

Rossmann Accelerates Digital Transformation and Customer Experience

Company Name: Dirk Rossmann GmbH
Industry: Healthcare, Life Sciences & Pharmaceuticals
Employees: >50,000



Mission Critical Priority

Christian Metzner, CIO of Rossmann, sought support from Gartner to modernize IT infrastructure and digital tools. The company needed to embrace agility and digitization, aligning technology initiatives with business growth. They also aimed to strengthen customer experience and organizational learning.

How Gartner helped

- Provided expert insights and peer networking opportunities to inform strategic IT decisions and accelerate innovation.
- Supported solution selection and contract negotiations, ensuring optimal value and alignment with business needs.
- Empowered Rossmann to measure the impact of AI and foster collaboration across teams.



Outcome

- Accelerated IT project decision-making, reducing implementation timelines by two to three times.
- Achieved measurable savings and improved outcomes in purchasing negotiations.
- Enhanced enterprise architecture, supporting agile operations and business expansion.



“You always get better when you talk to people who are better than you. And there are plenty of those people at Gartner.”
- Christian Metzner, Chief Information Officer, Dirk Rossmann GmbH

