

Structuring Costs for Efficient Growth

Industry: Transportation Services
Revenue: \$5B
Employees: > 10,000



Mission-critical priority

The CFO of a large transportation services company was considering making enterprisewide operational cuts to help offset shrinking margins, but he was concerned that such a simplistic cost-cutting approach would inadvertently harm some areas of the business.



How Gartner helped

The client used:

- **Gartner advisory support** to brief the company's finance leadership team on Gartner research into cost differentiation.
- **Gartner metrics and competitor data** to create a scorecard and see precisely where to cut costs without harming growth.
- **Presentation support** to draft a presentation for the CEO combined the scorecard findings with research.



Outcome

With support from Gartner for Finance, the client:

- **Built a research and data-driven scorecard** that isolated the business areas needing to cut costs from the high-growth initiatives that didn't
- **Gained the CEO's approval** on the revised cost reduction plan and effectively conveyed the urgency with which the company needed to take action.