

Analítica avançada de dados e IA para transformação do setor dos materiais de construção

Conferência Inov3Mat | APCMC

18 junho 2026

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● The missing dot for advanced analytics

INOV3MAT
INOVAÇÃO • DIGITALIZAÇÃO • SUSTENTABILIDADE



COMPETE
2030

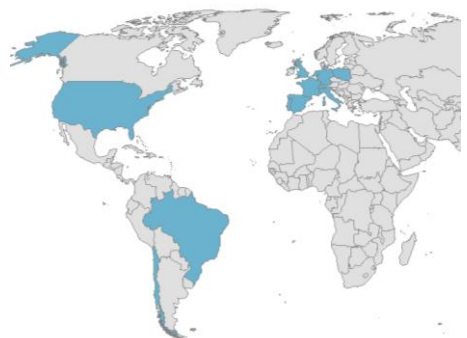
Lisboa
2030
PROGRAMA REGIONAL DE LISBOA

PORTUGAL
2030



Cofinanciado pela União Europeia

A Wiimer posiciona-se como uma consultora de estratégia e gestão operacional, diferenciando-se pelos seus métodos assentes em IA Responsável, analítica avançada de dados e experiência da sua equipa.



Cilentes & Projetos

Cientes em **11 países** e 3 continentes

13 setores
Energia, Água, TIC, Retalho, Indústria, Construção & Logística

+100 projetos em IA, *business analytics* e *bigdata engineering* nos últimos 4 anos

Equipa & Experiência

Ex Diretores e Engenheiros em **REN, Sonae, Galp**, Sonae, Itron, State Grid of China

Ex Consultores em **McKinsey, Roland Berger**, EY, Garrigues, Kearney

4 PhD's, data scientists, 2 ex investigadores no MIT, Prof. IE Business School, autores de livros e dezenas de artigos científicos

Referências chave

Estratégia de IA, dados e compliance



Operações & Sustentabilidade



Gestão de Clientes e Pessoas



Desenvolvemos projetos de analítica avançada de dados e IA em setores onde a nossa experiência acrescenta valor aos dados e aos modelos.



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Resolver desafios reais exige mais do que desenvolvimento tecnológico. Exige conhecer o contexto, dominar os dados e compreender o negócio. Só assim a inovação se traduz em impacto concreto.



