



# Brainiall helps mining companies

improve performance and sustainability with AI and Amazon Web Services

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## 20% reduction

in cloud consumption costs by migrating to AWS Cloud

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## Faster and easier

deployment of customer environments

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## Accelerated go-to-market

strategy using SoftwareOne NextGen ISV Modernisation Programme with AWS

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### Client

Brainiall

### Industry

Information technology,  
Manufacturing

### Platform

AWS Cloud

### Services

Data and AI Services,  
Cloud Migration Services,  
SoftwareOne NextGen ISV  
Modernisation Programme

### Country

Brazil

Brainiall is an independent software vendor (ISV) and emerging software as a service (SaaS) company focused on bringing next-generation artificial intelligence (AI) automation to the enterprise industrial market. The company's solution helps customers in the mining industry improve business performance to better meet their stringent efficiency, safety and sustainability goals. Believing its AI services have the potential to improve business efficiency across many industries, Brainiall wanted to position itself for growth by entering new markets and expanding its customer base. It also wanted to develop and accelerate its SaaS solutions with cloud modernisation. Rebuilding its architecture on Amazon Web Services (AWS) could give it more control over its solutions, improve performance and reduce cloud consumption costs. However, the ISV needed external expertise and guidance and turned to SoftwareOne for help.



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## The challenge

## Optimising product and planning for the future

Brainiall's cloud-hosted AI service uses data from its customers' internet of things (IoT) devices and other inputs to work like an autopilot. This integrates directly with supervisory control systems to collect sensor data, calculate optimal process parameters and make automatic adjustments to operations. The company's AI automation software helps mining companies increase throughput in the grinding process – in which large chunks of rock are broken up to extract minerals – by 5–10%. This can increase revenues by millions of dollars and cut energy use by about 3%, saving costs and reducing environmental effects.

The company was looking for a partner to help develop and accelerate its SaaS transformation. “We chose to work with SoftwareOne and move to AWS because we believe the partnership will bring us significant technological and business benefits. By leveraging AWS technologies together with SoftwareOne's expertise, we have improved the operation of our SaaS model. The SoftwareOne NextGen ISV Modernisation Programme with AWS has helped us reach new customers around the world with our AI services.”, said Fabio Suizu, CEO at Brainiall.

Brainiall had been using public cloud technology but was facing difficulties scaling its model. In addition to scaling, Brainiall needed more robust security and the ability to collect, process and analyse data in near-real time. It wanted more granularity in its cloud services, with a focus on performance, flexibility, reliability, lean architecture and maturity in applying AI and machine learning. It also wanted to save cloud costs.



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## The solution



The true power of our AI services lies in their ability to dynamically control and automate processes, optimising performance and efficiency. With up to an 8% increase in productivity, we consistently deliver exceptional value to our customers. The integration of cutting-edge AWS technologies further paves the way for our future success. SoftwareOne's extensive expertise in Cloud Services and Data and AI Services has been instrumental in our journey, and we are looking forward to continuing our successful collaboration.



Fabio Suizu, CEO,  
Brainiall

## A multi-step approach to success

To achieve its transformation goals, Brainiall chose to participate in the SoftwareOne NextGen ISV Modernisation Programme with AWS, which is designed to accelerate and de-risk the ISV business transformation journey with guided product modernisation incentives and services.

The programme enabled Brainiall to work with SoftwareOne to implement a new go-to-market (GTM) strategy to extend its AI-SaaS offerings to new customers through the AWS Marketplace. It also helped the company to modernise and migrate all of Brainiall's operations to Amazon Web Services. To achieve this,

SoftwareOne worked with Brainiall to develop a solution by:

- Conducting an [envisioning workshop to identify Brainiall's needs](#) and business vision and develop strategies for transformation and innovation.
- Carrying out an [AWS Assessment to evaluate the technical requirements](#) for developing and operating a new and improved architecture for Brainiall's IoT mining solution on the AWS cloud.
- Following the AWS Well-Architected Framework to design and develop a leaner and more cost-effective [infrastructure based on the AWS SaaS model](#), using AWS services and technologies including:
  - AWS IoT Core
  - Amazon Kinesis Data Firehose
  - AWS Glue
  - Amazon Managed Grafana
  - Amazon SageMaker
- Planning for the [migration of all production data to AWS](#), with the goal of ingesting over 100 IoT mining variables and automating the processing, parsing and delivery of data through a near real-time dashboard.
- Supporting Brainiall's [development of a digital twin](#) to provide insights into how different actions and developments could affect the business and help the business expand more quickly.

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## The outcome



Our partnership with SoftwareOne and AWS has been nothing short of transformative. In just under a year, we've achieved remarkable results by harnessing the power of AI, real-time technology, and other cutting-edge solutions. This collaboration has propelled us to the forefront of innovation, allowing us to rapidly empower businesses across industries to revolutionise their operations, more quickly than ever before.



Fabio Suizu, CEO,  
Brainiall

### Accelerated go-to-market strategy

Brainiall can now reach new markets through SoftwareOne's co-selling activities and the global AWS Marketplace. The company believes that the future will be AI-driven and is now well-positioned to meet this growing demand.

### Modernised cloud infrastructure

With a completely new architecture on AWS, Brainiall optimised its IoT SaaS solution for its mining customers. SoftwareOne's solution met all of Brainiall's requirements, including near real-time processing and visualisation of more than 100 mining variables such as mill speed, humidity, pressure and water flow.

### Improved performance

Brainiall can better serve its mining customers by deploying client environments faster and adapting client environments to meet new needs. It uses machine learning to optimise and automate processes and make adjustments as needed. Brainiall's mining customers will benefit from an optimised and robust solution that will help increase productivity and make mining processes such as grinding more effective. It will help these companies to significantly increase revenues, reduce raw material waste and energy consumption by up to 3%, contributing to the sustainability of the industry.

### Significant cost optimisation

With SoftwareOne's help in modernising its technology, Brainiall has reduced its cloud consumption costs by 20%. Using AWS services, the company estimates that its total cost of ownership (TCO) for projects is up to 50% lower than it was with its previous public cloud provider.

## CONTACT US TODAY

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