

2025



# SERVICE CATALOG

BUILDING THE FUTURE

AI CONSULTANT  
AI SOLUTIONS ARCHITECT  
AI ENGINEER



## CONTENT

ABOUT ME

SERVICES

BENEFITS

SUCCESS STORIES

QUOTATION

CONTACT ME



# ABOUT ME



## JAIRZINHO SANTOS

AI CONSULTANT  
AI SOLUTIONS ARCHITECT  
AI ENGINEER & RESEARCHER



### IT professional with 8+ years in the Tech Ecosystem.

I specialize in designing impactful and scalable Generative AI solution architectures. With extensive experience across hundreds of projects across Latin America, working in diverse business industries such as banking, insurance, telcom, retail, mining, health, and more.

Currently, I serve as an **AI Solutions Architect** at Latam Consultancy, leading the design and implementation of cutting-edge AI solutions, and actively building a global community focused on Generative AI advancements.

#### Highlights:

- **Solution Architecture:** Designing end-to-end GenAI architectures for cloud, on-premise, and hybrid environments.
- **Development:** Developing solutions using state-of-art AI models and scalable techniques.
- **User-Centric-Design (UX):** Focusing on human-centered solutions.
- **Leadership:** Guiding cross-functional teams with a 360° vision to achieve strategic business objectives.
- **Strategic Design:** Evaluating, planning, and aligning Generative AI initiatives with organizational goals.

#### Technological Proficiency:

- **AI Models:** Proficient in working with a wide range of cutting-edge AI models, including:
  - **GPT Series:** gpt-4o, gpt-4o-mini, o1-mini, o1-preview, o1, gpt-4o-realtime-preview.
  - **Gemini Series:** gemini-1.5-flash, gemini-1.5-pro, gemini-2.0-flash-exp.
  - **Claude Series:** claude-3.5-sonnet.
  - **LLaMA Series:** llama-3.2, llama-3.1.
  - **Other Advanced Models:** grok-2, DeepSeek-R1, mixtral-8x7B, phi-3.5-vision.
- **Frameworks:** LangChain.
- **Prompting:** Few-shot, Chain-of-Thought, ReAct, Reflexion, Self-Consistency, Tree-of-Thought, and more.
- **RAG:** Cosine Similarity, Reranking, Classification, and Hypothetical Document Embeddings (HyDE).
- **Fine-Tuning & Optimization:** Prompt Tuning, LoRA, and advanced evaluations and accuracy optimizations.
- **Multi-Agent Systems:** LangGraph, AutoGen, Swarm, and CrewAI.
- **Advanced:** Evaluations (evals, ragas, promptflow), accuracy optimizations, automatizations.
- **LLMops:** Langfuse, LangSmith, Azure AI Foundry (Prompt Flow).
- **Integration:** APIs, Databases (NoSQL, SQL), Filesystems, CRM platforms, and other enterprise systems.
- **Cloud:** Azure AI Foundry, Amazon Bedrock, Google Vertex AI.

My mission is to empower organizations through AI, transforming user experiences into strategic assets that drive business success and deliver competitive advantages.

# SERVICES

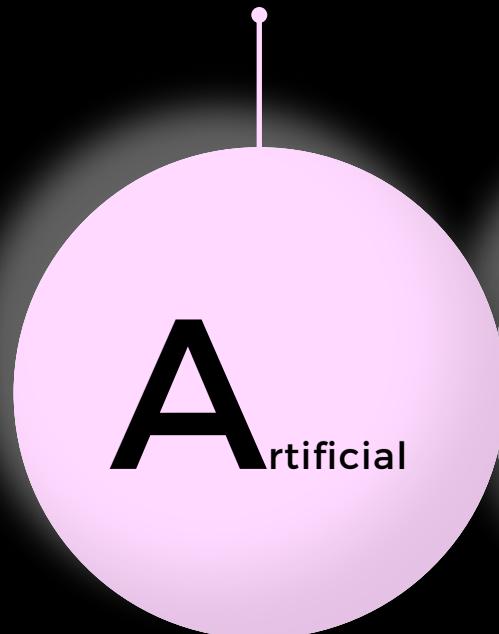


Detailed strategic evaluation and planning to take projects from idea to successful execution.



Roadmap for digital transformation. We outline the transition from the current state to a better future (AS IS / TO BE).

Consulting, AI opportunity detection, demos, PoCs, business case, AI strategic planning, and capacitation.



Development and implementation of Generative AI solutions. Virtual Assistants, Chatbots, Multiagents, and more.



VIRTUAL ASSISTANTS	Intelligent virtual assistants designed with user-centric UX principles, capable of delivering and processing information, generating internal workflows, and providing actionable insights for users across multi-language systems.
CHATBOTS	Advanced chatbots with seamless integration capabilities for platforms like Microsoft Teams, WhatsApp, Instagram, and more. Specializing in multi-channel customer support and engagement.
DATA PROCESSING	Comprehensive data processing services including transformation, structuring, and formatting to ensure data is optimized for analysis and decision-making.
IMAGE, AUDIO, VIDEO PROCESSING	Expert processing of images, audio, and video files. Services include insight extraction, text-to-speech, speech-to-text transcription, OCR, and more.
DATA CLASSIFICATIONS	Efficient classification of unstructured data such as PDFs, images, emails, and other file types to enhance organization and accessibility.
NL2SQL	Natural language to SQL query conversion, enabling easy interaction with structured databases, tables, and formats like Parquet.
CONTENT GENERATION	High-quality content creation for various needs, including documentation, academic writing, and more, tailored to your specific requirements.
VOICE REALTIME ASSISTANT	Real-time voice assistants with live preview capabilities, designed to provide immediate support and interaction.



