

Digital Harvest with HORSCH: Zoi Introduces Google Workspace for 3,500 Employees

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SCHWANDORF & STUTTGART, June 2, 2026. HORSCH Maschinen SE & Co. KG, a leading international provider of modern agricultural technology, is launching the next phase of its digital transformation. Together with Zoi, the company is transforming its global collaboration into an AI-powered working environment based on Google Workspace. The goal of this partnership is to empower the workforce to modernize established processes across the company and strengthen the innovative power of every individual.

Zoi is responsible for building the technical architecture, worldwide implementation, and change management. Schwarz Digits provides the sovereign framework for provisioning the Google licenses. With its "Workspace by STACKIT" solution, Schwarz Digits offers uncompromising data sovereignty to the market. Thanks to client-side encryption and an optional data backup on the German cloud STACKIT, companies no longer have to choose between maximum productivity and data sovereignty.

HORSCH Maschinen SE & Co. KG supports agricultural operations with innovations in agricultural technology, soil cultivation, seeding, and plant protection.

"For HORSCH, staying grounded means shaping progress ourselves. We want to further modernize our processes and ways of working with integrated AI. Based on their experience in complex enterprise transformations, we trust Zoi as our partner in this journey."

— Philipp Horsch, Managing Director of HORSCH Maschinen SE & Co. KG

Zoi—recently named Google Partner of the Year in the Google Workspace EMEA category for the second time—is accompanying the implementation as a strategic partner for digital transformation. The focus is on empowering teams with Google Gemini: the AI is seamlessly integrated into Workspace applications and supports daily workflows. This conscious change of the working environment marks a turning point: it enables departments to rethink established processes and use AI as an intuitive tool.

"Real value from AI comes from broad access for the entire workforce. HORSCH is skipping pilot programs and enabling employees to work with new tools daily. This decision by company leadership fundamentally changes the nature of global collaboration and sets the course for future success," says Benjamin Hermann, CEO of Zoi.

About Zoi

Zoi is a leading AI and cloud enabler based in Stuttgart. Together with partners like AWS, Google, Microsoft, and SAP, Zoi accelerates digital evolution, particularly in the manufacturing and retail sectors—AI-supported, business-focused, and with a top-tier delivery culture. With over a decade of cloud experience and more than 550 employees across seven countries, Zoi develops innovative full-stack solutions in the public cloud. Learn more about Zoi here: <https://www.zoi.tech>
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About HORSCH

HORSCH Maschinen SE & Co. KG is a world-leading manufacturer of innovative agricultural technology and modern solutions for soil cultivation, seeding, and plant protection. Every single customer and their individual requirements are at the center of everything they do. Learn more about HORSCH here: <https://www.horsch.com/us/home>

About Schwarz Digits

Schwarz Digits is the IT and digital division of the Schwarz Group. It offers compelling digital products and services that comply with strict German data protection standards. This guarantees maximum digital sovereignty. With this ambition, Schwarz Digits provides and future-proofs the IT infrastructure and solutions for the extensive ecosystem of Schwarz Group companies. Schwarz Digits' sovereign core services include Cloud, Cyber Security, Data and AI, Communication, and Workspace. Schwarz Digits creates optimal conditions for developing pioneering innovations for end customers, companies, and public sector organizations. Learn more about Schwarz Digits here: <https://schwarz-digits.de/en>