Clientes em

11

países



Projetos em

13

setores



Casos de sucesso

94

últimos 5 anos



+300M€

O&M de ativos
otimizado



+80M€

fraude detectada no
retalho e na logística



+90M€

crescimento de vendas
em B2B e B2C



+50M€

cobrança otimizada
de dívida de clientes



+1M

ativos de utilities
otimizados



+20M

clientes de retalho
e CPG



+50 kton

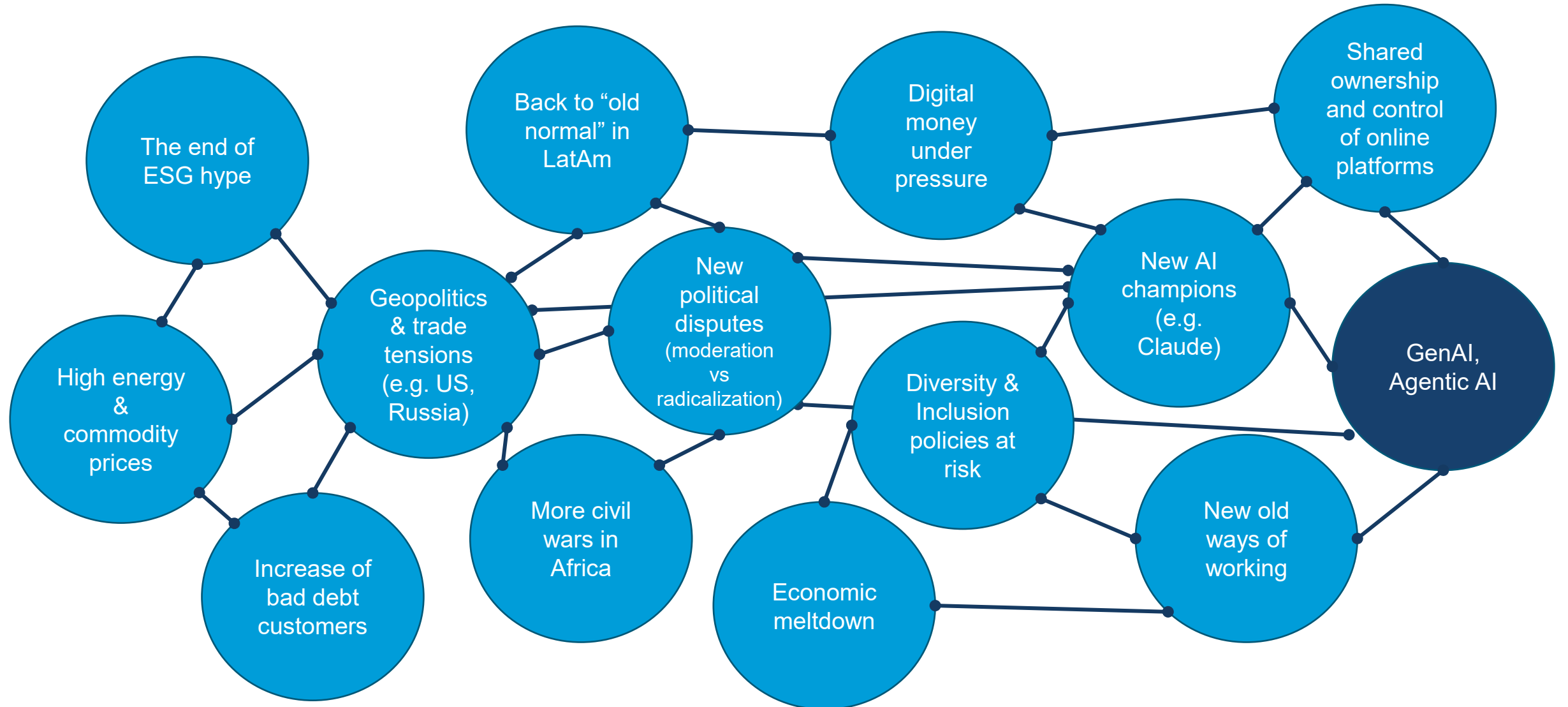
poupança de emissões
de CO₂



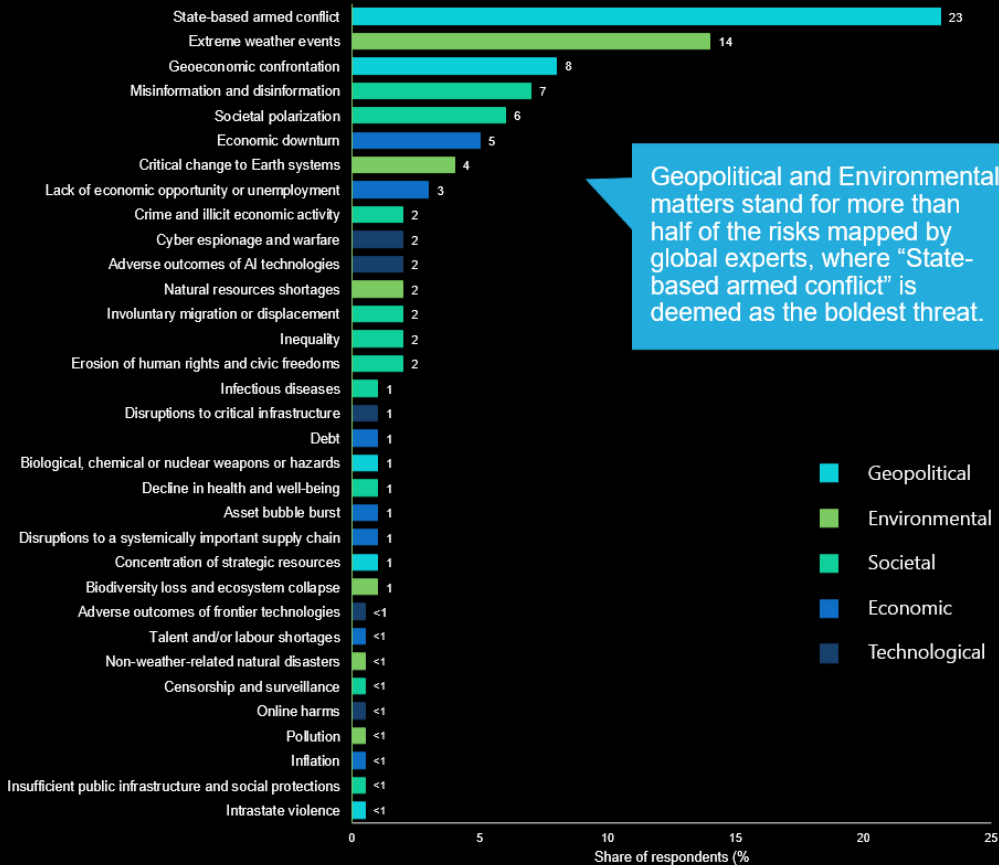
+2000

colaboradores de
clientes requalificados

Global Outlook



Do you know which are the current major global risks?

