

How Gartner Empowers FrieslandCampina to Accelerate Innovation with AI

Company Name: FrieslandCampina
Industry: FMCG
Employees: 20,000+



Mission-critical priority

Mayank Srivastava, Global Director for Architecture and Engineering at FrieslandCampina, sought Gartner's support to maximize AI's potential, accelerate use case adoption, and solve complex supply chain challenges across the business.



How Gartner helped

Gartner for Technical Professionals provided technology frameworks and strategic guidance that enabled FrieslandCampina to rapidly deliver AI solutions across multiple domains.

Access to Gartner's GTP resources and knowledge materials helped fine-tune AI implementation strategies, while peer learning at Gartner events fostered shared best practices and valuable industry connections.



Outcome

- **Accelerated AI adoption:** Reduced time from use case inception to production from months to weeks.
- **Improved operational efficiency:** Deployed a generative AI chatbot, streamlining information access and boosting R&D productivity.
- **Scalable innovation:** Established reusable frameworks for rapid AI deployment across business functions.

"One of the best examples is our use of GTP knowledge materials from Gartner to fine-tune our MLOps and GenAIOps reference architectures, helping us take AI use cases from inception to production very quickly."

— **Mayank Srivastava, Global Director for Architecture and Engineering at FrieslandCampina**