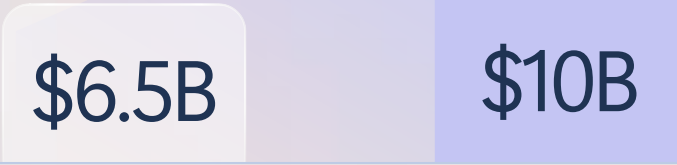




# Levi Strauss & Co. refashions its timeless brand with AI

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

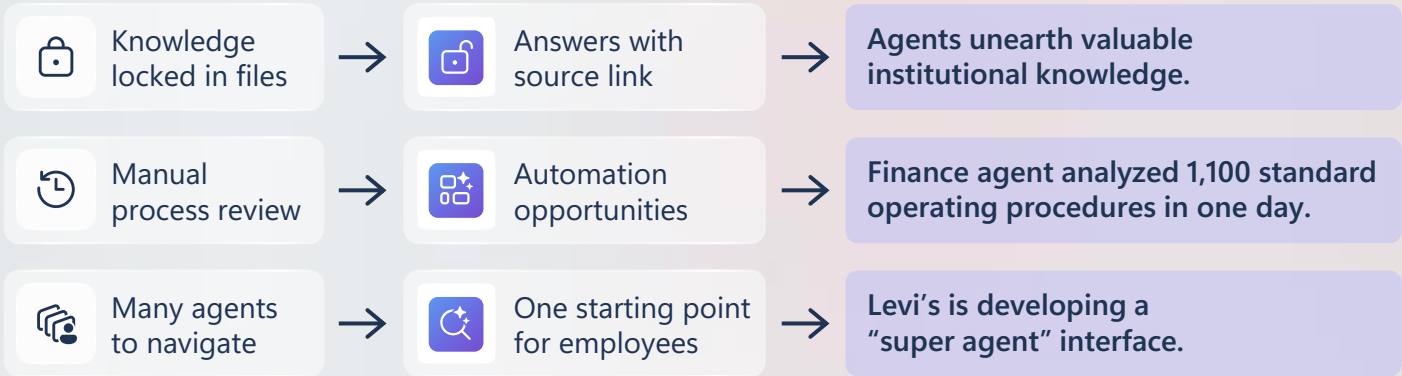


## Scale and complexity

| BRAND LEGACY                                         | RETAIL FOOTPRINT                                         | LOYALTY PROGRAM                           |
|------------------------------------------------------|----------------------------------------------------------|-------------------------------------------|
| 170+ years<br>Deep institutional knowledge to unlock | 50,000 retailers<br>Massive scale and consumer diversity | 4M members<br>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.



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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.