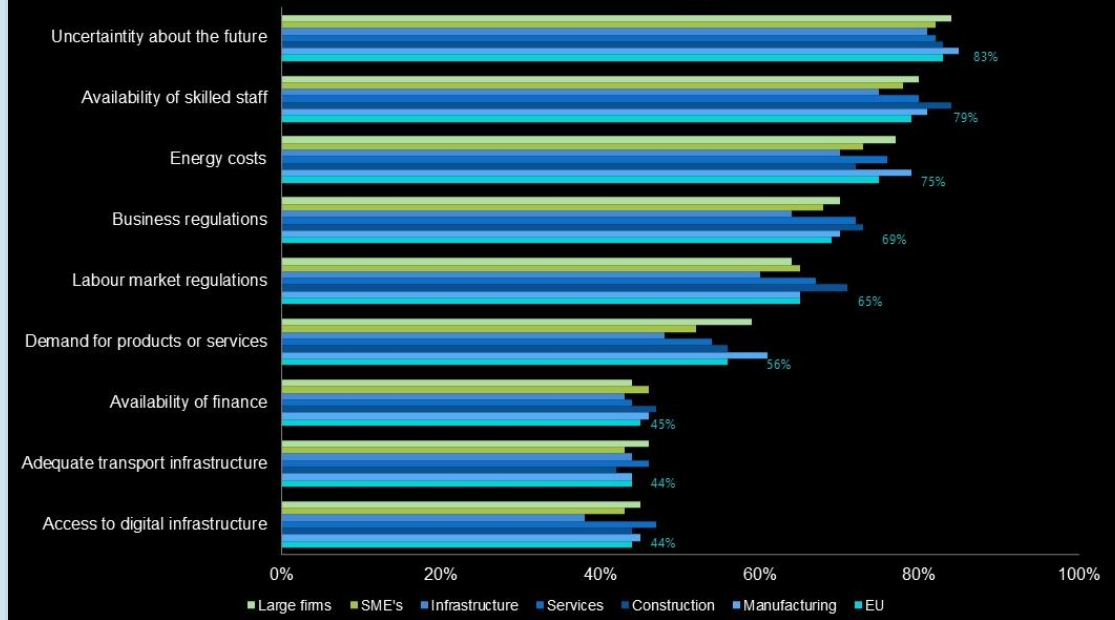


Geopolitical and Environmental matters stand for more than half of the risks mapped by global experts, where "State-based armed conflict" is deemed as the boldest threat.

Note: based on the Global Risks Perception Survey (GRPS) to over 900 experts across academia, business, government, international organizations and civil society.
Source: The Global Risks Report 2025, WEF, 2025

Uncertainty about the future is the #1 barrier to investment for over 80% of EU firms

Energy costs and talent shortages follow closely across all sectors, highlighting the need for strategic clarity and data-driven foresight.

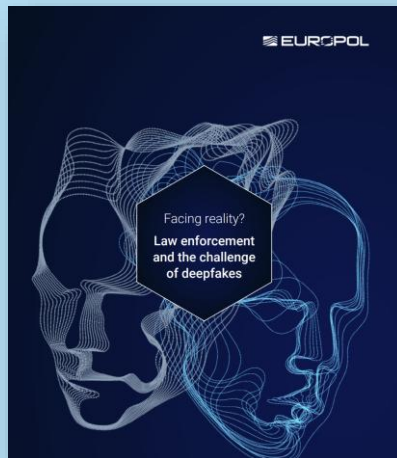
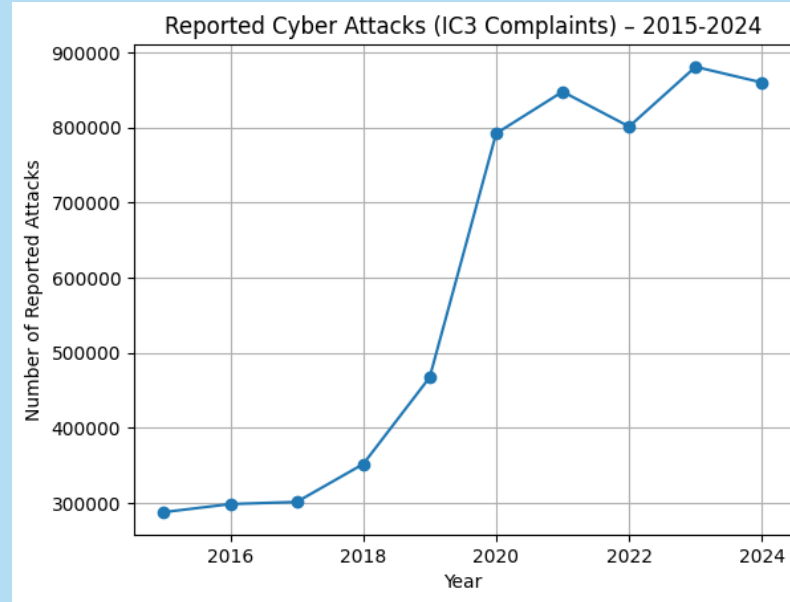


Share of firms who agree these areas are obstacles to investment
wiimer logo
Source: EIB Investment Survey: European Union overview, 2025

O risco de scans e deepfakes e como detetar ameaças ou padrões anómalos

- Nos EUA, na última década, o **número de registos de ataques triplicou e as perdas económicas aumentaram 15 vezes**, totalizando um impacto económico de 17 mil milhões de dólares em 2024 (IC3.gov)
- O custo médio por violação de dados no setor dos CPGs foi de **4,1 milhões de dólares** (2024), principalmente relacionado com perda de receitas devido ao tempo de inatividade, custo da perda de clientes e danos reputacionais (IBM)

Ataques a infraestruturas e indústrias cada vez mais digitais



Executive summary
Threats from synthetic media, such as deepfakes, present a growing challenge for all users of modern technology and communications, including National Security Systems (NSS), the Department of Defense (DoD), the Defense Industrial Base (DIB), and national critical infrastructure systems and operations.

