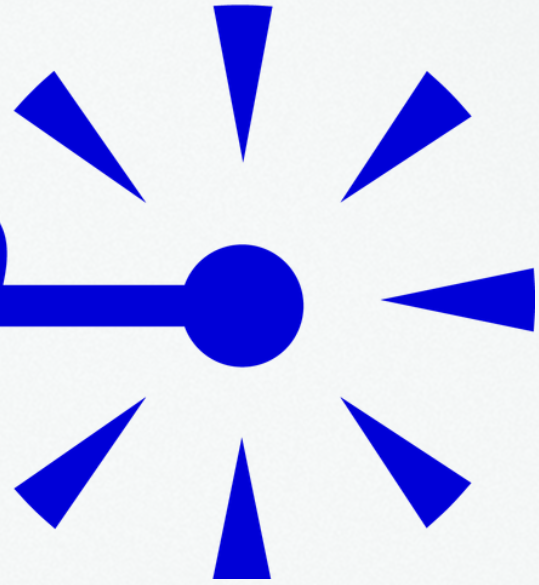


procempa
na tua vida

conecta
A inteligência que
vê a cidade. **poa** 

Quem somos

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Public Information and Communication
Technology Company of the Porto Alegre
City Hall, Rio Grande do Sul, Brazil

Created by law on
September 9, 1977

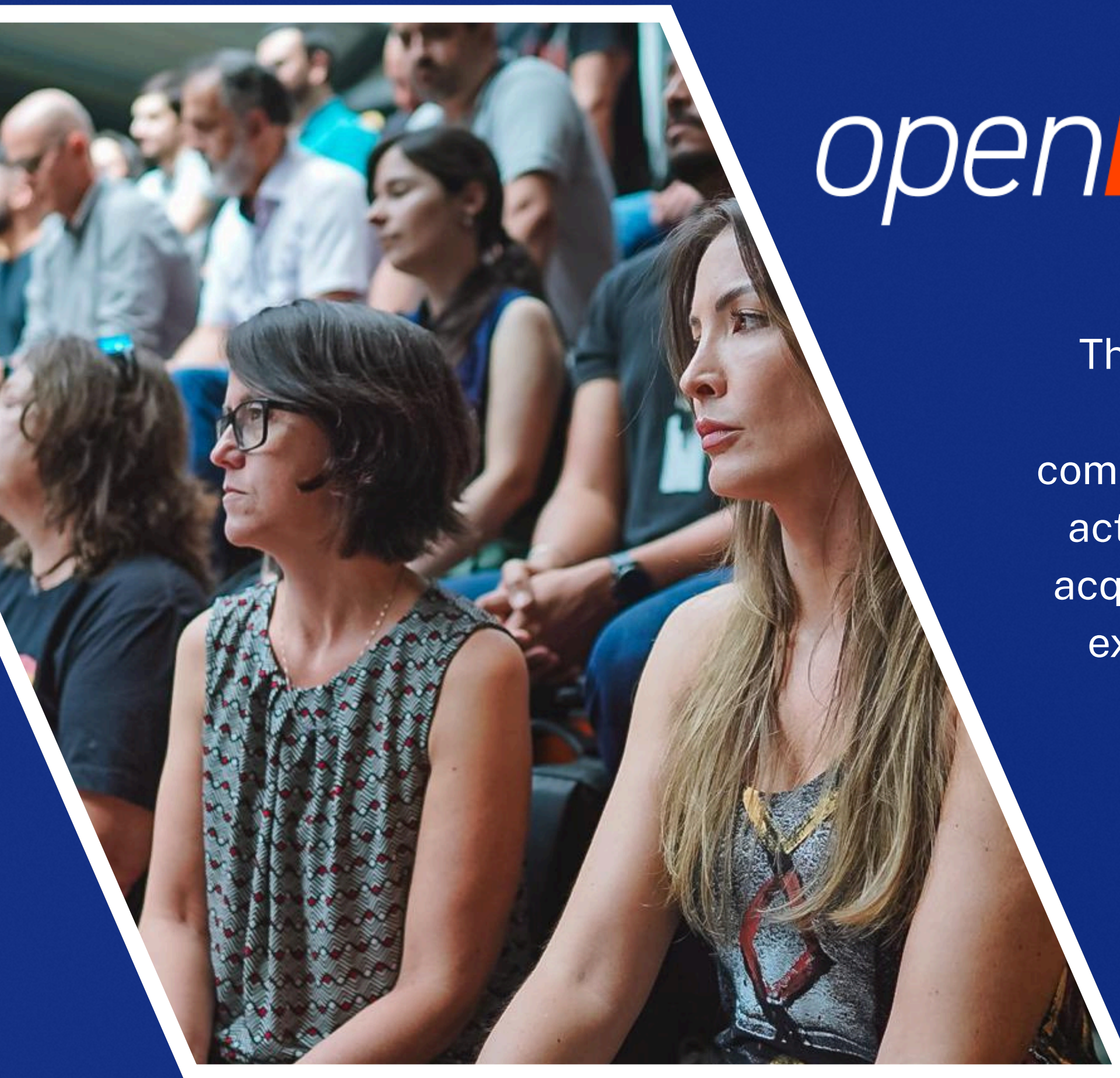
Present at all stages of a citizen's life,
providing technical communication
infrastructure.



