MAT CONFERENCE 2026

AI

“If you want to use it, your data must be clean.

Walter Rageth
Owner & CEO, bme AG
4 November 2026 · Switzerland Innovation Park Biel/Bienne



bme
businessmanagementeasy

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ABOUT ME

From garage owner to software entrepreneur

Then
Garage owner (Volvo)

Today
Owner & CEO, bme AG – software for garages

I know the garage from the inside –
and today I build software for it.



MY THESIS

It is not AI that determines success, but how well companies master their data.

If you want to use AI, your data must be clean.



BIG QUESTION

AI –
Curse or blessing?

The technology is neutral.
You decide whether to use AI for good or for bad.

BLESSING

What AI does for us every day

Quality emails
are prepared

Processes
are optimised

Marketing
made easier

Legal questions
clarified quickly

Data
analysed in no time

Customer service
via AI assistants

Instant expert
in all kinds of topics

...and much more!

CURSE

Where the dangers lie



Expert – but only on paper
Written knowledge does not replace practice



AI as opinion-maker
It strongly influences our views



Expertise gets lost
Experience is no longer built up



Jobs disappear
Optimisation reduces the workforce



Purchasing power falls
The earnings situation changes



Learning gets skipped
The next generation no longer builds expertise over years

AUDIENCE QUESTION

How many of you feel you have already passed on expertise to AI?

Experts pass their knowledge on to AI

→

Experienced experts leave

→

The new generation works only with AI

→

AI lacks new expertise – it gets worse

AI is only as good as the expertise people give it.



OUR INDUSTRY

Fighting shrinking margins

Our core mission for garages: all our developments aim at digitalisation and automation.

There are only two levers to improve margins:

1

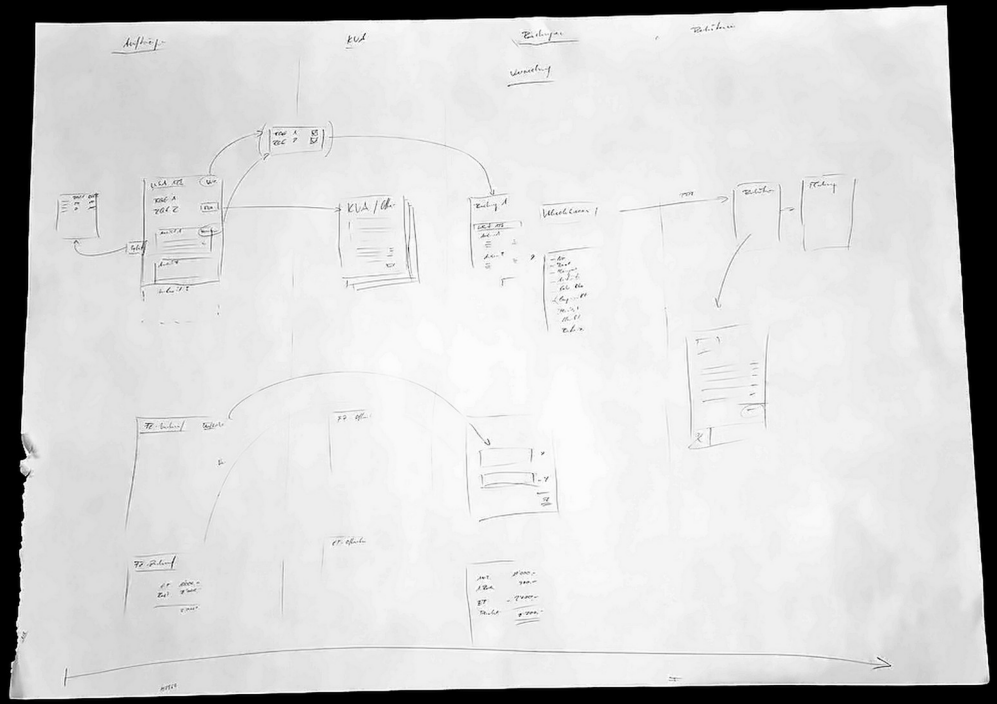
Keep revenue stable or increase it

2

Cut fixed costs by optimising staff

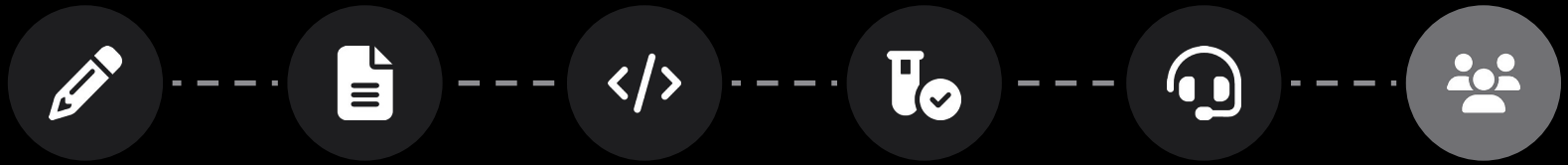
BME AG - YESTERDAY

This is how every project started: with pen and paper



BME AG - YESTERDAY

How we developed until two years ago



Rough concept
with pen and paper

Concepts
described in detail

Implementation
by developers

Testing
developers, test team, pilot, rollout

Support
handover to support team

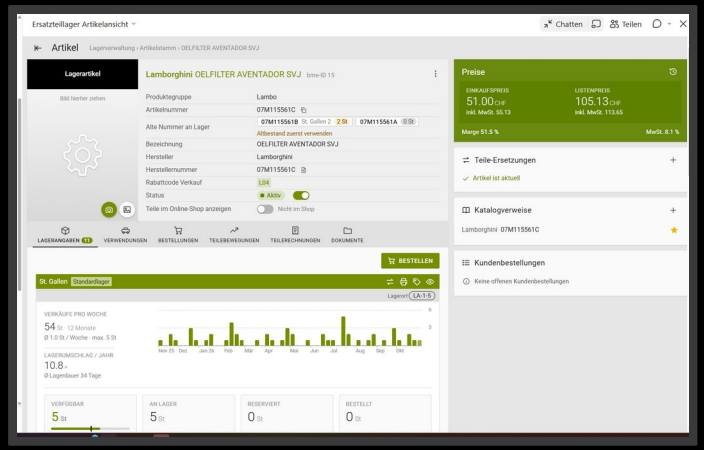
Result
more staff

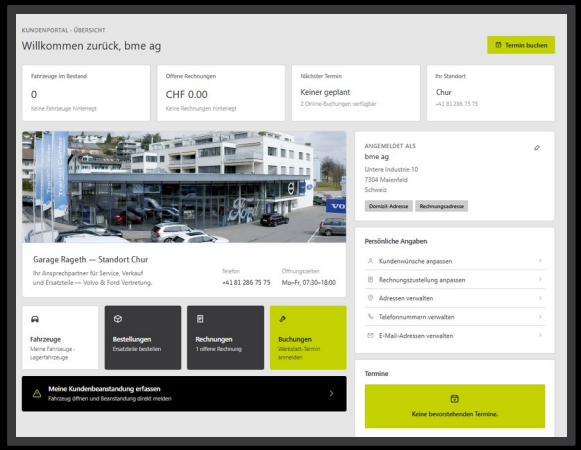
The business plan meant constant growth in staff.

BME AG - TODAY

From concept to product – with AI







1 Concepts via AI
organised by module

2 Clickable prototype
full functionality, e.g. spare parts stock

3 Result
Customer portal – built exactly this way

BME AG - TODAY

How we develop today – with AI



Clickable prototype
AI-generated concept shows the full functionality

Programming
supported by AI

Testing
supported by AI

Approval
by expert group and pilot customers

Support
AI help for customers

AI speeds up every step – people give the approval.

WHAT IT GIVES US

More agile, faster and closer to the customer

More agile development
Concepts can be continuously adapted and developed further.

Faster delivery
From concept to finished module in less time.

Responding to customers
Pick up customer requests quickly and implement them directly.

In our industry, time is a decisive factor.

KEY MESSAGE

“

People want to deal with people.





WHAT THIS MEANS

People remain at the centre

Training people to become specialists

A clear plan is essential – and it secures jobs.

Automate administration

Automate administrative work and let AI handle it where needed.

Personal on-site support

More important than ever: it keeps customers loyal and increases revenue.

DATA

Data – the gold of the future

“Shit in – shit out”

If you don't maintain your data,
you can't use AI properly.

If you rely only on what AI tells you, you
will make mistakes.

Data needs more weight –
maintained by your employees.



OUTLOOK

AI will change the way we live and work

01

Embrace the pace

Change is happening extremely fast and it is not always easy.

02

Preserve core values

Keep what made your company great.

03

Train your staff

Train your employees to become specialists.

04

Become more efficient

Accept change and make use of it.


And never forget:
“Move with the times –
or time will move on without you.”

Thank you!

Questions & discussion

Walter Rageth
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bme at the
MaT Conference 2026

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