Finance worker pays out \$25 million after video call with deepfake 'chief financial officer'

Fraude no Retalho e em Produtos de Consumo: Detecção de Transações Anómalas

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In the United States, fraudulent and abusive returns contribute substantially to the nearly \$890 billion in total estimated for 2024.

Abusive or exploitive consumer returns behaviors

| Behavior | Gen Z | Millenials | Gen X | Baby Boomer |
|---|-------|------------|-------|-------------|
| Returned an item that had the tags removed | 60% | 51% | 49% | 28% |
| Returned an item past the return window | 46% | 39% | 34% | 15% |
| Returned a worn item | 50% | 39% | 29% | 10% |
| Returned a different item than the one indicated/intended | 41% | 30% | 21% | 8% |

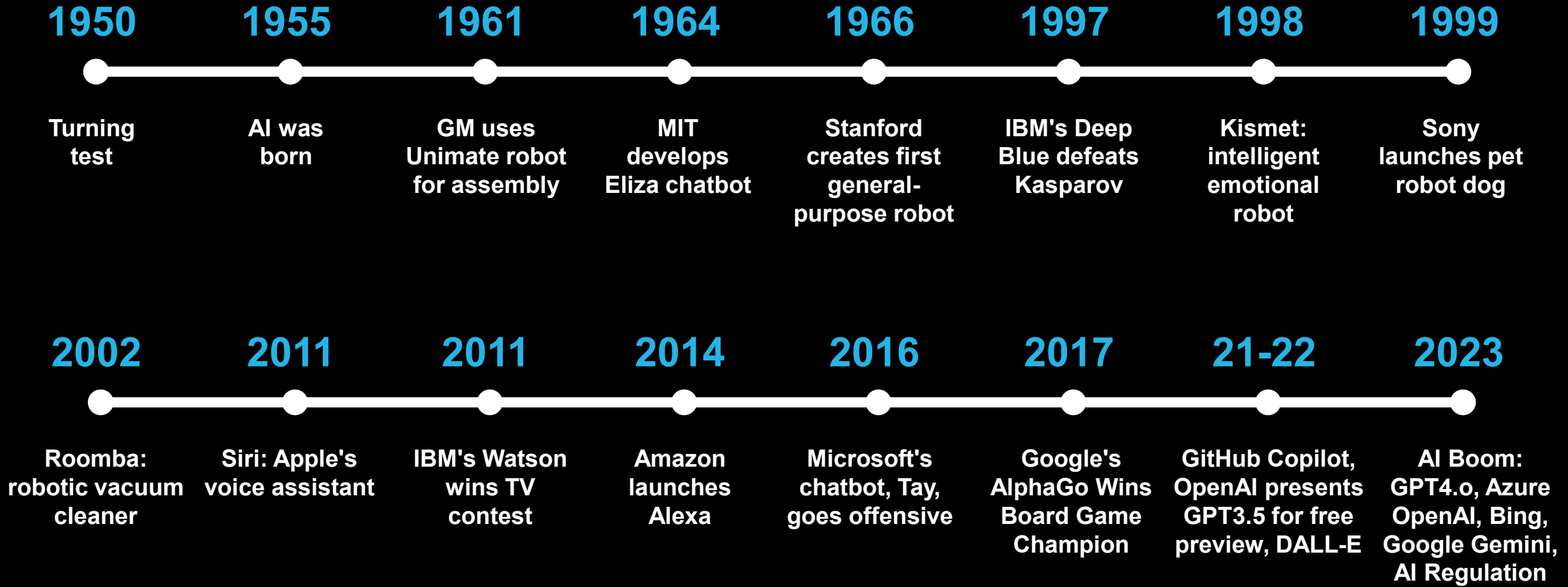
The most common fraudulent return practices include employee return fraud/collusion, returns involving unrelated items, organized retail crime, wardrobing (returning worn items), fraudulent or stolen tender returns, counterfeit receipts, empty box returns, and returns of shoplifted merchandise.

Over half of retailers report an increase in every major fraud type. 60% of retailers have had to choose between fulfilling new orders and processing returns due to strains on warehouse and third-party logistics resources.



O que é a Inteligência Artificial Generativa?





...

