



HORUS
— AERONAVES —
DRONE MAPPING SOLUTIONS

Learn how Horus Aeronaves, at the forefront of drone based mapping technology, is developing a successful strategy to more than triple their revenue this year, after partnering with BoaCompra.

HORUS AERONAVES, AT THE FOREFRONT OF DRONE BASED MAPPING TECHNOLOGY

Horus Aeronaves is a product of the current digital revolution. Based in Santa Catarina, Brazil, they are at the forefront of drone based mapping technology. Their platform, MAPPA, collates, analyses, and then combines data simultaneously in the cloud to provide detailed mapping of designated areas. Their ability to work in this way, combining multiple data sources in real time, puts them at the cutting edge of their field. They are also one of the first companies to strive to bring this mapping technique internationally.

Their unique market position in Brazil gives them a second opportunity. The sale of mapping drones to companies based in their homeland. They sell their specialised equipment, designed to suit a range of mapping tasks, directly to the Brazilian market.

“ *Our objective is to be the biggest company in the world to offer mapping services with drones.* ”

Lucas Mondadori
Chief Technology Officer of Horus Aeronaves

The success of the MAPPA software has led Horus to look to the expansion of their product. Both internally, and throughout the greater American markets. With this expansion comes challenges. Namely, tailoring your solution to the uniqueness of your expanding customer base. We spoke to Lucas Mondadori, Chief Technology Officer of Horus about how they are managing this expansion, and why they chose to partner with BoaCompra to achieve these goals.

THE OPPORTUNITY FOR MAPPA

Drones are more useful than many of us realise. From planting trees to airlifting essential medical supplies, their modern functions are varied. In many cases, however, the real scalable business model is not the drone itself. It is the technology surrounding it. For Horus Aeronaves, this was certainly the case.

“Our proprietary “MAPPA” software, which works with drone footage to map an area, is able to be scaled incredibly quickly. There are only one or two platforms that work internationally and are able to match what

we do. We believe our expansion rests upon our unique selling point. We are the only consolidated platform in the world which provides sophisticated software to produce globally recognised standards in mapping.”

The MAPPA platform is as cutting edge as its description suggests. “This [2020] is just the second year of the MAPPA roll-out, so we are still building our strategy.” But Lucas and his team were immediately aware that the success of the platform depended on the ability to localize their roll-out.

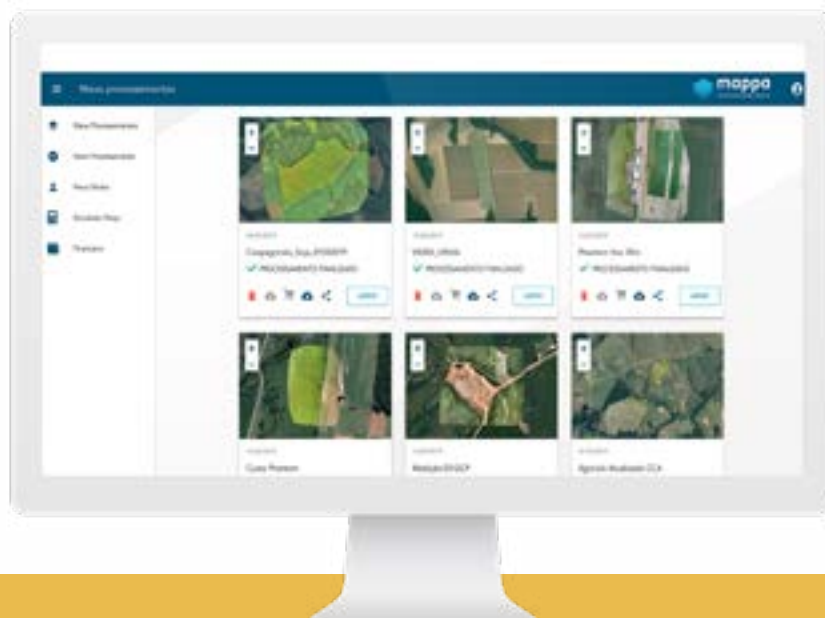


CHOOSING BOACOMPRA

During the initial launch of the MAPPA platform, Horus became aware of issues with their payment infrastructure. "Our previous payment platform was experiencing a number of bugs which made the checkout process difficult for our clients." An extensive use of the platform threw up further issues. "Essential functionality, like the ability to create automatic recurring payments, was missing". In light of these difficulties, Horus chose to move to the BoaCompra payment ecosystem.

"BoaCompra was already on our radar before our choice to change payment providers. Employees learned of BoaCompra through well known gaming platforms. We trusted BoaCompra because it was already working with these large, consolidated gaming platforms."

For Horus, BoaCompra represented a strategic move, designed to support their expansion plans. The payment platform provided the increased functionality and reliability necessary for the company to consolidate their Brazilian business needs. However, BoaCompra also provides localized payment methods for numerous other countries. This enabled Horus to expand, in a consumer centric way, to Peru, Chile, Argentina, Paraguay, Uruguay and Portugal.



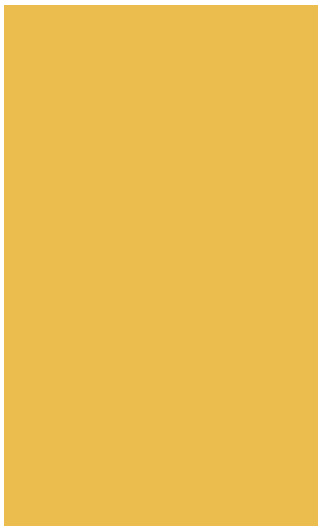
THE NEXT STEPS

For Horus, international expansion until now has been through recommendations and word of mouth. “Today, MAPPA is mainly focused on Brazil. Our marketing strategy is looking to maximise returns in the Brazilian market, before implementing a formal strategy for internationalization. The clients that we have outside of Brazil came because we know them through certain channels.” However, this is not the end goal. The joy of software companies is their ability to scale and grow their product beyond traditional borders. Horus Aeronaves is no different in this respect.

Since working with BoaCompra, Horus has seen their company’s revenues grow drastically. By offering local payment solutions, they have been able to make the

most of the unique Brazilian market. “Last year, MAPPA had a revenue of 1 million Reais. This year we would like to make at least 3 times more, which is a solid growth projection for our software. Next year the plan for internationalization of the platform is going to be implemented, likely resulting in even bigger revenue increases.”

Horus believes that their ability to expand successfully is because of how they understand, and cater to, their local customers. As Lucas highlights, “understanding the local culture and customs of your customers is essential”. By working with BoaCompra, Horus has been able to make that strategy successful. Not only within Brazil, but also throughout the global market.



ABOUT BOACOMPRA

BoaCompra has been offering local payment methods for international platforms since 2004 and is part of PagSeguro, a provider of financial technology solutions in Brazil. By partnering with us, you will be able to access millions of new online customers and offer payment methods which are comfortable and familiar to them. We try to explain more than just the financial market your business will be expanding into. As a local expert we can provide advice and guidance on market behavior and the intricacies of the LATAM markets.

Initially founded in Brazil, BoaCompra is an expert in the LATAM online market and offers the main payment options in Brazil, Mexico, Chile, and seven other countries, some of which are located outside Latin America.

GET STARTED NOW

