Keeping shoppers happy, data safe and expenses low

dm-drogerie markt meets new requirements for access control while minimizing costs and avoiding thousands of hours in lost productivity with One Identity Manager

Key Facts

- **Company**
  dm-drogerie markt

- **Industry**
  Retail

- **Country**
  Germany

- **Employees**
  60,000

- **Website**
  www.dm.de

Challenges

dm-drogerie markt must ensure individual employees can access the applications they need to deliver excellent service — and also protect data by controlling and monitoring access.

Results

- Boosts overall efficiency, security and service levels

- Reduces costs by avoiding thousands of hours in lost productivity each week

- Increases insight and control over system access

Solutions

- One Identity Manager

Successful stores provide efficient service, competitive prices and shelves full of products. To deliver all three and minimize expenses, employees depend on applications to manage sales and inventory. Any delays in system access can directly impact customers and drive up costs. However, as stores face increasing security requirements, many — such as dm-drogerie markt — need identity and access management (IAM) solutions that increase control and keep staff productive.

If you've traveled to Europe, chances are you've seen or shopped at a dm-drogerie markt. The drugstore chain has 1,900 stores in Germany, where it originated, and 1,600 additional stores in 12 other countries. For years, dm-drogerie has used technologies including Active Directory to manage staff profiles and access privileges. In keeping with the organization's flat hierarchal model, employees used shared accounts to access applications. As a result, however, dm-drogerie had no way to track which employees made system changes, making it difficult for the organization to meet increasing security requirements around identity governance. "To address this problem, every store employee needed their own individual account," explains Steffen Dumjahn, software developer at dm-drogerie markt. "And to do this, we needed more automation when it came to IAM. Otherwise, IT employees would need to provision access manually or semi-manually." Managing access in this way for 60,000 employees was not an option because it would significantly drive up costs, increase responsibilities for IT staff and prevent people from always having the instant application access they needed to stay efficient and deliver excellent service.

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Steffen Dumjahn, Software Developer,
dm-drogerie markt

The best solution

After evaluating IAM solution options, dm-drogerie chose One Identity Manager. "I like that Identity Manager comes with a lot of connectors to different systems," says Dumjahn. "Its interface addresses a lot of processes that most companies need. You can also use standard workflow templates and customize them for your individual processes." All these capabilities made implementation straightforward. IT staff first created one source of truth for global identities and access privileges by connecting Identity Manager with the organization's Active Directory and Azure Active Directory. They then connected Identity Manager with dm-drogerie's applications, including its enterprise resource planning system. Next, they configured Identity Manager to automatically provision or deprovision system access according to employees' roles in Active Directory.

Increased security and lower costs

Today, all staff use their own credentials to access IT tools. As a result, dm-drogerie has improved data security. Not only does it have greater control over who accesses applications but also the organization can instantly see who granted and removed access privileges, when they did so, and why. The company has also minimized expenses by keeping staff productive. "Our top priority is to reduce costs," says Dumjahn. "We do this with One Identity Manager by automatically creating accounts and setting rights for our employees. They can work on the floor and keep shelves stocked without having to worry about requesting system access."

Avoiding thousands of hours in lost productivity each week

When employees have the right tools, businesses appear to run effortlessly. At dm-drogerie markt, the automation of IAM workflows translates into smooth workflows and better service. "IAM is a core business tool, but we know we are doing a better job when people know less about it and our central identity system," Dumjahn says. For example, "If every one of our 60,000 employees spent just one minute each day to care about his account or to request the access that he needs to do something like ordering or looking up a product, we would lose about 1,000 working hours each day. That's a lot of time a person could otherwise spend on working inside the store with customers. We avoid that with One Identity."

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>
> **Steffen Dumjahn, Software Developer, dm-drogerie markt**

About One Identity

The One Identity family of identity and access management (IAM) solutions offers IAM for the real world including business-centric, modular and integrated, and future-ready solutions for identity governance, access management and privileged management.