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Crece Más Drives 45% Sales Growth for Small Businesses with Facele and AWS

See how Crece Más automates operations with Facele and AWS to drive internal sales and the growth of small businesses across Latin America.

[Overview](#) | [Opportunity](#) | [Solution](#) | [Outcome](#) | [AWS Services Used](#)

45%

more clients joining the app in 6 months

45%

increase in sales growth for small businesses

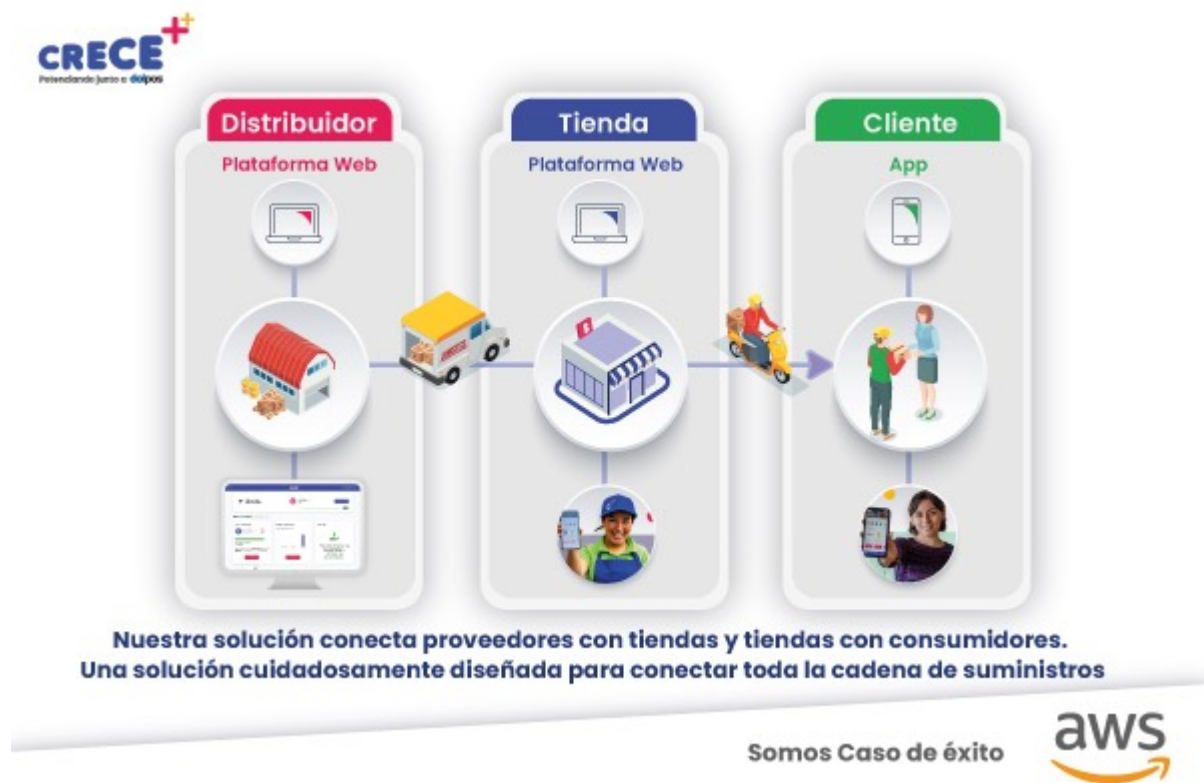
25%

reduction in operational costs for small businesses

Overview

[Crece Más](#), a company devoted to helping entrepreneurs thrive, wanted to develop a platform to give small businesses tools to automate operations and grow—but struggled to secure funding. With the help of AWS Partner

[Facele](#) and Amazon Web Services (AWS) infrastructure, Crece Más secured funding to develop a platform to manage inventory, sales, deliveries, and more. With an impressive new application, Crece Más has grown its customer base by 45 percent in just six months. The platform allows small businesses to scale, increase sales by up to 45 percent, and reduce operational costs by 25 percent, helping them expand into new markets and contribute to regional economic growth.



Opportunity | Giving Local Businesses Greater Opportunities

Microentrepreneurs are the backbone of local economies across Latin America. Yet many are held back by the demands of modern business. They may lack access to the kind of enterprise-level technology that larger corporations use to manage operations. They often rely on manual methods for tasks like managing inventory, sales, deliveries, and customer engagement. These processes are time-consuming, prone to error, and make it difficult to grow or scale a business beyond a certain point. Without access to the right technologies, microentrepreneurs struggle to tap into new markets, improve customer satisfaction, or respond to market trends in real time. Many simply can't compete with what larger companies have to offer.

Patricia Sánchez, chief executive officer at Crece Más, recognized the growing challenges small businesses faced in Chile and Peru. "I realized small businesses could benefit from an affordable, accessible platform that offers technology typically reserved for larger enterprises," Sánchez said. "It was always my dream to be able to provide these technological services for small businesses and empower their growth and efficiency." The goal of Crece Más was to create a solution that would help businesses manage inventory, sales, deliveries, and more, while also supporting their suppliers and customers. This would not only address operational inefficiencies but also enable microentrepreneurs to drive growth, improve decision-making, and compete at a higher level. Crece Más had a clear vision but lacked the resources to develop the necessary technological platform. Traditional funding options were limited, making it difficult for Crece Más to build a solution without external support. Microentrepreneurs are not typically seen as a high-revenue market, further complicating its ability to secure funding. With the right funding, however, Crece Más knew it could empower microentrepreneurs not just to survive but to thrive and expand, thus elevating the small business environment in the region.

