

## Building ecosystems in the AI era will be the topic of Marco Stefanini's talk at the Web Summit 2024

*The founder and Global CEO of the Stefanini Group will be on stage 8 of pavilion 3, on November 13th, from 1:50 pm to 2:10 pm, to talk about AI journeys*

**São Paulo, November 2024** – From his apartment living room to the world. This is how Stefanini was born 37 years ago, becoming the largest Brazilian technology company with a presence in 41 countries and more than 38 thousand employees.



If in the first 23 years the multinational invested heavily in application services, digital workplace, technology infrastructure and business platforms, 14 years ago the company transformed itself to help its customers in the digital transformation process, showing how technology can accelerate business. To this end, it has developed a robust innovation ecosystem, which involves universities, around 300 startups, partners and its Stefanini Ventures unit, made up of almost 40 companies from different segments to expand the portfolio of digital solutions.

Telling a little about this story – and how the company has been using artificial intelligence for over 13 years with a series of practical use cases in different business areas – will be the theme of the lecture ***“Building Ecosystems in the Age of AI”*** by the founder and Global CEO of the Stefanini Group, Marco Stefanini, on November 13th, Wednesday, from 1:50 pm to 2:10 pm, on stage 8 (SaaS), in pavilion 3, of Web Summit Lisboa, one of the biggest innovation events in the world. On the occasion, the executive will talk about AI journeys and how the maturity acquired in this topic has contributed to creating a successful life cycle in the development and implementation of artificial intelligence by customers.

“Today, AI is a cross technology, which has been incorporated into most of our offerings – applications, cybersecurity, digital workplace, financial services, industrial operations and marketing – increasing productivity. The success stories that will be

presented during the lecture will reinforce how AI is an accelerator of digital transformation and growth of organizations,” highlights Marco Stefanini.

### **Practical cases**

Combining digital with agile and design methodologies, the iLab project, developed in partnership with one of the largest private banks in Brazil, enabled the institution to get to know its customers in depth and place them at the center of decisions about its business strategies. In another successful initiative using AI, the same bank managed to double its initial revenue target from the sale of a product in one year, positioning itself as the main sales channel for a large technology brand. Already in a large advertising campaign for the relaunch of a nostalgic fragrance in Brazil, AI applied throughout the campaign resulted in significant community engagement - 42% above the performance target in just 10 days, with an average of 17 products sold per minute during the sales cycle.

With a solution that covers sensitive environmental variables such as air and water quality, as well as forest fire detection, through data analysis, IoT technology and machine learning algorithms, the Stefanini Group enabled a mining company to reduce negative environmental impact resulting from adverse events in the Amazon rainforest. Reducing response times, with the use of automated reports and alarms, improved data traceability and information consistency.

Marco Stefanini will also address the use of artificial intelligence to respond to cyber threats in real time; identify unusual transactions to prevent fraud and possible signs of customer dissatisfaction with the brand.

“We currently have more than 150 cases of AI applied to our clients, with measurable results. This demonstrates the Stefanini Group's authority in artificial intelligence and how we can assist in implementing AI to drive business results. This way, we avoid disappointment with technology, showing that it is possible to go far beyond the hype, presenting real cases”, he concludes.

Recently, the Stefanini Group became the case for INSEAD, one of the world's leading business schools, as a global reference for its ambidextrous profile. The designation shows how the Brazilian company took advantage of market opportunities amid global crises to become a group with a global presence and reinvent itself to offer customers complete solutions based on Artificial Intelligence (AI).

## **NOTE IN YOUR AGENDA**

Lecture by Marco Stefanini during the Web Summit Lisbon

*“Building Ecosystems in the Age of AI”*

**Day:** November 13th, Wednesday

**Time:** from 1:50 pm to 2:10 pm

**Location:** Stage 8 (Saas), in pavilion 3

**Address:** MEO Arena - Rossio dos Olivais, 1990-231 Lisbon, Portugal

### **About Stefanini**

Stefanini is a global group of Brazilian origin with 37 years of experience in the technology market, focused on helping clients in the process of digital transformation in their businesses. With the purpose of “Co-creating solutions for a better future”, the group has been recognized in several awards for its innovative DNA and impact on results. It operates on the following fronts: Consulting (Technology and Business Agility), Analytics & AI, Banking & Payments, Cybersecurity, Manufacturing (Industry 4.0) and Digital Marketing. Present in 41 countries and with 38 thousand employees, Stefanini is named as the Brazilian company that creates the most international value, according to the Fundação Dom Cabral (FDC) Ranking. For more information, click [here](#).

***Marco Stefanini will be available for interviews during Web Summit Lisboa. If you would like to schedule an interview, please contact Luciana Abritta from DFreire, Stefanini's PR agency.***

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