

# inoesis

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BUSINESS INSIGHTS

## TRANSITION TO A NEW ERA: ARTIFICIAL INTELLIGENCE EVERYWHERE



BUSINESS INSIGHTS

**TRANQUILIDADE  
CONFIDENT IN THE  
NEW DIGITAL ERA**

BUSINESS INSIGHTS

**STEINWEG SETS  
SAIL TOWARDS  
A MORE DIGITAL  
FUTURE**

BUSINESS INSIGHTS

**SPRINTER:  
SPEEDS UP  
TECHNOLOGICAL  
MODERNIZATION**

BUSINESS INSIGHTS

**DIGITAL TRANSFORMATION  
TAKES ROOT AT COFCO**

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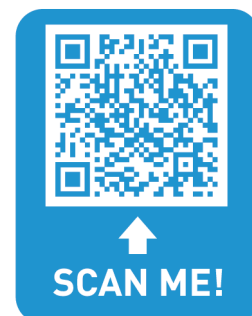
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- › Highly Skilled Talents
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- › **Teams work** in any time zone

All roads lead  
to Noesis!

## Editorial



## THE YEAR OF ARTIFICIAL INTELLIGENCE!

**Alexandre Rosa**  
Noesis CEO

We have to talk about Artificial Intelligence; it was the big topic of the year, the buzzword that entered the lexicon of managers, marketers, and IT professionals. Chat GPT, Open AI, CoPilot, Apps for everything, AI-powered tools... The “explosion” was significant, AI became democratized, accessible to the “common” user, and entered the strategic agenda of decision-makers.

In this edition of iNoesis, this topic could not go unnoticed. However, we aim to reflect on the subject beyond the big headlines and clichés. The democratization of Artificial Intelligence is, therefore, the central theme of this edition, in yet more excellent content developed in conjunction with IDC, which we hope will be useful for reflection within your organization.

But the 39th edition of iNoesis is not only about artificial intelligence! We continue our tradition of bringing stories of digital transformation from some of our clients that inspire us. Tranquilidade Seguros and their journey of modernization and digitalization of customer interactions is one such story, with a revealing interview with Manuel Pinto, Director of Information Systems. Internationally, Steinweg is a very important player in the logistics sector and one of our main clients in the Netherlands. In this edition, Wieger Hoogendijk, IT Delivery Manager, reveals how the transformation



As for Noesis, 2023 has been a decisive year of growth, marked by some significant achievements. For the second consecutive year, we were considered the second-best company to work for in Portugal and one of the best in Europe.

at Steinweg directly impacts business and operations in more than 50 countries. At Sprinter, innovation and the adoption of new tools have been the organization’s focus, having recently joined the JD Sports Group, one of the world’s largest retailers. José Luis Ortiz Baydal, Sprinter’s Chief Information Officer, shares part of that journey with us. Finally, Hugo Pereira, Global Head of SAP AMS & IT Operations at COFCO International, tells us how process automation has been a differentiator in accelerating the company’s transformation.

As for Noesis, 2023 has been a decisive year of growth, marked by some significant achievements. For the second consecutive year, we were considered the second-best company to work for in Portugal and one of the best in Europe.

This recognition is the result of a strategy to strengthen our employer branding and our talent management policy. In 2023, we surpassed the milestone of 1150 employees, and we are increasingly becoming an employer of choice in the markets where we operate. 2023 was also a year of consolidating our strategy whilst looking ahead to the 2024-2027 strategic plan. This plan includes the creation and reinforcement of competence centers in Ireland, Brazil, and the United States. We aim to take our nearshore delivery model to a new level, spreading our expertise across different geographies, in addition to Portugal, in order to better serve our clients on a global scale. We will maintain and strengthen our operations in Portugal, which will continue to be our primary market, invest in exponential growth in the UK & Ireland, and North America, reinforce our operations in Brazil, where we already have over 100 employees, and continue our growth in the Netherlands, where from our local office, we serve clients throughout the Benelux region, Germany, and the Nordic countries.

We are therefore on a path of strengthening our Markets, Operations, and People – our three strategic pillars, as part of a group that is increasingly establishing itself as a major player in Europe and currently has more than 3500 employees.



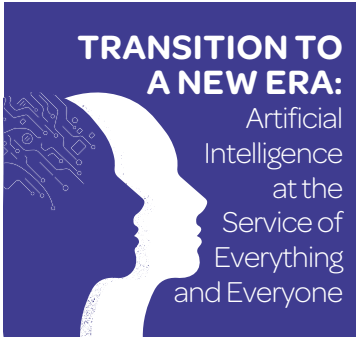


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**TRANQUILIDADE**  
Small safe steps are being taken, ensuring the success of the strategy that is changing the face of the insurance company and bringing it even closer to the customer.

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The technology industry is in a fertile phase. The combination of executive-level interest, the potential for impact on businesses and people, and the rapid adoption rate make generative Artificial Intelligence (AI) unlike anything seen before.



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**STEINWEG:** Despite challenges along the way and navigating some choppy waters, the technological modernization process of the company is a winning bet – always with help from Noesis. Germany was the starting point and now more than 50 countries will follow.

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**SPRINTER:** The starting gun has been fired, and processes have begun to change, embracing new technologies and more modern tools. Digitalizing the business is happening in a relaxed way but with well-defined goals.



20 **BUSINESS INSIGHTS**  
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**COFCO:** Nowadays, new technological tools are a fundamental part of the work carried out by the company.

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**THE LISBON DATA & AI FORUM RETURNED IN OCTOBER FOR ITS LARGEST EDITION EVER**

The Lisbon Data & AI Forum took place on October 24 at the Centro Cultural de Belém (CCB) in Lisbon for what was considered its largest edition ever. During the event, the latest trends in the world of Data Analysis and Artificial Intelligence (AI) were presented and explored, addressing topics such as AI Ethics and its role in society, Big Data for businesses, and Cybersecurity, among others. This year, the primary objective was to inspire innovation and offer insights into various sectors by bringing together experts, professionals, and technology enthusiasts. According to Ricardo Rocha, Marketing Director at Noesis, "LDAIF is the ideal event to emphasize the importance of implementing technologies in companies, regardless of their size." The 2023 edition featured an excellent panel of speakers, extensive knowledge sharing, networking opportunities, and exhibitions by leading technology companies. For more information, visit [www.noesis.pt](http://www.noesis.pt).



**HIGHLIGHTS FROM THE CUSTOMER EXPERIENCE BRUNCH 2023**

With increased competition, customer experience plays a crucial role in business success. Noesis met with its partners, Microsoft and Sitecore, to discuss the future of the customer experience. During the keynotes, innovative topics such as humanizing the customer experience through technology were discussed, where Rodolfo Pereira, Enterprise Solutions Director at Noesis, emphasized the need to invest in Artificial Intelligence and security tools. On the same topic, Abel Aguiar, Executive Director & Board Member Partner Channel at Microsoft, reinforced the idea that in an era of digital perseverance, strengthening the company-customer relationship is essential. Damien Despas, Senior Composable DXP Architect at Sitecore, shared a solution for companies to deal with the complexity of content creation. In the roundtable discussion, Noesis joined experts from Microsoft, Sitecore, Unicre, and Sonae Universo to discuss the main challenges and winning strategies in the banking and insurance sectors for offering personalized services according to customer needs. Find out more about this event on our website.



**NOESIS EARNS A SPOT AMONG THE BEST COMPANIES TO WORK FOR IN EUROPE**

In September, Great Place to Work® revealed the Best Workplaces in Europe™, where Noesis secured the 12th position in the category of Large Companies with over 500 employees, making it the only Portuguese company in this ranking, which includes 50 other organizations. To be nominated, companies are recognized for how they create a Workplace For All™ experience, which Noesis stood out, once again, not only for its culture of trust but also its excellent work environment. Teresa Lopes Gândara, Human Capital Senior Director at Noesis, believes that employees "recognize the investment we have been making to make Noesis a Best Workplace," which is reflected in the results and in the motivation and productivity levels of our talent.



**QUALITY MANAGEMENT OFFERS**

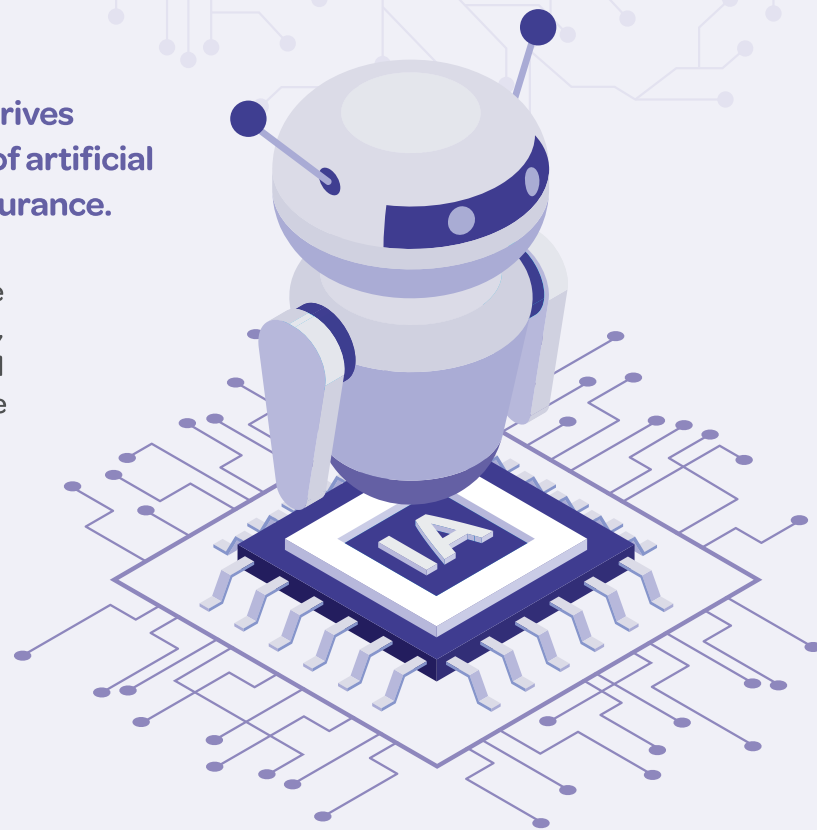
OutSystems Quality Assurance, Performance, and Data Testing are the solutions from Noesis in the field of Quality Management. OutSystems recognizes the exceptional results that Noesis has achieved in the solutions it develops for its clients using the OutSystems Platform. With over 15 years of experience, Noesis is committed to providing specialized Quality Assurance services on this platform, ensuring cost optimization for software development, quality, and increasing organizational maturity. In the area of Performance Testing, Noesis is one of the leading application performance testing companies. Our team is dedicated to exhaustively testing all solutions to ensure the best possible performance, even under challenging conditions, contributing to reducing production errors. In the field of Data Testing, Business Intelligence provides a real-time view of what is happening within organizations, aiding in decision-making to improve productivity and profitability. It should be noted that when handled correctly, this data becomes crucial for mitigating errors and predicting risks.

