



# Águas do Brasil accelerates digital and ensures expansion with Sensedia technology.

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Following the new Brazilian regulatory framework for basic sanitation, the Group expects to increase operations, supported by innovative, robust and scalable digital services.



## Águas do Brasil Group operates in the private water supply, collection and sewage treatment concessions sector in the country since 1998.

It has 13 concessionaires, located in 15 municipalities, to serve more than 4 million people. At the end of 2020, the new Brazilian regulatory framework of basic sanitation, which allows the Group to participate in bidding processes with public companies, opened a great potential of market opportunities, which may boost the growth of the operation.



And then came the great challenge of accelerating the digital transformation, which was already underway, to create innovative, robust and scalable digital services.

“I face a constant challenge here to expand our capacity significantly because we are participating in bidding processes more frequently and we need to take our technology solutions to cover new operations and fulfil contracts.”



Rodrigo Maia  
CIO of the Águas do Brasil Group

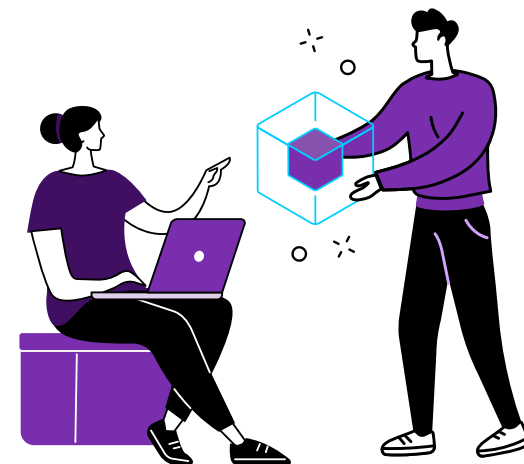
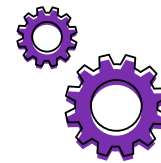






When he arrived at Águas do Brasil in 2018, Maia was already involved in the Commercial Excellence programme, which aimed to review processes, solutions and even the way the commercial area operates.

This movement required a lot of integration and the launch of [digital channels](#). And it didn't take long to add to these evolutions, the adaptation of the operation in order not to miss opportunities with the new regulatory framework, in which service innovation makes all the difference in the new arena. It was necessary to accelerate the digital transformation.



## Accelerating digital with APIs

According to Maia, digital transformation was certainly the best and shortest way to overcome the new challenges. *“With every new concession we win, we expand the number of customers. So having scalability is critical to our business. We need to be able to scale services in an agile and intelligent way, with adequate speed and costs.”*

The operations area, just as happened in the commercial area, had its entire structure reviewed, including processes, solutions and the construction of digital products. And then another challenge arose: integration of different systems. And more: the new ones with the existing ones. It was necessary, according to Maia, a solution capable of enabling the construction of digital products and, especially, integration, with security and speed.

“In our search we found Sensedia, a national player, because we give preference to national products. And also because we learned of good results with their solution in other companies.”



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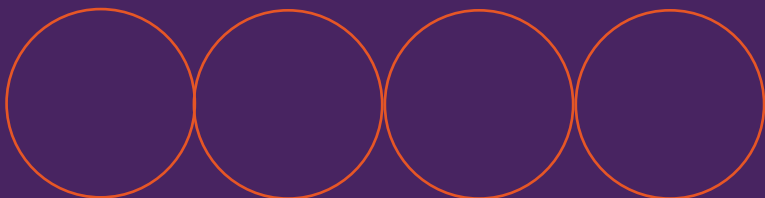
Sensedia's first challenge, continues Maia, was to help with integration in the journey of building a new digital channel, an app to support some digital services for customers. "Throughout this stage of getting to know Sensedia, we realised that their cloud APIs platform is very user-friendly, intuitive and easy to adopt," he reports and adds, "And of course, Sensedia supported us in training and initial adaptation of knowledge of the solution. We were safe to build APIs.

"When we talk about digital channels, the adoption of Sensedia is very clear in integrations. An example is a service from our virtual agency for issuing a second copy of the account, this integration goes from the website, app to WhatsApp service," says the executive.

## Results of the transformation

*"The integration with the Águas do Brasil app, CRM, the site's virtual agency, customer service systems and other channels today enable the Group to provide excellent service, in line with the new customer demands, which are increasingly digital, generating a better experience and great convenience,"* says Rafael Flexa, director of Business Development at Sensedia.

In addition, adds Maia, the acceleration of digital allowed digital channels to quickly enter the operation, which soon took on natural prominence during the pandemic, and now remain at the top of customer preference. *"Even with our physical shops in operation, digital channels today are our biggest service channel and we have even closed some shops."*



The strategy of having solutions in a robust way is extremely important, Maia says, and there are technologies that are extremely enabling for exponential growth, and [API](#) is one of them, he says. *“I would say API and cloud are two technologies that are very important for us because they have this characteristic of bringing speed of digital delivery of products and also the ability to scale them in a fast way.”*

Through the **cloud APIs solution**, the Group began to rely on digital channels, with increasingly intense growth in use, without security impact or discontinuity. *“We were able to scale our computing capacity very quickly, combining the power of the API with the cloud”*, concluded the executive, for whom, without the use of the cloud API platform, there would be problems with infrastructure to support the growth of the operation today and in the future, which is already knocking at his door.



# About Sensedia

Sensedia supports companies in becoming more digital, connected and open.

Whether with the purpose of integrating channels, enabling partner ecosystem or creating modern multi-cloud/hybrid architectures, innovative companies rely on Sensedia as a partner for API and microservices management, expert services and fast integration with their legacy systems.

Find more on [www.sensedia.com](http://www.sensedia.com).





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