MISSION: Provide specialized and innovative
technological solutions to enhance the
Public Management of the
city of Porto Alegre.

Functional body with 350
employees

Created a Innovation lab in 2025 to
launch new ideas and products for
public services improvement



*open***Lab** | *procempa* *na tua vida*

The PROCempa Open Lab is an Open Innovation program launched in 2024 that opened the company's doors to hiring startups. It is based on the active learning methodology, where knowledge is acquired by employees through practice and direct experience in seeking improvements in the way services are provided to citizens.



Requirements

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"Engaged Senior Management"

Active participation, approval of regulations and resources for competitions.
Support, monitoring, and recognition at all stages.

Lesson Learned: Innovation does not happen by chance; it is an INTENTIONAL process.



Legal Solidity

Knowledge of LC 182/2021 (Startup Law)
Relationship, collaboration, and transparency with the legal department.

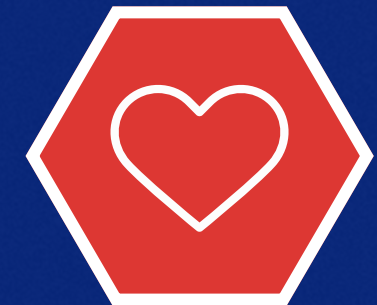
Lesson Learned: Public agents need legal security



Prioritization

Initial nomination of employees to form the group of Agents. After being introduced to the topic, they continue in the challenge by their own choice.

Lesson Learned: "Nobody wants to start, but everyone wants to be a part."



Real Challenges

Contractual objects defined based on reports of specific problems faced by employees in their daily work

Engagement occurs with the perception of real benefit.

Legal Basis - Brazilian Law

Legal Basis: § 1 of Article 13 of Complementary Law 182/2021 (Legal Framework for Startups):

“The scope of the bidding process may be limited to the problem to be solved and the indication of the expected results by the public administration, including the technological challenges to be overcome. It is not required to describe any previously mapped technical solution and its technical specifications, and it is up to the bidders to propose different means for solving the problem.”



Timeline



September 2024

Workshop
Challenges

November 2024

Pitch Day

March 2025

Signature
NoLeak Contract
startup

September 2025

Theoretical Training

October 2024

Public Notice
Launch

February 2025

Negotiations

June 2025

Demo Day
Platform Launch

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[Desafios](#) [Cronograma](#) [Programa](#) [Porque se conectar](#) [F.A.Q.](#) [Quem promove](#)

