

# Marel's Gartner-Fueled Technological Transformation

**Organization:** Marel  
**Industry:** Manufacturing & Engineering  
**Employees:** 8000



## Mission-critical priority

Raimond Voermans, Chief Information Officer, Marel, sought support from Gartner to revolutionize business through technology, prioritizing customer journey and boost productivity through automation.



## How Gartner helped

- With the assistance of **expert advisors, unbiased information, crucial tools, and an extensive database**, Gartner empowered Marel to digitally expand, gain insights into the customer journey, comprehend AI trends, and develop automation capabilities.



## Outcome

- Marel was able to build strategies to **reduce digital friction** and build strategies for **better consumer journey** using Gartner's resources and guidance.
- Guided by Gartner's invaluable insights, Marel established **hyper-automation teams** to automate repetitive low-skill tasks, resulting in **employee time savings** and **empowering employees** to take on more challenging roles.

“Gartner is the quickest road to value for us. Its knowledge makes sure that you actually have concrete and tangible results.”

**Raimond Voermans, Chief Information Officer, Marel**