SOLUTION SELECTION MATRIX™

2026

Industrial AI Platforms
Vendor Profile
Braincube

LNS Research

Company Snapshot

Company Name: Braincube

Website: www.braincube.com

Braincube is an Industrial AI platform company for Real-Time Process Optimization (RTPO) founded in 2007 by Laurent Laporte, Hélène Olphe-Galliard, and Sylvain Rubat du Mérac. Headquartered in Issoire, France, Braincube supports medium to large manufacturers operating complex batch, hybrid, and continuous processes.

The company enables manufacturers to manage operational performance with a particular focus on real-time optimization, as opposed to retrospective analysis on historical data. By continuously contextualizing production data and applying multivariate AI, Braincube provides actionable operating guidance, helping teams stabilize processes, unlock hidden capacity, and improve throughput, quality, and cost in real time.

Braincube operates with 150+ employees and generates eight-figure annual recurring revenue, deployed across more than 250 production sites globally, with an increasing presence in the United States, Europe, and Brazil. Customers include International Paper, Sappi, Oji Paper, Saint-Gobain, Owens Corning, Goodyear, and Agnico Eagle.

Solution Overview

Braincube delivers a Real-Time Process Optimization (RTPO) platform that enables manufacturers to manage production performance dynamically as operating conditions change. Rather than operating as a traditional analytics layer, Braincube continuously contextualizes live production data and applies multivariate AI to generate actionable operating guidance for operators, engineers, and manufacturing leaders.

At the core of the platform is CrossRank AI, which identifies and ranks process variables, helping teams understand what to adjust, when, and why. Product Clones, Braincube's digital twin framework, create a live, product-centric model of each production run by aligning time-series, asset, process, and operational data. The platform integrates directly with existing IT/OT environments and supports on-premises, hybrid, and cloud deployments, enabling manufacturers to operationalize AI at scale.

Positioning in Industrial AI

Given its breadth of products and features ranging from Industrial DataOps to digital twin and CrossRank models and suite of out-of-the-box (OOTB) applications, Braincube is assessed in the Industrial AI: Advanced Analytics and Data Platform category. The platform is primarily targeted at engineers, subject matter experts, and business users to run advanced analytics without custom coding, but data scientists can also access the cleansed and conditioned data using APIs and pre-built connectors.

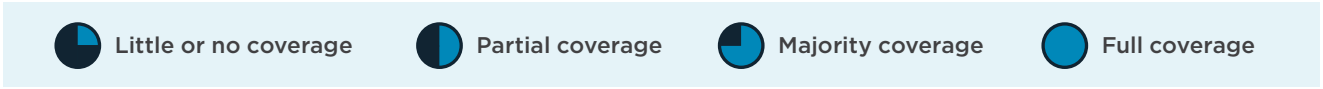
3P Evaluation

LNS Research developed its 3P Evaluation Model as a holistic methodology to comparatively assess the ability of vendors to serve a particular technology category or domain. It's a framework for evaluating a vendor's solution capabilities and ability to execute in a specific technology market space as defined by LNS Research across the dimensions of Product, Presence, and Potential.

Product

This section describes how well the vendor's product features and functions compared to LNS Research's definition of the Advanced Industrial Analytics (AIA) space. Harvey Balls are used to evaluate the vendor's degree of feature and functionality as defined in the AIA SSM guide, which is then weighted-averaged to produce an overall Product score, as seen below.

Legend:



The following table scores the vendor's product against the functional criteria outlined in the Advanced Industrial Analytics SSM Guide.