openLab **procempa**
na tua vida

O 1º Programa de Inovação aberta da Procempa

CPSI do desafio - Desafio da Saúde: Exames no Complexo Regulador

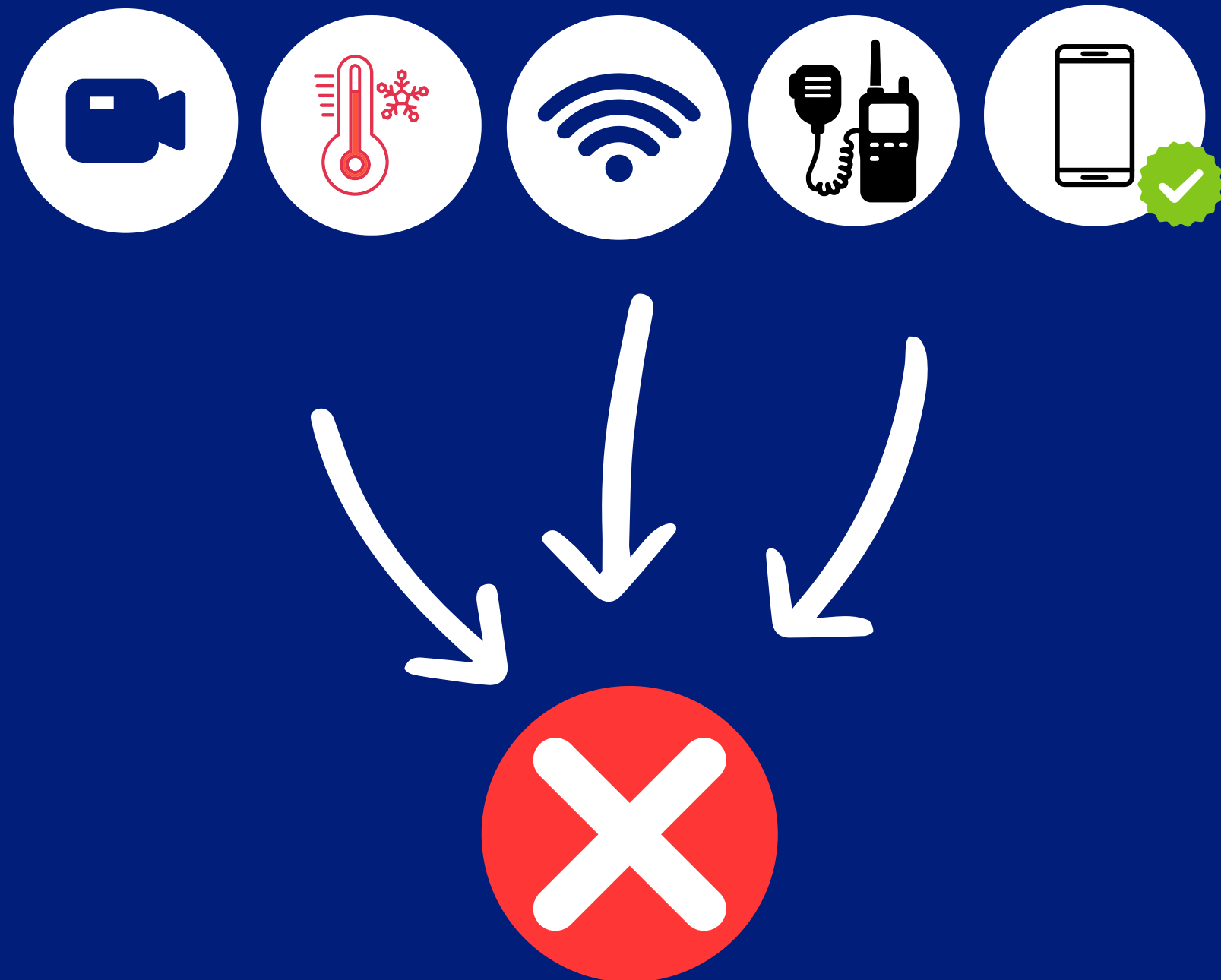
CPSI do desafio - Mapeamento de Conhecimento e Expertise Interna

CPSI do desafio - ConectaPOA

Resultado final



The Technological Challenge



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+ 1000
DEVICES

**Decentralization of data captured by various
urban sources in Porto Alegre**

MAIN ISSUES:

- 1. Loss of agility in services;**
- 2. Lack of historical data on urban events that required municipal action (no transparency);**
- 3. Predictive incapacity and inability to correlate factors**

The Technological Challenge

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“Conducting tests for the development and implementation of a platform for the integration of technologies and real-time data capture from urban devices, as well as consolidating, processing, structuring, and generating alerts that allow georeferenced monitoring through a unified interface, providing a ‘live map’ of the city of Porto Alegre and generating data for future assessment about the new scenario and public action efficiency”

7 Registered Startups

3 Pitches

1 Contract

What does a public IT company has to offer?

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Full knowledge of the public tech environment, its weaknesses and strengths

Final customer experience: citizen

Scalability: what solves local public problems solves the problems of all cities.

Purchasing Power: 12% of GDP

Knowledge of
the political
and social structure

Highly experienced
and skilled
technical
team

Project Team

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Equipe PROCempa



Gerson Basques

Information Analyst



Rafael Correa

Information Analyst



Diogo Schaffer

Information Analyst - Big Data



Diovani Dostatny

Supervisor T-ST01



Marília Thomé

Administrative Analyst



Camila Rockenbach

Information Analyst - UX



Liana Rigon

Supervisor P-GNN



Fábio Gidião

Information Analyst



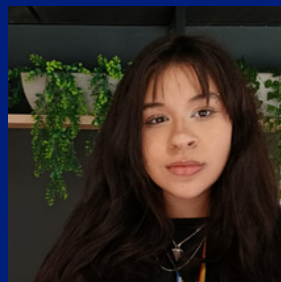
Naieni Ferraz

Information Analyst - UX



Marcio Scherer

Infrastructure Information Analyst



Larissa Flores

Intern

The Chosen Startup



Brazilian startup, in technological partnership with Canada, dedicated to developing innovative solutions based on Artificial Intelligence for the Defense and Security sector.

