

APPLIED INTELLIGENCE · FOR DECISION-MAKERS

Everyone will have the same AI. Almost no one will have **yours.**

The models became a commodity. What still can't be copied is **your company's context**. This dossier is about turning that into an advantage — before your competitor does.

SINCE 2003 · CURITIBA/PR

GOOGLE CLOUD PARTNER · 2013

CLAUDE PARTNER NETWORK · 2026

Stop asking **which AI to use.** Start asking **what only you have.**

When every leader has access to the same model, the model stops being an advantage. It becomes the floor. The difference now lives somewhere else.

For two years, the market argued about models. Which one is smarter, which one writes better, which one reasons more. That argument is losing its meaning. Foundation models are becoming a commodity, and performance among the leaders is converging. Before long, your competitor will have access to exactly the same AI power you do. Same capability, same vendor, same shelf.

The differentiator has moved up the stack: to **how** intelligence is applied, integrated, governed and fed with your data. And here is the good news few have noticed. Anyone can buy the model. Your data, your processes, the way your company has been making decisions for more than two decades — that, no one copies. That is your asset.

If the advantage were the model, there would be no advantage.
There would be a tie.

FOUNDATION MODELS ARE BECOMING A COMMODITY AND PERFORMANCE AMONG THE LEADERS IS CONVERGING — MARKET CONSENSUS, 2025-2026

It's not our opinion. It's where the smart money is looking.

"In a commoditized model market, proprietary data has become the only **walled garden**."

the only walled garden — data agents are not a model problem, they are a context problem.

ANDREESSEN HOROWITZ (A16Z) · "YOUR DATA AGENTS NEED CONTEXT" · 2026

33%

of enterprise software will include **agentic AI** by 2028 — up from less than 1% in 2024.

GARTNER · 2024/2025

15%

of **day-to-day decisions** made autonomously by AI by 2028 — up from 0% in 2024.

GARTNER · 2024/2025

**US\$
2.6–4.4**

tri

per year to the global economy that **generative AI** could generate, across 63 use cases.

MCKINSEY · 2023

The value is there. The window is open. The question is no longer **whether** AI changes the game. It's **who** will capture that shift first.

Off-the-shelf AI doesn't put you ahead. It puts you **in line**.

The real risk isn't being left out of AI. It's getting into it the wrong way — and finding out too late that you ended up just like everyone else.

40%+

of agentic AI projects will be canceled by the end of 2027 — due to cost, unclear business value or inadequate risk control.

GARTNER · 2025

Read that again. Almost half. And almost never for lack of a good model — the model was there, brilliant, available. What was missing was context. Method. Someone who understood the business before switching on the technology.

That's the trap of generic AI: easy to buy, impossible to turn into an advantage. If you run the same off-the-shelf tool as a competitor your size, with the same prompts and none of your context, you both end up in the same place. A tie. And a tie, for a company with revenue above R\$10 million a year, is a **loss in disguise**.

While the decision stalls, someone your size is already building the advantage you're still pricing.

Your own AI platform. **Yours.** Trained on what makes your company your company.

Claude

Gemini

GPT



Guinux orchestration + YOUR CONTEXT



Agents that act

Model-agnostic

Orchestrates Claude, Gemini and GPT – the best model for each task. You're never held hostage to a single vendor.

High-complexity

It's not a chatbot that answers. They're agents that run the entire process end to end.

Context

Trained on your data and processes. The walled garden a16z described – now inside your own house.

Speed

From context to result in **weeks, not months**. The architecture adapts as the models evolve.

What we build isn't a tool anyone can rent.
It's an **asset** only your company has.

Where your AI **lives** matters as much as what it does.

Most AI projects don't fail for lack of a model. They fail because risk and infrastructure were poorly handled. That's the problem we've mastered for more than two decades.

Your own AI platform doesn't run on just any cloud. It runs on **infrastructure managed by Guinux** — with governance, access control and audit trails from day one. Your company's fragments — systems that don't talk to each other, scattered data, loose processes — come to live in a single secure, audited and observable environment. Built with the rigor expected of a **banking environment**: nothing improvised, nothing exposed, everything monitored and everything standing.



