



FCamara Cases



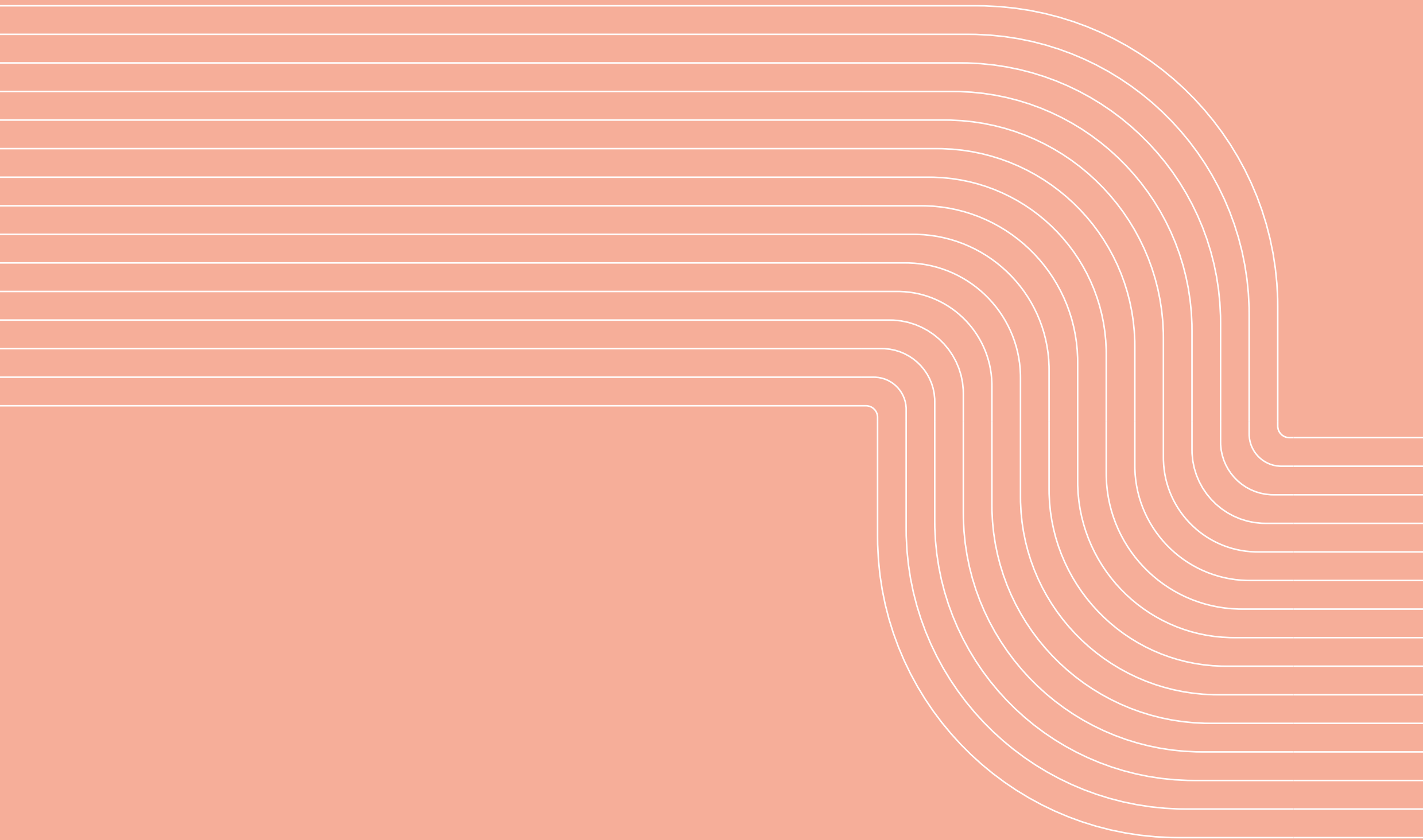
FCamara Cases is a series that brings to light real stories of digital transformation experienced by companies from various sectors. These are complex challenges, solved through innovation, collaboration, and a focus on results — always with the support of **FCamara's** technology ecosystem.

In this chapter, you'll learn about the journey of **Grupo Elfa**, one of Brazil's leading distributors of medicines, medical-hospital supplies, and logistics solutions for the healthcare sector. In partnership with FCamara, AWS and A3Data, the group developed **CotAI**, a solution based on **Generative Artificial Intelligence** that automated the quotation process, bringing greater agility, accuracy, and financial return to operations.



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FCamara **cases**

How **Generative Artificial Intelligence** helped Grupo Elfa generate over **R\$100 million in sales** in just 8 months?



The challenge

With over 800,000 quote request items per month in various formats, the **Grupo Elfa** sales team faced a critical challenge: **the manual entry** of this data into the CRM. This process created operational bottlenecks, consumed the sales team's time, and caused items to go unquoted.

