Gartner Consulting Case Study:
Media Organization Undergoes Cost Optimization Assessment

Client Context
A small media organization underwent a number of business changes over that last several years including a recent reduction in IT headcount. As this client emerged from a decentralized environment and began transitioning into a more centralized operational running mode, the decision was made to look at where efficiencies could be made as well as at risk reduction.

Client Challenges
- Achieve significant cost optimization and efficiencies expected by the market while transforming the IT organization to a centralized IT model.
- Gain insight into potential cost reductions that might be provided through outsourcing based on current market pricing.

Gartner Approach
- Baseline IT performance using Gartner benchmarking methodology comparing client against peer organizations.
- Identify gaps, efficiency opportunities, areas of under investment, and areas for improvement.
- Deliver market price analysis of service provider rates for comparable infrastructure services.
- Deliver actionable recommendations for performance optimization.

Benefits Achieved
- Provided a graphical comparison of total spending and staffing level efficiencies compared to peer organizations.
- Analysis included a comparison of services provided by internal organization as well as analysis of current market price ranges charged by Tier-1 service providers.
- Identified areas of risk including understaffing and end of life equipment.
- Provided a detailed list of actionable recommendations, priorities, investment requirements and proposed timelines for implementation.