# AUTOMATION AND AI IN SOFTWARE QUALITY

The acceleration of digital innovation drives the growth of automation and the use of artificial intelligence (AI) in software quality assurance.

High-quality agile software development is the backbone of digital innovation. In recent years, the impact of the transition to hybrid work and the need for digital innovation in business have required greater speed in application delivery.

In this context, there has been an acceleration in the adoption of automation solutions for software quality.



## SALE OF SOFTWARE QUALITY AUTOMATION TOOLS (\$M)



Source: IDC's Worldwide Semiannual Software Tracker 2023

## Challenges driving the demand for software quality automation:

- ➡ Competitive pressure for digital innovation
- ➡ Dispersed and remote development teams
- ➡ Complexity of development and implementation environments (cloud, mobility, social platforms, virtualization, IoT interfaces)
- ➡ DevOps culture
- ➡ Development of artificial intelligence and machine learning
- ➡ Security requirements and regulatory compliance
- ➡ Increasing exposure of organizations to public scrutiny



## Benefits of automation in software quality:

- ✓ Speed in software delivery, agility in creating value for the business
- ✓ Productivity of development teams, greater satisfaction
- ✓ Greater test coverage, increased reliability
- ✓ Higher quality of results
- ✓ Better relationship between technical and business teams
- ✓ Better user/customer experience



## ORGANIZATIONS EXPECT GENERATIVE AI (ARTIFICIAL INTELLIGENCE) TO OPTIMIZE SOFTWARE TESTING

Generative AI is expected to further enhance software quality. Test automation providers are already leveraging AI for areas such as autocorrection, visual testing, test case selection, and prioritization, among other areas.

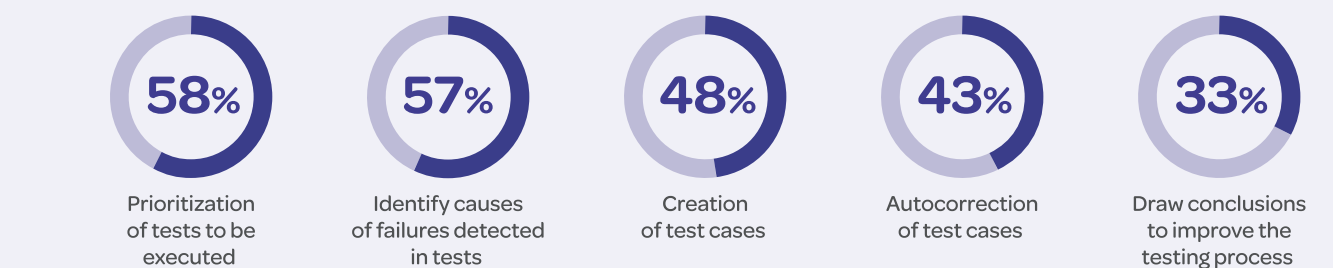
## Which application development process do you think has the most potential to benefit from generative AI?



Source: IDC Study, 2023, n = 200

A recent IDC study concluded that more than 50% of organizations are using or experimenting artificial intelligence to improve software quality.

## How are you using Artificial Intelligence to improve the testing process?



Source: IDC Study, 2022, n=162





Manuel Pinto · Tranquilidade IT director

# TRANQUILIDADE CONFIDENT IN THE NEW DIGITAL ERA

Small safe steps are being taken, ensuring the success of the strategy that is changing the face of the insurance company and bringing it even closer to the customer.

LOGO was the first step for Tranquilidade towards the digitalization of its business. Launched several years ago, with online services, the brand aimed to “bring customers closer to a new way of working”, as explained by Manuel Pinto, IT director at Tranquilidade.

Over time, Tranquilidade’s digital transformation strategy became more comprehensive, but not always faster, partly due to purchasing and integrating new companies.

It was only after the integration of Generali Portugal in Tranquilidade that a “new boost in the digital transformation process occurred, establishing a presence as close as possible to our customers.”

It actually made the work easier because Tranquilidade already had “a good architecture in terms of systems – modular and service-oriented, allowing adding and removing new solutions with agility,” as Manuel Pinto noted.

## Modernization is the order of the day

The digital transformation took place at different levels. Manuel Pinto explains that “we considered an ecosystem of digital channels, both for customers and agents”. The goal was to have “a strong foundation in sales, and we began transforming our websites right away”. They also worked on all insurance simulators, “which are becoming increasingly user-friendly”. Equally important was the process of working on “campaigns and intelligent sales segmentation”.

Regarding brand promotion, digital transformation at Tranquilidade brought about a new way of working on websites and social media, “as well as customer portals and apps, both for Tranquilidade and LOGO”. In terms of business management, other projects such as “the chatbot, WhatsApp, work on ChatGPT, and natural IVR customer service also stand out”.

New technologies also made life easier for Tranquilidade’s agents, opting to “maintain sales tools such as the lead platform that incorporates algorithms to facilitate work



“The dematerialization and the transformation of Tranquilidade’s interaction with the customer have been very well accepted.”

Manuel Pinto,  
Tranquilidade IT director

distribution, as well as microsites for partners, landing pages, a web store, and digital signatures that make sales processes faster and easier.”

In the past, there was a strong focus on open technology, but the insurance company’s IT director explains that “there has been a slowdown in that investment”, opting instead for “proprietary solutions”. Manuel Pinto emphasizes the importance of having “qualified supplier support” and “a very clear roadmap for security and process standardization and innovation,” which is “not always present in open technology”. When it does exist, “especially in terms of support, the costs no longer justify it”.

Security has been a critical aspect of Tranquilidade’s digital transformation strategy. The company’s IT director explains that there is a “very strict security program within the group, with a well-defined multi-year roadmap and the need to introduce security levels at all technology layers.”

In an industry where the transmission of sensitive data can be a problem, “GDPR and all related regulations have been addressed. Security service companies perform penetration tests and vulnerability testing before anything goes into production”. System, server, and laptop monitoring “is carried out in real-time to prevent unpleasant surprises”.

Cloud is no different, “everything that involves cloud solutions undergoes internal scrutiny, as well as risk analysis, and legal compliance”. Manuel Pinto underlines the fact that “no cloud solution can be acquired without going through internal checking”. Although the majority of Tranquilidade’s services run on-premises, there are already some in “the cloud, especially in the form of SaaS, such as the Salesforce solution”.



Nevertheless, the IT director guarantees that “it is a corporate strategy to leverage the cloud across the business units”, but “it’s a journey, not an isolated project”.

Currently, the focus is on the transformation of the insurance core through the cloud-based “Insurance in a Box” project. This project not only allows for “the adoption of more standardized processes across countries” but also brings “greater agility in responding to business requirements”.

Other emerging technologies that can make a difference at Tranquilidade include the use of “computer vision” for inspections, damage detection, fraud detection, artificial intelligence applied to inspections, IoT, and OCR with associated machine learning.”