Managed infrastructure

Your AI runs on infrastructure managed by Guinux. Enterprise cloud — Google Cloud Partner since 2013.



Bank-grade rigor

It's not a badge you hang on the wall. It's a posture: access control and the discipline of those who run mission-critical IT.



LGPD compliance

Data governance and processing in your own environment when the business demands it — under LGPD (Brazil's data protection law). Your data stays yours.



Audited environment

Audit trails on everything. Who accessed what, when and why — always traceable.



24/7 observability

Proactive monitoring, Help Desk with SLA and managed backup. The operation never stops.



Connected fragments

Scattered systems and data brought together in a single secure environment — the walled garden, inside your own house.

Anyone can switch on the model. The secure foundation beneath it, **almost no one builds.**

Intelligence that enters the operation **and works.**

Seven fronts where your own AI platform becomes measurable results — not a pretty slide. It starts with what consumes the most time today. It scales from there.



01 · AI Agents

They run the entire process, end to end. You just check the result.



02 · Custom AI

Trained on your company's data and language.



03 · Automation at scale

Repetitive work leaves your team's hands.



04 · Executive dashboards

The decision arrives ready on the C-level's desk.



05 · AI-powered portals

Intelligence where the team already works.



06 · Operations and HR

Where time leaks, AI seals the gap.



07 · Monitoring

Continuous watch. Alerts before the problem.

Real AI doesn't stand on thin air. It stands on **23 years of IT** done right.

The base most AI projects forget — and that's why they fail. Decision-makers don't have to become AI experts. They have to run the business.

Complete IT management · outsourcing

Your operation runs without surprises, with the people who've handled this for 23 years.

Productivity with Google Workspace + Gemini

Your team working with AI every day, inside the tools they already use.

CTO as a Service

C-level technology strategy, without the cost of a full-time C-level.

No one asks you to understand the engine to drive the car. Decision-makers don't need to become AI experts — they need to **run the business.**

From context to deploy in **weeks.** Not months.

Speed isn't haste. It's method. It's what separates the 40% who fail from those already reaping the rewards.

01

Context

Understand the operation and pick the front with the highest return.

02

Data

Feed the platform with your data and processes.

03

Deploy

Agents operating in your environment, with governance from day 1.

04

Scale

From what works to the next front.

No big bang, no six-month project that delivers in the dark. Each cycle delivers measurable value fast — and the confidence for the next step. The method attacks exactly the three causes Gartner points to for cancellation: cost, uncertain value and poorly controlled risk.

We start with your context, not with the model catalog.
That's why the result comes in **weeks.**

Conviction sells. **Results prove it.** Here is ours.

2003 · +23
YEARS OF IT

2013 · GOOGLE
CLOUD PARTNER

2026 · CLAUDE
PARTNER NETWORK

+50

recurring clients

+200

served throughout our history

ESTABLISHED COMPANIES THAT TRUST THEIR OPERATION TO GUINUX

From industry, retail and shopping centers to engineering, packaging, accounting and legal services — established companies, in sectors that leave no room for improvisation.

For more than two decades, the same answer when something matters: you can count on us. That's the level of trust you **build** — and that you can't rent.

Let's design your **advantage**. Not your next software subscription.

A strategic conversation. As equals. For companies with revenue above R\$10 million a year.

You've read the thesis, seen the research and you know the answer. One step is missing — and it costs nothing. It's not an off-the-shelf quote, it's not a salesperson in a hurry. It's a conversation about where, in your operation, your own AI opens an advantage the competitor can't copy. A Guinux specialist will talk to you within 1 business day.

THE WORD THAT OPENS THE CONVERSATION

STRATEGY

guinux.com.br

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The models will all look alike. Your company, **won't.**

The future of competitive advantage won't be bought off the shelf. It will be built — with your context, your data and a partner who understands the business before understanding the model. For 23 years we've built the base. As a Google Cloud Partner, for 13. As an Anthropic Claude Partner, now.

Everyone buys the model. Your context, **nobody copies.**

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