

IRIDIAN

Technology Solutions Partner

We design, build, and operate **mission-critical technology systems** that enable organizations to **operate with control, scale predictably, and make confident decisions** in complex, high-stakes environments.

Technology is not a support function.
It is **operational infrastructure**.

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Who we work with



Iridian partners with organizations where technology has become **core to operations, compliance, and decision-making**.

We primarily work with mid-market and enterprise organizations facing challenges such as:

- ✓ Scaling operations under operational and regulatory pressure
- ✓ Integrating mission-critical systems and legacy environments
- ✓ Automating processes without losing governance or control
- ✓ Establishing data governance for executive decision-making
- ✓ Driving growth without proportional increases in operational cost

In these environments, technology **cannot be improvised**. It must be designed and operated as a **core business system**.

Who we are

Iridian is a **Technology Solutions Partner** specialising in the design, development, and ongoing operation of **complex, mission-critical technology systems in production**.

With more than **15 years of experience** and a **global delivery model**, we support organisations where technology is a core operational capability—fundamental to business continuity, risk control, and high-impact decision-making.

We work on **core systems** that support large-scale operations and critical processes, in environments where reliability, governance, and operational resilience are non-negotiable.

We do not operate as a tactical vendor or a short-term delivery provider.

We integrate as a **long-term technology partner**, taking sustained responsibility for the systems we design, deploy, and **operate over time**.



Our philosophy

We believe technology must **solve real operational problems**, not introduce additional layers of complexity.

That is why we design systems that:

- ✓ Scale from day one
- ✓ Integrate directly into core operations
- ✓ Evolve without constant re-engineering
- ✓ Can be governed, maintained, and operated in production

We do not sell tools.

We do not chase trends.

We operate systems that work in production, scale, and endure.

Who we have worked with

Representative sectors include:

We have partnered with regional and global organizations across industries where technology is critical to **operations, compliance, and long-term performance.**



Consumer & Retail



Energy & Industrial



Financial Services



Public Sector



Education



Technology & Market Intelligence

GUCCI

nielsen

UBS

VUMI

NEW YORK
Cleverman.

Colfondos
del grupo PLABIBI S.A.

CTC
LA CUMBRE
LATINOAMERICANA
DE LA ECONOMIA
CREATIVA

BOGOTA
EATS

Audrés®



RIVALO

SOPTC

XPO
GROUP

OXO

CHILDREN
COLUMBIA

PAYOLI
SOLAR ENERGY

Silk

AREANDINA
Fundación Universitaria del Area Andina

HEP

predesa

Universidad de
los Andes

US
Unisanitas

ILUMNS

unicef

-Heel
Heelcare, Depomed, Heelcare

Santa Ana

SUMAY

CERVALLE
La Marca del Cerdo

AMOLCA

ANCLA
VIENTO

Keralty

MACK'S

BAVARIA

KUSHKI

Ta•Da

UNIVA

UMAD UNIVERSIDAD
MADERO

FLORES
EL TRIGAL

How we work



We do not deliver projects and walk away.
We operate systems organizations depend on.

We integrate as a **Technology Solutions Partner**,
not as a delivery vendor.

Our operating model is built around:

- ✓ Understanding operations and risk before designing technology
- ✓ Designing systems for real-world production, not demos
- ✓ Assuming ongoing responsibility for system performance
- ✓ Operating, evolving, and optimizing systems continuously
- ✓ Clear governance, defined ownership, and operational accountability

Our capabilities

Systems designed to operate, comply and scale

Iridian's capabilities represent the systems we design, deploy and operate in production.

We do not offer isolated services.

We operate **structural capabilities** integrated into the operating model of each organization

1. Core Systems & Business Platforms

We build the systems that sustain operational infrastructure

Includes:

- ✓ Enterprise software development
- ✓ Platform architecture design
- ✓ ERP, CRM, and legacy integration
- ✓ Cloud infrastructure for mission.critical systems

Focus: Stability, scalability and structural control

2. Data, Analytics & Executive governance

We convert operational and commercial data into a governed asset for decision-making

Includes:

- Enterprise data platforms
- Executive business intelligence
- Advanced analytics & predictive models
- Strategic dashboards

Focus: End-to-end visibility, and reduced decision risk.