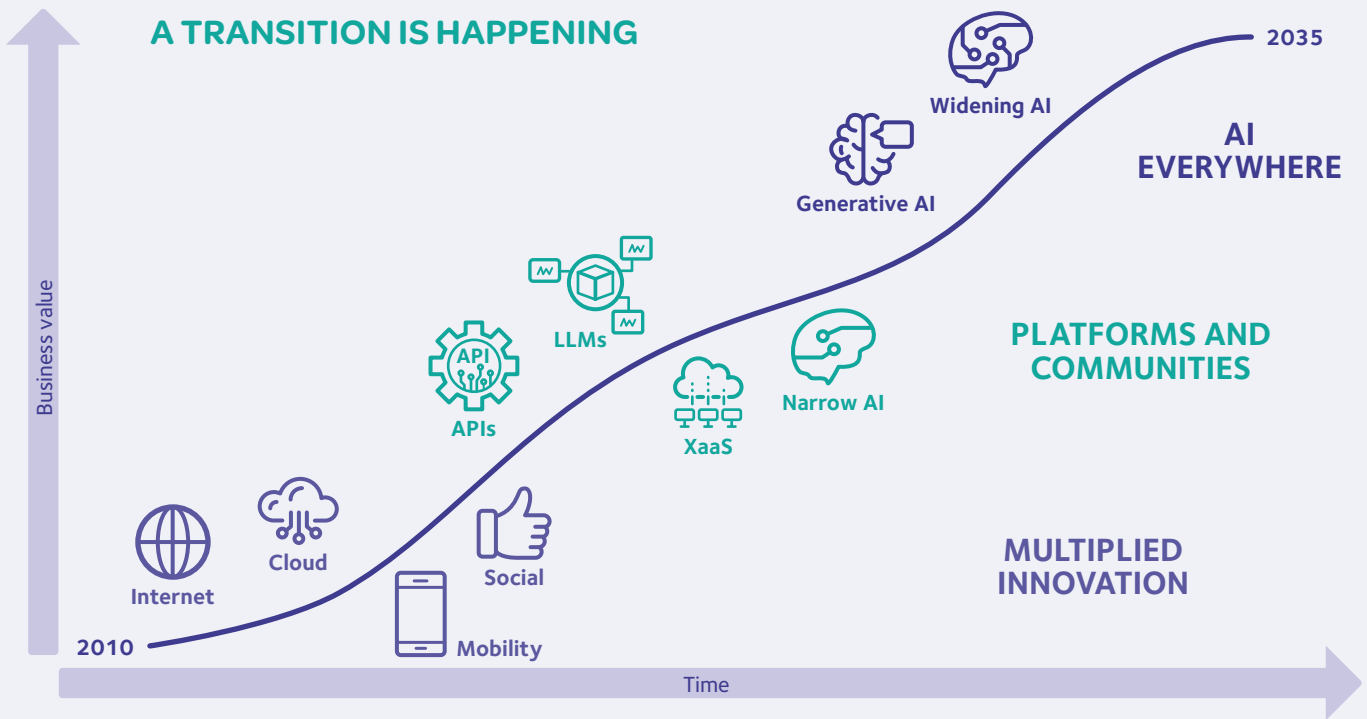
Digital transformation relies on advanced analytics which will help leverage data for “insights, for example, predictive models for pricing optimization”.

## Looking to the Future

The future may be filled with uncertainties, but not only that. Manuel Pinto, the IT director of Tranquilidade, expects a “very strong insurance sector in the coming years, with a significant focus on digital transformation”. These changes may also be driven by the emergence of new “InsurTechs that are revolutionizing the traditional insurance industry.” This is a “no return and non-stop transition” and “those who are not on board the digital transformation journey will miss the boat.”

# TRANSITION TO A NEW ERA: ARTIFICIAL INTELLIGENCE EVERYWHERE

The technology industry is in a fertile phase. The combination of executive-level interest, the potential for impact on businesses and people, and the rapid adoption rate make generative Artificial Intelligence (AI) unlike anything seen before.



Over the past decade, there have been developments in the fundamental elements that have enabled the evolution of AI and its current and future impact.

What IDC calls the **Era of Multiplied Innovation** has been primarily driven by the cloud, mobility, and the internet. Low-cost semiconductors and virtualization made the cloud possible, enabling elastic and abundant computing. Mobility made computing ubiquitous, and the internet allowed the distribution of this computing at reduced costs.

With abundant, ubiquitous, and elastic infrastructures, **digital platforms, communities**, and ecosystems have emerged.

These platforms triggered a massive data consolidation process and the birth of transformer architecture, a revolutionary machine learning technique that allowed the creation of foundational Artificial Intelligence models, including large language models (LLMs).

IDC believes that generative AI will trigger a transition to a new chapter in the technology industry – **AI everywhere**. It will be a platform transition, but not necessarily focused on hardware and systems. This new era will completely change our relationship with data and content, and how we extract value from structured and unstructured data.

## What is Generative AI?

Generative AI is a branch of computer science that involves unsupervised and semi-supervised algorithms, allowing computers to create new content using previously created content, such as text, audio, video, images, and code, in response to short prompts (questions/instructions). The technology has existed for some time but gained significant attention with the public release of DALL-E 2 in April 2022 and ChatGPT in late 2022, due to their accessibility and ease of use. Advances that have led to the current excitement include transformers that significantly scale up the training of language models containing billions – even trillions – of parameters, multimodal capabilities to handle a variety of content formats, and conversational interfaces.

61% of companies indicated they were exploring the potential or investing in AI. In the July 2023 study, this number increased to 78%<sup>1</sup>. IDC estimates global spending on Artificial Intelligence to be €122.5 billion in 2022, including hardware, software, and services, with an average annual growth rate of 27%, reaching around €404.8 billion by 2027<sup>2</sup>.

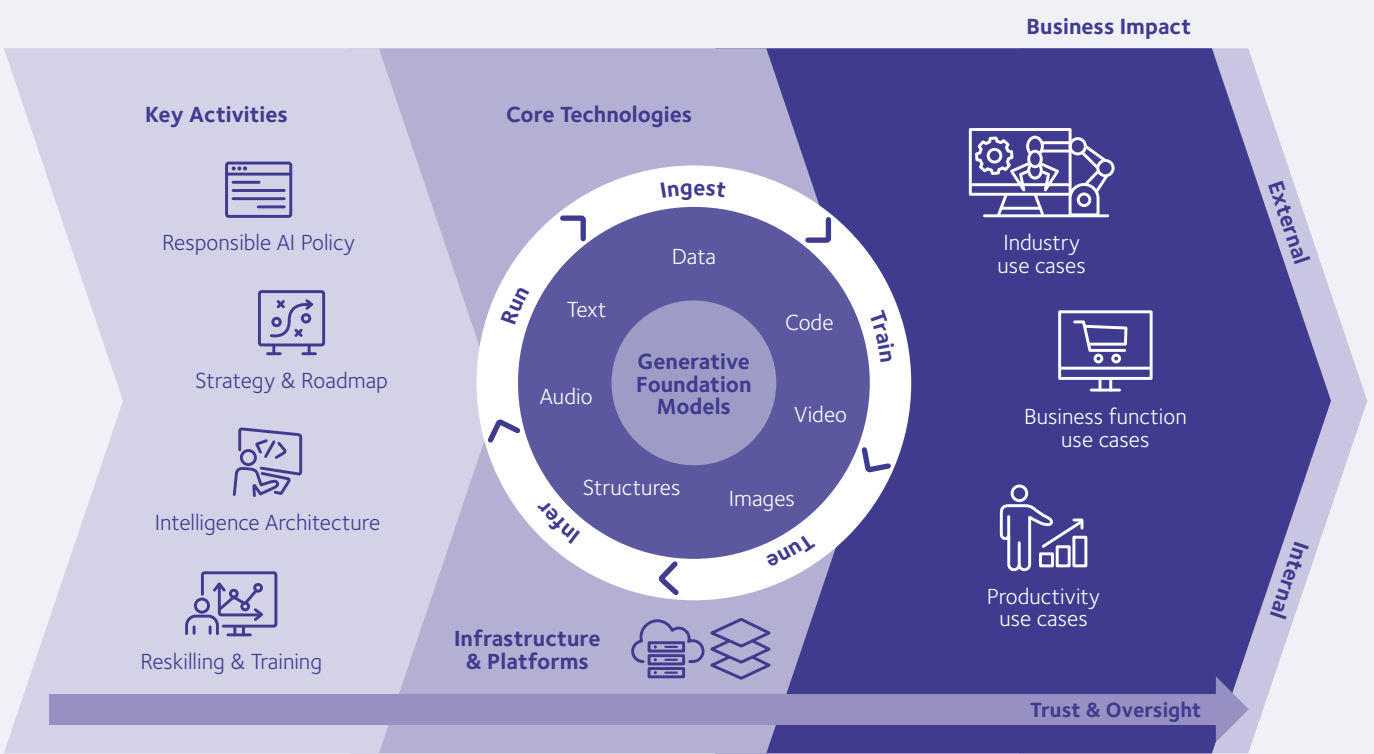
## How do organizations accelerate their AI journey to add value to the business?

IDC has developed a model that illustrates the path for using AI in businesses. This model helps organizations identify key activities that need to be implemented, the necessary technologies, and how to think about AI use cases to accelerate business impact.

## Artificial Intelligence gains huge corporate attention

A recurring IDC study concluded that the adoption of generative AI is rapidly accelerating. In March 2023,

## Generative AI: The Path to Impact Source: IDC, 2023



<sup>1</sup>Source: Future Enterprise Resiliency & Spending Survey Wave 5, IDC – March & July 2023, n=850 to 950

<sup>2</sup>IDC Worldwide Artificial Intelligence Spending Guide, 2023



Key Activities

- **Responsible AI Policy:** Defining principles of fairness, transparency, and responsibility for data used in training the models. It should also include a methodology to provide explanations for AI model outcomes and compliance with legal regulations, such as GDPR.
- **Strategy and Roadmap:** Defining and prioritizing a set of AI use cases aligned with the organization's key areas, providing maximum business impact in the short, medium, and long term. Complexity versus business value variables can be used for prioritization.
- **Intelligence Architecture:** Managing the data lifecycle and data governance, models, and business context for each AI use case. It should also include data privacy, security, and intellectual property protocols.
- **Reskilling and Training:** Creating a technology and business skills roadmap to deploy AI at scale across the organization. It should also include a personalized training program for key roles and an assessment of the organization's readiness to ensure change management is incorporated.

Core Technologies

Once the key activities are implemented, it is essential to develop a clear understanding of key generative AI technologies. Central to these technologies are generative base models, including large language models (LLMs). The model's lifecycle, including ingest, training, fine-tuning,

inference, and execution, is extremely important and will determine its quality over time. From dynamics in platform and infrastructure changes to the shift from CPUs to GPUs at the semiconductor level, this transformative set of technologies is impacting organizations. How these models are implemented in custom applications, generic corporate applications, and other software development platforms is also a critical path to creating business value.