Feb 2023



April 2023



June 2023



June 2024



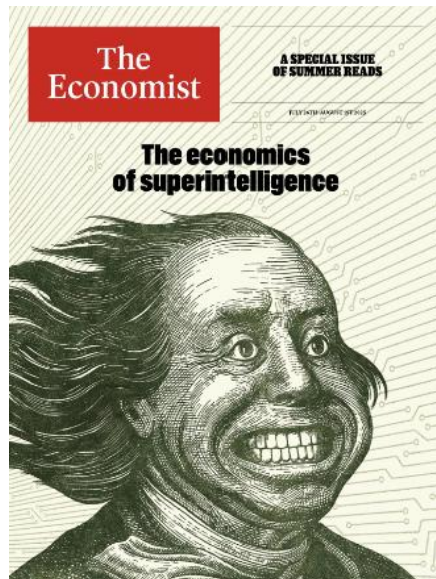
August 2024



March 2025



July 2025



August 2025



December 2025



April 2026



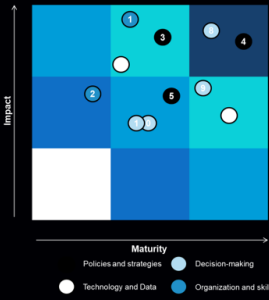
O entusiasmo pela IA, num contexto de desafios de qualidade dos dados e ausência de análise custo-benefício.

Tomo decisões com base em dados (bons)? Quão madura está a minha organização em termos de dados e IA?

Passar de projetos-piloto (de baixo valor acrescentado) para adoção de IA custo-eficiente.

THE ANSWER


Developing a **Data & AI Maturity Assessment** through three steps:



- 1 Operating Model characterization**
 - Analysis of how data and AI are embedded in the processes, teams, and decision-making.
- 2 Maturity and Impact Assessment**
 - Gap Analysis to maturity level
 - Impact evaluation to business performance
- 3 Prioritization model and Strategic Roadmap**
 - Prioritized portfolio of initiatives, ranked by impact and feasibility
 - Recommendations for governance, reskilling, and team reorganization
 - Strategic roadmap for sustainable Data & AI transformation

THE CHALLENGE


AI investments are growing but **organizations still lack structured approaches to measure their impact:**



64% of CEOs acknowledge that companies **deploy AI without a defined ROI framework**

49% of AI leaders **struggle to prove business value** from AI projects

88% of AI pilots **fail to reach production**

 What seems like innovation on paper can turn into sunk cost if it doesn't align with the organization's business KPIs.

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Sources: IBM, 2025; Gartner 2024; IDC, 2025

Como priorizar iniciativas de Inteligência Artificial?



Princípios de “Responsible AI”

- Supervisão humana
- “Accountability”
- Equidade
- Explicabilidade
- Robustez
- Transparência
- Privacidade
- Direitos dos dados do utilizador

The New York Times

The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

Millions of articles from The New York Times were used to train chatbots that now compete with it, the lawsuit said.

 Share full article    1.3K





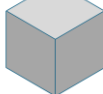
A lawsuit by The New York Times could test the emerging legal contours of generative A.I. technologies. Sasha Maslov for The New York Times

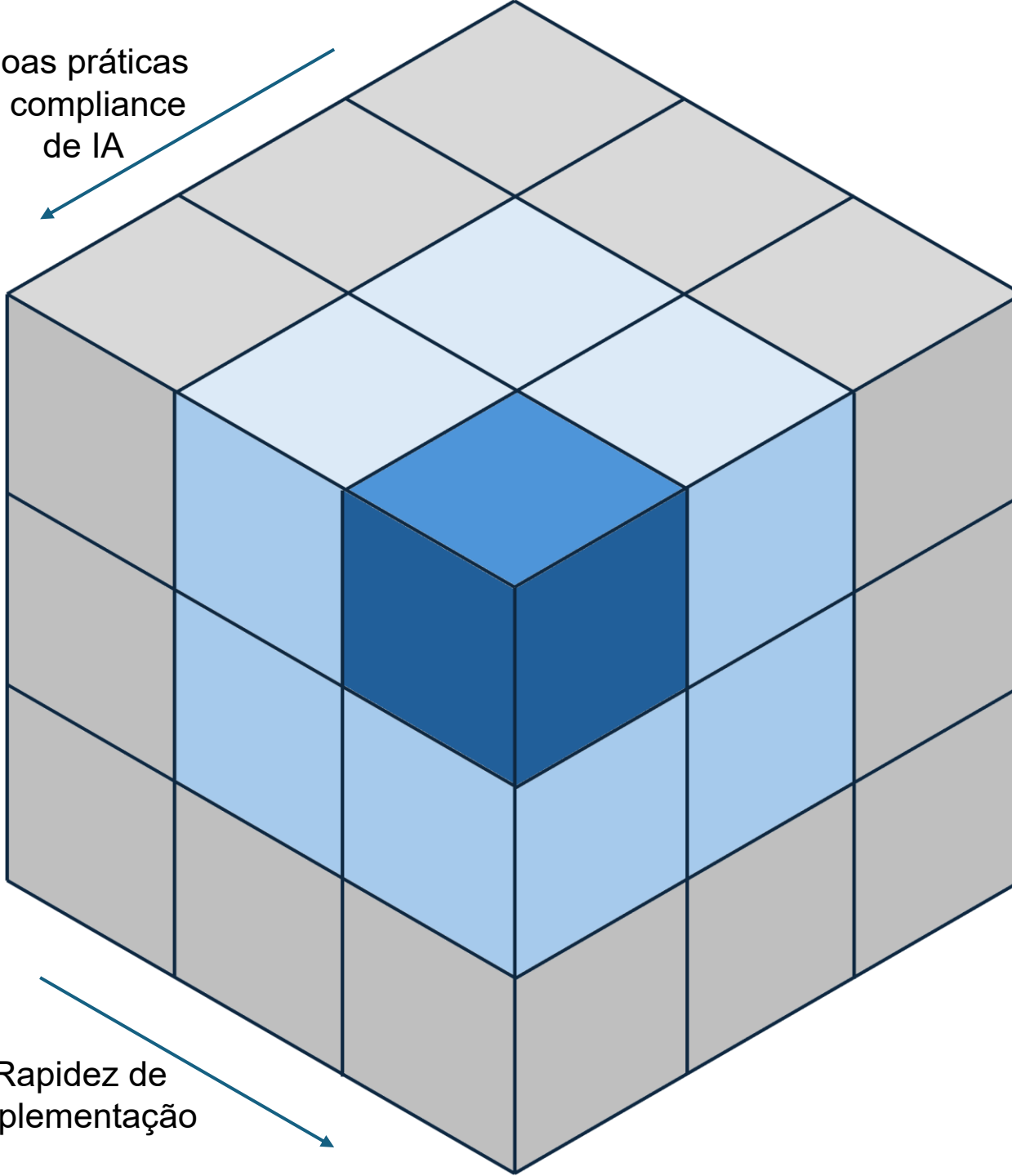
Como priorizar iniciativas?

