

The Next Energy strengthens its commercial operations in the US with data intelligence and greater predictability

SAO PAULO, SP, BRAZIL, June 8, 2026 /EINPresswire.com/ -- In increasingly competitive markets, growth requires more than demand generation. It requires control, visibility, and the ability to turn commercial operations into business intelligence. It was in this context that The Next Energy Technology, a company operating in the U.S. market since 2015, reached a new level of operational maturity. With an active presence in business development and the expansion of commercial opportunities, the company has taken another step toward a more structured, measurable, and data-driven operation.

By adopting GoTo Connect — a solution from GoTo, leader in cloud communications and IT and a recognized leader in AI-powered customer experience — the company began to centralize, record, and monitor its commercial interactions more strategically. Implemented with the support of C&M Executive and BTM Global Group, the solution transformed what was previously scattered across different touchpoints into organized, analyzable data that can be applied to decision-making.

In practice, this has enabled The Next Energy Technology to increase visibility into team performance, gain deeper insights into customer behavior, and bring greater consistency to commercial approaches throughout the customer journey.

“When you turn interactions into data, growth no longer depends on perception — it becomes driven by intelligence and structure,” says Roger Timóteo, CEO of The Next Energy Technology.



Emerson Carrijo, CEO da C&M

This evolution represented a significant shift in how operations are managed. Instead of relying solely on individual experience or subjective day-to-day assessments, the company now benefits from a more reliable foundation to track performance, identify patterns, and support decisions with greater predictability.

The project originated within a commercial operation already structured in the United States, which helped validate the model before its direct adoption by the company. Based on the initial results, The Next Energy Technology moved forward with formalizing and expanding the use of the solution within its own operations.

For C&M Executive, this case reflects an increasingly necessary movement among companies expanding internationally: building operations capable of scaling with organization, analytical insight, and efficiency.

“Entering more mature markets requires operational discipline, predictability, and strong management capabilities. When communication, technology, and data work together, companies gain greater consistency to grow,” says Emerson Carrijo.

This scenario aligns with a global trend of digitalizing commercial areas, where communication, data, and analytics are no longer just support functions but central drivers of business performance. In this environment, solutions that combine technology, operational visibility, and close monitoring are becoming increasingly relevant for companies in expansion phases.

About The Next Energy Technology

The Next Energy Technology is a company operating in the United States, founded in 2015, specializing in the development of energy efficiency and renewable energy solutions for the corporate market. With a presence in strategic states such as Texas and Florida, the company structures and implements projects that combine solar energy, infrastructure modernization, and intelligent energy consumption management.

Its business model focuses on reducing operational costs, increasing efficiency, and delivering more sustainable, predictable, and financially competitive energy solutions. By integrating engineering, technology, and execution, the company meets the growing demand for projects that combine operational performance with a long-term vision.

About C&M Executive

C&M Executive, founded in 2002, is a Brazilian company specializing in cloud-based corporate communications and IT support. Recognized for its innovation and service quality, and a part of the C&M Group, alongside Vocom—one of the most complete cloud telephony platforms in the market.

With operations in Brazil, the United States, and Mexico, C&M serves companies of various sizes, including DASA, Dolce & Gabbana, Smart Fit, Unimed, Avenue, and Cultura Inglesa. Under the leadership of Emerson Carrijo (CEO) and Leandro Motta (COO), the company continues to

expand its international presence and reinforce its commitment to connecting businesses and markets through technology, trust, and excellence.

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