Business Impact

There are three major types of generative AI use cases that need to be assessed:

- **Industry use cases:** usually requiring more customized work (and in some cases, building their own generative AI models). Examples include drug discovery in the Biological Sciences or material design for manufacturing.
- **Business function use cases:** tend to integrate a model (or several models) with corporate data for a specific function (e.g., marketing, sales, procurement, etc.). Many organizations are testing this type of use but are concerned about cybersecurity and data governance.
- **Productivity use cases:** basic use cases like summarizing a report, generating work text, or generating Java code. This functionality is being incorporated into existing applications (e.g., Microsoft's Co-Pilot or Google's Duet AI).

Security, Privacy, and Trust Concerns

Artificial Intelligence has the potential to transform the world, but it is not without concerns and risks.

- **Truth and Accuracy:** Lack of transparency is a concern, as generative AI has been shown to generate false statements. The output of generative AI is a result of the input it receives – “garbage in, garbage out.” AI learns from the input it is given, whether they are true or biased. Even with good intentions, it can be ineffective. If the data used to train an AI model is not high-quality, extensive, and goal-focused, the model is likely to be nearly useless for business purposes.
- **Ethics:** Ethical concerns of AI and automation typically fall into one of the following categories: bias, ethics in data collection, participant consent, incorrect or no attribution of data sources, and misinformation.
- **Intellectual Property:** Ambiguities about the authorship and copyright of content generated by AI are creating questions about intellectual property. It's not just the ownership of the generated content, but also responsibility for the consequences of the content. And images generated by AI inspired by artists? Should these artists earn royalties? These issues are still under debate, and lawyers are likely to enhance their practice with generative AI and be involved in litigation over the many issues that will arise.

All of these risks need to be incorporated into a well-orchestrated trust and oversight program to ensure these technologies can be implemented sustainably.

Don't be afraid but be cautious!

Organizations must understand the possibilities and limitations of generative AI technology. There's no turning back; AI is the future and a digital partner for everyone. However, technology should exist to enhance human work, not eliminate the need for human involvement. Experimentation should not be rash, and safeguards should be in place. Cautious optimism is key. AI can learn a vast array of things, but it still lacks the nuances of human thought – the small things that guide morality. Loss of humanity could put an end to trust once and for all.

Ideas for AI Use Cases

Software Development and Design

- Autocompletion of code
- Explain the functionality of code
- Improve the consistency of code
- Simplify code
- Generate unit tests
- Translate code
- Write documentation

Product Development and Design

- Product ideation; design physical objects
- Simulate options
- 3D Modelling
- Improve legacy designs
- Optimize designs for materials efficiency and speed of production
- Automated content – product descriptions, product documentation

Customer Service

- Automated customer service 24/7
- Present customized/personalized recommendations
- Use more engaging customer surveys – conversational
- Offer more relevant content across multiple channels
- Analyze customer feedback
- Engage in multiple languages

Marketing and PR

- Dynamic content across multiple channels
- Marketing optimization (A/B Testing, SEO Strategies)
- Automated marketing workflows – nurturing campaigns
- Marketing analytics – dynamic audience targeting

Sales

- Create sales enablement materials like sales scripts, brochures, sales playbooks
- Q&A interface for CRM Systems; extract insights
- Personalized sales emails
- Product recommendations based on purchase history, browsing behavior and stated preferences



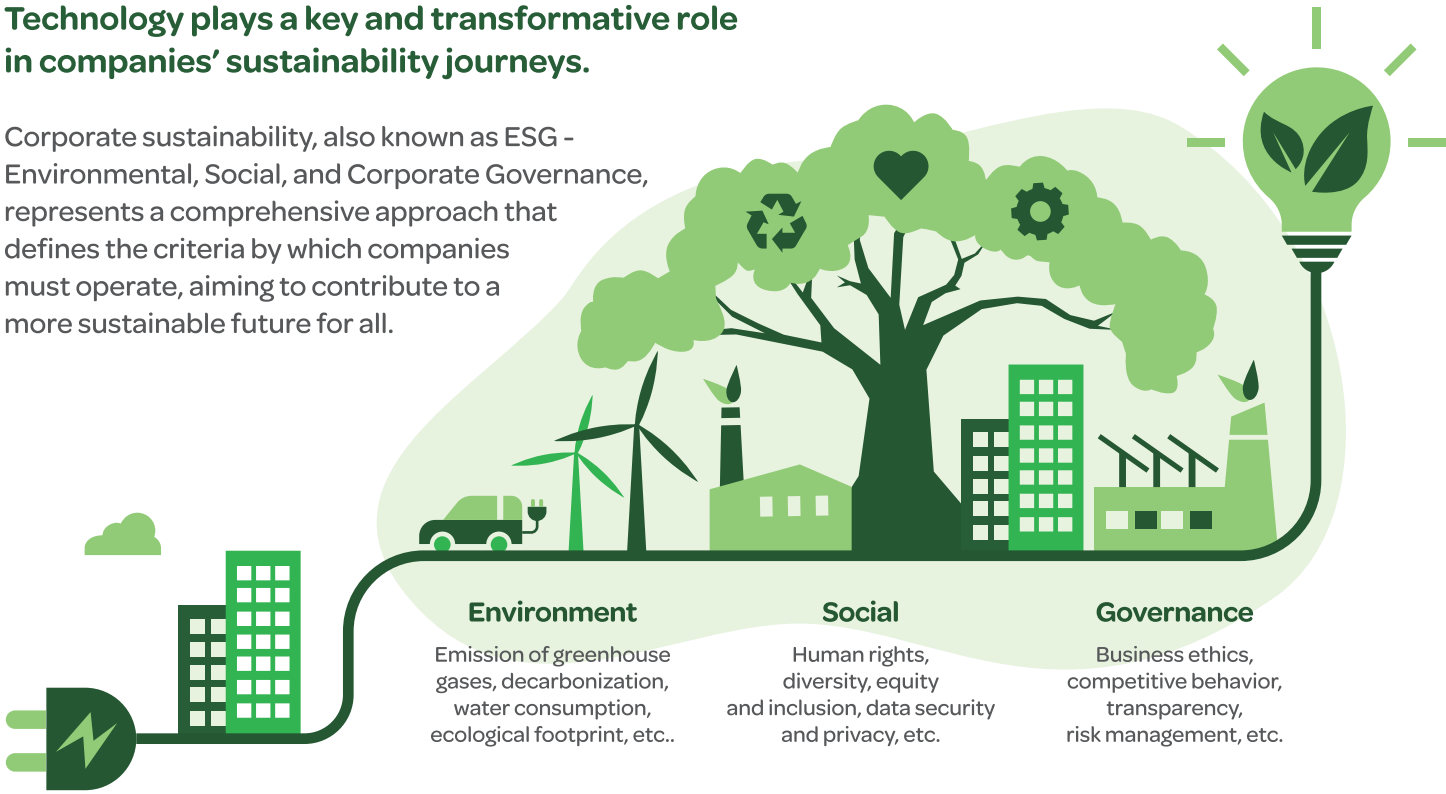
João Tiago Martins  
Data Analytics & AI Manager  
at Noesis

- 3 lessons learned by Noesis after the delivery and start-up of a GenAI project in a productive client environment:**
- 1. The client is constantly “bombarded” with information about new models and new features.** We need to know how to deal with a new world that is constantly evolving and to have the ability to decide together with the client to implement the best solution.
  - 2. Don't oversell a GenAI project. It's not a “silver bullet”, GenAI doesn't solve all problems.** These initiatives are an aid to the business, not the solution to business challenges.
  - 3. Adaptability.** What exists today will be technically improved tomorrow. It is essential to have a team capable of constantly adapting to the challenge and fostering curiosity. GenAI initiatives promote curiosity among those who implement them and those who will use them on a daily basis.

# THE GROWING IMPORTANCE OF ESG CRITERIA

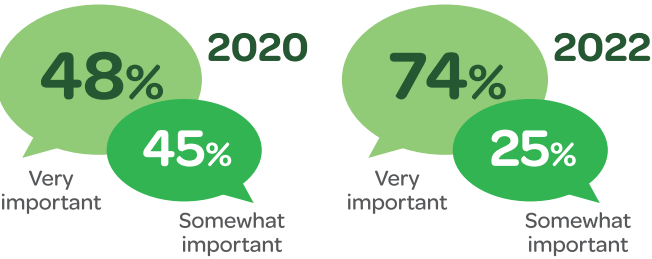
Technology plays a key and transformative role in companies' sustainability journeys.

Corporate sustainability, also known as ESG - Environmental, Social, and Corporate Governance, represents a comprehensive approach that defines the criteria by which companies must operate, aiming to contribute to a more sustainable future for all.



Companies are placing more and more importance on ESG criteria.