Faced with this scenario, the company decided to explore how automation and **Artificial Intelligence** could optimize the process and boost revenue generation.

The solution

FCamara was invited to lead a discovery journey focused on reducing manual effort and increasing service agility.

The initiative began with a pilot, conceived by Grupo Elfa and based on **Artificial Intelligence**, developed in partnership with A3Data, to automate the generation of quotations from medical requests.

The solution, named **CotAI**, proved to be both viable and effective, delivering significant gains in operations.

The results



Over **R\$100 million** in sales in just 8 months



99% accuracy in analyses performed by the AI



Up to **40% reduction** in the manual workload of sales representatives



CotAI's revenue forecast is 5 times higher than its revenue in the last quarter of 2024



About Grupo Elfa

Segment: Healthcare
Website: grupoelfa.com.br
Country/Region: Brazil

With over 30 years of experience, Grupo Elfa has established itself as a network that connects services for all healthcare stakeholders from industry to hospitals, clinics, professionals, and patients.

By combining efficiency, personalization, and deep industry knowledge, the company has become a benchmark in Brazil's healthcare value chain.

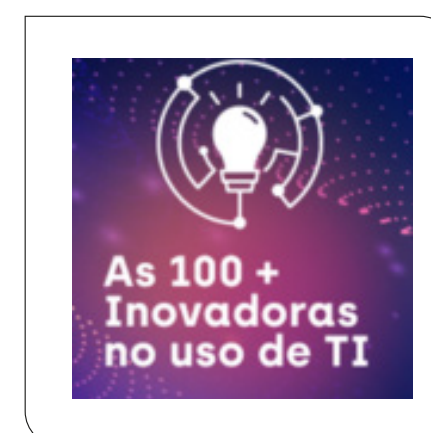
Currently, the group encompasses 21 companies, has more than 2,000 employees, and serves a significant customer base:

- 7,000 hospitals;
- 250,000 clinics;
- 700 health insurers.

Grupo Elfa is controlled by funds managed by Pátria Investimentos and is considered one of the leading references in innovation within the sector.



"10 health leaders".



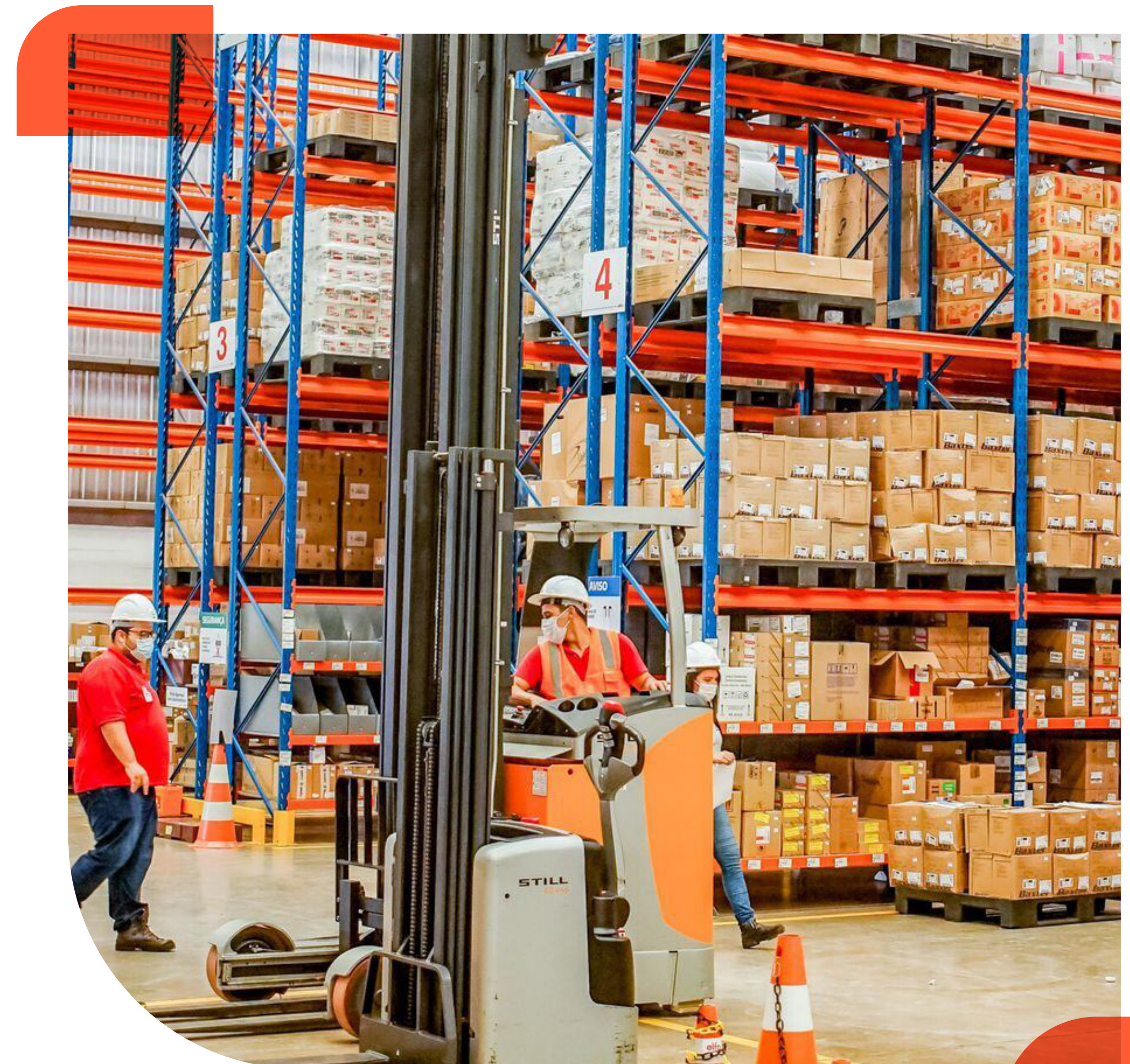
"The top 100 + innovative in the use of IT"