<https://www.noleakdefence.com/>

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The Pilot



Contract Duration:
120 days

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1

**Choice of real
devices
already used
in Porto Alegre**

- Video Surveillance Cameras
- Radios
- Wifi Signal
- Weather Stations
- Public Agent, via app

2

**Solution
Architecture**

- PROCempa Architecture Compatibility
- Testing Environment with Integrated Data Sources
- Customization and Creation of Dashboards and Visuals
- Information Security Management

3

Integration

- Requirements Analysis
- Development and testing of source IP protocol integrations
- Definition of Alert rules
Creation of Agent alerts

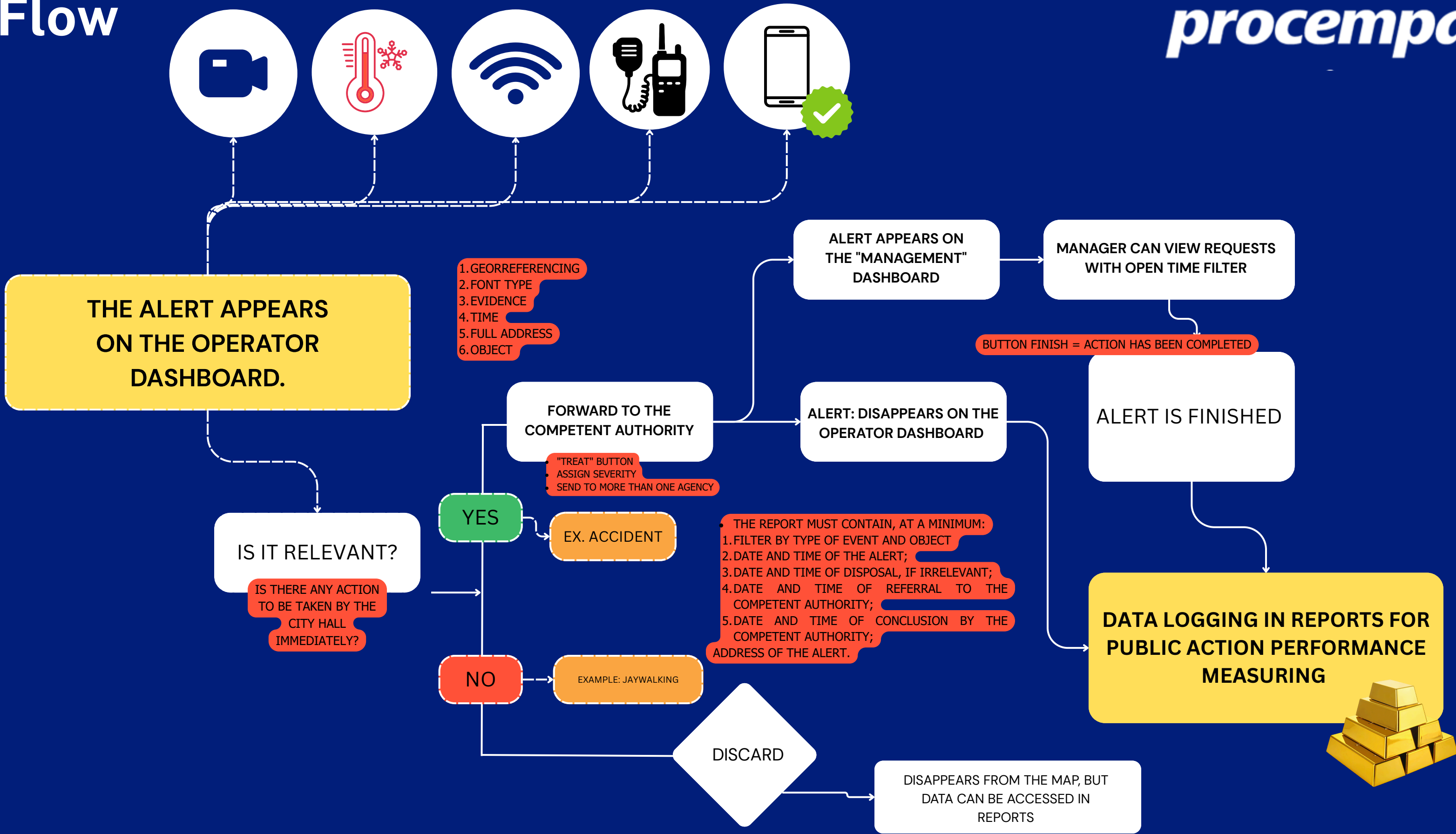
4

**Customizations
and Tests**

- Creation of Flows for alert forwarding
- Parameter settings
- Creation of 2 distinct dashboards: Operator and Manager
- Usability testing
- Power BI integration

