SORBA.ai and Tupinix Announce Strategic Channel Partnership to Accelerate Industrial AI and Smart Manufacturing

Partnership combines Tupinix's Industry 4.0 and integration expertise with SORBA.ai's no-code Industrial AI to turn connected data into actionable intelligence



Tupinix Become Official Channel Partner with SORBA.ai for Brasil

JACKSONVILLE, FL, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- SORBA.ai, a leader in no-code Industrial AI, today announced a new channel partnership with Tupinix Smart Factory Solutions, an Industry 4.0 and digital transformation solutions provider serving industrial organizations across North America and Latin America.

The partnership brings together two complementary approaches to industrial digital transformation. Tupinix specializes in connecting machines, systems, and enterprise applications through scalable, interoperable architectures, including Unified Namespace (UNS), IIoT, MQTT, MES, industrial connectivity, and digital transformation strategy. SORBA.ai extends that foundation with no-code Industrial AI capabilities designed to help engineers and operational subject matter experts rapidly build, deploy, and manage AI-driven solutions directly against industrial data.

Together, the companies will help manufacturers move beyond simply collecting and contextualizing operational data to using that data for predictive maintenance, anomaly detection, forecasting, digital twins, process optimization, advanced process control, and other Industrial AI applications.

“Industrial AI delivers the greatest value when it is built on a strong, accessible, and contextualized data foundation,” said Bryan Thyken, Chief Revenue Officer of SORBA.ai. “Tupinix understands that foundation extremely well. Their expertise in UNS, industrial connectivity, and practical digital transformation makes them an excellent partner for SORBA.ai. Together, we can help customers connect their operational environments and then immediately begin turning that data into predictive and actionable intelligence.”

From Industrial Data to Industrial Intelligence

Tupinix focuses on eliminating industrial data silos by designing open, interoperable architectures that connect sensors, PLCs, MES, ERP, databases, and cloud platforms. Its approach centers on making industrial data accessible, organized, contextualized, and scalable across the enterprise.

SORBA.ai complements this architecture by providing a single no-code platform for industrial data connectivity, machine learning, predictive analytics, optimization, computer vision, and AI-assisted operational intelligence.

Through the partnership, Tupinix customers will gain access to SORBA.ai capabilities including:
- No-Code Industrial AI that enables engineers and subject matter experts to build and deploy models without requiring dedicated data science teams.
- Predictive Maintenance and Anomaly Detection for identifying abnormal equipment and process behavior before it develops into costly downtime.
- Regression and Virtual Sensors for predicting difficult-to-measure process variables and equipment conditions.
- Forecasting and Digital Twins for modeling future operating conditions and understanding the impact of process changes.
- Advanced Process Control and Optimization for moving beyond prediction toward recommendations and closed-loop operational improvement.
- No-Code Vision AI for incorporating image and video-based inspection into broader industrial analytics and automation strategies.
- SORBOT and MCP-enabled Industrial AI to provide contextual access to operational information and support emerging AI agent architectures.
- Flexible Edge and On-Premises Deployment designed for industrial organizations that require local processing, data sovereignty, or operation without dependency on continuous cloud connectivity.

A Practical Path to Industry 4.0

A key objective of the partnership is to reduce the complexity traditionally associated with moving Industrial AI projects from proof of concept into production.

Tupinix provides customers with digital maturity assessments, strategic roadmaps, industrial

connectivity, UNS architecture, system integration, project execution, and scalable deployment services. SORBA.ai provides the AI and analytics layer that allows those connected environments to continuously learn from operational data.

This combined approach creates a practical progression from connect, collect, and contextualize to analyze, predict, optimize, and act.

“Tupinix believes that digital transformation starts with making industrial data accessible, contextualized, and useful to the people responsible for operating the business,” said Ricardo Santos of Tupinix. “Our partnership with SORBA.ai gives our customers a powerful next step. Once we have established the right industrial data architecture, SORBA.ai allows us to rapidly apply AI to that data and turn it into insights and actions that can directly improve reliability, productivity, quality, and operational efficiency.”

Supporting Industrial Transformation Across the Americas

Tupinix operates across North America and Brazil, with operations in the United States and Brazil. The company supports customers across industries including food and beverage, chemical and pharmaceutical, oil and gas, pulp and paper, packaging, automotive, mining and steel, energy and utilities, and metalworking.

The partnership expands SORBA.ai’s channel ecosystem while providing Tupinix with an Industrial AI platform designed specifically for OT and manufacturing environments.

The companies expect to collaborate on opportunities ranging from initial proof-of-concept projects through multi-site deployments, enabling customers to establish a scalable architecture that can evolve from basic connectivity and visibility to predictive and autonomous industrial operations.

About Tupinix

Tupinix Smart Factory Solutions is an Industry 4.0 and digital transformation solutions provider focused on connecting machines, systems, and people to create smarter industrial operations. Tupinix designs scalable and interoperable architectures that eliminate data silos and enable industrial organizations to transform operational data into actionable information. Its capabilities include Unified Namespace, IIoT, industrial connectivity, digital maturity assessments, strategic roadmaps, system integration, and scalable project deployment. Tupinix serves industrial customers across North America and Brazil.

Tupinix is a Certified Integrator in the Inductive Automation Integrator Program, with engineers holding Ignition Gold Certification. That expertise is what lets Tupinix treat Ignition as a first-class citizen of the Unified Namespace rather than an isolated SCADA layer: publishing and subscribing to MQTT, driving visualization from the same normalized models that feed the

historian, and now handing that same data to SORBA.ai for machine learning.

About SORBA.ai

SORBA.ai is the leading no-code industrial AI platform powering digital transformation across manufacturing, energy, oil & gas, water and wastewater, utilities, chemicals, pharmaceuticals, food & beverage, pulp & paper, mining, metals, logistics, and other industrial sectors. The platform enables operators, engineers, and subject matter experts to easily build predictive models, detect anomalies, optimize production, and deploy autonomous control systems using their own plant data, without requiring data scientists or complex ML infrastructure.

With built-in AutoML, digital twins, advanced process control, and secure on-premise industrial GPT capabilities, SORBA.ai accelerates how organizations unlock value from their existing systems while maintaining full data ownership and security. From edge to cloud, SORBA.ai transforms industrial operations into proactive, self-optimizing environments that deliver measurable gains in reliability, efficiency, and profitability.
Learn more at www.sorba.ai.

Bryan Thyken
SORBOTICS LLC
+1 832-767-7390
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/940772577

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.