"Innovation Brazil 2023"



"Best and Largest 2023"



Complexity and agility in quotation processing

Imagine receiving **over 800,000 quote request items each month**, coming in through different channels — spreadsheets, PDFs, images, even email bodies. This was the scenario faced by Grupo Elfa.

These requests, from clinics and hospitals across the country, required great attention from the sales team. **The lack of standardization** made it difficult to read and extract data, turning a process that needed to be fast into a manual puzzle. Entering a single order could take up to **40 minutes**, and a quotation response could take up to **four days**.

Faced with this, the team found itself up against a major challenge: **some of the requested items weren't even being priced.** There was too much information, too little time, and a process that demanded increasing

effort — and this had a direct impact on conversions and, of course, on revenue.

That's when Grupo Elfa's technology team raised the red flag. It was time to think differently. After a series of hypotheses and tests, the need to automate quotation management became clear, and **Artificial Intelligence** entered the picture.

However, no market solution was capable of handling the complexity of the requests. The alternative? To create something new, tailor-made. A robust, flexible AI tool capable of turning that challenge into a competitive advantage.



With the proof of concept validated and the impact potential confirmed, Grupo Elfa chose **FCamara** — a Brazilian multinational in technology and innovation — along with **Amazon Web Services** (AWS) and **A3Data**, a leading data science and AI consulting firm, as strategic partners to bring the project to life.

This led to the creation of a pioneering tool in the sector, capable of revolutionizing the way the company handles quotations and making room for what truly matters: **better serving customers and accelerating results.**



“

This is a **great case of collaboration**, because it's not just about implementing a digital product. It's a **real transformation of our process** involving people, team culture, and the entire end-to-end journey. **Through technology, we were able to gain efficiency and boost sales conversion**, generating real impact on the company's results.

”

Rafael Tobará,
CIO Grupo Elfa.

CotAI: the Generative Artificial Intelligence that transformed the quotation process in the healthcare sector

Faced with a complex and recurring challenge, **Grupo Elfa decided to build a proprietary solution**, tailored to the specific needs of its business. This is how **CotAI** was born — a tool based on **Generative Artificial Intelligence** (GenAI), developed to automate the entire quotation journey — from triage and analysis to proposal structuring and delivery.

But the story of CotAI began long before the first line of code. Thanks to an already established partnership and strategic closeness with Grupo Elfa, FCamara was invited from the very beginning to take part in a discovery journey, with a clear focus: reduce the manual effort of the commercial team, increase service agility, and find scalable ways to generate more revenue.

Even before the project was formally defined, **FCamara** conducted an experimentation and discovery phase, structuring a pilot using LLMs (Large Language Models) to validate the

feasibility of AI in interpreting product requests sent in various formats. The goal was to automate proposal generation and integrate that information directly into the CRM and supplier portals.

The pilot worked. And more than that — it proved the solution had the potential to transform operations and create real business impact. From that point on, the project gained momentum.

More than just a technical delivery, CotAI was built collaboratively, bringing together different areas of expertise around a shared purpose. Grupo Elfa assembled a multidisciplinary team of data engineers, a product owner, and commercial representatives, ensuring each step was aligned with the real pain points of the business.

Meanwhile, **FCamara** took charge of backend development, systems integration, and data engineering, while A3Data focused on creating the AI models. AWS contributed by defining



the architecture and providing the investment needed to make the solution viable.

In project execution, FCamara played a key role in designing the engineering strategy for the solution and was directly involved in building the architecture and orchestrating the technological components. The integration of AI, data, and legacy systems was carried out with a focus on performance, security, and scalability, following best practices in software engineering.