## AI ENGINEERING

Technical Implementation

### Scope:

Hands-on development and optimization of Generative AI models, focusing on technical execution and performance improvements.

### Key Activities:

- ✓ Advanced prompt engineering (Few-shot, Chain-of-Thought, Reflexion, ReAct).
- ✓ Implementation of LLM optimization frameworks (LangChain, Autogen, CrewAI, LangGraph).
- ✓ Evaluation and improvement of RAG architectures (groundedness, coherence, similarity, relevance, fluency, accuracy).
- ✓ Fine-tuning and model optimization (LoRA, Prompt Tuning).
- ✓ Cloud-based deployment of LLMs in Azure, AWS, or GCP (basic level).
- ✓ API integrations for AI-powered applications.

### Who needs this?

Companies looking for hands-on AI development, integration, and optimization without needing high-level strategic guidance.



## AI SOLUTION ARCHITECTURE

Technical + Strategic Implementation

### Scope:

Includes all AI Engineering services plus high-level system design, cloud integration, and AI solution architecture planning.

### Key Activities:

- ✓ Designing end-to-end Generative AI architectures (cloud, on-premise, and hybrid).
- ✓ Advanced LLM integration with business systems (CRM, databases, APIs).
- ✓ Development of custom AI pipelines, including multimodal AI solutions (text, voice, image processing).
- ✓ Cloud cost optimization and scalability strategies for AI workloads.
- ✓ Security and compliance considerations in AI solutions.
- ✓ Implementation of NL2SQL solutions (natural language query to structured databases).

### Who needs this?

Companies that require not just AI implementation, but also system-wide integration, cost-effective scaling, and structured AI deployment strategies.



## AI CONSULTING

Full AI Strategy & Business Impact

### Scope:

Includes all AI Engineering & AI Solution Architecture services plus high-level strategic consulting for AI adoption, business transformation, and ROI analysis.

### Key Activities:

- ✓ AI use case discovery & feasibility analysis for businesses.
- ✓ Strategic AI adoption roadmaps tailored for enterprises.
- ✓ Development of technical-commercial AI proposals for executives.
- ✓ AI-driven business intelligence & analytics for decision-making.
- ✓ ROI evaluation & impact assessment of AI solutions in an enterprise.
- ✓ Customized AI training programs for corporate teams.

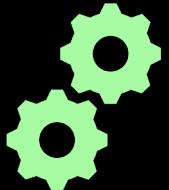
### Who needs this?

Enterprises looking for full AI adoption strategies, executive-level consulting, and a long-term vision for AI transformation beyond just implementation.

# BENEFITS



Below are the key advantages you gain from working with me, based on proven solutions and tailored outcomes.



## PROCESS AUTOMATION AND EFFICIENCY

Streamline workflows and reduce manual effort through AI-powered automation, enabling faster task completion and freeing up resources for higher-value activities.



## COST REDUCTION AND RESOURCE OPTIMIZATION

Minimize operational costs and eliminate inefficiencies by automating repetitive tasks, reducing errors, and optimizing resource allocation.



## ENHANCED USER AND CUSTOMER EXPERIENCE

Improve satisfaction through personalized, intuitive, and efficient interactions, ensuring seamless experiences for both internal users and external customers.



## PERSONALIZED AND ADAPTABLE SOLUTIONS

Deliver tailored solutions that adapt to unique business needs, ensuring flexibility and alignment with specific goals and workflows.



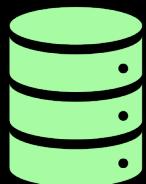
## REAL-TIME DATA PROCESSING AND INSIGHTS

Accelerate data analysis and decision-making with real-time processing capabilities, reducing latency and delivering actionable insights instantly.



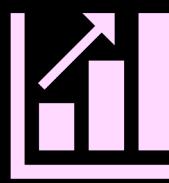
## INNOVATION AND COMPETITIVE ADVANTAGE

Leverage cutting-edge AI technologies to stay ahead of the competition, driving innovation and unlocking new opportunities for growth.



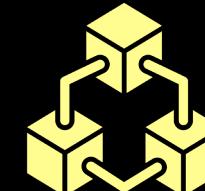
## CENTRALIZED KNOWLEDGE AND INFORMATION ACCESS

Create accessible, centralized repositories of information, ensuring quick retrieval and consistent knowledge sharing across teams.



## IMPROVED DECISION-MAKING ACCURACY

Enhance decision precision with AI-driven analytics and insights, enabling data-backed strategies and reducing risks.