Data Flow

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THE INNOVATION

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ADVERSE EVENTS



HOW IT IS TODAY:

THE CITIZEN IDENTIFIES AND
INFORMS AUTHORITIES



- PHONE
- WHATSAPP
- CUSTOMER SERVICE CENTER
- TALKING TO FIELD AUTHORITIES

THE EVENT HAS ALREADY OCCURRED AND
HAS IMPACTED THE FUNCTIONING OF THE CITY.

INNOVATIVE PREMISE:

TECHNOLOGY ANTICIPATES

- FASTER AND MORE ACCURATE ALERTS
- MAPS EVENTS
- MAPS PUBLIC RESOURCES
- GENERATES DATA AND CORRELATES THEM
- OFFERS PREDICTABILITY

THE IMPACT ON THE CITY IS MANAGED
AND MITIGATED, AND THE CITY GAINS RESILIENCE.

THE PILOT - PLATFORM DEVELOPMENT

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PAINEL
Mapa Operação

Identificador
Todos

Severidade
Todos

Alerta

Identificador

Fonte

Horario (GMT-3)

Alerta

Clique no alerta para habilitar

TRATAR

CLIMATE TREND

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Porto Alegre, RS
June 2024

THE PILOT

Reportar Ocorrência
Utilizador: diogovani.dossantos@procempa.com.br

1. Localização do Evento

Escreva um endereço

Mova o marcador no mapa para ver o endereço...

Usar a Minha Localização Atual

2. Detalhes da Ocorrência

Assunto: Seleccione... Severidade: Média

Descrição: Descreva o que está a acontecer...

Evidência (Obrigatório)

Anexar Foto

Enviar Alerta

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PUBLIC AGENT ALERT

GENERATED BY FIELD AGENTS

- **Qualified human alert**

THE PILOT

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PAINEL

Alertas em Aberto

Limpar filtros

Mais de 24 horas

6

Mais de 12 horas

4

Mais de 4 horas

1

Menos de 4 horas

0

Importante: Dados nesta aba atualizados a cada 3 horas

Descrição	Horas Pendentes	Status	Alerta	
app - Fiacao-Exposta (Ciclovía Ipiranga, Porto Alegre)	95	TRATANDO	Teste	
app - Infra-Iluminacao (Avenida do Lami, Porto Alegre)	73	TRATANDO	teste Iluminação	
app - Infra-Iluminacao (Rua Orquídea, Porto Alegre)	56	TRATANDO	teste Iluminação	
app - Lixo-Acumulado (Beco Dois, Porto Alegre)	7	TRATANDO	Excesso de lixo	
app - Queda-Arvore (Rua Curupaiti, Porto Alegre)	24	TRATANDO	Árvore na via	
app - Seguranca-Roubo (Rua Marclio Dias, 965, Porto Alegre)	24	TRATANDO	Roubo ocorrendo e visto	
app - Transito-Acidente (Avenida Ganzo, Porto Alegre)	24	TRATANDO	Acidente com vítimas	
cameras-3 - AV. GOETHE 147	80	TRATANDO	Anomalia - AGLOMERAÇÃO em uma região da imagem	
cameras-3 - AV. GOETHE 5	80	TRATANDO	BETA: Anomalia - Detecção Pessoa (exclusão em cima de moto)	
estacaomet - R. dos Andradas, 680	155	TRATANDO	Umidade (Muito Alta > 80%): Risco elevado de alergias e mofo.	
wifi - R. Gen. João Manoel, 157	24	TRATANDO	Número de conexões elevado no AP 'R. Gen. João Manoel, 157': 5000 (limite: 1000).	

dos Alertas

Painel - Log dos Alertas

Painel - Alertas em Aberto

Mapa - Gestor

Dados - Relatório de Alertas

Dados - Estação Met.