The delivery followed an incremental cycle model, with a focus on continuously validated quick wins. This approach brought tangible benefits as early as the first sprints, without compromising technical consistency or alignment with long-term goals.

The solution was structured in clear stages:

- Receipt and classification of emails;
- Processing of attachments;
- Extraction of relevant data;
- Product matching;
- Integration with the sales platform.

The rollout was also carefully planned: sales representatives were divided into groups and received dedicated training, with close technical support to ensure full adoption of the tool.

Among the key deliverables that stood out throughout the project were:

- ✓ Design and implementation of scalable software architecture;
- ✓ Definition of core technical components and critical integrations;
- ✓ Establishment of best practices for engineering, versioning, testing, and observability;
- ✓ Continuous technical support for squads and value-focused delivery validation;
- ✓ Direct support in driving the continuous evolution pipeline of the solution.

“

More than just a technical role, **FCamara** acted as a guardian of the coherence between strategy, engineering, and business outcomes, also taking on the role of orchestrator between the strategic vision and its technical implementation. This integrated approach contributed directly to the effectiveness and success of the solution.

”

Marcos Moraes,
Health Director at FCamara

From automation to revenue generation: the impacts of CotAI at Grupo Elfa

Since its implementation, CotAI has established itself as a strategic solution for Grupo Elfa's commercial operations. By automating critical processes, the tool has delivered significant gains in efficiency, scalability, and revenue generation — becoming an essential part of the company's commercial engine.

With over 99% accuracy in its analyses, CotAI quickly became indispensable for speeding up responses to daily quote requests. In just eight months of operation, it had already enabled more than R\$100 million in sales, clearly demonstrating its direct impact on business results.

One of the main improvements was the reduction of manual effort in reading and interpreting emails — a task that previously consumed a large portion of the sales team's time. Today, that time has been reduced by around 40%, allowing sales representatives to focus on personalized service and increasing

conversion rates. In just a few minutes, requests are processed, structured, and displayed directly in the CRM, ready for review and submission to the client.

This shift represents a decisive step forward in Grupo Elfa's digital transformation journey, with visible improvements in team performance and operational profitability.

But the story doesn't end here. With the solution already mature and consolidated in the private sector pharmaceutical vertical, the next step is even more ambitious: to expand CotAI to other business areas, such as medtech and dental, aiming to scale its application across all units of the group.

The goal is to replicate the success of the initial initiative in new contexts, maximizing the impact of AI across different specialties and market segments.

Over **100 million** in sales generated in just 8 months.

99% accuracy in AI-generated analyses.

Revenue forecast for CotAI is **5 times higher** than its result in the last quarter of 2024.

Up to **40%** reduction in the manual workload of sales representatives.

Increased conversion rates and operational efficiency.

"Our proposal was to adopt AI in a simple, viable, sustainable way with high maintainability — all without overloading the operation with unnecessary technical complexity. Delivering innovation was important, but the main focus was ensuring return on investment, and that ended up being the most relevant chapter of this case."

Kleber Santos,
VP at FCamara


The revenue generation potential of CotAI is **five times greater** than its result in the last quarter of 2024. This projection reinforces the importance of keeping the solution well-structured, continuously evolving, and adapted to new opportunities.

In this context, **FCamara remains a strategic partner**, actively contributing to the technical support of the solution, the evolution of the architecture, and maintaining a growth-oriented perspective.


More than just delivering technology, **FCamara's** approach remains focused on driving, structuring, and accelerating value — aiming for **real business impact**. Because in the end, that's what makes innovation truly relevant.




Why the FCamara Ecosystem?




Over 5 years
average client
retention



NPS 2024:
72.9



Customer
satisfaction
score: **8.5**



Understandin
g of client
challenges:
9.0

About FCamara

FCamara is a technology and innovation ecosystem that transforms the adoption of digital journeys into business value. Its end-to-end journey orchestration and strategic competencies allow companies to develop initiatives without starting from scratch, using a customized and flexible approach.

With high specialization in retail, healthcare, and finance, FCamara solutions accelerate revenue, improve operational efficiency, unlock new revenue streams, and create impactful projects. It also has a dedicated AI hub, ensuring the integrated adoption of intelligent technologies.

A company with strong market recognition



1st place in Best Digital Services
Provider (2025)

Voted 3 times as the top digital
performance company in Brazil
(2019, 2020, 2023)



Winner of the “**Healthcare Leaders**”
Award in: **Interoperability** (2023)
IT Services and Consulting (2024 and 2025)



**Leader in the ISG
quadrant** in Agile
Project
Development



Significant business
impact **through AI
adoption** (2024)

Partners:





FCamara
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Want to enhance your digital results?

Schedule a meeting with an

FCamara specialist!