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OLS360 Launches Brazil-First Partner Program at Web Summit Rio Empowering SMBs with Scalable No-Code Solutions

Canadian no-code startup backed by Microsoft launches in Brazil to empower consultants and transform underserved SMBs.

Rio de Janeiro, April 28, 2025 – Canadian startup **OLS360**, part of the Microsoft for Startups Founders Hub, is officially launching its **Brazil-First Partner Program at Web Summit Rio 2025** — a new initiative designed to empower consultants, solution builders, and business technologists to create and monetize no-code solutions tailored for small and medium-sized businesses (SMBs) across Brazil.

The announcement marks a key milestone in OLS360's Latin America strategy, as the company expands into a market where **over four million SMBs still operate without digital systems**. With the new program, partners will gain access to a no-code platform to build and deliver industry-specific, client-facing, and white-labeled solutions — without writing a single line of code.

The program was shaped by insights from **over 40 Brazilian consultants** interviewed during OLS360's recent customer discovery phase. Their feedback revealed a strong, underserved demand for flexible digital solutions that can replace spreadsheets, accelerate automation, and improve decision-making across core business areas.

“Consultants and no-code platforms like OLS360 are not just facilitators — they are accelerators of change,” said **Tiene Gomes Borges**, a consultant who participated in the program's discovery process.

“They democratize access to technology by enabling small businesses to build systems and automations without depending on developers or massive budgets.”

The launch builds on OLS360's listing on the **Microsoft Azure Marketplace** and early traction in Canada's oil & gas sector. A testimonial from one of its enterprise clients will also be shared during the event, highlighting how the platform is already delivering results in mission-critical, regulated environments.

“This moment is personal for me,” said **Uelber Dantas**, a Brazilian-born Canadian entrepreneur and founder of OLS360.

“After more than 20 years building digital solutions in North America, I'm honored to return to Brazil — not just to launch a platform, but to help local professionals turn their expertise into scalable, no-code solutions for small businesses.”


As part of the launch, OLS360 will offer selected participants in Brazil **free access to their own OLS360 environments until July 31**, powered by Microsoft cloud credits.


About OLS360

OLS360 is a no-code SaaS platform that enables businesses and consultants to build smart, integrated digital solutions — without programming. Designed in Canada and now expanding into Brazil, OLS360 is on a mission to connect people, processes, and results with simplicity, scale, and intelligence.

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