Industrial AI: Advanced Analytics & Data Platform Functionalities

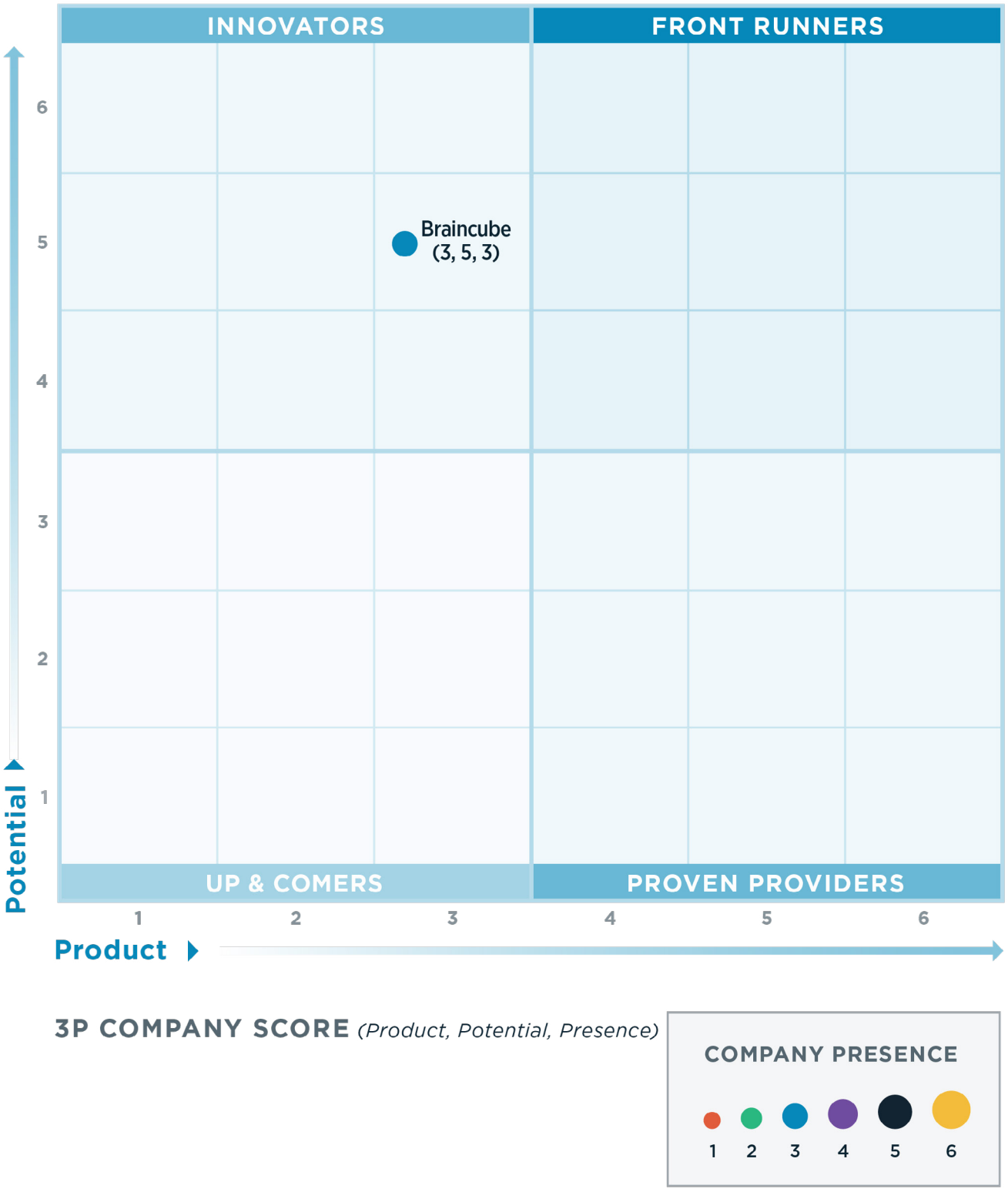
Capability | Functionality	Score	Comments | Insights
Advanced Analytics		
Analytics levels supported (Descriptive – Prognostic)	●	Descriptive, Diagnostic, Predictive, and Prescriptive capabilities through several statistical and machine learning models. Notably, its CrossRank algorithm identifies and ranks key variables driving performance outcomes across complex, multivariate industrial processes
Use cases supported	●	Asset monitoring, process optimization, quality, energy management, and golden batch use cases supported
Deterministic models: Applied math, first principles, statistics, optimization, etc.	◐	Multivariate statistics, first principles, rules-based, and optimization models included
Probabilistic models: Machine learning, deep learning, reinforcement learning, Large and Small Language Models, Vision AI, causal/reasoning, and other AI models	◕	CrossRank AI, and other supervised/semi-supervised machine learning models for multivariate analysis
Analytics layer (focused, systematic, global)	◕	Primarily systematic, but several apps could be used as focused analytics
Self-learning models (closing loop after events)	◐	Digital twin models (product clones) continuously update autonomously or semi-autonomously

Monitoring and/or control (open & closed loop)		Braincube's AI Assistants support closed-loop performance optimization through human-in-the-loop guided workflows
Any other special capabilities (Bots, RPA, video, LiDAR, geospatial, etc.)		Recently launched a suite of AI Agents built on LLMs and SLMs for several parts of the solution
Industrial Data Platform		
Deployment models supported		Runs on AWS, Azure, GCP, and Braincube's private cloud
Multiple data types: Structured, semi-structured (time-series), unstructured		Structured and semi-structured data types included in the models
Digital twins (asset, product, process twins)		Product Clones - the digital twin of assets, processes, and material flow - act as a holistic data model of the production assets and process
Modular, flexible, scalable architecture		Cloud-native multi-tenant platform
No-code/low-code development environment		Customers can build custom applications if needed but primary focus is on OOTB apps
Integrated workflow/orchestration engine		Data Flows Manager and Edge platform enables workflow alerts, triggers, and data orchestration
Extensible with SDKs, APIs, and custom code (Python, R, Java, C/C++, etc.)		Yes
Industrial DataOps		
Connectivity and communications protocols supported		Edge layer includes connectivity to majority of industrial data sources using OPC-UA, MQTT, and REST APIs
Data quality, cleansing, conditioning		Data conditioning and quality is done at multiple levels across edge and cloud
Contextualization		Yes