3. Growth & performance infrastructure

We design and operate the technology system that drives acquisition, conversion and retention.

Growth is not managed as campaigns. It is governed as an integrated, measurable system.

Includes:

- ✓ Digital acquisition architecture
- ✓ CRM, media and commercial data integration
- ✓ Funnel automation
- ✓ CPA and LTV structural optimization
- ✓ Full lead-to-revenue traceability
- ✓ Multi-country growth infrastructure

Focus: Scalable growth with financial visibility.

4. Systems Operation & Continuous Evolution

We integrate AI into operational and commercial systems

Includes:

- ✓ Machine Learning in production
- ✓ Complex process automation
- ✓ Decision-support systems
- ✓ AI enabled contact center intelligence

Focus: Operational efficiency and measurable performance improvement

5. System operation & continuous evolution

We assume responsibility for production systems over time

Includes:

- Post-deployment support
- Performance optimization
- Planned system evolution
- Structural management of digital platforms

Focus: Operational continuity and sustainable scalability.

How these capabilities materialize

Every case study presented in this portfolio reflects one or more of these capabilities **operating in real production environments**, under conditions of scale, complexity, and regulatory pressure.

In summary

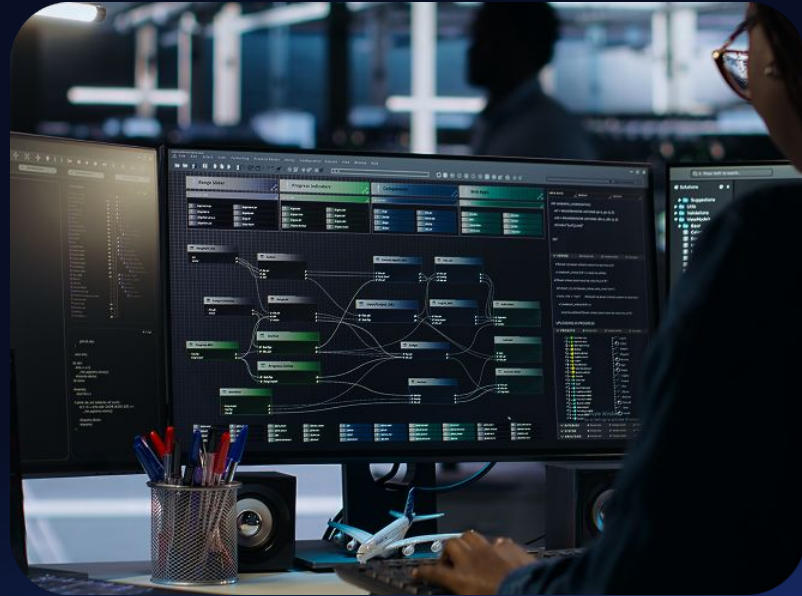
Iridian does not sell tools or isolated projects.

We operate **enterprise technology capabilities** that enable organizations to:

- ✓ Run with greater operational control
- ✓ Scale predictably and responsibly
- ✓ Make decisions with with confidence
- ✓ Involve systems without rebuilding their core

Case studies

Proven experience operating production-grade systems



Regulatory Document Intelligence Platform



Industry: International Consulting

Problem

Thousands of legal and regulatory documents scattered across the organisation generated high operational costs, internal friction and permanent compliance risk.

System implemented

Document intelligence platform with automated extraction using Machine Learning, advanced semantic indexing and AI agents powered by large language models, fully integrated into existing operational workflows.

Impact

- ✓ 72% reduction in document processing and retrieval time
- ✓ 48% reduction in manual classification workload
- ✓ 35% reduction in compliance-related exposure incidents
- ✓ 100% traceability across the document lifecycle

Predictive Operational Intelligence Platform



Industry: Oil & Gas

Problem

High operational costs driven by limited real-time visibility, reactive decision-making and reduced lifespan of critical assets.