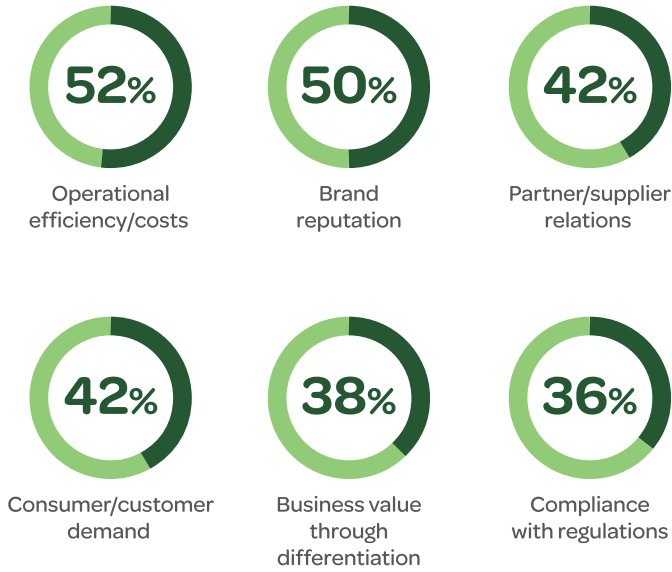
How important are you to sustainability factors for your organization's business value?



Source: IDC Survey, 2022, n=1000

Organizations are viewing sustainability criteria not only as a regulatory compliance obligation but also as a business strategy with a transformative impact, making it a competitive factor capable of driving operational and financial performance.

What are the key factors driving your organization's sustainability initiatives?



Source: IDC Survey, 2022, n=1000

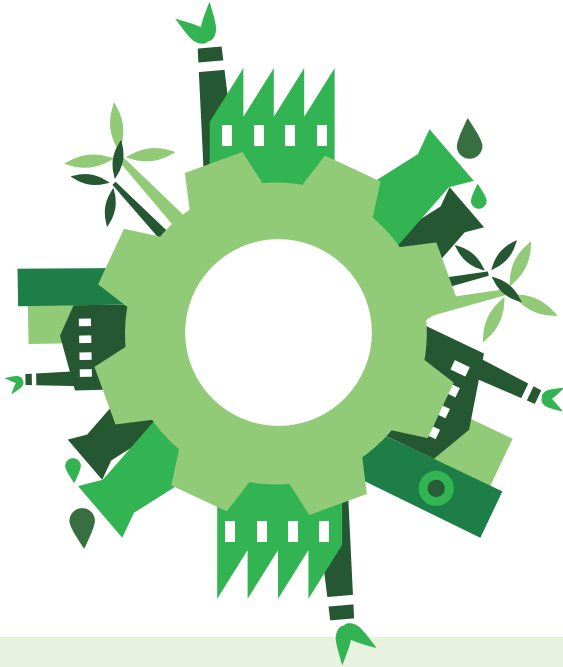
Technology plays a crucial role in helping companies become more sustainable, taking on two key responsibilities:

## Sustainable technology

Energy-efficient hardware and software with a lower carbon footprint

## Technology for sustainability

Solutions that help improve, monitor, and manage ESG performance in several areas



## BY 2024

A quarter of organizations worldwide will increase their sustainability-related digital technology spending by more than 25% from 2022 levels.

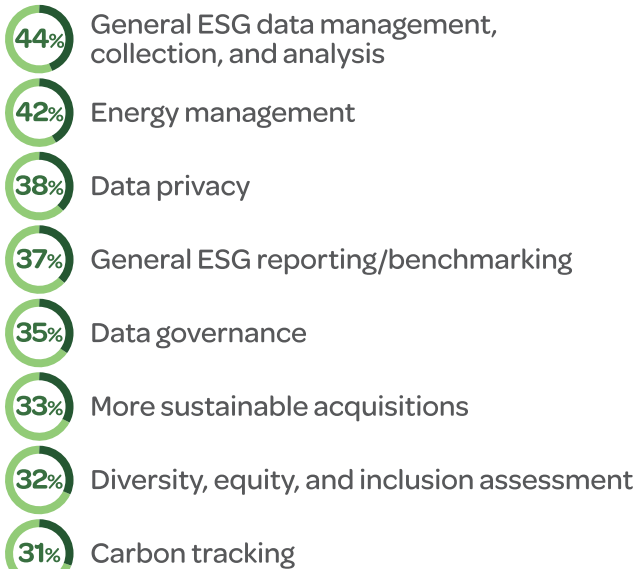
Source: IDC FutureScape: Worldwide Predictions

## BY 2026

ESG performance will be seen as one of the top three decision factors for IT equipment purchases, and over 50% of RFPs will include metrics related to carbon emissions, material use, and working conditions.

Data management is the top priority when investing in ESG solutions.

Which of the following sustainability topics do you see as having the greatest need for increased short-term investments in technology?



Source: Worldwide Sustainable Strategies and Technologies Survey, 2022, n = 1,010

Key technologies for the sustainability of operations



Artificial intelligence plays a key role in providing information that the organization uses to monitor its performance.



In addition to the cloud being a more sustainable alternative to an on-premises data center, cloud sustainability services are being offered to help companies manage their social and environmental initiatives.



IoT sensors and IoT monitoring systems play a relevant role in a number of cases of waste management, smart buildings, and water management.





Wieger Hoogendijk • IT Delivery Manager at C. Steinweg

# STEINWEG SETS SAIL TOWARDS A MORE DIGITAL FUTURE

**Despite challenges along the way and navigating some choppy waters, the technological modernization process of the company is a winning bet - always with help from Noesis. For the ongoing digital transformation in combination with SAP where Germany is the starting point, and more than 50 countries to follow.**

When Constantin Steinweg founded a new maritime transport company in 1847, he could hardly have imagined that C. Steinweg would eventually become a global company with a prominent position in the commodities warehousing.

Today, the organization employs around 6250+ people in over 55 countries and offers a wide range of services, including warehousing, management of traded products, shipping, transportation, and various logistics services in all four corners of the world.

Based in Rotterdam, C. Steinweg – Handelsveem B.V. (hereinafter: Steinweg) initially started with maritime transport but has evolved over the years to offer new services within its industry and operates worldwide. Wieger Hoogendijk, IT Delivery Manager at C. Steinweg, explains that the company receives “all types of cargo from various kinds of businesses, and then stores, and subsequently processes and ships them.”

The Group’s IT department provides technology support, business applications, and tools to the “various business units” through solutions that can be “developed in-house or come about through the adoption and integration of external technology with the help of partners.”

And so, a digital transformation strategy was formulated, which is “still in its early stages”, but already includes changes at the “back-office software” level. The first country to embark on this digital transformation process is Germany, and subsequently, “we will be working in 40 or 50 more locations”, emphasizes Wieger Hoogendijk.

In general terms, Steinweg has set itself the goal of modernizing its systems and responding with greater ease to its business needs, having invested in OutSystems technology. One of the main challenges was to address the inflexibility of its core systems and the constant need for a rapid response to application updates, as well as the speed required for “onboarding new customers and adapting their processes.”

The IT Delivery Manager at Steinweg emphasizes that, since it is a global company, what is just as important, if not more so than the technology itself, is “digitalizing people”. This is not an easy task as the company “operates worldwide and not all countries are familiar with working digitally on a daily basis”. However, this does not deter the company, which promises to “instill a digital mindset in people, ushering in a new era.”

“

**“We’re looking for a true partner that thinks about the future with us, that helps us, and we help them, that discusses and seeks solutions for our problems. This is what we have always felt with Noesis.”**

Wieger Hoogendijk,  
IT Delivery Manager at C. Steinweg – Handelsveem B.V.

## Noesis: Partner of choice

Noesis was the partner chosen to help in the incorporation of OutSystems technology. This partnership “already has a decade’s worth of collaboration on many projects and applications that have helped optimize Steinweg’s operations,” so in this case, “our choice is not a surprise.”

As Wieger Hoogendijk points out, “Noesis is not just a one-off partner.” The truth is that Steinweg is “not looking for a technology supplier that sells what we want and with whom there is no further relationship.” On the contrary, “We’re looking for a true partner that thinks about the future with us, that helps us, and we help them, that discusses and seeks solutions for our problems. This is what we have always felt with Noesis, they’re not just a supplier but a true partner.”

The operating model created in this case has always been made up of mixed teams of people from Noesis and Steinweg working together.

The ongoing digital transformation will allow the transformation and evolution of existing applications into OutSystems, integrating with SAP. The work has begun in Germany and will continue to expand, particularly in creating solutions designed to meet the needs of specific customers. After Germany as a launching entity, Wieger Hoogendijk assures us that the transformation will reach other European countries in the first wave. Multiple waves will follow, but all per time zone.

The IT Manager of the company explains that, given Steinweg’s geographic dispersion, it is essential to consider the best way to “respond to the different countries, taking into account their specifics not covered by the standard



of SAP”. So, with OutSystems, the work is made easier, whether regarding customer specific processes or specific port authorities or whatever is out there and can’t be handled as a standard; SAP is there to cover all standards and OutSystems will be used to fill gaps.

Today, “customers are no longer satisfied with placing a service order over the phone.” They seek “digital interaction that allows them not only to place service orders but also to access other details such as when goods will be transported or where they are located on the ship.”

## Looking to the Future

This company is not afraid to look to the future, ultimately aiming to withhold “a global solutions provider for its customers,” also in a digitalized world, which means “working 24x7, with teams spread all over the world and always ready to intervene.” For Steinweg this is the obvious way forward because doing nothing is no option. Wieger Hoogendijk is well aware that this is a “very challenging” strategy, so it will be necessary to “find ways to deal with these situations in the coming years to move forward successfully, but always gradually.”

Digital transformation is not something new nor does it have strict parameters; it is a journey. “When I arrived at Steinweg, I started talking to people from business areas and involving them in everything; we can provide the best solutions for the business, but if it is not involved, it is of no use.” The secret lies “in growing with people by listening to and discussing their ideas. And if there is one thing these 175 years of the company’s existence have taught us, it is that you do not grow so much and have such a long life without doing anything. It takes a very long journey to get very far,” concludes Wieger Hoogendijk.

