



Gartner for Finance

# Protect Capital Critical to Long-Term Growth

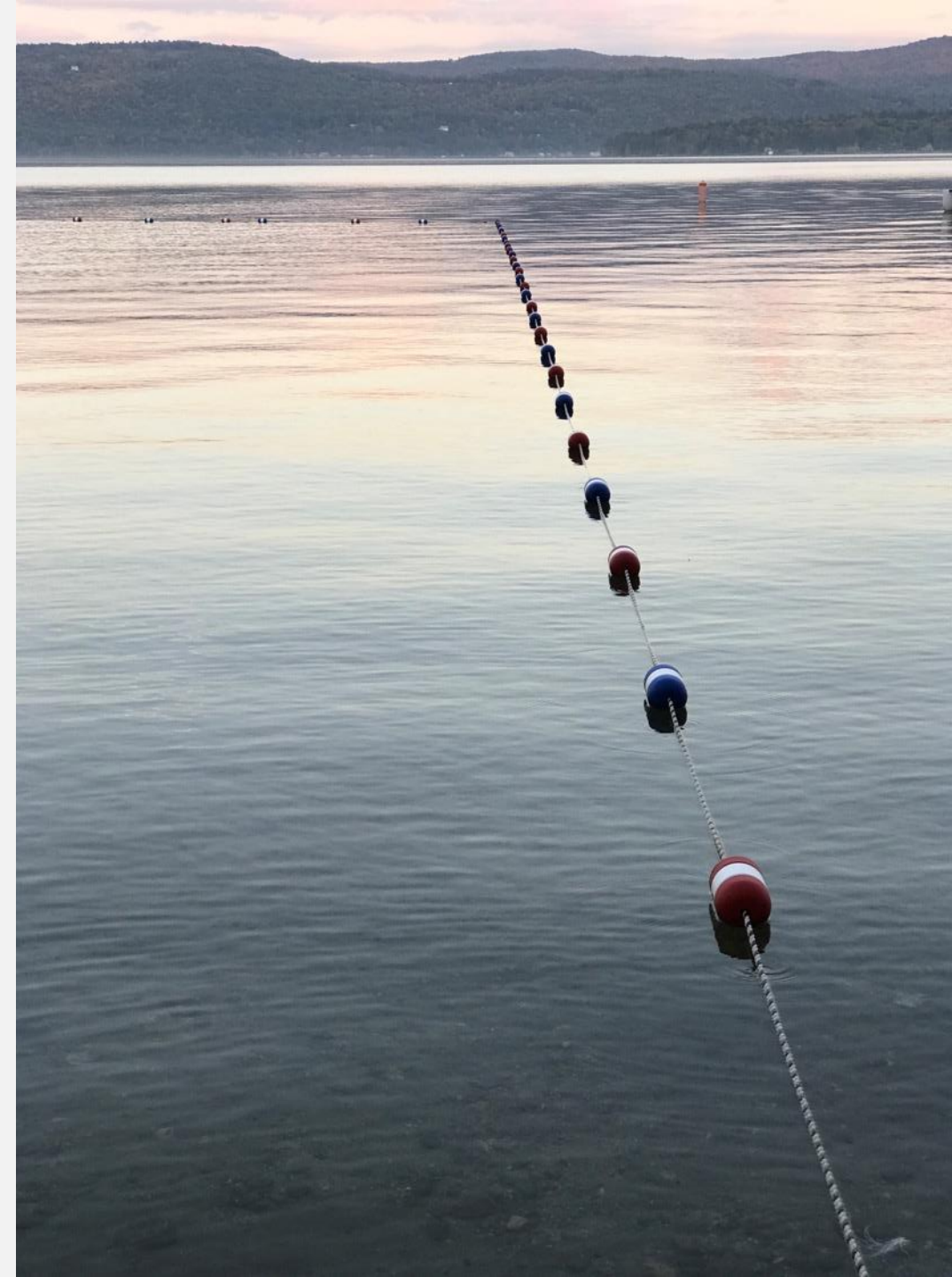
Client Success Story

In the wake of the COVID-19 crisis, a software company CFO faced pressure to quickly cut costs. A Gartner advisor offered real-world insights and objective guidance that upended the leadership team's perceptions of strategic cost management and made clear the urgent need for business model transformation.

**Industry:** Software

**Revenue:** \$1M-\$5M

**Employees:** 1-50





## Mission-critical priority

A software company needed to cut costs in response to the COVID-19 crisis, but the CFO could not identify any obvious cost-cutting opportunities.



## How Gartner helped

A Gartner advisor briefed both the CFO and CEO on Gartner's cost structuring research, clarifying the behaviors consistent with successful cost differentiation and comparing the company's operating footprint and growth investment strategy to the patterns of winning companies. The advisor then partnered with the leadership team to prioritize areas for cost-cutting based on strategic importance.



## Mission accomplished

With support from Gartner for Finance:

- The CEO and CFO were able to strategically rebalance the company's business portfolio, protecting the capital critical to growth over the next five years.
- Gartner real-world insights and objective guidance upended the leadership team's perceptions of strategic cost management and made clear the urgent need for business model transformation.

**Achieve your mission-critical priorities with Gartner for Finance.**

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