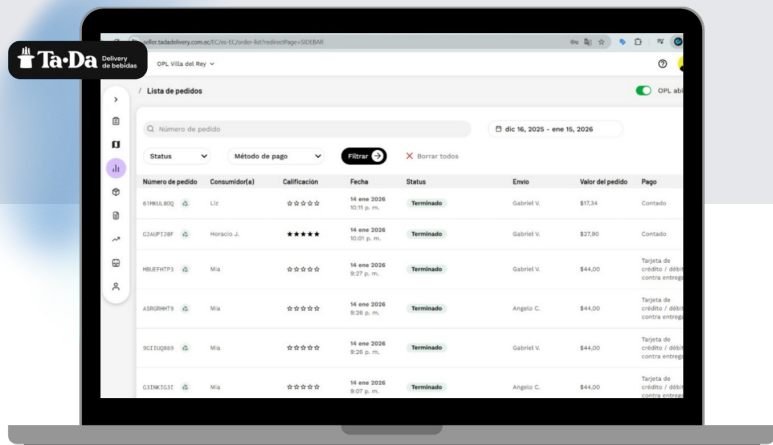
System implemented

Predictive operational intelligence platform for drilling speed and depth, based on Machine Learning models deployed on a microservices architecture and integrated into field operations.

Impact

- ✓ 14–18% reduction in non-productive time (NPT)
- ✓ 9–12% improvement in drilling efficiency
- ✓ 8–12% reduction in cost per well
- ✓ 10% projected asset lifecycle extension

AI-Based Order Validation System



Industry: Consumer Goods & Logistics

Client: BAVARIA / Anheuser-Busch InBev (AB InBev)

Problem

Manual order validation errors caused reprocessing, operational delays and limited scalability.

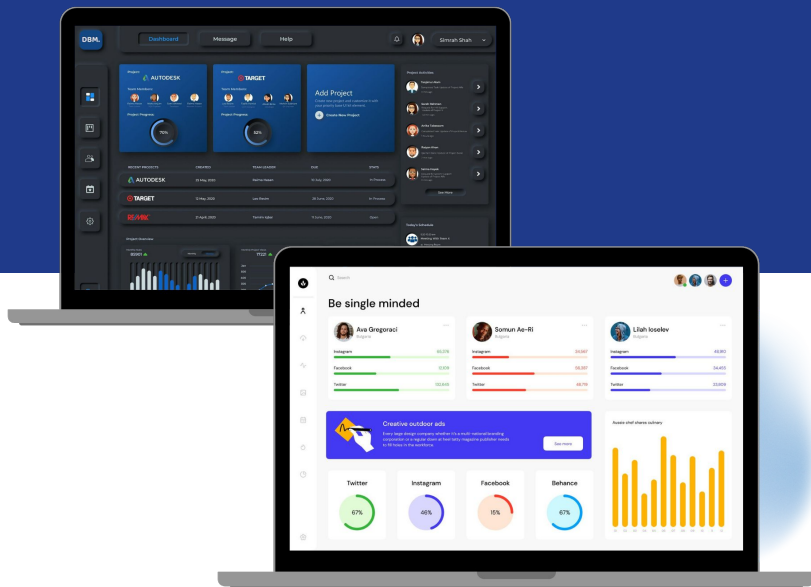
System implemented

AI-based intelligent validation system integrated into commercial and logistics workflows, capable of identifying inconsistencies in real time.

Impact

- ✓ 58% reduction in validation errors
- ✓ 32% reduction in reprocessing
- ✓ 21% faster orders processing
- ✓ 15% increase in operational capacity without headcount growth

Enterprise Business Intelligence Modernisation



Industry: Luxury Retail & Financial Services

Problem

Executive decisions relied on fragmented, delayed and poorly governed reporting.

System implemented

Enterprise Business Intelligence platform with advanced executive analytics and multi-source data integration under a governed data model.

Impact

- ✓ 52% reduction in reporting consolidation time
- ✓ 28% faster executive access to information
- ✓ 40% reduction in manual reporting dependencies
- ✓ 100% consistency of key metrics across business units

Non-Presential Commerce & Engagement Platform



Industry: Retail

Client: OXXO

Problem

Lack of a scalable non-presential channel to grow beyond physical retail operations.