Valor Acrescentado

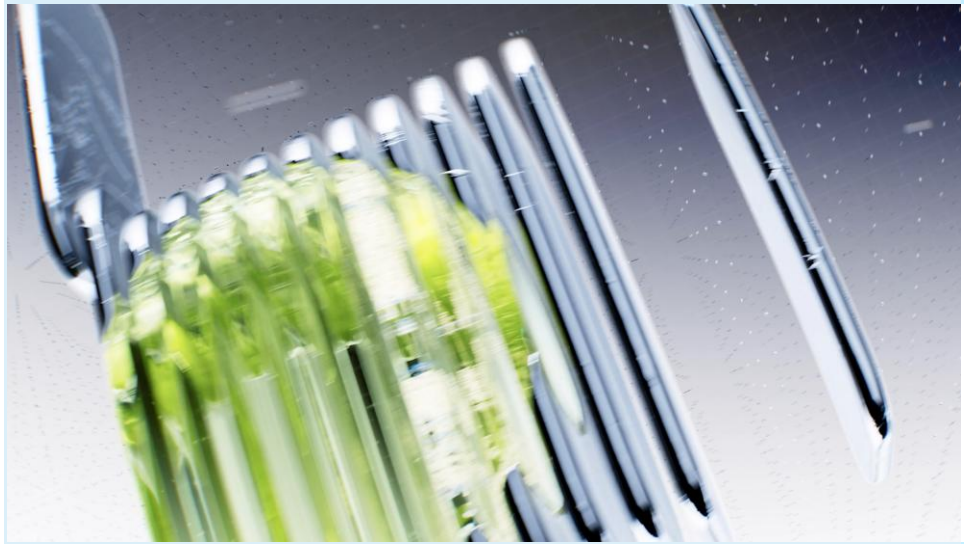
Boas práticas e compliance de IA

Rapidez de implementação

-  Alta prioridade
-  Mediana prioridade
-  Baixa prioridade

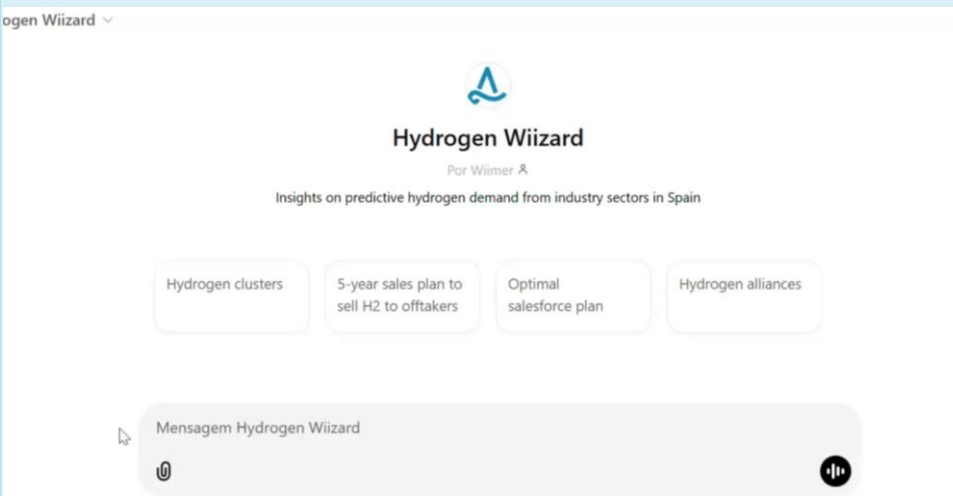


O planeamento da IA vai muito além da tecnologia; trata-se de uma abordagem sistemática sobre todo o ciclo de vida de um iniciativa de IA: business case; governance (organização, “human in the loop”); arquitetura TI; orquestração da IA; implementação e monitorização.



