

Marco Stefanini Takes the Stage at Web Summit Rio to Discuss Technology Developed in Brazil and Applied AI

On April 28, the Global CEO and Founder of Stefanini Group will speak at the AI Summit stage at 3:55 p.m

A leading voice in global technology, the entrepreneur is going to spotlight Brazilian Tech innovation and the power of Applied AI during the event

São Paulo and Rio de Janeiro, April 2025 – What does it mean to be an applied AI company? This question will be posed to the audience at **Web Summit Rio** on **Monday, April 28**, at **3:55 p.m.**, when **Marco Stefanini**, Global CEO and Founder of Stefanini Group, joins the **BRaZiL** panel on the **AI Summit stage (Stage 3)**. One of the largest global events for technology and innovation, **Web Summit Rio** will take place from **April 27 to 30** at Riocentro.



Today, Brazil is considered the Latin American hub for several leading AI companies, including Stefanini, which has invested in the technology for more than 14 years. The country is also home to a thriving startup ecosystem. Alongside **Nelson Leoni**, CEO of WideLabs, Marco Stefanini will discuss Brazil's innovation landscape and the tangible results achieved through an **AI-First** approach.

"We are an applied AI company with over 250 use cases worldwide. AI-First is the result of our history of experimentation, implementation, and execution of this technology. We're leading the way in delivering advanced solutions that enable businesses to adopt AI more easily in strategic areas," says Stefanini. He emphasizes that companies should increasingly focus on **change management** and implementing AI where it truly delivers value. According to him, artificial intelligence is more than just a tech tool—it acts as a **cultural, emotional, and structural transformation agent**.

During the panel, Marco Stefanini will showcase concrete examples of how AI is transforming businesses across industries:

- In a **major automotive company**, the use of the **Stefanini Artificial Intelligence (SAI)** platform quadrupled online appointment bookings for maintenance services. This not only boosted customer engagement but also significantly improved efficiency and reduced costs by **54%**. The project's

success in South America has led to its expansion to **Thailand, Vietnam, and the Philippines**.

- At one of Brazil's leading **insurance providers**, Stefanini's **E-commerce & Marketing business unit** developed **Data Real-Time Validation (DRTV)**, a solution combining automation, continuous inspection, and agile workflows to accelerate fault detection and reduce errors. The system turned data validation into an automated, reliable process, cutting manual validation time by **83%** and driving a true data-driven transformation.
- For a **payment solutions company**, Stefanini facilitated the **CRM migration to Salesforce Marketing Cloud**, leveraging AI. The challenge was to create and configure complete customer journey content within **45 days**. The team delivered **over 240 content pieces**, with **100% of links/CTAs fully parameterized**.

Stefanini will also discuss AI's capabilities in **cybersecurity threat detection in real time**, identifying **suspicious transactions** to prevent fraud, and spotting **early signs of customer dissatisfaction** with a brand.

"Today, AI is embedded in most of our offerings. These success stories highlight how AI accelerates digital transformation and organizational growth. Our next step is to integrate **Agentic AI** into the SAI platform," says Stefanini.

The concept of **Agentic AI** marks a new era in AI evolution. Unlike traditional systems that wait for human input, agentic models use **autonomous agents** to define goals, plan, and execute actions with minimal or no human intervention. The focus is on orchestrating specialized agents to solve specific challenges with **proper governance and measurable results**. This proactive approach significantly increases productivity across industries.

AGENDA

Marco Stefanini at Web Summit Rio 2025

Date: Monday, April 28

Location: Riocentro – Av. Salvador Allende, 6555 - Barra Olímpica, Rio de Janeiro

Panel: BRaZiL

Time: 3:55 p.m. – 4:15 p.m.

Stage: AI Summit – Stage 3

For unique perspective on global tech and the rise of Brazilian innovation on the future of Applied AI, secure an interview with global technology leader Marco Stefanini by contacting Luciana Abritta (+55 11) 99299-0411

About Stefanini Group

Stefanini Group, a multinational company with a broad portfolio of services, has spent decades reimagining the way tech service companies help customers transform their businesses through digital innovation. Created in 1987 and guided by a shared entrepreneurial spirit, Stefanini Group works collaboratively alongside local, regional

and global clients to co-create specialized, industry-focused solutions enabled by the latest advancements in technology.

From artificial intelligence to automation, cloud enablement, hybrid infrastructure and beyond, Stefanini is a one-stop shop for digital solutions. With an ever-growing ecosystem of ventures, partners and capabilities, the company is constantly expanding its offerings, finding new and innovative technologies to serve as tools for clients to convert their ideas into business realities.

Stefanini is a \$1B global company with 38,000 employees and a presence in more than 2,000 cities and 41 countries across the Americas, Europe, Australia and Asia. The corporate global headquarters is located in Sao Paulo, Brazil with European headquarters in Brussels and the North American headquarters based in metropolitan Detroit.

Further information is available at the company's website, www.stefanini.com.

Press Information

DFREIRE Comunicação e Negócios

Luciana Abritta – lucianaabritta@dfreire.com.br – (+55 11) 99299-0411

Talita França – talita@dfreire.com.br

Vera Aranha – vera@dfreire.com.br

Thayná Franço – thayna@dfreire.com.br