How Graphic Packaging International Achieved Strategic Alignment with AI Innovation

Company: Graphic Packaging International
Industry: Consumer Packaging
Revenue: $9.4B
Employees: 23,000+

Mission-critical priority

Seth Roach, Sr Director of Enterprise Solutions and Global Architecture at Graphic Packaging International, sought support from Gartner to tackle the challenge of identifying promising tech investments. Guided by Gartner's expertise, the client successfully achieved a confident and profitable entry into the AI sector.

How Gartner helped

The client utilized:

- One-on-one sessions with Gartner Analysts, such as Max Gross, to **gain valuable insights into AI adoption**, and **strategies for maximizing ROI and productivity** in the AI sector.
- **Gartner's insights as an independent perspective** to discern valuable investments and resolve internal decision-making challenges.
- **Gartner's maturity models** to establish a foundational strategy.

Outcome

With support from Gartner, the client:

- **Kept a strategic emphasis on aligning technology with business objectives**, resulting in more informed and effective decision-making.
- **Expanded their team from one to six members** by leveraging the talent strategies outlined in Gartner's maturity model.
- **Networked with a community of like-minded peers** at the Gartner IT Symposium/Xpo in Orlando, FL.

"The investment made in Gartner helps you to expand your team. I look at my Gartner team as an extension of my Enterprise Architecture Practice. The networking offered allows me to learn about what others in my space are going through, which has been invaluable."

– Seth Roach, Sr Director of Enterprise Solutions and Global Architecture, Graphic Packaging International

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