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Corporate AI assistant by wiimer



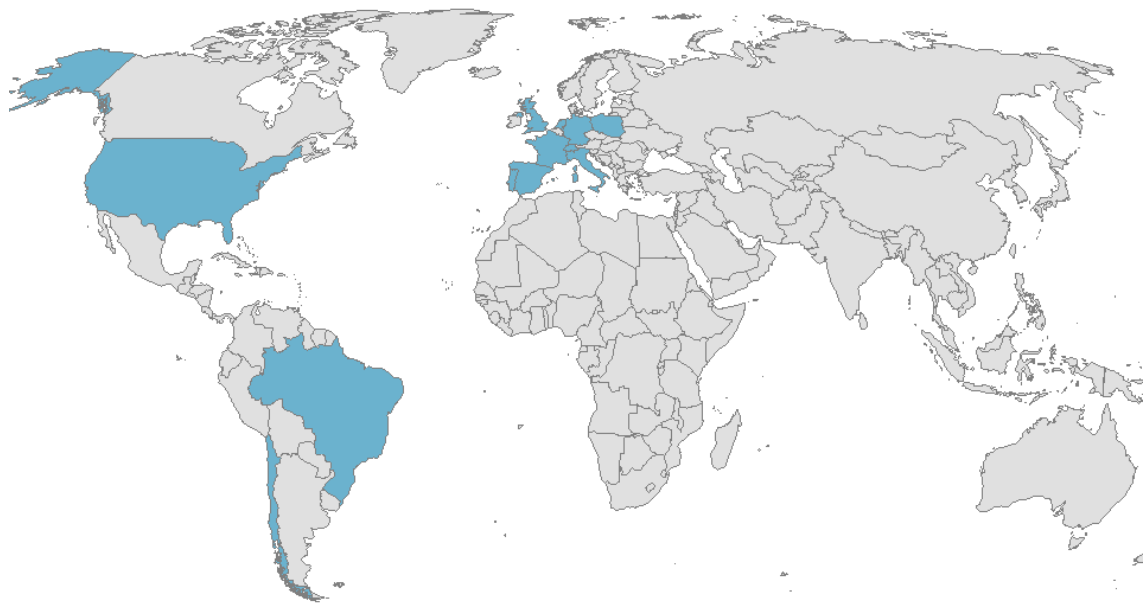
Quais são os riscos e oportunidades que uma empresa de materiais de construção poderá estar exposta nos próximos anos?

Ilustração de riscos e oportunidades



- 1 Riscos Sistêmicos e Gestão da Incerteza
- 2 Dados, Digitalização, Robótica e IA
- 3 Eficiência Operacional: Logística, Operações em Loja e Processos
- 4 ESG, Sustentabilidade e Resiliência Climática
- 5 Crescimento do negócio e relação com o cliente

Exemplos reais de aplicação de IA



Casos de sucesso em Risco e Estratégia de IA e Dados

Corporate AI Literacy Program

Build AI Capability: AI Literacy Framework

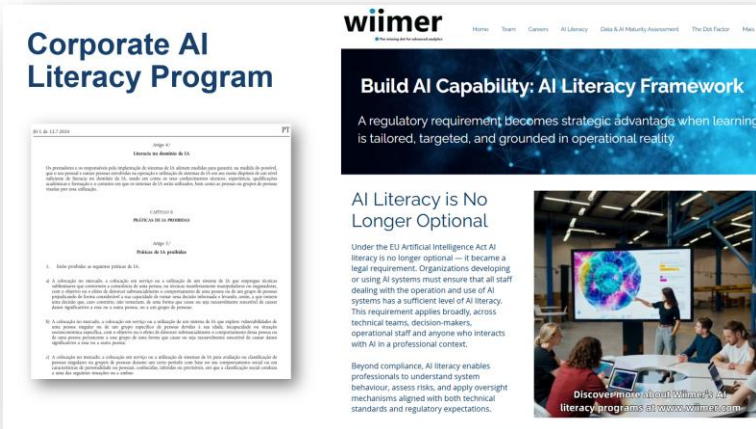
A regulatory requirement becomes strategic advantage when learning is tailored, targeted, and grounded in operational reality

AI Literacy is No Longer Optional

Under the EU Artificial Intelligence Act AI literacy is no longer optional — it became a legal requirement. Organizations developing or using AI systems must ensure that all staff dealing with the operation and use of AI systems has a sufficient level of AI literacy. This requirement applies broadly, across technical teams, decision-makers, operational staff and anyone who interacts with AI in a professional context.

Beyond compliance, AI literacy enables professionals to understand system behaviour, assess risks, and apply oversight mechanisms aligned with both technical standards and regulatory expectations.

