomous systems calling internal APIs

WeBuyCars Today



1

Data-Driven Culture

Decisions backed by evidence, not guess-work

2

Propriety Full-Stack Software and AI Platform

From ML pricing to agentic automation

3

Continuous Experimentation

Multiple A/B tests at any given time from website to internal processes

4

Unit Economics over Technology

Technology is only valuable if it moves unit economics

The foundation was data. The enabler was owning our stack.
The result is **compounding growth.**

WeBuyCars Today



5

Vertical Integration: The structural Moat

Vertically integrated business to create better customer experiences

6

AI Human Collaboration

Marry proprietary real-time data with generative AI's personalisation.

7

The Economics of scale

The business gets better as it gets bigger

8

Long-Term Play

Integrated system where each component makes every other component more valuable

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Replace Theory with Fact.

Thank You

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