



# From prompt to profit: The GenAI Advantage



# About BRINEL

Leading end-to-end technology company  
that partners with clients in their **hybrid**  
**Multi-cloud transformation journey**



**70**

MIL. EUROS  
TURNOVER



**200**

PROFESSIONALS



**500+**

CLIENTS



**32**

YEARS OF  
EXPERIENCE

- Benefit from BRINEL's **strategic alliance with AWS**, ensuring top-tier cloud solutions.
- Our expertise in both **Public and Private Cloud** delivers cost-effective, secure, and scalable hybrid architecture solutions tailored to maximize your business outcomes.
- With over three decades of advisory excellence, BRINEL is your premier partner for **successful cloud transformation**.



**PARTNER**  
Advanced Tier  
Services

# BRINEL part of iQANTO, Groupe SNEF

## About iQanto:

Born from the merger of companies within the SNEF Group, including **BRINEL** and **Alpis**, **iQanto** brings together the digital and robotic expertise of nearly 900 collaborators in an integrated and expanded value chain centered around our core business: digital transformation.

- Europe
- Africa
- Australia
- Brazil
- United States

**2,3**  
Billion euros in  
turnover

**12.500**  
Collaborators



SNEF



FOURÉ  
LAGADEC

iQANTO

WATT

## About Group SNEF:

Since 2018, **BRINEL** and **Alpis** have been a part of the Groupe SNEF, a global team of engineers, integrators and operators of multi-technical solutions in the fields of energy, mechanics and **digital technology**.

The group sees the Cloud as a new underlining business platform for the IT services part.





# Unlocking Cloud Success



- GenAI Competency\*
- ML Services Competency
- Migration Competency
- Well Architected
- Immersion Days



## CLOUD ADVISORY

We analyse your existing infrastructure, evaluate your goals, and recommend the most suitable cloud solutions to drive efficiency, scalability, and innovation.

## CLOUD MIGRATION

We meticulously plan and execute the migration of your applications, data, and infrastructure to the cloud, leveraging industry best practices and advanced tools.

## BUILD FOR CLOUD

Our experts transform your ideas into scalable, secure, and cost-effective solutions.

## CLOUD MONITOR & MANAGE

Our team of dedicated professionals monitors your cloud environment 24/7, proactively identifying and resolving any issues to ensure maximum uptime.

# AI Transformation Approach

## Data Management and Analytics



Data Warehousing



Real-Time  
Data Ingestion  
& Processing



Data Integration  
& ETL



Data Visualization  
& Reporting



Data Governance &  
Quality Management

## Model Development and Deployment



Generative &  
Agentic AI



Forecasting &  
Analytics



Natural language  
processing



Computer vision

## Client Success



Efficient  
processes



Inventory  
management



Quality  
control



Enhanced  
safety



Customer  
experience



## EFFICIENT PROCESSES



# Conversational agent: call center automation with GenAI

### BUSINESS NEED

Reminding employees about their yearly medical visit took between 2 and 3 weeks for managers to handle.

### IDEA

Leverage AWS call center services to create a real time voice to voice **Romanian** chatbot to start calling employees automatically before their medical visit expires.

### IMPACT

2 – 3 weeks effort —————→ 0 minutes effort  
80 people called the first day  
More than 7000 people to be called each year  
0.123\$/min \*data layer & integration not included





## EFFICIENT PROCESSES



# Intelligent virtual assistant:

knowledge access & workflow acceleration with GenAI

### BUSINESS NEED

Evaluating daily customer complaints and investigating root causes took days of manual effort, slowing resolution and impacting client satisfaction.

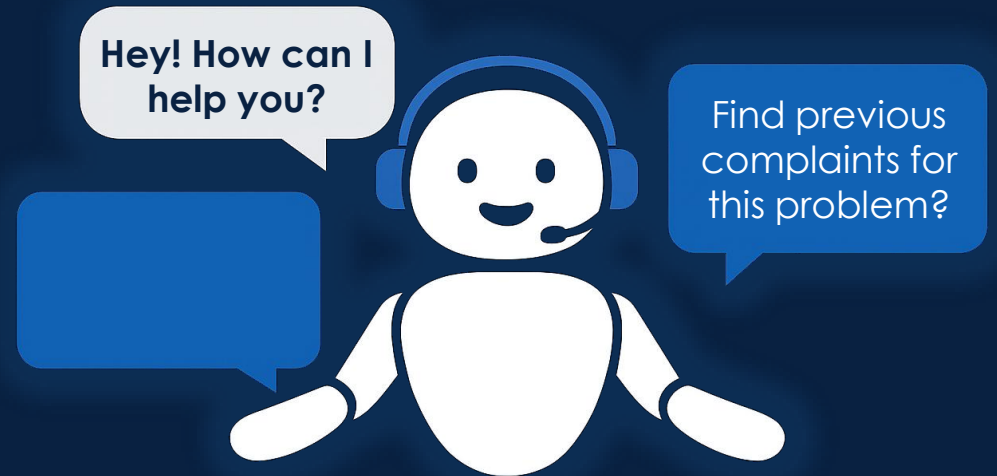
### IDEA

Leverage an AI-powered chatbot that provides instant access to internal processes and historical data, enabling employees to quickly find information, create actionable resolution plans, and accelerate workflows.

### IMPACT

**Faster complaint resolution**

**Improved customer satisfaction**







CUSTOMER SERVICES



# Energy service automation:

## AI-powered client request analysis

### BUSINESS NEED

Manual routing of thousands of customer requests caused delays, high costs, and inconsistent handling.

### IDEA

Use advanced OCR, AI, and Generative AI to automatically capture, interpret, and route customer requests from all channels for faster resolution and improved efficiency.