# SPRINTER: SPEEDS UP TECHNOLOGICAL MODERNIZATION

**The starting gun has been fired, and processes have begun to change, embracing new technologies and more modern tools. Digitalizing the business is happening in a relaxed way but with well-defined goals.**

In 1995, Sprinter opened its first store in Valencia, the place chosen to embark on a sporting adventure that has now reached multiple points around the globe. Since then, the brand has seen substantial growth, with dozens of stores opened, “until it became one of the top 10 groups in Europe in this sector”, as stated by José Luis Ortiz Baydal, Chief Information Officer (CIO) at Sprinter, responsible for technology and internal processes.

Through acquisitions, the company became part of the JD Group, an omnichannel sports fashion and outdoor brands retailer with over 3,400 stores in 38 countries, with a strong presence in the UK, Europe, North America, and the Asia-Pacific region. In Portugal, the brand is visible through Sport Zone and JD Sports stores, but the group includes other names such as Size, FootPatrol, Finish Line, DTLR and Deporvillage.

Given its size and the different brands it has integrated, technology has become essential for the company. In the past, like “all rapidly growing companies, each department treated technology as a commodity, something that merely supported business continuity.” With market evolution and dynamics, “companies are increasingly technological today, and the business and technology aspects can no longer be separated,” says José Luis Ortiz Baydal.

Therefore, the process of digital transformation and modernization has taken hold at Sprinter, which has been exploring various paths in this field. As its leader explains, “One of the most critical steps taken is associated with process digitization and infrastructure evolution.”

However, the challenge for Sprinter, and the group as a whole, is not just technological change but also, above all, a change in mindsets. “It was not easy at all. Change management is one of the most important things when it comes to technology, and what we do is to always involve people in all processes. That’s the key to the success of the change.”

## Highlighted Projects

In the midst of a vast digital transformation process, it is not always easy to choose just one project, but the CIO discussed the ongoing work and there was a focus on the digitalization of all the brand’s points of sale, “clearly one of the most important tasks at hand.” Equally critical is “the technological integration of all acquisitions, which presents a significant challenge.” Finally, but no less relevant, we would also like to highlight the work carried out on e-commerce,” currently happening in Spain and Portugal, and working on Italy, France, and the Netherlands.”

From a more technological perspective, José Luis Ortiz Baydal highlights the ability for “daily data analysis with instant availability of results and the technologies related to cybersecurity.” The CIO argues that “there must be a high level of security in companies to prevent the impact of reputational and business losses.”

When asked about the best way to instill confidence in customers, José Luis Ortiz Baydal speaks about the need to “maintain the reliability of systems, convey a strong sense of security, and even provide certificates in this area.” In fact, Sprinter pays great attention to this matter, seeking “international security certification from its suppliers.”

The choice of technology integration type varies according to the projects: “We work with various platforms, for example, with Noesis we work with OutSystems for the development of all low-code applications; we also work internally with open-source platforms for integration and development or with Kubernetes; when dealing with large middleware and database platforms, we opt for other proprietary technologies.” A hybrid model prevails in the organization.



José Luis Ortiz Baydal · Sprinter Chief Information Officer



**“Transformation and modernization are sweeping through Sprinter, and they have been working on different paths in this process.”**

José Luis Ortiz Baydal,  
Sprinter Chief Information Officer

In the case of ongoing projects with Noesis, José Luis Ortiz Baydal mainly mentions low-code, “which helps rapidly digitalize business requirements, and more.” Another partnership relates to a project with Noesis’ Quality team, “to ensure that internally developed solutions have the right quality level before going into production”. With Noesis, “we have increased the quality of applications and development speed.”

## The Future Is Coming

With the group operating in different countries, the CIO says he does not find “significant differences in terms of technology,” but what changes are “business needs.” The group invests “between 2 and 5% of its revenue in technology,” with a “very balanced split between development and maintenance, now that we are in an expansion phase.”

Although it’s challenging to predict the future, given the many major and rapid changes, José Luis Ortiz Baydal believes that from a technological perspective, different scenarios must be considered: “The big players are heavily digitalizing, and it is important not to miss the boat. Furthermore, data and AI topics will continue to be essential in large organizations, while security will reach a different and increasingly crucial level.”

It is no coincidence that the internal IT team has grown substantially: “Five years ago, we had 18 people, and today we have 105, with a lot of work and a very intense environment.” The internal IT team collaborates with different external partners in various areas, including infrastructure, security, quality, consulting, development, processes, and more. For example, “the service desk is outsourced to respond to stores more effectively”.

## Business Intelligence

One of the most prominent technologies in recent times is artificial intelligence and everything related to it. Sprinter is aware of this reality and has been working with machine learning in the analytical area, “in purchasing, sales, stock management, among others,” says José Luis Ortiz Baydal, CIO at Sprinter, responsible for technology and internal processes.

The Group also incorporates “AI into purchase planning and the collection and distribution of materials to each store throughout the year.” Generative AI, like ChatGPT, have not been forgotten, and are “currently being used for translations of all the content we produce.”





# DIGITAL TRANSFORMATION TAKES ROOT AT COFCO

**Nowadays, new technological tools are a fundamental part of the work carried out by the company.**

COFCO International is in the agribusiness market and is focussed on the production, sales, distribution and trading of various products from the food industry, from grains, oils, sugar and coffee," among other consumer essentials," as Hugo Pereira, Global Head of SAP AMS & IT Operations at the company explains.

The group produces in countries that are typically large producers of such food products, such as Brazil, Argentina, North America, and various others in Asia, "and then delivers the products to the final destination." COFCO International is one of the subsidiaries of COFCO Group, a Chinese multinational, and came about due to the merger of two other organizations already operating in the food production industry: Noble Agri and Nidera. In 2018, the company established its Center of Excellence in Portugal.

Hugo Pereira explains that "the adoption of information technology (IT) has always been very important throughout the group's development journey and in the merger process." COFCO International "has been successful in digitizing the entire chain, from the farmer to the end consumer, on a journey that has been quite long." In fact, different technologies were inherited from the merger of the two original companies, which required a meticulous process of "technology unification over

the years, with digitalization as the main pillar of our journey." Today, Hugo Pereira knows that "technologies not only allow greater business efficiency but also provide high-level reporting for top managers," and this is an ongoing effort. "We continue our transformation journey, taking into account the new technologies that are always emerging."

## Process automation in sight

In the scope of COFCO International's digital transformation and modernization process, "the main challenge is to meet the needs of different business units." In reality, the work is not only about "transformation per se, but rather about adding real value to the business and the brand."

Hugo Pereira points out that obstacles are always inevitable but notes that "difficulties vary from region to region, taking into account their different legal requirements and interpretations of the same business." In fact, this situation ends up bringing "some constraints, especially when the goal is to implement digitalization that complies with a global process throughout the company." An example of this is Brazil, "a country with a significant impact on our business, where work on legal requirements is fundamental before moving forward with new technologies."

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**“The main challenge is to meet the needs of different business units.”**

Hugo Pereira,  
Global Head of SAP AMS & IT Operations  
at COFCO International

## Renewed strategy

When asked about the roadmap previously defined for the digital transformation strategy, Hugo Pereira points out that in 2018, "a five-year IT transformation strategy was agreed upon, as a result of a macro vision of the whole process." However, during this five-year journey, opportunities for transformation and new projects in different areas "that were not originally foreseen" keep emerging and end up finding a response from our technology department. An example of this is "the implementation of software in a new region or the onboarding of a new country."

In 2023, the five-year strategy was renewed, and "parameters for the next five years were set", which basically consist of "continuing our digital transformation, investing in new technologies, and, above all, trying to unify our systems and applications for a given business process worldwide." A path that, in Hugo Pereira's view, will ultimately "consolidate the technology footprint and increase support and IT responsiveness as a whole."

## Partnership with Noesis

In the context of the work carried out in partnership with Noesis, the highlight is the "One Company, One BI" project. Following the merger of the two companies that gave rise to COFCO International, several BI platforms were inherited that served the group's different legal entities, making it "necessary to work towards unification and, at the same time, persuade users in a company with over 12,000 employees of the benefits of using data analytics in their daily lives." These benefits include "the ease of producing daily reporting but also helping with decision-making."

This project started in 2019, but it was only two years later, in collaboration with Noesis, that "we managed to build a team that provides a global response to the needs of all employees in any business area." Hugo Pereira explains that today, it is possible "to deliver value through data analytics, helping people make informed decisions in real-time." COFCO International's representative reveals that "in addition to best practices," Noesis brought with it "professionals who can develop quality technical solutions and who fit in perfectly with our team."

Hugo Pereira considers that more than a project, "this is a program that will continue over time, especially because the analytics needs of our employees are constant, and new challenges are always coming up." Therefore, the future may involve "adopting new technologies currently in vogue, such as artificial intelligence and all that stems from that."

## Portugal hosts Center of Excellence

COFCO International's Center of Excellence in Portugal provides IT, financial, human resources, and sustainability services, serving different areas of the company. COFCO's investment in Portugal is well received, something that is reflected in the continuous growth of the Center over the years. There are currently 240 professionals working there.