Solution | Gaining the Tools to Scale and Adapt

That's when Crece Más partnered with Facele and AWS to bring its vision to life. Facele, a Chilean business process technology company that typically works with larger enterprises, recognized the opportunity to extend its expertise to smaller businesses. With its knowledge of optimizing operations through technology, Facele helped Crece Más create a prototype and enter key competitions to secure crucial funding. Crece Más won several important awards, including the 2019 Latin America Tax Hackathon organized by the Chilean Internal Revenue Service and the Innóvate Peru Business Innovation Project. These successes validated the technical strength of the platform and provided the financial support to develop it further.

With the funding secured and using the scalable infrastructure of AWS, including [Amazon Elastic Compute Cloud](#) (Amazon EC2), Facele built a solution capable of handling the needs of small businesses. They can manage and track inventory, invoicing, and customer engagement all in one place. Amazon EC2 allows Crece Más to scale as the number of users and transactions grows, adjusting compute capacity based on real-time demand to keep the application responsive even during peak usage. This scalability is especially important for a platform serving multiple countries with different levels of user activity. In addition, small business owners can access real-time insights that were once out of reach. Data provided by [Amazon QuickSight](#) allows Crece Más to show customers which products are driving the most sales, better manage their stock, and make data-driven decisions that elevate their operations. They can engage more deeply and build loyalty that sets them apart from their competition. Facele integrated additional AWS services, including [Amazon Relational Database Service](#) (Amazon RDS) to support the platform's data storage needs, so Crece Más can provide high performance and reliability. And with [Amazon OpenSearch Service](#), microentrepreneurs can search through sales data, customer records, and inventory levels in real time. This near-instant access to information allows businesses to make faster decisions and boosts the value proposition of Crece Más.

Outcome | Shaping the Small Business Landscape

With Facele's innovation and implementation of AWS tools and services, Crece Más continues to expand into Colombia, knowing its growth won't be inhibited by technology. The cloud-based platform has acquired 45 percent more clients in just the last six months. Crece Más not only benefits small businesses, but also supports their suppliers and customers by integrating and automating orders. This creates an interconnected environment that benefits all players in the supply chain. Suppliers can automate their processes and connect more effectively with their customers, while consumers have the opportunity to interact with and buy directly from small businesses in their sector. By lowering the barriers to technology and growth, Facele and Crece Más empower microentrepreneurs

to play a bigger role in their local economies and contribute to the region’s overall development. And this means a lot to Sánchez and her team. “More than just a platform, Crece Más represents the future for microentrepreneurs,” she said. “Thanks to Facele and AWS, we’ve helped business owners unlock their potential, reduce inefficiencies, and confidently pursue new opportunities that once seemed out of reach.”

With Crece Más, business owners can think bigger. They are no longer constrained by manual processes or a lack of insight into their businesses and have the tools to scale and adapt to whatever challenges come next. The results speak for themselves: businesses using the Crece Más platform have reported sales increases of up to 45 percent. The platform can reduce operational costs by 25 percent, giving entrepreneurs the freedom to reinvest in their companies. But it’s not just about revenue—these businesses are now able to expand beyond their local markets, gaining access to opportunities they previously couldn’t reach. Today, with Crece Más, microentrepreneurs experience a dramatic shift in productivity. Tasks that once took hours—such as managing inventory, invoicing, and customer engagement—are now streamlined. This allows entrepreneurs to focus on what matters most: growth.

About Crece Más

Based in Chile, Colombia and Peru, Crece Más is a technology platform designed to empower microentrepreneurs across Latin America by providing them with advanced tools to streamline operations, improve efficiency, and drive growth. Focused on digitizing and automating business processes, Crece Más enables small businesses to manage inventory, sales, and customer engagement more effectively.

About AWS Partner Facele

Facele is a Chilean technology company specializing in business process automation, offering solutions that optimize operations for both large enterprises and small businesses. Focused on streamlining tasks such as electronic invoicing, document management, and process automation, Facele provides tools that help businesses reduce inefficiencies and enhance decision-making.

AWS Services Used

Amazon EC2

Amazon Elastic Compute Cloud (Amazon EC2) offers the broadest and deepest compute platform, with over 750 instances and choice of the latest processor, storage, networking, operating system, and purchase model to help you best match the needs of your workload.

[Learn more »](#)

Amazon QuickSight

Amazon QuickSight powers data-driven organizations with unified business intelligence (BI) at scale. With QuickSight, all users can meet varying analytic needs from the same source of truth through modern interactive dashboards, pixel-perfect reports, natural language queries and embedded analytics.

[Learn more »](#)

Amazon RDS

Amazon Relational Database Service (Amazon RDS) is an easy-to-manage relational database service optimized for total cost of ownership.

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Amazon OpenSearch Service

Amazon OpenSearch Service securely unlocks real-time search, monitoring, and analysis of business and operational data for use cases like application monitoring, log analytics, observability, and website search.

[Learn more »](#)

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Crece Más, a company devoted to helping entrepreneurs thrive, wanted to

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Capital Express Reduce los Costos Operativos...

La compañía de servicios de factoring Capital Express quería mejorar las

develop a platform to give small businesses tools to automate operations and grow—but struggled to



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evaluaciones de los clientes y hacer crecer su negocio, pero tenía un sistema obsoleto que dificultaba el acceso a los



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Capital Express Reduces Monthly Operating Costs...

Factoring services company Capital Express wanted to improve client evaluations and grow its business, but it had an outdated system that made accessing data difficult. The company



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