

Almarai Dairy embarks on digital transformation journey with Google Cloud

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Almarai, the world's largest vertically integrated dairy company and the world's fourth most valuable dairy brand in 2024 announced a strategic partnership with Google Cloud to accelerate its digital transformation initiatives. This collaboration aims to empower Almarai to enhance operational efficiency, drive growth, and deliver exceptional customer experiences in an increasingly competitive market.

As the Middle East's population grows and consumer demands evolve, Almarai recognises the need to leverage digital technologies to optimise its operations and continue to offer world-class products and customer experiences. By migrating its critical systems to Google Cloud, Almarai gains access to a scalable, flexible, and cost-effective platform that will enable it to innovate faster and meet the challenges of a dynamic marketplace.

"At Almarai, we are committed to delivering the highest quality products and services to our customers," said Danko Maras, Chief Financial Officer. "Our partnership with Google Cloud is a testament to our dedication to innovation and our pursuit of excellence. We are confident that this collaboration will empower us to unlock new opportunities, drive growth, and enhance our customer experience."