Industrial AI: Advanced Analytics and Data Platforms

Solution Selection Matrix

Score: 3, 5, 3 (Product, Potential, Presence)



Market Fit Grid

Braincube				
Industries	Discrete	**Batch/Hybrid**	**Process**	Infrastructure
Core Strengths	**Asset Monitoring**	**Process Monitoring**	Process Control	**Data Model**
Products	Hardware	**Software**	Services	
Solutions	**Applications**	**Data Platform**	**DataOps**	
User Personas	**Maintenance/ Reliability Engineers**	**Process Engineers**	Frontline Operators/ Supervisors	**Data Scientists**

Key Strengths and Differentiators

- **Product Clone and CrossRank AI:** Product Clones—Braincube's unique take on digital twins—go beyond modeling just assets or processes. Instead, they create a digital replica of each product run by contextualizing it with time-series, asset, process, and operational data. This approach is particularly effective at aligning time-shifted data and uncovering meaningful correlations. Built on top of these clones, the CrossRank AI applies advanced multivariate analysis to pinpoint the key process variables affecting performance, enabling targeted actions that drive significant productivity gains.
- **Productivity Management System Positioning:** While many startups and incumbents position themselves as Industrial AI platforms, Braincube differentiates itself by focusing on productivity outcomes through real-time process optimization. This outcome-driven approach helps Braincube avoid the trap of "technology for technology's sake" and sidestep the AI hype, instead offering practical solutions to real operational challenges. Customers have reported measurable improvements, including identifying hidden waste, increasing yield, and driving bottom-line performance.
- **Successful Approach to Industry Verticals GTM:** By building deep industry expertise, identifying common challenges within specific verticals, and developing repeatable solutions that deliver proven value. This strategic focus has enabled Braincube to scale impact across multiple customers within its core industries with significant web manufacturing presence—such as pulp & paper, mining, and building materials—establishing it as a trusted partner with a strong and growing presence in each.

Growth Opportunities

- **Establish itself as the must-have Industrial AI platform for scale:** Braincube's Product Clones, CrossRank AI, applications, and suite of AI Agents have provided strong value in both operational and financial benefits. However, in many customer environments, they coexist alongside overlapping tools and platforms that offer similar, if not the same, functionalities. By deepening its feature set and expanding its breadth of use cases, Braincube has the opportunity to strengthen its position as the go-to industrial platform that works across multiple sites in these architectures, helping customers simplify their tech stack.
- **Pricing flexibility to unlock scale:** Braincube's premium pricing can be a barrier to broader adoption within existing accounts. Implementing tiered licensing or consumption-based pricing models—similar to those used by hyperscalers and leading platform providers—could make the platform more accessible across diverse sites and budgets. This flexibility would help drive a flywheel effect: more deployments lead to greater savings, deeper insights, and stronger long-term platform adoption.
- **Strengthen executive-level value proposition:** Braincube effectively serves multiple personas—including plant-level engineers, IT teams, and operations personnel. However, a significant growth opportunity lies in expanding its value proposition to senior manufacturing executives by providing high-level operational visibility across multiple sites. Enabling such leaders to identify cross-site opportunities and scale proven improvements would further position Braincube as a mission-critical platform for enterprise-wide productivity management.

Summary & Recommendations

Braincube has grown rapidly over the last few years in the industrial analytics and AI space, with plenty of addressable markets left to capture. LNS Research believes that Braincube is in a comfortable position to achieve that growth for now. The leadership team consists of engineers who understand the pain points in the industry and have set out to create a robust solution that addresses the gaps in today's industrial analytics. Funded by venture capital firms, including Next47 and Iris Capital (Series A) and Scottish Equity Partners and BPIFrance (Series B), the company has grown 33% in size over the last two years.

Braincube's strengths are rooted in its powerful CrossRank AI engine, contextual Product Clones, and a broad suite of industrial applications designed for productivity improvement. Its strong focus on delivering tangible business outcomes—such as eliminating hidden waste and boosting productivity—has built a solid reputation in its core verticals like pulp & paper, mining, and building materials. Additionally, the CrossRank AI engine enables manufacturers to connect operational performance with financial outcomes, making it a valuable tool for CapEx investment planning by identifying high-impact areas for optimization across both operational and financial metrics.

LNS Research believes the following types of manufacturers would be wise to shortlist Braincube, given its considerable capabilities:

- Manufacturers who want to build a common product-centric data model of their assets, processes, and material flow to support their analytics without requiring significant IT involvement and custom implementation.
- Industrial companies with significant web manufacturing processes, such as pulp & paper, building materials, and mining industries are facing productivity and sustainability challenges and want a comprehensive analytics platform to improve their operations.
- Companies that are pursuing multi-layered analytics or transformative initiatives that involve multiple personas and different levels, from corporate-level executives to plant managers to process engineers and frontline workers.
- Companies with relatively mature data systems and digital foundations that lack modern tools to turn that data into clear, actionable insights to identify hidden inefficiencies like waste, scrap, and yield losses and drive real performance improvements.

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