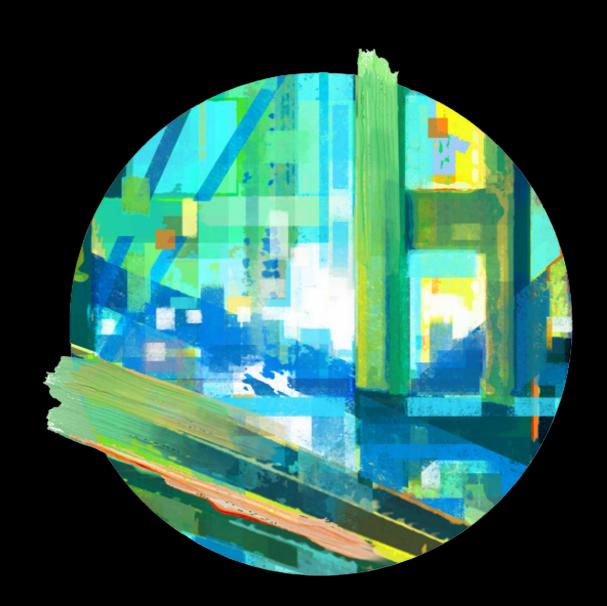
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2024 MarginPLUS study

Refocusing amidst uncertainty

With less clarity in the view ahead, companies take more precise control of their margin improvement efforts



Global inflation and macro-economic uncertainty have increased companies' resolve to improve margins and transform, but success continues to be elusive.

TRANSFORMATION TRIGGERS

of margin improvement programs have been triggered by one or more of these top factors:

Rising inflation

Slower economic activity

34%

Increasing labor costs

33%

FALLING SHORT

82%

of companies fell short of their cost reduction targets, a significant increase from the previous year's 72%. Notably, half of these companies achieved less than 50% of their set targets, a 79% increase relative to our previous study.

TARGETED ACTIONS

57%

Companies are now focusing on three strategic levers in their pursuit for margin improvement, a 57% decrease relative to our previous study, where the average company selected seven levers.

What transformational steps are companies taking to drive margin?

Companies are focusing efforts on:



52% Al and data

strategies (including GenAl)



49%

Organizational restructuring



Process reengineering and automation



Of companies are embracing GenAl and Al

What are the top internal obstacles that have so many companies falling short of their cost reduction targets?



Challenges with technology infrastructure

50%



Inability to rapidly adjust cost structure



Inability to enable digital infrastructure

How are leaders and boards driving change in transformation strategies?



Added transformation leadership roles



Separate budget for

transformation initiatives



Added governance

The 2024 MarginPLUS study surveyed 300 global leaders across industries and geographies. Read the full report to elevate your margin improvements.

Download the full report

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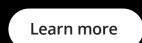
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