

# Building a Digital Finance Transformation Roadmap

**Company Name: ALJ Motors**  
**Industry: Automotive**  
**Revenue: Approx. \$3B**  
**Employees: 12,000+**



## Mission-critical priority

Establish a modern, digitally-enabled finance function equipped to keep pace with rapid industry changes and new technologies. This required establishing a Digital Finance Center of Excellence and developing a robust five-year transformation strategy.



## How Gartner helped

The client used:

- **Finance maturity assessments** to assess the function's current state and shape its future vision.
- **Consultations with expert advisors** to refine a fit-for-purpose transformation strategy, surface blind spots and strengthen executive-level messaging.
- **Peer connections** through Gartner-facilitated discussions with finance leaders navigating similar challenges for practical, real-world perspectives.



## Outcome

With support from Gartner for Finance, the client:

- **Enhanced strategic alignment** – Built a robust digital transformation strategy backed by Gartner best practices and expert insights.
- **Strengthened digital talent** – Identified skill gaps and launched targeted upskilling to build a future-ready finance team.
- **Accelerated decision-making** – Applied Gartner research, benchmarks, and templates to expedite problem-solving and fast-track key initiatives.

“Having Gartner research on your side and being able to share that with your team and with executives carries a lot of weight and credibility.” – Abid Ashraf, Finance Director at ALJ Motors