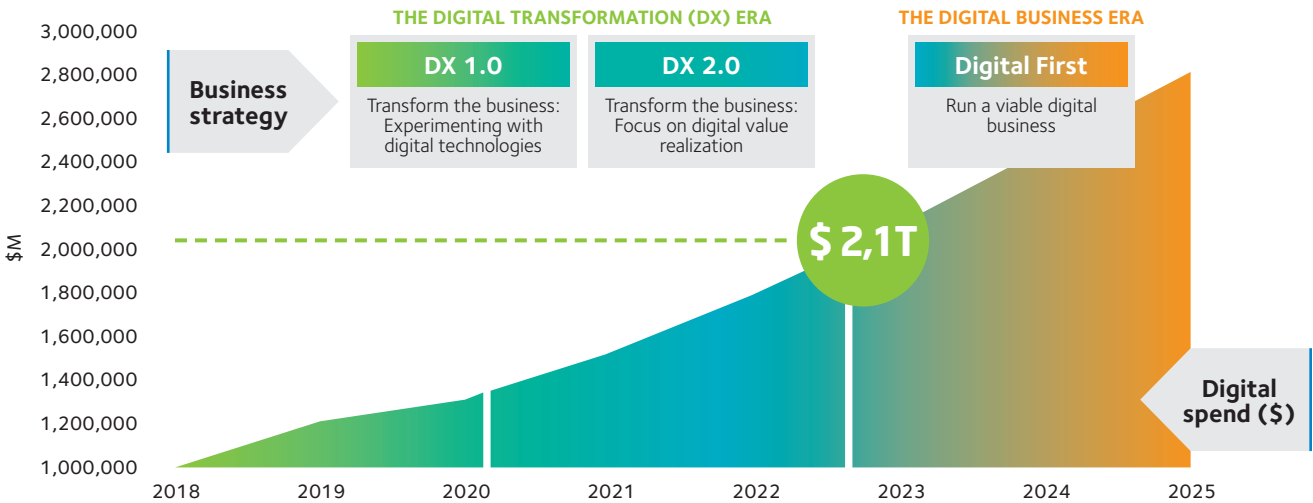
# DIGITAL TRANSFORMATION: WHAT'S NEXT?

**Gabriel Coimbra**  
Group Vice President & Country Manager IDC

When we look back at the start of digital transformation as a business driver over the past eight years, we can identify two distinct phases. The first phase was innovation and experimentation, during which digital solutions were developed to address issues within different parts of the organization—marketing, sales, operations, etc. The first digital innovation islands were created and despite the importance of experimentation in most cases these solutions were not scalable, and the return on investment (ROI) was not always clear. In the second phase, we found that digital transformation initiatives began to focus on achieving a positive financial impact. Investments and expenditures by organizations in digital technologies and associated services reached nearly 2 trillion euros\* in 2022, and in this context, all stakeholders began to demand a higher return on digital transformation investments.

**What's next? What will the key characteristics of the third chapter of digital transformation be?**

## Transitioning to the Digital Business Era



Source: IDC's Worldwide Digital Business Practice and Worldwide Digital Business Spending Guide, 2022

The answer is the Digital Business Era! Business leaders and investors are looking for businesses with continuous, sustainable growth based on a digital-first strategy. Top decision-makers recognize that at a certain point, digital transformations must be replaced by a larger and more significant long-term goal, that is, digital businesses. Creating value in businesses will be based on the use of digital technologies in internal and external processes, in relationships with customers, citizens,

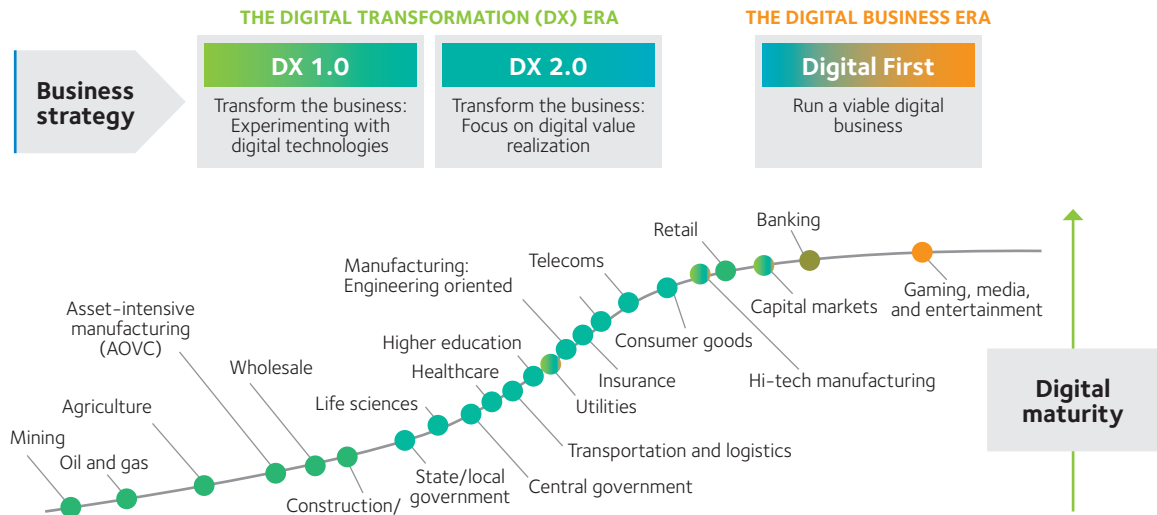
suppliers, and partners, as well as in how organizations attract, manage, and retain employees and, of course, how they develop their products, services, and experiences.

While this is a clear trend in all sectors of the economy, we can observe three distinct stages of maturity. At the lowest stage are B2B industries, where physical products and value chains are still the basis of revenue generation, and digital

revenues are below average. However, due to asset and value chain connectivity, digital revenues are expected to grow significantly in the coming years. At an intermediate stage are more advanced B2B sectors, such as utilities, insurance, and automotive, and less mature B2C sectors, like the public sector (e.g., government, education, and healthcare). These

organizations are now creating digital channels to interact with customers, citizens, students, or patients and will quickly move to the most advanced stage. The most advanced stage belongs to sectors with a strong B2C focus, such as financial services, retail, gaming, and media, where soon, more than 50% of revenue will come from digital services, products, and experiences.

## Transition of Various Sectors of the Economy to the Digital Business Era



Note: The list of industries is not exhaustive.  
Source: IDC's Worldwide Digital Business Practice, 2022

One of the key features of digital business is the "creation of quantifiable commercial value enabled by digital." The primary focus of digital business is to generate new revenue streams from investments in digital resources. Companies like Kroger, McDonald's, and Adidas are generating billions of dollars in digital business. Another good example of this transition is LEGO. Less than 10 years ago, the company's largest channel was retail stores, specifically Toys "R" Us. Now, it's Amazon. LEGO has also developed its own direct-to-consumer channel. At the same time, the company has launched a subscription business model that allows customers to receive a surprise box every week. LEGO is also making investments to monetize new digital assets, such as virtual LEGOs, through a joint venture with the gaming company EPIC Games, LEGO, and Sony.

What stage is your organization at? And, more importantly, what is your organization's strategy for developing businesses with continuous, sustainable digital-based growth?

Remember that the use of unsupervised and semi-supervised algorithms to generate content from previously created

content, such as text, audio, video, images, and code, is a technology that can usher in a new era of computing— the "AI Everywhere" era. This new era will involve a journey from "Narrow AI" to "Widening AI" and will completely change our relationship with data and how we extract value from structured and unstructured data.

GenAI sparks the start of this new era because it will significantly reduce the time and costs associated with developing solutions for a wide range of automation and intelligence use cases. The rapid adoption of GenAI moves Artificial Intelligence from an emerging software segment to a core technology at the center of a platform transition. The market generally assumes that this type of platform transition requires a hardware change, similar to the shift from mainframes to client-server or from client-server to the cloud. However, IDC believes that this time it will be different. This platform transition will focus more on data. This time, it will be about how we use data as "input" (for training, adjusting, and inferring fundamental models) and as "output," that is, business outcomes (as part of the development of new use cases).

\* 2 000 000 million



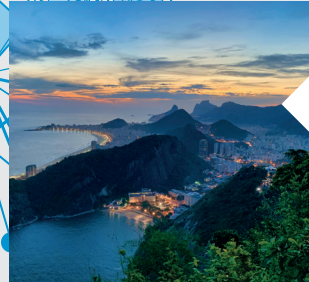
# Geo Noesis



## 1 USA

### NOESIS STRENGTHENS PRESENCE IN RALEIGH, USA

From its offices in Raleigh, Noesis is committed to expanding its presence in the United States and being an active part of the technological ecosystem in North Carolina, a region characterized by rapid economic growth driven by innovation and technology. As such, Noesis has become a member of two important associations in the region - the Raleigh Chamber of Commerce and the NC Tech Association, with the aim of connecting with other companies and sharing IT skills and knowledge. Noesis is also strengthening its local team, which, according to Ricardo Rocha, US Managing Director of Noesis, represents a "significant step in our growth in this market." João Moreira joined Alejandro Garcia, both from the Low-Code Solutions team and based in Raleigh. Josh Enderline and Patrick Q. Dennard joined the Sales team to accelerate Noesis's growth in the American market. In 2024, Noesis will also launch an OutSystems academy in partnership with Wake Tech University to recruit new developers and train them in this technology.