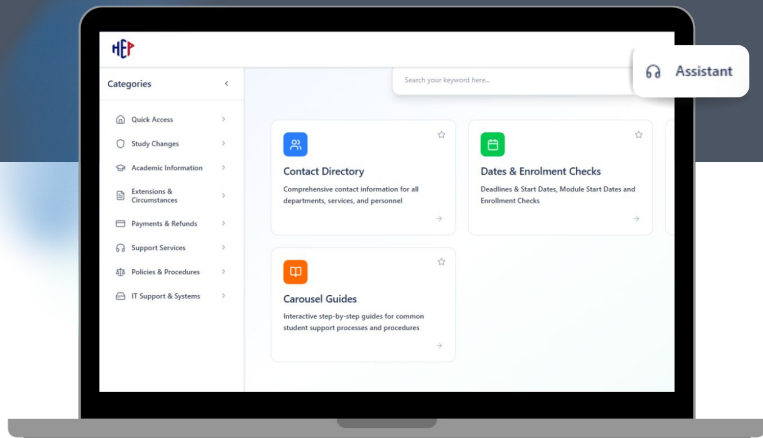
System implemented

Integrated commerce and engagement platform designed to operate non-presential channels efficiently and at scale.

Impact

- ✓ 10x digital sales growth within six months
- ✓ 24% increase in digital average transaction value
- ✓ 18% reduction in digital acquisition cost
- ✓ 31% increase in customer recurrence

Enrollment, Retention and Contact Center Automation



Industry: Education

Problem

Fragmented acquisition, service and retention processes with high operational workload.

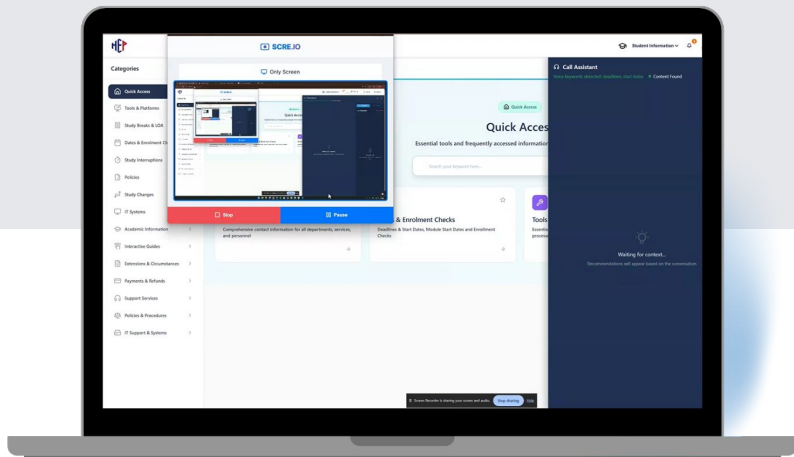
System implemented

Integrated system combining intelligent automation, AI agents and contact center optimisation aligned with real enrollment and retention workflows.

Impact

- ✓ 38% reduction in manual workload
- ✓ 19–24% increase in effective contact rate
- ✓ 14–18% increase in conversion rate
- ✓ 27% reduction in response time

Real-Time Call Intelligence



Industry: High-Volume Contact Center

Problem

Lack of real-time insight to support decision-making during live customer interactions.

