Falconi: from Brazil's largest consulting firm to Artificial Intelligence-based expansion

In addition to providing consulting services in the area of business management, the group brings together lifelong learning, private equity, cybersecurity and software companies

Lisbon, November 1, 2022 - Over the course of four decades, **Falconi Consultores** (www.falconi.com) has established itself as Brazil's largest business and people management consultancy, with projects implemented in more than 40 countries and operations across 50 different economic segments. Over the last four years, however, Falconi has gone from being synonymous with management excellence to increasingly emerging as a group associated with segments that make intensive use of Artificial Intelligence.

Led by Viviane Martins, an engineer with a PhD in the field of internationalization of companies, became CEO of both **Falconi Consultores** and **Falconi Participações** in 2018. Since then the group has been diversifying its business activities through means of spin-offs, the purchase of ownership interests in consolidated companies, and offering *smart capital* to fast-growing startups.

Today, the group is made up of six companies, an independent specialized business unit, and a dozen *stand-alone* digital products. The group relies on a team of more than 1,200 talented individuals across four different continents and has offices in Brazil, the United States – where it will be opening a new opening a new branch office next week – and Mexico.

The Group's portfolio includes companies such as **Actio** (www.actiosoftware.com) a software developer purchased in March 2020, when it had already acquired 15 years of operational experience and consolidated its position on the market. Today, with a presence in seven different countries, Action offers services to clients such as Unimed, Light,BRF and Sebrae on the Brazilian marketplaces, and continues to expand with the recent launch of products such as **Lift,** a performance management tool, and **Belt**, a risk management software.

FRST **(www.frstfalconi.com**), the first of the Falconi spin-offs, was also established in 2020. Through B2B lifelong learning and people acceleration, its platform connects artificial intelligence, communities, experts, and cutting-edge knowledge that is put in practice, offering an agile learning culture that prepares companies to face increasingly volatile and complex scenarios. After only two years, FRST already has more than 900 clients across 43 different countries.

Earlier this year, the group launched the startup **Dayway** (www.dayway.com.br), a SaaS (Software as a Service) platform that offers clients automated routine management solutions.

With an ecosystem that includes approximately 400 startups, Falconi Participações is also active in the field of *smart capital*, through which investment extends beyond financial aspects and begins to include the contribution of intellectual capital. In September, the group announced the purchase of ownership interest in the startup MineHR, which is focused on People Analytics.

The first result of the investment was the joint development of the Dahdos platform (www.dahdos.com), which carries out prescriptive and predictive complex data analysis in order to generate insights for people management teams, addressing issues such as absenteeism, turnover, and the retaining of talent. A similar investment previously made with HData is aimed at improving patient care in the hospital sector, reducing costs through greater prescriptive assertiveness using artificial intelligence.

Falconi Participações' brand portfolio, in addition to companies, also includes *stand-alone* products such as **Spot** (www.spotfalconi.com), which was launched last year. Spot, which is also AI-based, allows sales to be increased with lower inventory levels, allowing tens of thousands of SKUs (Inventory Maintenance Unit – the items available for sale at a retail company) to be managed simultaneously and identifying new opportunities, suggesting customized actions for both large-scale and local retail networks across different geographical areas.

Earlier this year, Falconi Consultores launched the **Falconi Brain** platform, which allows decisions to be made at scale using Artificial Intelligence and includes specializations in Process Mining, Machine Learning, and Data Architecture, offering APIs under a SaaS model.

Topping off the list, the group also includes the private equity group **Falconi Capital** (www.alconicapital.com), and **Editora Falconi** (www.editorafalconi.com). The group seeks to have 30% of its revenue stem from solutions and products that make use of technology and artificial intelligence by 2025.

According to CEO Viviane Martins, investments in innovation have profoundly transformed the field of consulting, allowing tailored solutions and increasingly scalable products to be developed.

"We have always been guided by facts and data. With the new tools that we have in our hand, we are increasingly assuming the role of a consultech and taking our analytical capacity to a whole new level. At the end of the day, what Falconi does is solve problems by aggregating concrete value. And technology is a powerful ally in this mission," Martins affirmed.

For more information, please contact
Diego Amorim: diegoamorim@falconi.com
Rennan Julio: rennanjulio@falconi.com

Tatiana Notaro: tatiananotaro@falconi.com
or write to assessoriadeimprensa@falconi.com