

# Gross-to-net planning for pharma and life sciences



Connect strategy, data, and decisions to unlock predictive, profitable growth

Life science companies often struggle with gross-to-net (GTN) planning due to revenue variability, manual processes, and limited insight into pricing impact. These challenges weaken accrual accuracy, distort reserves, and limit forecasting precision.

Traditional GTN planning methods can't capture the full picture — missing critical interdependencies like the effect of regulatory pricing on commercial strategy or nuances in discount types. This leads to slow decisions, missed opportunities, and a weakened market position.

A modern approach to GTN planning empowers faster, more proactive decisions—delivered with the precision your business demands.

## There's a better, faster way to plan

**Anaplan's GTN planning solution** drives accuracy, agility, and profitability — connecting deal evaluation, pricing, demand forecasting, accruals, reserves, and post-deal analysis on a single platform to align teams and deliver better financial outcomes.

## Key benefits

- **Optimize forecasts and discounts** by assessing each contract and market segment.
- **Model complex contract terms**, including rebates, chargebacks, and distributor agreements.
- **Automate deductions and allowances** to improve accrual accuracy and reserves.
- **Streamline GTN** workflows to reduce manual errors and boost efficiency.
- **Unify teams** across demand, finance, contracts, and accounting for better collaboration.

By connecting data across the pharma and life sciences value chain — products, patients, payers, channels, and contracts — you gain the visibility and agility needed to quickly make informed decisions and respond to market shifts.

With AI-infused analytics and scenario modeling, Anaplan empowers finance teams to lead with confidence — accelerating revenue growth, strengthening margins, and reducing financial stress.

## CUSTOMER STORY



**GLOBAL PHARMACEUTICAL  
COMPANY**

### Modernized and unified GTN planning

One of the world's largest private pharmaceutical companies needed to modernize its GTN planning to improve forecasting accuracy, unify disconnected processes, and enhance cross-functional collaboration.

### The company sought to:

- Consolidate GTN planning and ensure data consistency across systems for accurate forecasting of units, sales, and rebates.
- Improve forecasting precision across channels, accounts, and payers
- Centralize rebate, inventory pipeline, and non-utilization forecasting
- Integrate actuals from SAP, IQVIA, and Exalink via a unified data hub
- Enable rapid versioning and scenario comparisons

### With Anaplan's GTN solution, the company was able to:

- Gain greater visibility into gross sales and rebates through real-time calculation and aggregation
- Standardize data and align planning across finance, contracting, and pricing
- Align scenario planning with management targets
- Accelerate processes with faster data exports to downstream systems
- Reduce IT reliance with self-serve reporting for planners

## The Anaplan platform offers

- **“What if” scenario and multi-dimensional modeling** powered by our high-performance calculation engine, producing ultra-fast calculations at unprecedented scale.
- **True out-of-the box calculations, logic, and rules that go beyond templates and starter kits** to handle the complexity of your consolidation and reporting process.
- **Built-in dashboards, reporting, and analytics** with data visualization providing a comprehensive view on financial position.
- **Collaborative and agile planning, consolidation, and reporting** across the enterprise from corporate to business units and across functions and operations (finance, sales and marketing, supply chain, and HR).
- **Best-in-class security and compliance** with role-based access control, user management, and SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** — collect and analyze data in a single location using APIs, ETL connectors, and built-in integrations with HCM/HR, finance, operations, other systems of record, and data warehouses.

## Solution details

### Demand forecasting

Align supply and sales with bottom-up forecasts that reflect pricing and discount strategies.

- Forecast by brand with discount-level granularity
- Factor discount impact into volume forecasts
- Identify and close gaps between forecast and actuals
- Assess demand with price-performance insights

### Pre-deal analysis

Optimize pricing and contracting with flexible modeling and real-time calculations.

- Input and model complex discount structures
- Assess profitability across all discount types
- Incorporate government pricing into pricing logic
- Calculate adjustments instantly to stay agile

### Post-deal performance

Evaluate deal effectiveness to sharpen future strategies.

- Uncover drivers of deal success or failure
- Simulate “what-if” scenarios for proactive planning
- Test assumptions with advanced analysis tools

### Accruals and reserves

Strengthen financial accuracy and reduce compliance risk with real-time visibility.

- Automate accruals, including price protection
- Confidently project and manage government pricing liabilities

### Portfolio reporting and analytics

Centralize insights for strategic GTN decisions.

- Gain portfolio-wide visibility into performance
- Automate reporting to minimize manual effort



## 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](http://www.anaplan.com)