



Levi Strauss & Co. refashions its timeless brand with AI

Levi Strauss & Co. partnered with Microsoft and Copilot to build agents that unify data across **400+ technology systems**, helping teams surface insights that were previously buried across documents, dashboards, and reports.

The iconic company aims to use agentic AI to grow annual revenue from

\$6.5B

\$10B

Scale and complexity

BRAND LEGACY

170+ years

Deep institutional knowledge to unlock

RETAIL FOOTPRINT

50,000 retailers

Massive scale and consumer diversity

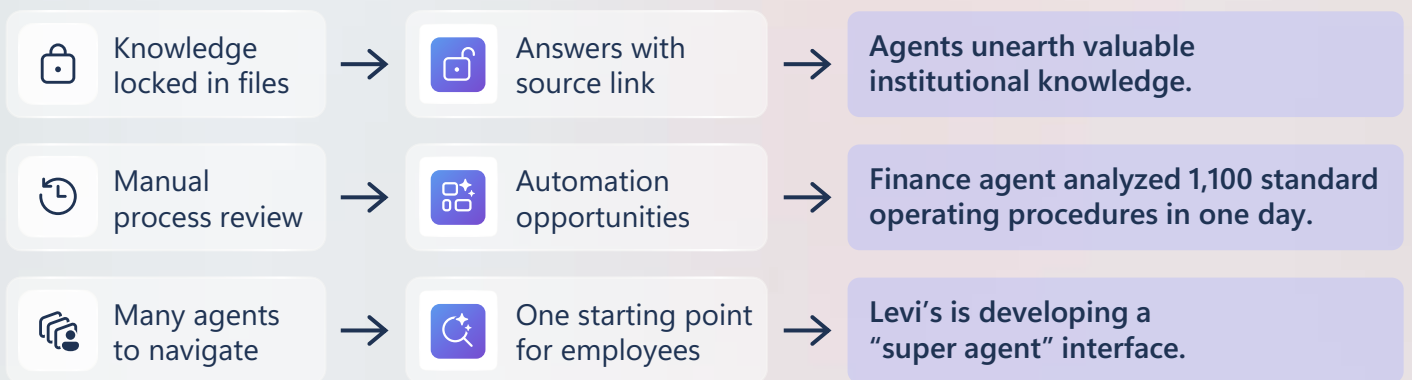
LOYALTY PROGRAM

4M members

Unique preferences at scale

The transformation

Levi's is using agents to turn scattered knowledge into fast, trusted answers—so employees can move from searching for information to acting on it.



AI and agents will touch every step of our digital transformation. It unlocks a pace of innovation that wasn't previously possible.



Jason Gowans
Chief Digital and Technology Officer,
Levi Strauss & Co.

Frontier lessons



Unify data before gauging ROI

Make fragmented data usable before trying to prove its value. Confidence and speed come from solid foundations.



Let employees surface value

Don't wait for top-down mandates. Give teams the tools and they'll find the wins. One agent catalogued 18,000 tasks in one day.



Measure momentum, not just ROI

Treat AI as infrastructure. Measure time saved, decisions accelerated, and insights surfaced. Financial ROI follows naturally.