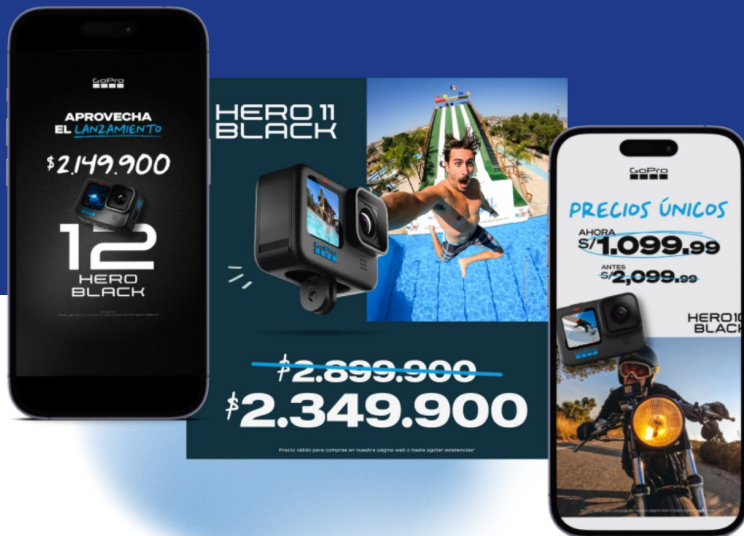
System implemented

Real-time call transcription and AI-driven analysis system identifying sentiment, intent and key signals.

Impact

- ✓ 11-15% increase in live-call close rate
- ✓ 22% reduction in unnecessary escalations
- ✓ 18% reduction in agent onboarding time
- ✓ 100% monitoring coverage (from sampling to full visibility)

Governed Digital Growth Platform



Industry: Consumer Electronics
Client: GoPro – LATAM

Problem

Fragmentation between technology assets, commercial data and regional digital growth operations limited scalability and end-to-end visibility.

System implemented

Governed digital growth architecture integrating technology platforms, advanced analytics and acquisition automation, with a replicable multi-country operating model.

Impact

- ✓ 20–35% sustained annual sales growth in operated markets
- ✓ 21% reduction in blended acquisition cost
- ✓ 26% improvement in media efficiency
- ✓ 100% end-to-end funnel traceability

Modular Technology Platform for Online Betting



Industry: Online Betting / Gaming — LATAM

Problem

Technology bottlenecks limited launch speed, scalability and operational resilience.

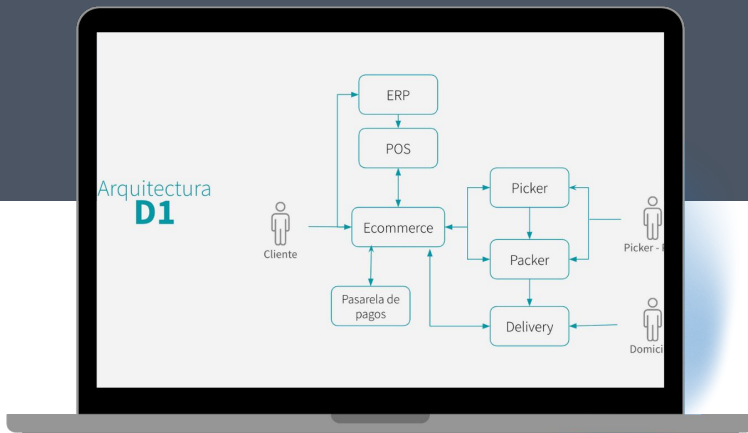
System implemented

Architecture assessment, technology roadmap definition and migration to a modular, scalable platform deployed on secure, highly available infrastructure

Impact

- ✓ 43% reduction in deployment time
- ✓ 37% increase in concurrent processing capacity
- ✓ 29% reduction in critical production incidents
- ✓ 22% faster recovery time (MTTR)

Technology Governance & Ecosystem Orchestration



Industry: Large-Scale Retail

Client: Tiendas D1- Colombia

Problem

The complexity of the technology ecosystem limited governance, orchestration and alignment with strategic business objectives.

System implemented

Comprehensive technology governance model including ecosystem assessment, system integration, infrastructure optimisation and capability strengthening of the internal IT organisation.

Impact

- ✓ 45% increase in ecosystem visibility
- ✓ 26% reduction in cross-system friction
- ✓ 18% faster execution of critical initiatives
- ✓ 20% reduction in integration-related operational incidents

Global delivery

We support organisations operating across regions through distributed teams working under **unified governance, coordination, and delivery standards.**



Bogotá
Colombia

Medellín
Colombia
Colombia technology center

London
United Kingdom

Austin, Texas USA
One of the most important technology
Centers in the United States

Dallas
USA



Technology is not what we do.
**It's how we help organizations operate better, scale
with control, and make confident decisions.**