Go-to-Market Capacity Planning application

Accelerate sales coverage optimization for strategic alignment, improved margins, and a balanced GTM team

Anaplan

In today's competitive market, maximizing sales coverage and driving profitability are top priorities for organizations. However, fragmented systems, outdated spreadsheets, and manual processes make it difficult for large enterprises to optimize go-to-market (GTM) capacity. These hurdles result in inconsistent data, flawed forecasts, and misaligned sales coverage, which can hinder agility and revenue growth.

There's a smarter way to plan

The **Anaplan Go-to-Market Capacity Planning application** transforms how sales and revenue operations teams plan, analyze, and optimize sales capacity.

This flagship application aligns resources with market demand, optimizing sales coverage to boost revenue and achieve strategic goals. Its real-time, unified view of capacity and performance drives collaboration and enables data-driven decisions.

Key benefits

Maximize resource efficiency: Identify gaps and optimize full-time equivalent (FTE) reporting and headcount (HC) allocation with detailed coverage analysis.

Refine planning accuracy: Use sales effectiveness and ramp analysis to sharpen planning strategies.

Stay ahead of turnover: Plan for employee turnover with attrition data.

Adapt quickly: Leverage scenario modeling and performance tracking to make timely, informed adjustments.

Optimize costs: Align headcount with budget through targeted cost analysis.

Boost team performance: Monitor new hire performance against expected ramp time with data-driven impact analysis.

Key features

Maximize growth potential by remaining agile and responsive to shifting business and market demands. The Anaplan Go-to-Market Capacity Planning application enables:

Current FTE reporting

- Gain real-time visibility into HC and FTE data by role, hierarchy, and time.
- Simulate "what-if" ramp scenarios and access employee-level insights to optimize staffing decisions.

Role-based performance review

- Analyze performance by configurable dimensions like segment, industry, and tenure.
- Gain actionable insights to enhance role effectiveness.

Baseline productivity

- Evaluate productivity metrics against quota attainment to adjust targets and optimize allocation.
- Identify trends for better resource planning.

Coverage analysis

- Recommend and balance HC allocation across sales and support resources.
- Address capacity gaps by adjusting coverage assumptions in real time and planning for future hires.

HC gap analysis

- Negotiate HC needs by analyzing account volume, revenue targets, and historical trends.
- Identify gaps and optimize staffing to align workforce capacity with financial goals.

Top-down planning

- Distribute HC targets across hierarchies and simulate scenarios for better decision-making.
- Apply constraints to optimize resource allocation and streamline approvals.

Bottom-up planning

- Track hiring, attrition, and productivity trends to address gaps.
- Use "what-if" scenarios and dashboards to adapt plans and streamline hiring.

Sales margins planning

- Capture and aggregate role-specific cost data to identify drivers, improve profitability, and model dynamic margins that account for productivity and seasonality.
- Plan sales margins within the available budget to ensure alignment with finance and organizational goals.

In-year actual vs. planning

- Lock plans to maintain data integrity and reopen as needed for real-time adjustments.
- Compare snapshots to analyze gaps and optimize coverage.

The Anaplan platform offers

- **Rapid deployment** of best practices, configurable to customer requirement, upgradeable with future release, and extensible to other use cases through standard Anaplan platform capabilities.
- **Dashboards, reports, and analytics** with data visualization to provide a single source of planning truth on workforce and business data and performance.
- **"What-if" scenario and multi-dimensional modeling** powered by our high-performance calculation engine, producing ultra-fast calculations at unprecedented scale.
- **Collaborative and agile planning** across the enterprise from corporate to business units and across functions and operations (HR, finance, sales and marketing, supply chain).
- **Best-in-class security and data privacy** with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** to collect, analyze, and plan in a single location using APIs, ETL connectors, and built-in integrations with HCM/HR, finance, operations, other systems of record, and data warehouses.

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