Anaplan for Merchandising with Google Cloud

Google Cloud | **Anaplan**

Economic uncertainty, fast-changing consumer preferences, and channel shifts make it critical for you to have an agile, connected merchandising strategy and the ability to execute it quickly. However, most merchant teams are stuck with siloed data, disconnected processes and limited visibility across channels, severely limiting their ability to both scale and respond rapidly to market changes.

Anaplan and Google Cloud enable a unified approach to the entire merchandise lifecycle across every channel - from merchandise and financial planning to assortment planning, costing, allocations, markdowns, receipts management and replenishment. This integrated approach improves efficiency and focuses merchants on driving higher gross margins and better item productivity.

There's a new way to work and plan

Leverage the combined power of information, people and plans to make faster and better merchandising decisions inside and outside of your company with Anaplan and Google Cloud. Ensure that the right product at the right price is available at the right location.

It's Dynamic – Change as the world changes... or even faster.

It's Collaborative – Involve all the right people in decisions – even your customers.

It's Intelligent – Leverage internal, external and third-party data to unlock insights.
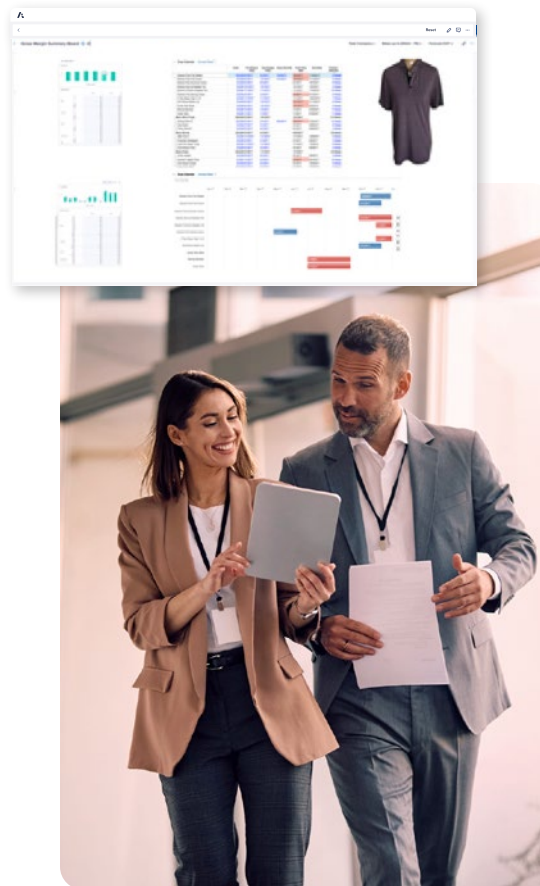
Key benefits

- Highly efficient, real-time, omnichannel collaboration between buyers, merchants, planners and even wholesalers - eliminate disparate spreadsheets and data errors.

- On-demand, dynamic, detailed views into category performance - less time gathering data or building reports, more time analyzing plans, making decisions and acting.

- Built-in scenario planning and advanced AI/ML capabilities powered by Google Cloud to optimize inventory and assortments - leverage all relevant data sources to reveal hidden insights.

- Connect and manage the entire product lifecycle on one platform with detailed views across receipts, inventory, sales trends and pricing - reduce markdowns and lower inventory levels.

FORTUNE 500 RETAILER

One of America's most historic and prominent retail corporations with 700+ stores implemented Anaplan on Google Cloud as part of an organization digital transformation initiative.

Challenges:

- Upgrade merchandise planning as part of organizational-wide financial transformation update

- Improve and streamline sales, margin and supply chain finance, SG&A, stores, marketing, and treasury teams

- Implement an improved merchandise assortment planning solution for greater efficiency and scale

Results:

- A more consistent and standardized budgeting process

- Improved compliance and governance

- Gained real-time insights into their merchandising strategy

Key features

Merchandising strategy

- Review category performance, contribution margins and market share

- Evaluate category breadth, depth and strategic role in the portfolio

- Model multiple portfolio scenarios with integrated Google Cloud Vertex AI capabilities to develop merchandising and assortment options

Merchandise financial planning

- Set top-down targets and perform bottom-up analysis

- Collaborate to finalize annual targets and ongoing forecast revisions

- Cascade targets and adjustment instantly down to a SKU / store level

- Model multiple scenarios with Google Cloud AI/ ML technology to make informed decisions based on growth, gross margins and strategic intent

Assortment planning

- Develop assortments by channel, store cluster and store banner

- Create assortment groups based on product hierarchy and/ or attributes (e.g. color, season, etc.)

- Roll-up and analyze assortments instantly across all channels

Open To Buy (OTB)

- Reconcile departmental plans to track budgets, actuals and forecasts across categories

- Create what-if scenarios and build options across any level and channel

- Evaluate multiple versions of OTB plans and select the best version based on tactic

Allocation and replenishment

- Model system-wide rules and constraints from supplier to distribution center to store (e.g. says of stock, minimum order quantities, pack sizes) through Google Cloud integration

- "Right-size" buys by connecting plans across channels into a single, efficient global buy

- Allocate category volumes by cluster or store while overriding locations and quantities

- Assess product performance and shift allocation to stores and channels to maximize GMROI

Price and markdown planning

- Establish calendars and trigger points for moving between stages of the product lifecycle at any level of the hierarchy

- Model and assess competing objectives to maximize margin by region, product cluster or store cluster

- Scenario-plan price change impacts on volume and margin in real time

Key features of the Anaplan with Google Cloud platform

- **Planning at scale**
  Built with Anaplan's patented in-memory Hyperblock™ engine and connected data on an enterprise-grade scale with Google Cloud's hyperscaler.

- **Same-page planning**
  One location for all trusted, timely and accessible buyer, merchandiser and supplier data.

- **Scenario planning**
  Unmatched flexibility to model any merchandising scenario while providing signals to indicate unfolding scenarios.

- **Trading partner collaboration**
  Accurate, collaborative, actionable and secure merchandise planning with partners.

- **Embedded analytics**
  Intelligence to automate and improve forecasting accuracy.

- **Flexible modeling**
  Easily model your business processes and rapidly adapt to change using Google Cloud's AI/ML capabilities.

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit www.anaplan.com

Anaplan