Expert Insight Video: Three Keys to Business Cost Optimization Success

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Despite overwhelming evidence that effective cost management supports enterprise performance, many organizations have not established consistent frameworks, cross-functional collaboration and clear measures of success. Executive leaders should use this research to increase their effectiveness.

Overview

Gartner analysis on recent survey data among enterprise cost managers suggests that achieving their cost management goals pre-pandemic meant that they were 40% more likely to witness positive business impact during the crisis. As we entered 2021, CEOs were deprioritizing cost management and focusing mainly on growth, especially through digital business investments — although they still ask their CFOs to focus on cost. This will be an important dynamic to watch, as any gains made through getting costs right can help fund those critical digital initiatives.

This 4-minute video highlights the three key success factors that separated effective cost managers from the rest of the pack — common frameworks, clear measures of success and cross-functional collaboration.

Recommended by the Authors

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- Use Gartner’s Business Value Model to Make Better Investment Decisions
- Tool: Cost-Saving Ideas to Optimize Your Spend Reduction Program
- 5 Rules for Sustainable Cost Optimization Across the Enterprise
- Sustaining Cost Efficiency Gains in the Postpandemic Era