

Blip establishes a 5-years strategic collaboration with Microsoft

The agreement focuses on enhancing the use of AI to leverage Blip's growth



Roberto Oliveira, CEO and co-founder of Blip (Credit: Celso Doni)

Blip, a leading conversational Artificial Intelligence (AI) and sponsor of Web Summit Rio 2025, has announced a 5-year strategic collaboration with Microsoft. This agreement aims to accelerate the development of Blip's platform using cutting-edge technology, enhancing operational efficiency, personalizing services, standardizing processes, elevating customer experiences, and empowering talents.

“Our approach to AI applications is sharply centered on enhancing the customer experience, bolstered by our strong and enduring partnership with Microsoft. This collaboration not only makes our products and services more robust but also amplifies our brand presence as we expand globally,” says **Roberto Oliveira, CEO and co-founder of Blip.**

Leveraging Blip's new era

The collaboration will be a game-changer, turbocharging product initiatives with Microsoft and focusing on scaling up the Blip software platform for global impact. To unlock the potential of these cutting-edge technologies, the collaboration will emphasize a dynamic exchange of knowledge and skills between the talents at Microsoft and Blip.

"We're not just talking about incremental improvements; this is about unleashing the full power of AI through collaborative teamwork. It's a fusion that's set to reshape the landscape," states **Norman Sabino, VP of Technology at Blip**.

"Using Microsoft Azure AI services, data analytics, and security solutions, we are establishing a powerful infrastructure that will drive the continuous development of our products. Our initiatives will prioritize enhancing software architecture and optimizing performance, ultimately aiming to deliver an exceptional customer experience," says **Sabino**.

"We are pleased to expand our strategic collaboration with Blip. By using our technology to transform the business messaging industry with Cloud and AI, Blip will bring cutting-edge solutions to the Latin American market. We're looking forward to seeing Blip integrate the newest AI innovations into their services and operations, empowering their workforce with these advanced tools," states **Deb Cupp, President, Microsoft Americas**.