



Gartner for Supply Chain

# Executing Best-Practice Supply Chain Segmentation

A CPG manufacturer turned to Gartner for support executing on its supply chain transformation initiative — specifically, shifting from a one-size-fits-all approach to customer service to tailoring the customer experience for target segments. Thanks to Gartner peer networking and analyst-led consultation, the client was able to execute a best-practice supply chain segmentation strategy in just three months and save more than \$850,000.

**Industry:** CPG Manufacturing

**Revenue:** Approx. \$15 billion

**Employees:** >34,000





## Mission-critical priority

As part of its supply chain transformation initiative, a CPG manufacturer wanted to explore how supply chain segmentation (versus its one-size-fits-all approach to customer service) could both improve customer experience and reduce cost.



## How Gartner helped

Gartner analysts provided the following support to the client:

- **Networked the supply chain leadership team with their peers** at a different CPG manufacturer that had implemented supply chain segmentation.
- Identified opportunities to improve upon the supply chain segmentation **roadmap** that an external consultant had created.
- Facilitated working sessions around the revised supply chain segmentation **project plan**.



## Mission accomplished

**With support from Gartner, the client:**

- Saved supply chain transformation time and costs, executing a best-practice supply chain segmentation strategy in just **three months** and saving more than **\$850,000**
- Gleaned practical tips, valuable insight/perspective and lessons learned from peer networking, which enabled them to **fast-track progress** and **avoid common pitfalls**
- **Made strategic decisions** with greater confidence thanks to the analyst's feedback on the roadmap and project plan
- In the words of the client, Gartner provided "**3X the value compared to a consultant.**"

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