

Drive Efficient Growth Post-Pandemic

Industry: Technology
Revenue: \$1B-\$5B
Employees: 10,000-50,000



Mission-critical priority

After freezing virtually all spending when the pandemic hit (including many large capital projects and IT investments), the CFO needed to understand how best to deploy capital post-pandemic.



How Gartner helped

The client used:

- **Gartner research on efficient growth** to shape post pandemic investments.
- **Gartner case studies** that enabled the CFO to adapt faster to new customer preferences.
- **Gartner's best practice investment analysis** to justify business IT investments.



Outcome

With support from Gartner for Finance, the client:

- **Better reinvestment decisions** with Gartner's research on efficient growth, customer theory and investment analysis.
- **Recovered faster** than competitors from the economic impacts of COVID-19.