

Purpose

TO SOLVE IS TO SURPRISE

Archetype

CAREGIVER

Brand is

Personality Attributes

Resolute

Here, we focus on solutions. We act with optimism in every situation, from the simplest to the most complex, because we believe in our ability to solve problems and surprise others.

Not: reactive.

Trailblazer

We are committed to overcoming obstacles and evolving. We have a clear vision of our destination, which is why we guide those who walk alongside us, carefully considering every step of the journey.

Not: trendsetter.

Inspiring

We ensure our presence by motivating and empowering the entire ecosystem with our energy. We understand the value of partnerships and strive to create opportunities for shared growth.

Not: motivational.

Specialist

We understand our field and transform intelligence into practical experience, aiming to make a positive impact on the lives of everyone in our ecosystem.

Not: know-it-all.

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RESOLUTE
INSPIRING
TRAIBLAZER
SPECIALIST

Business Does

Experience

What does Intelbras do?

Technology solutions designed for your business and home

Technology only happens with a human perspective. That’s why we create and customize solutions that surprise and serve everyone—from individual consumers to large companies and governments. For those seeking more practicality, needing help with installation, or wishing to develop small to large-scale projects, we consider every detail to ensure we can create a positive impact.

Proximity is our talent

Everyone close to Intelbras evolves. We strive to stay close to customers, collaborators, and partners, creating a network of support and growth where everyone can prosper according to their needs. This strengthens our partnership and keeps those who are part of our history closer.

Innovation that solves

Our innovation has a clear purpose. We lead the way globally to serve locally, using our creativity and intelligence in technological solutions that set us apart in the market and genuinely improve our clients' lives and businesses. Only a Brazilian tech company can achieve this.

Expertise that turns into experience

We’ve adapted to different moments in the market and continue moving forward. We use our expertise and flexibility to create tools that drive our ecosystem. Whether in after-sales, relationship programs, courses, or with our solutions.

Communication Speaks

Positioning

What does Intelbras say?

A statement that should be used by the entire team, defining the audience that connects with the Brand, highlighting its competitive advantages (differentiators), and affirming its credibility in consistently delivering what was promised. This positioning serves as the foundation for the tagline, which is a synthesis of this message.

At Intelbras, innovation goes far beyond technological advancements—it’s about surprising people by solving their challenges. We are a Brazilian technology company designed to improve your business and home. We operate in security, IT, and energy. Our solutions-driven portfolio ranges from large-scale projects to the simplest, most user-friendly solutions, making homes better equipped, businesses smarter, and cities more connected. We stay close to make the world easier.

After all, relationships are our talent. We foster an unparalleled support network, connecting an ecosystem of clients, collaborators, and partners who grow together. This is how we innovate. So far, our history has been one of constant reinvention. That’s why we use our flexibility and expertise to help improve the lives of those who continue to grow with us. And if we choose to evolve toward a bright future, it’s because we are always close to people.

That’s always surprising.

Intelbras. Surprising is our technology.