Mapa - Busca Radio

THE PILOT

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PAINEL

Ciclo dos Alertas

Identificador

Todos

Severidade

Todos

Status

Todos

Operador

Todos

Data

20/09/2025

26/09/2025

Descrição	Severidade	Alerta	Status	Encaminhamento	Horário do Alerta (GMT-3)	Horário do Tratamento (GMT-3)	Horário de Conclusão (GMT-3)
app - Bueiro-Entupido (Rua Renascença, Porto Alegre)	4-Crítica	Bueiro entupido causando alagamento.	CONCLUÍDO	ÁGUA E ESGOTO	25/09/2025 16:42:02	25/09/2025 16:42:39	25/09/2025 16:45:37
app - Infra-Buraco (Rua Arroio Feijó, Porto Alegre)	4-Crítica	Teste Buraco	CONCLUÍDO	SERVIÇOS URBANOS	23/09/2025 10:37:19	23/09/2025 16:42:53	25/09/2025 14:59:48
app - Infra-Iluminacao (Rua Cândido Genro Neto, Porto Alegre)	2-Média	Teste falha iluminação	CONCLUÍDO	SERVIÇOS URBANOS	23/09/2025 10:25:28	23/09/2025 10:33:11	25/09/2025 16:02:47
app - Infra-Iluminacao (Rua Tanai da Silva Boeira, Porto Alegre)	2-Média	Teste iluminação	CONCLUÍDO	SERVIÇOS URBANOS	23/09/2025 10:03:46	23/09/2025 10:04:36	25/09/2025 15:02:12
app - Outro (Rua Celeste Gobbato, 216, Porto Alegre)	2-Média	Cabo rompido	CONCLUÍDO		22/09/2025 16:52:47	22/09/2025 16:55:13	23/09/2025 09:35:24
app - Queda-Arvore (, Porto Alegre)	2-Média	Teste	CONCLUÍDO	SERVIÇOS URBANOS	25/09/2025 15:03:27	25/09/2025 15:04:04	25/09/2025 15:15:36
app - Queda-Arvore (Avenida João Pessoa, Porto Alegre)	4-Crítica	Queda de árvore	CONCLUÍDO	SERVIÇOS URBANOS	25/09/2025 15:08:22	25/09/2025 15:08:45	25/09/2025 15:14:10
app - Queda-Arvore (Avenida Osvaldo Aranha, 744, Porto Alegre)	2-Média	Teste	CONCLUÍDO	SERVIÇOS URBANOS	22/09/2025 16:39:52	22/09/2025 16:41:51	25/09/2025 15:07:37
app - Queda-Arvore (Rua Arroio Feijó, Porto Alegre)	3-Alta	Teste árvore	CONCLUÍDO	SERVIÇOS URBANOS	23/09/2025 11:05:01	23/09/2025 16:59:28	25/09/2025 10:17:39
app - Queda-Arvore (Rua Itapocai, Porto Alegre)	4-Crítica	Queda árvore sobre a via	CONCLUÍDO	SERVIÇOS URBANOS	25/09/2025 15:41:13	25/09/2025 15:42:08	25/09/2025 15:59:34
wifi - R. Gen. João Manoel, 157	3-Alta	Número de conexões elevado	CONCLUÍDO	SAMU	25/09/2025 04:44:04		25/09/2025 17:32:24

os Alertas

Painel - Log dos Alertas

Painel - Alertas em Aberto

Mapa - Gestor

Dados - Relatório de Alertas

Dados - Estação Met.

