



Closing the value gap with technology in food and beverage manufacturing



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AFMS 2025

Agenda

01 The Technology Value Void

02 Sazón GOYA® Digital Transformation

03 Q&A

Understanding the Technology Value Void

Why do tech investments often fall short?

The technology value void: the gap between the promise of impactful productivity from new technologies and what is delivered

1 Forgetting to prioritize people

2 Not having the right in-house skills

3 Lack of implementation strategy

4 Outdated ERPs

5 Choosing on-premises vs cloud

6 Building yourself into a corner

Out of 500 global food & beverage organizations:

73%

of organizations surveyed expect a **productivity increase** of more than 20% by 2028.

77%

of organizations expect to **increase investment in technology** by 20% or more.

78%

of organizations agree that success will depend on the **use and adoption of new technologies**.

What sets the most productive organizations apart?

Processes and systems

They make bullet-proof processes a competitive advantage.

Agility and future-readiness

They're agile, adaptable, and future-ready.

Culture of data

They're pushing boundaries through the power of data

Customer focus

They're customer outcome obsessed.

Sazón GOYA® Digital Transformation



Natalia Ortega
Director of Operations
Sazón GOYA®

Q&A

Ready for a new era of business productivity?

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report



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Thank you

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