Discover more about Wiimer's AI Literacy Programs at www.wiimer.com



AI Agent for corporate intelligence on policies, procedures, processes and information, at an electricity utility



AI Agent for early-warning of key risk variables for an electricity utility

grupo saesa



Data and AI Maturity Assessment and Strategic Roadmap for a European electricity utility

EDA
Electricidade dos Açores



Data Strategy and Implementation of the Global Data Governance

transelec

OHROS
CONSULTING GROUP



Data Maturity Assessment and Benchmarking to a European electricity utility (TSO)

Tennet
Taking power further

OHROS
CONSULTING GROUP





Casos de sucesso em Eficiência Operacional:

Abastecimento > Armazenamento > Operações em Loja > Transações

AI-based budgeting for an electrical equipment retailer



DISTRIBUIÇÃO E SOLUÇÕES DE MATERIAL ELÉTRICO



Warehouse management intelligence for a leading iberian cold-chain logistics operator

We are proud to have supported



DATA LAKE & INTELLIGENCE FOR WAREHOUSE OPERATIONS



- Data Governance
- Data lake set-up and connection to WMS
- Computation of operational KPIs
- Decision-aid dashboard




Development of revenue assurance analytics project for store transactions to a leading European retailer




SHAPING SUCESS STORIES BY **wiimer**

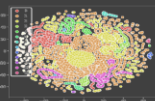
Wood supply analytics for a pulp & paper and cogeneration company

We are proud to have supported




Bigdata and advanced analytics project providing strategic and operational insights for the wood supply value chain

- bigdata engineering
- multivariate statistical analyses
- machine learning models



#woodsupplyanalytics



Advanced analytics algorithm for optimal sourcing, manufacturing and pricing

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ADVANCED ANALYTICS ALGORITHM FOR MANUFACTURING OPTIMIZATION



- Data Preparation & Integration**
Focus: data ingestion for gathering relevant data (P.O., raw material properties, client specifications)
- Optimization Model Development**
High-throughput algorithm for selecting cost optimal blends under client and manufacturing constraints.
- User-Friendly Tool Deployment**
Executable simulator for assisting planners simulating optimal recipes (and alternatives) by ignoring product formulas and optimizing material and cost breakdowns - the latter can be used to prioritize products by optimization potential.

Optimal logistics for a waste collection operator






"Wiimer has developed and tested an advanced analytics model for dealing with ETSA's logistics. Wiimer's team has discovered correlations between operational and external variables, leading to a forecasting algorithm with 90% accuracy."

Afonso Lobato Faria
CEO at ETSA, Semapa Group

Casos de sucesso em projetos de Customer Analytics

Advanced Data Analytics & AI for the Offtrade and Ontrade business segments of Super Bock Group

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SUPER BOCK GROUP



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Targeted marketing strategy for a beverages company through feature correlation analysis and machine learning




Designing retailers' international expansion strategies with Generative AI

- 1 screen potential markets based on predefined KPI's and criteria and establish a prioritization plan
- 2 simulate market entry scenarios, identifying potential outcomes, including risks and regulatory requirements
- 3 perform competitor analysis providing insights on their performance in the targeted markets
- 4 suggest product modifications or new product ideas based on local consumer preferences and trends
- 5 optimize distribution channels, logistics and identify local suppliers



KYC: Know Your Customer

AI and business intelligence for customer acquisition and retention




Optimal customer debt collection an Italian energy & water utility




- 1 Personalized communication tailored to individual debtor profiles, including tone, content, timing and channel
- 2 Predictive analysis to identify which debtors are more likely to pay at minimum collection cost
- 3 Compliance management, ensuring collection efforts comply with applicable laws and regulations
- 4 Automate communication, providing instant responses and solutions
- 5 Personalized payment plans and flexible solutions, enhancing customer experience



"Next best action" strategy at a UK water utility, aiming at increasing customer engagement




Casos de sucesso em Eficiência Energética e Sustentabilidade Operacional

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Bigdata engineering and expert-trained AI models towards **COMMERCIAL LEAD SCORING** applying process-mining techniques to 5 industrial sectors (~3000 companies) and providing a prediction of each company's energy demand, load profile, key assets and flexibility potential

We are proud to have supported





Wiimer developed an **industry process-mining** and **energy market framework** identifying:

- Energy optimization levers, ranging from 15% to 30% of annual cost savings
- Impactful **decarbonization** opportunities



Development of the optimization algorithm for an Iberian renewable energy community

Hydrogen Business Intelligence & Analytics (Spain)




We are proud to have supported



B2B INTELLIGENCE PLATFORM driven by public data research, industry process engineering and expert-trained models providing:

- accurate prediction for H₂ demand per industrial facility
- strategic, operational and commercial data of +1000 H₂ consumers
- foresight analysis of +4000 potential new H₂ consumers

Advanced Data Analytics & Automation towards ESG Excellence





We are proud to have supported



We are proud to have supported with ED on an **ir ESG An Project.**



Platform for data collection, KPI processing and ESG benchmarking for +100 manufacturing companies



We are proud to have supported

ESG INTELLIGENCE

- +100 users from 77 companies
- 6 textile & apparel industry subsectors
- 76 ESG KPIs
- Benchmarking of companies, given size and subsector

“The missing dot for advanced analytics”



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