Mapa - Busca

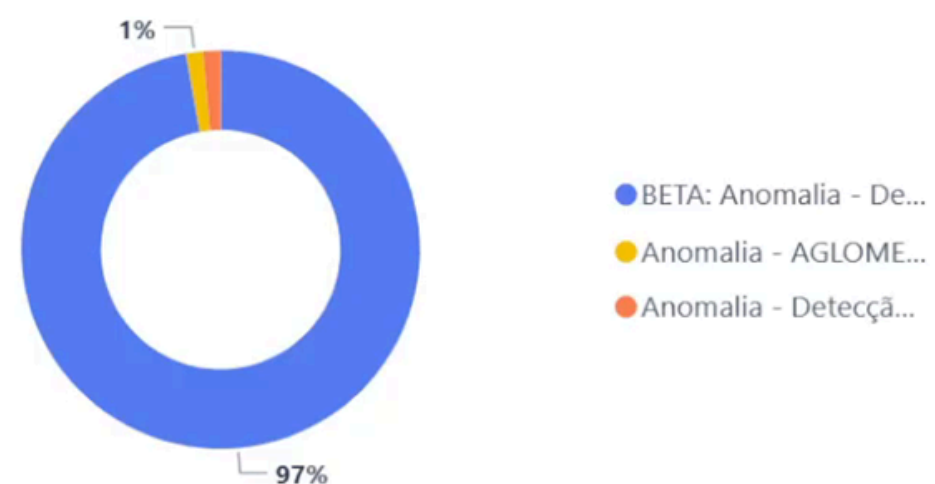
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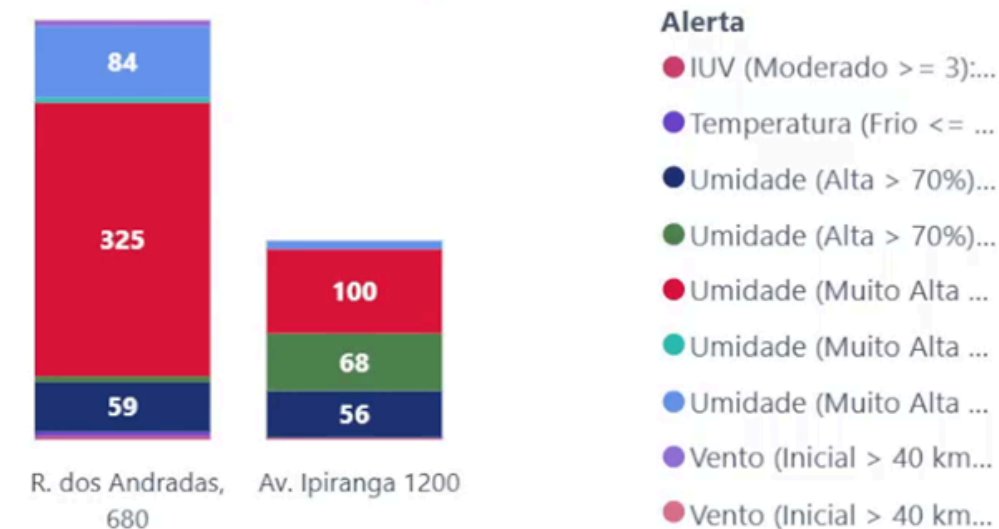
DADOS HISTÓRICOS

Alertas

Tipos de Alertas por Camaras



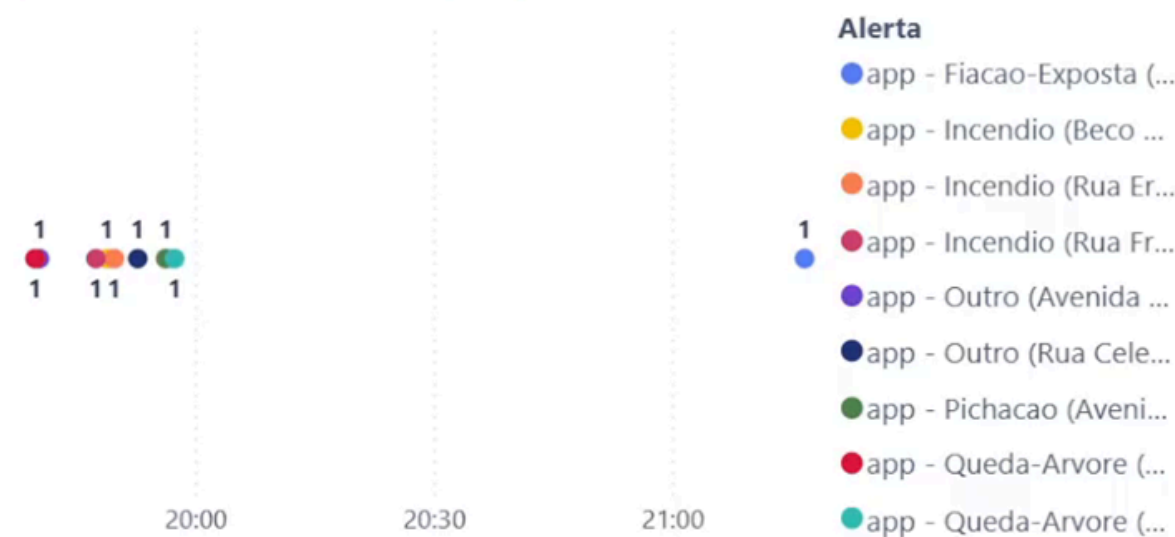
Tipos de Alertas da Estação Meteorológica



