



CUSTOMER STORY

Gowan Transforms Agribusiness Operations with Syntax GenAI

Scaling AI Enterprise-Wide

Gowan Company (Gowan) is a global, family-owned agriculture solutions business specializing in developing, marketing, and manufacturing agriculture inputs such as crop protection products, seeds, and fertilizers.

As part of its enterprise-wide digital transformation, Gowan began exploring how artificial intelligence (AI) could enhance everyday efficiency. Early success led to millions of dollars in savings through improved personal productivity, and the company's Head of Global IT, Stan Thompson, sought to build on that foundation.

"The next step in our journey was to explore how AI agents could deliver the same scale of impact across the business," said Thompson.

To achieve this goal, Gowan partnered with Syntax to extend the impact of AI beyond individual use cases—integrating it into enterprise-wide operations to drive innovation, scalability, and competitive advantage.

Laying the AI Foundation

Through Syntax's [GenAI Starter Pack](#)—a guided framework that helps organizations adopt AI securely and strategically—Gowan collaborated with Syntax experts to establish a scalable, compliant foundation for enterprise-wide innovation.

The engagement began with a joint workshop and strategy session designed to align Gowan's AI vision with its business priorities.

During this session, Syntax gained a deep understanding of Gowan's technology landscape, goals, and operational challenges. Together, the teams identified 27 potential AI use cases across departments and prioritized three high-impact AI agents and a general-purpose internal assistant for the initial pilot phase.

CUSTOMER PROFILE

Name: **Gowan Company**
Industry: **Manufacturing - Agrochemicals & Seeds**
Headquarters: **Yuma, AZ**
Solutions: **Syntax DnA3, Syntax GenAI Starter Pack**

Benefits

- **Secure and scalable AI framework for enterprise innovation**
- **Regulatory processes reduced from 20 hours to 7 minutes**
- **Instant access to decades of field data**



AI Agents in Action

The first initiative focused on creating an AI assistant to centralize functional data across Gowan's SharePoint sites and deliver instant access to information. Today, employees across departments use the assistant daily as a digital co-worker, helping them locate and summarize content in seconds.

In parallel with the internal assistant, Gowan and Syntax developed three domain-specific AI agents designed to address critical business functions:

R&D Intelligence Agent

Designed to reduce manual research for Gowan's R&D teams, this GenAI agent consolidates historical field and trial data from multiple systems and SharePoint sites. By surfacing insights instantly, it enables scientists to answer complex crop-related questions in seconds—streamlining lengthy product registration processes.

Seed Assistant – Variety Recommendation Tool

The Seed Assistant empowers sales teams with instant varietal recommendations based on regional and environmental factors. Previously, representatives had to manually search a Microsoft SQL database containing decades of field trial data. Now, with a simple prompt—such as “What seed variety performs best for watermelons in Pennsylvania?”—they quickly receive precise, data-driven answers in real time.

MATRIX – Regulatory Form Automation

The MATRIX automates the creation of Environmental Protection Agency (EPA) regulatory forms for pesticide product submissions. The agent compiles Master Record IDs, study guidelines, and product details into a structured digital format. What once took Gowan's regulatory team 16 to 20 hours perform—an activity they performed a few times a month—now takes about seven minutes to fill out.

All three agents are enabling Gowan's R&D, sales, and regulatory teams to operate with greater speed, accuracy, and confidence.

“Our experience working with Syntax's GenAI team has been great,” said Thompson. “Their agile approach makes it easy to translate business needs into technical requirements and quickly deliver agents that perform.”

Real Results Across the Enterprise

With Syntax's help, Gowan has operationalized AI across departments through a structured framework that ensures governance, security, and consistent data standards.

Key outcomes include:

Accelerated Processes – Regulatory form creation reduced from 20 hours to seven minutes on average.

Enhanced Access to Data – Employees now retrieve information in seconds rather than hours.

Improved Decision-Making – R&D and sales teams are empowered to make faster, data-driven decisions.

Stronger Governance – Enterprise-wide frameworks ensure safe and compliant AI use.

Most importantly, Gowan has successfully transitioned AI from personal productivity to enterprise-scale transformation, aligning innovation directly with measurable business outcomes.

The Road Ahead

With the first phase complete, Syntax continues to serve as Gowan's AI partner, supporting the company's roadmap for new agent development.

“AI is transforming how every business operates and competes—and success will depend on how quickly you embrace it,” said Thompson. “At Gowan, AI is already improving productivity, accelerating time to market, and strengthening profitability. With Syntax as our strategic AI partner, we're building a resilient foundation for continued growth and innovation.”



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Stan Thompson

Head of Global IT, Gowan Company



About Syntax

Syntax is a leading global technology solutions provider driving enterprise transformation in the cloud. We help organizations modernize mission-critical applications through AI-enabled innovation, industry-tailored outcomes, and end-to-end solutions across strategic advisory, implementation, and managed services. Through our Boutique @ Scale approach, we tailor every engagement to our customers' priorities, blending boutique-level agility and care with the reach and resilience of a global enterprise. Supported by strategic partnerships with SAP, Oracle, AWS, Microsoft, and other technology leaders, we empower customers to scale faster, work smarter, and build for what's next.

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