



# Dalfin fast-tracks system modernisation for Southeast Asian enterprises

BrainTip AI has secured 2 major contracts, and is exploring prospects across the region.

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Throughout Southeast Asia, the tech sector is booming. Companies of all shapes and sizes are looking to modernise, fast.

BrainTip AI – and its flagship platform Dalfin – enables businesses to update their legacy platforms quickly and cost-effectively, ensuring they can evolve their systems to meet rapid growth.

With Austrade support, BrainTip AI is expanding across Southeast Asia. The company has secured 2 major contracts in the Philippines following introductions from Austrade. Now, it is exploring opportunities in Indonesia, Malaysia and Singapore.

‘Exporting can feel uncertain at times, especially in new regions,’ says BrainTip AI’s Founder and CEO Sanil Panicker. ‘Having Austrade there makes the journey feel much less isolated.’

## Supporting the modernisation of legacy systems

Founded in Perth in 2021, BrainTip AI builds practical AI solutions for businesses. Its flagship product, Dalfin, is a no-code platform that allows organisations to build and update enterprise software simply by describing what they want in plain language.

‘The idea is to remove long development cycles and make systems easier to evolve as the business changes,’ explains Panicker.

BrainTip AI works with large and mid-sized organisations, with customers in logistics, retail, healthcare, supply chain management and more.

‘Most have legacy software that’s difficult to adapt or extend at speed,’ Panicker says. ‘They use Dalfin to modernise parts of their operations without having to replace everything at once.’

## Securing success in the Philippines

The challenge Dalfin addresses is not limited to Australia. While Panicker didn’t have a ‘grand export plan’, once the product was proven, heading overseas was a natural next step.

Today, exports make up ‘a meaningful part of the business’, Panicker says, with the majority coming from Southeast Asia.

BrainTip AI has seen particular success in the Philippines. In December 2025, the business inked a major deal with S&R Membership Shopping, a large, membership-based food retail company, to support an end-to-end digital transformation project.

It was Austrade that facilitated the first introduction to S&R, Panicker says.

‘At the time, S&R had already evaluated several no-code and low-code platforms and was close to making a decision,’ he says.

The BrainTip AI team was able to quickly assess existing systems and ongoing operational needs. And the alignment was clear.

‘This was an important milestone,’ says Panicker. ‘It validated

Dalfin in a large, complex retail environment and showed that Australian technology can hold its own at scale.’

Also in the Philippines, BrainTip AI has signed an exclusive partnership with BED Global Holdings. The company will use Dalfin as a core digital and AI platform for urban development and “smart city” initiatives.

‘The 2 use cases are drastically different, reinforcing the flexibility of the platform,’ says Panicker.



BrainTip AI founder Sanil Panicker (right) has found plenty of interest in Southeast Asia for the Dalfin platform, which helps businesses modernise their legacy systems quickly and cost-effectively.

## Expansion across Southeast Asia

These 2 partnerships highlight the size of the opportunity in the Philippines. Businesses there move fast, Panicker says, but they’re constrained by slow, legacy software and fragmented technology systems.

That means there’s demand for practical solutions that can be deployed quickly, work with existing infrastructure, and support

deployed quickly, work with existing infrastructure, and support long-term growth.

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to engage at a deeper level from the beginning, and to prove

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The digital tech mission to Malaysia and Singapore explored trade and partnership opportunities in AI, cyber security and digital health.



All of this helps establish trust with local players.

‘Austrade’s support gives structure and credibility as we enter new markets,’ Panicker says. ‘It’s made it much easier to have meaningful conversations early, rather than learning everything the hard way.’

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As Southeast Asia continues its rapid modernisation, Panicker sees immense opportunities for Australian tech. There is demand for AI solutions that are reliable and that can keep pace, he says.

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‘Australian companies are generally well-trusted in the region,’ he adds. ‘My advice would be to take the time to understand the market and build relationships before pushing for sales.’

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