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# Advanced Braking Technology: Building a Scalable Commercial Engine

How A.I. LAMB partnered with an ASX-listed mining safety pioneer to transform technical credibility into a high-growth global revenue engine.

## The Situation

Advanced Braking Technology (ASX: ABV) is an Australian mining safety technology company specializing in specialized failsafe braking systems engineered for harsh underground mining and heavy industrial applications. Founded in 1992 in Perth, Western Australia, the business built a robust international reputation for technical excellence, supplying critical safety fleet components across global mining operations.

## The Challenge

Despite its strong technical capability and long-standing Tier 1 customer relationships, ABT's historical growth was driven reactively by incoming customer demand rather than a proactive, structured commercial system. To unlock its next phase of global scale, the business needed to eliminate sales- and marketing silos, improve pipeline visibility, and strategically activate its international dealer networks—particularly in high-stakes, fast-growing mining hubs like Chile—without fracturing internal focus.

## The A.I. LAMB Approach

A.I. LAMB partnered closely with ABT across multiple engagements over several years to engineer a highly repeatable and scalable commercial engine:



**Commercial Strategy & Optimization:** Formulated a comprehensive sales and marketing strategy, optimizing their CRM architecture to provide executive leadership with real-time visibility across pipeline performance and sales activity.



**Customer Segmentation & Account Planning:** Deployed deep market analytics to segment accounts and structure proactive engagement processes, transitioning sales teams away from reactive order-taking.



**International Channel Alignment:** Transformed reactive international dealer relationships into proactive, highly accountable distribution growth channels, mapping out targeted expansion playbooks for the Chilean underground mining sector.



**Brand Visibility & Campaign Activation:** Built and managed targeted marketing campaigns, maximizing trade show returns and positioning the brand as a global authority on fleet safety and brake reliability.



## The Outcome: Clearer Commercial Structure & Sustained Business Growth

The engagement successfully shifted what began as a sales and marketing review into a long-term commercial partnership. A.I. LAMB helped build the permanent systems, messaging, and operational rhythms required to transform ABT into a highly visible, proactive, and internationally aligned mining technology powerhouse. The business now operates with an optimized customer engagement process and a high-performance distribution network positioned perfectly for long-term critical infrastructure market capture.

### The Scale of Success



**ASX Listed Authority:**  
Leveraging deep institutional trust as an ASX-listed safety-tech innovator since 2002.



**7 Continents Operating Footprint:**  
Total global validation with braking technology deployed across every continent.



**Decades of Technical IP:** Anchored by an unassailable track record of engineering reliability founded in 1992.



**Strategic Hub Activation:** Proactive distribution network fully mobilized across major global mining regions, including LATAM/Chile.

### Key Results:

- **Massive Revenue Velocity:** Supported an aggressive scaling trajectory, with annual revenue surging from approximately \$9.7M in FY21 to a record \$19.1M in FY25.
- **25% Year-on-Year Growth:** Achieved an exceptional 25% revenue growth rate in FY25 through structured pipeline management.
- **Systematized Sales Flow:** Completely realigned sales, marketing, and business development units into a single, synchronized commercial system.
- **De-risked Latam Expansion:** Grounded Chilean market entry in rigorous market analysis, use-case positioning, and structured distributor strategies.
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*“What began as a sales and marketing review evolved into a broader commercial partnership focused on building a more scalable, visible, and internationally aligned mining technology business.”*

## Ready to write your own success story?

A.I. LAMB helps founders and innovators align their product, company, and market, building commercial engines that last



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