

# Accelerating MarTech Maturity and Gaining Stakeholder Confidence

**Company Name:** KARL STORZ  
**Industry:** Manufacturing  
**Revenue:** \$2B+  
**Employees:** 7500+



## Mission-critical priority

The Director of Market Insights & Customer Experience at KARL STORZ aimed to optimize the MarTech structure and ensure technology investments were aligned with the company's business objectives.



## How Gartner helped

The client used:

- **Gartner 'Ask The Experts' sessions and research** to shape their MarTech setup, inform vendor selection, and close knowledge gaps.
- **Gartner expert insights** for tailored MarTech strategy guidance, validation of technology decisions, and actionable feedback to improve team processes.



## Outcome

With support from Gartner for Marketing, the client:

- **Reorganized teams** and aligned technology to business needs.
- **Gained stakeholder and broader organizational confidence** through unbiased, expert validation.
- **Adopted a mature approach** to marketing challenges.