Tipos de Alertas por Wifi



Tipos de Alertas Enviados pelo App



THE PILOT

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DADOS HISTÓRICOS

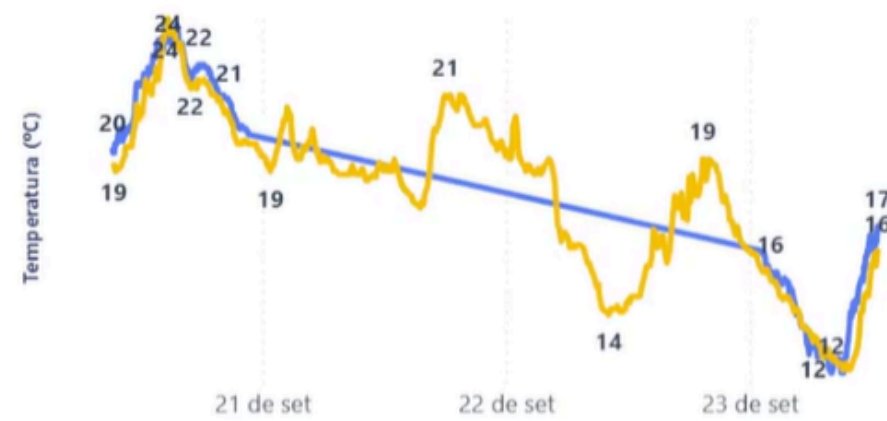
Estação meteorológica



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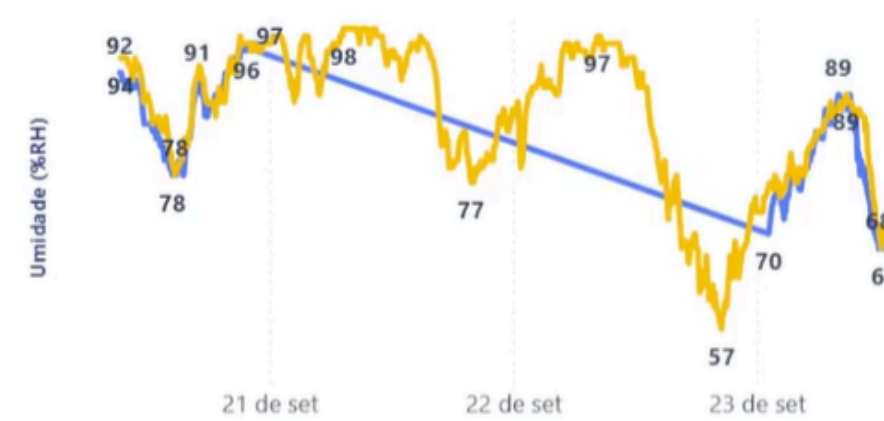
Temperatura

Identificador ● Av. Ipiranga 1200 ● R. dos Andradas, 680



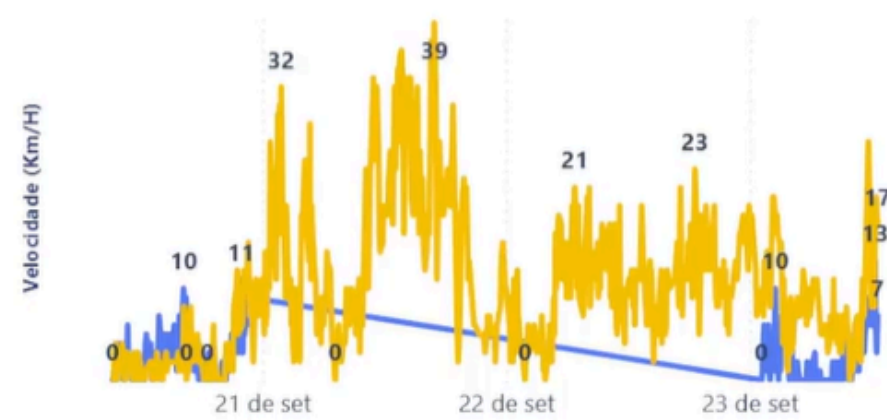
Umidade Relativa

Identificador ● Av. Ipiranga 1200 ● R. dos Andradas, 680



Velocidade do Vento

Identificador ● Av. Ipiranga 1200 ● R. dos Andradas, 680



Benefits for PROCEMPA and the State

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Access to Data

- Possibility to monitor and propose adjustments to Public Policies (reactive and preventive)
- Obtain auditability over the internal flow of demands.
- Ability to correlate factors.



Technology anticipating demand

- An alert is created at the moment it happens, that is, before the citizen contacts public management, allowing for a longer reaction time from the Administration.
- IOT-infinite applications



Planning and Resource Allocation

By better understanding the behavior patterns of critical events, it is possible to plan more effectively the allocation of teams and resources, as well as investments in infrastructure.



Well-being of the citizen

- Improvement in citizen safety and satisfaction through a more assertive response system from the Municipality

What is the current phase of the platform?

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We're looking for:



Small City

Functional availability
(2 to 3 employees)

Devices already in use (any type,
model, or brand)

Drive to evolve and innovate!