## SCALABLE AND FUTURE-PROOF SOLUTIONS

Build systems that grow with your business, leveraging scalable AI technologies to adapt to changing needs and future challenges.



# SUCCESS STORIES

**VIRTUAL SALES ASSISTANT FOR BEMBOS**

Generative AI-powered multi-agent virtual sales assistant integrated with WhatsApp. The assistant streamlined the ordering process by offering personalized recommendations, visual menus, and voice-to-text capabilities, enhancing customer experience and increasing sales efficiency.

**LOAN ASSESSMENT FOR INDEPENDENT PROFESSIONALS**

Multi-agent system to streamline loan applications. The system engaged users in friendly conversations to gather financial data, simulated credit scoring, and provided near-real-time loan offers, improving accessibility and reducing processing times.

**VIRTUAL ASSISTANT FOR AGILE LEARNING**

Generative AI-powered virtual assistant to generate microlearning courses from trusted sources. The system automated the creation of concise, impactful courses, enabling users to learn quickly and effectively, transforming the training and development process.

**EXAM GRADING SYSTEM**

AI-powered exam grading system capable of automatically grading exams and providing insights into areas where students struggled. The system not only reduced grading time but also offered actionable suggestions for improving student learning outcomes.



**SALES DATA MANAGEMENT FOR MEDIUM-SIZED BUSINESSES**

Mobile app leveraging generative AI to centralize and analyze sales data from various formats (text, images, audio, documents). The app provided real-time insights, automated data extraction, and customizable reports, enabling businesses to make data-driven decisions efficiently.

**ENHANCED USER EXPERIENCE**

Generative AI-powered virtual assistant to automate user queries, enabling faster and more accurate responses. The solution used self-attention mechanisms and complex query handling to significantly enhance the overall user experience.

**PRESCRIPTIONS LIQUIDATION**

Optimized the claims registration and attention process using generative AI and retrieval-augmented generation. This enhancement reduced response times from 24 days to 1 day, improving service efficiency and customer satisfaction.

**OPTIMIZATION OF REGISTRATION PROCESS AND CLAIMS ATTENTION**

Streamlined the claims registration and attention process using generative AI, and retrieval-augmented generation. The solution reduced processing times from 24 hours to mere hours, enhancing operational efficiency and customer experience.



**VIRTUAL ASSISTANT FOR CUSTOMER SUPPORT**

Virtual assistant capable of handling the entire customer support cycle, from generating shipping orders to providing real-time order status updates. The assistant, built on a multi-agent architecture with up to 7 agents, streamlined customer interactions, reduced response times, and improved overall satisfaction.

**DOCUMENT ASSISTANT (NL2SQL)**

Natural language-to-SQL system that allowed users to interact with high-volume SQL databases using simple, conversational language. The system processed Parquet files, enabling non-technical users to query and retrieve data effortlessly. This solution reduced dependency on technical expertise, and improved decision-making efficiency.

**INSIGHT EXTRACTOR**

AI-powered insight extraction tool that analyzed loan approval recordings to identify key patterns and insights. The solution significantly reduced manual analysis time, optimized labor workload, and accelerated the loan approval process.

**LEGAL ASSISTANT**

Generative AI-powered legal assistant capable of performing cross-document analysis and retrieving complex legal information. The assistant applied advanced analytical logic to search, compare, and extract insights from multiple legal documents, simplifying legal research.



**DOCUMENT COMPARATOR**

Generative AI-powered document comparator that automated the comparison of unstructured documents. The solution provided a user-friendly interface for quick and accurate document comparisons, reducing manual workload and improving efficiency.

**VIRTUAL ASSISTANT FOR TECHNICAL SUPPORT**

Virtual assistant integrated with Microsoft Teams, leveraging retrieval-augmented generation (RAG) to provide accurate and efficient technical support. The assistant resolved user queries in real-time and collected feedback for continuous improvement.

**DOCUMENTAL VIRTUAL ASSISTANT**

Virtual assistant to answer legal and regulatory queries from citizens. Powered by retrieval-augmented generation, the assistant provided accurate and timely information, improving access to legal knowledge and enhancing transparency.





# QUOTATION



Below is the detailed service rate for AI-driven solutions, categorized by service type and designed to meet your technical, strategic, and business needs.

SERVICE RATE CARD (Cost per Hour)	
Service Category	Rate (USD)
<b>AI ENGINEERING</b> Technical Implementation	79.00
<b>AI SOLUTION ARCHITECTURE</b> Technical + Strategic Implementation	99.00
<b>AI CONSULTING</b> Full AI Strategy & Business Impact	139.00

#### TERMS AND CONDITIONS:

- Hourly Billing:** Rates are billed by the hour, not by minutes. Any additional minutes consumed will be billed as an additional hour.
- Taxes:** The prices listed do not include applicable taxes.
- Project Initiation:** Services will commence upon receipt of a purchase order from the client.

#### PAYMENT MILESTONES

- 50% at the start of the service contract.
- 50% upon final delivery of the service.

*Note: Payment milestones can be adjusted by mutual agreement to better align with your project needs.*



# CONTACT ME

CONTACT ME:



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