

# Protecting Capital Critical to Long-term Growth

**Industry: Software**  
**Revenue: \$5M**  
**Employees: 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

The client used:

- **Gartner's cost structuring research** to clarify the behaviors consistent with successful cost differentiation
- **Benchmarking data** to compare the company's operating footprint and growth investment strategy to the patterns of winning companies
- **Gartner advisory support** to partner with leadership and prioritize areas for cost-cutting based on strategic importance.



## Outcome

With support from Gartner for Finance, the client:

- **Strategically rebalanced** the company's business portfolio, protecting the capital critical to growth over the next five years.
- **Upended the leadership team's** perceptions of strategic cost management and made clear the urgent need for business model transformation.