## 2 BRAZIL

### NEW PROJECTS IN THE QM AND DAAI AREAS

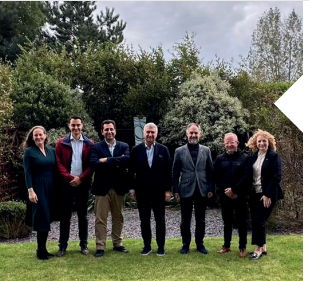
Brazil is one of Noesis's main markets, and investment in this region has been increasing steadily in order to broaden the range of services. In mid-August, the Quality Management (QM) team, responsible for providing innovative solutions in digital transformation, initiated a new project with the Instituto de Resseguros do Brasil (IRB) (Reinsurance Institute of Brazil). This project involves defining and monitoring the Quality Assurance Strategy for a major migration project of the IRB's various systems to the Cloud. The project includes a plan focused on defining the Strategy, Policies, and Testing and Defects Frameworks; orchestrating Quality Assurance activities; and monitoring the test execution phases, guiding the application owners in quality best practices. In addition to the new QM project, the Data Analytics and AI (DAAI) team, dedicated to developing competitive advantages in the market through end-to-end solutions, has embraced the ADAMA project. This project involves data extraction and transformation from SAP to Qlik, with the goal of creating an ETL (Extract Transform Load) layer to facilitate data adaptation and autonomization in case of data migration.



## 3 SPAIN

### ALTIA AND NOESIS: A NOTEWORTHY INTER-COMPANY COLLABORATION

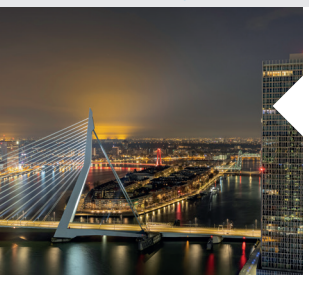
In Spain, the inter-company collaboration between Altia and Noesis continues to produce good results as seen in the latest achievements: in addition to the new project in the field of Artificial Intelligence with the Spanish Public Administration, the duo consisting of José Luís Villamiel, Account Manager at Altia's Madrid office, and João Martins, Senior Manager of DAAI at Noesis Portugal, successfully established the first partnership with the Spanish General Directorate of Insurance and Pension Funds (DGSFP). They implemented a "Qualitative Information Management System" development service, which includes the preparation and organization of data sets, as well as proposing Machine Learning Operation (MLOPS) models. For this project, the team will include professionals from both Spain and Portugal, each responsible for various roles in the Data Analytics & Artificial Intelligence area. In Low-Code Solutions, the Altia group has acquired two new clients in Catalonia – Aguas de Barcelona and the Department of Technology of the Generalitat de Catalunya. Altia has introduced OutSystems to the Spanish market, establishing itself as a prominent name in this region.



## 4 UK & IRELAND

### A GROWTH STRATEGY MARKED BY COMMITMENT

Noesis's journey in the UK and Ireland region has included a series of developments that reaffirm the enduring trust their clients have in the quality of their services. Throughout this year, Noesis UK & Ireland has embarked on new projects and established several partnerships, including with Irish governmental entities aiming to modernize their technological landscape through Microsoft, Sitefinity, FlexDeploy, among others. They have also partnered with a UK-based retail company. Due to this growth, Noesis has joined important organizations like the American Chamber of Commerce Ireland and the British Irish Chamber of Commerce, in sponsoring the Annual Conference, and the Dublin Chamber, in order to demonstrate their commitment to the business community in this region, operating in multiple areas. Noesis's growth strategy in the UK & Ireland is also demonstrated by the opening of new offices in Dublin, with plans to inaugurate a second space dedicated to technological areas, and in line with the Irish Development Agency (IDA) which is driving their expansion in this region.



## 5 NETHERLANDS

### NEW PARTNERSHIPS AND SUCCESSFUL PROJECTS

In the Netherlands, Noesis continues to grow rapidly, forming a new partnership with Zscaler, a company focused on digital transformation and cybersecurity. Regarding other clients, Noesis has been active in implementing its strategies and knowledge, especially in the areas of Integration and Middleware, resulting in successful projects. As a result of this growth, Noesis Managing Director NL, Rodolfo Bravo Pereira was invited to join the Chamber of Commerce and Industry NL-PT (CCINP) Council. As a consequence of growth in this region, Noesis has added a Regional Delivery Manager to the team, who plays a crucial role in proximity and contact with partners and has strengthened the sales team in order to enhance their presence in the Dutch market. During this year, Noesis has also relocated its offices to an emblematic building near Rotterdam Central Station.





**Nelson Pereira**  
Chief Technology Officer (CTO), Noesis

## AI: A "MUST HAVE" BEYOND CHATGPT

Every day, we are confronted with new tools and platforms that facilitate the integration of Artificial Intelligence (AI) into organizations. We can even consider this to have been the theme of the year. It has become a trend, almost.

The explosion of Generative Artificial Intelligence (GenAI) has made it necessary for companies to respond consciously but rapidly to the demands of the technology market. The rapid change we are witnessing in the business world has broken down barriers, facilitated decision-making, and created something in common among various organizations: the use of AI systems to support their businesses.

This was the great achievement of OpenAI – democratizing access to Artificial Intelligence and putting it on the agenda of decision-makers. However, let's not deceive ourselves... Artificial Intelligence has existed for decades... and goes far beyond "ChatGPT."

When we look at the digital transformation paradigm, we can conclude that probably no other innovation has caused as much impact or controversy as AI. The truth is that this technology has introduced us to a new world, and a plethora of new possibilities, and there is no doubt that if organizations can keep up with this evolution, they will not only be more successful economically but also financially and socially.

Therefore, it is reasonable to debate this question today – what would companies be without Artificial Intelligence? GenAI has revolutionized the technology industry, distinguishing itself/setting it apart from everything we have seen so far. It is with the advent of transformer architecture and the creation of applications like ChatGPT that the use of the

expression "democratization of AI" comes to the fore. In other words, if up to this point, these tools were exclusive to advanced analytical teams, they are now accessible to the average user, working almost like our omniscient assistant, capable of answering all our questions at the speed of a click.

Companies must consider the challenges and risks of incorporating these technologies and define the values and standards that guide their use and the development of Artificial Intelligence within their organizations.

At Noesis, we have long argued that Artificial Intelligence is not a "nice to have" but a "must have," and we look at the AI component differently. We never see a challenge as an "AI project" but rather as an "AI process." We need to understand what companies want, create a roadmap, evaluate the best solutions, and implement them in the client's ecosystem, and for this, we have a team that is prepared, curious, motivated, and equipped with the essential technical knowledge to best respond to these challenges.

More than a business opportunity, GenAI has given us the opportunity to introduce the topic to some organizations, ensuring proximity to our clients and partners by being able to actively participate in their evolution toward integrating AI into their business processes.

However, we know that GenAI is not the solution to every problem. It is a tool so its impact will depend on how we use it. Issues such as truth, transparency, security, privacy, data quality, adaptability, and ethical principles should be integrated into a supervision program to ensure the process is successful.

We believe that "haste is the enemy of perfection," and organizations should be aware of the limits of this type of technology during the experimentation phase, meaning that Artificial Intelligence creates jobs rather than eliminates them. Having said that, we believe that companies should invest in implementing AI on an organization-wide scale, providing methods for those who use this technology on a daily basis.

Noesis's investment in implementing Artificial Intelligence solutions in real-world business environments has been growing. Without a doubt, the future of AI in organizations involves having a kind of "engine" similar to what is currently available to the general population but capable of bringing benefits to the companies themselves, such as quickly and securely analyzing internal information, ensuring that this system becomes an extension of their identity, maintaining the same level of trust with customers.

This step is essential to ensure regular use of technology in the future of business.

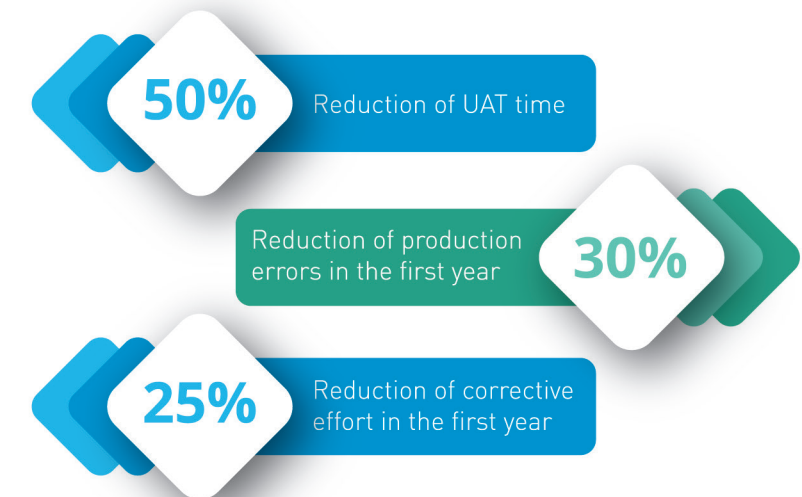


# Data Testing

## Data Testing: Elevate Confidence in Your Reports and Dashboards for Informed Decision-Making

BI provides a **real-time vision** of what happens inside organizations, helping **decision-making** to improve productivity and profit.

When properly treated, this data becomes crucial for **mitigating errors and predicting risks**. This reinforces the importance of using data quality testing when it comes to decision-making.



## Investing in BI provides you

Reduction of corrective effort in the first year

Integrated quality vision that allows quality milestones throughout the BI development process

Guaranteed standardization of metrics (common understanding of the same metric)

Dramatically decreases UAT time

SCAN ME





# Helping your Business Grow Faster

Noesis is an **international tech consulting** company with **+25 years of experience** offering solutions to support companies' businesses and digital transformation.

IT Ops, Cloud & Security

Data Analytics & AI

DevOps & Automation

Enterprise Application Integration

Enterprise Solutions

Low-Code Solutions

Quality Management

Professional Services

**+25**

**Years of experience**

Part of Altia Group

**+1000**

**Specialized talents**

Extensive IT services portfolio

**6**

**Countries**

Portugal | Spain | The Netherlands  
Ireland | Brazil | The USA