### IMPACT

**Response time drops from hours/days to minutes**

**Document processing costs reduced by 60%**

**Labor costs down 60–80%**

**4k€ – 53k€ annual savings**



Handwritten  
request



Email



Form on  
site





## EFFICIENT PROCESSES



# Intelligent Label features extraction: visual automation

### BUSINESS NEED

Manual features extraction from packaging labels visual files is tedious and is executed only by specialists

### IDEA

Automate the process and extract them automatically on upload. Return the most resembling already processed labels for quicker extraction.

### IMPACT

**2 – 3 days** → **1 – 2 h**

**search by memory** → **instant search >70000 docs**





## CUSTOMER SERVICES



# Intelligent survey analysis: workflow acceleration with GenAI

### BUSINESS NEED

Processing thousands of handwritten customer feedback forms each year was causing delays, high costs, limited scalability, and increased risk of errors.

### IDEA

Leverage computer vision, machine learning, and generative AI to automatically digitize handwritten customer feedback forms and analyze them in real time.

### IMPACT

4 – 6 days → 4 – 6 minutes

50k\$ / year → 1k\$ / year



# Connected Climbing Wall:

Smart engagement powered by IoT and AI

## BUSINESS NEED

Traditional climbing walls lack digital engagement and real-time performance tracking, limiting customer experience, reducing retention, and creating missed opportunities for data-driven insights and monetization.

## IDEA

Combine edge and cloud computing with IoT and AI to deliver real-time climbing insights and scalable data-driven experiences.

## IMPACT

**Peak utilisation of 300 people in one day**  
**Enhanced customer experience**  
**Operational Efficiency**







## MARKET ACTIVATION

# iQapture

Personalized photo experiences powered by generative AI

### BUSINESS NEED

Static photo booths fail to deliver personalized, real-time experiences, limiting customer engagement, reducing brand impact, and missing opportunities for shareable, immersive content.

### IDEA

Leverage generative AI and cloud computing to deliver real-time personalized photo creation and scalable immersive experiences.

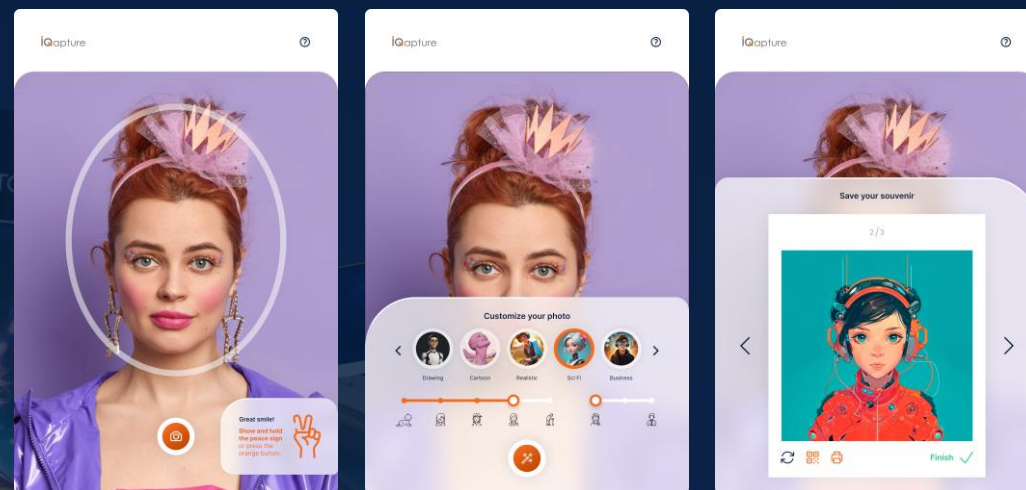
### IMPACT

**More than 2000 users in the first year**  
**Deployed in multiple locations across Romania**

**BRINEL** | **iQANTO**

## How to use it?

1. Take a photo
2. Select one of the styles
3. Check & print the results





# Connected Foosball Table:

Smart gameplay powered by IoT and AI

## BUSINESS NEED

Traditional foosball tables lack digital engagement and real-time gameplay analytics, limiting user experience, reducing competitive excitement, and missing opportunities for data-driven insights and monetization.

## IDEA

Integrate cloud and edge computing with AI to enable real-time gameplay tracking, personalized experiences, and gamification, leveraging cloud platforms for scalable insights, streaming and monetization opportunities.

## IMPACT

**Boosts engagement, drives new revenue, and delivers actionable insights.**





# Fire and smoke detection:

## AI video processing

### BUSINESS NEED

Monitor high-capacity hardware which tends to get hot during operations to stop any potential smoke or fire hazards.

### IDEA

Mount surveillance cameras, process video streams live and send real-time alerts when an event is detected.

### IMPACT

**Non-existent surveillance** —————→ **24/7 automated surveillance**

**50k\$ / year** —————→ **1k\$ / year**







## INTERNAL PROCESS



# Auto lab measurements: Computer vision at work

### BUSINESS NEED

Measure dirt density during an 48h experiment. Human operators must set alarms and check it manually every hour.

### IDEA

Use video cameras to capture the dirt density every hour with the help of computer vision and text extraction.

### IMPACT

**48h of human  
intervention** →

**0h lost**

**Human mistakes** → **Precise measurements**





## MANUFACTURING



# Maintenance and forecast:

predict failures and trends

### BUSINESS NEED

Inside a big factory the failure of one single engine at a certain time can cause up to one day of interrupting the process

### IDEA

Monitor with various sensors and predict with AI algorithms when the next failure will be so you can be ready to intervene before it happens

### IMPACT

up to 10 days / year lost → 0 days / year lost

up to 1 mil \$ lost → 0\$ lost

First alert risen in the first 24H

