

# Anaplan Subscription Revenue Planning application



Connect strategy to sales execution.  
Align plans to drive predictable growth.

Technology subscription businesses consistently struggle with a disconnect between top-down revenue targets and the bottom-up reality of sales execution. Finance teams set strategic goals, but sales and revenue operations manage a dynamic, near-term pipeline that doesn't easily translate to a reliable, full-year forecast.

This disconnect forces commercial finance into a reactive, manual process of reconciling conflicting data in spreadsheets, which fails to provide a clear view of the entire revenue lifecycle. As a result, critical business decisions are based on stale, untrustworthy data, leaving plans misaligned, and revenue targets continuously at risk.

## Key benefits

- **Manage risk with a predictable forecast:** Unify your backlog, pipeline, and revenue waterfall to improve accuracy and mitigate the risk of missing financial targets.
- **Increase revenue by activating your contract backlog:** Go beyond static reports by simulating renewals, churn, and upsell to dynamically manage your future recurring revenue stream.
- **Boost productivity by eliminating manual reconciliation:** Automate the reconciliation of top-down targets and bottom-up forecasts, freeing up skilled teams to focus on high-value strategic analysis.
- **Drive growth with agile scenario planning:** Instantly model the full financial impact of strategic decisions to see the potential outcome and bridge the gap to hit your targets.
- **Accelerate decision-making with conversational AI:** Empower leaders to ask questions in natural language to instantly surface trends and act faster on risks and revenue opportunities.

## There's a better way to plan

Move from reactive reconciliation to proactive, intelligent planning by unifying finance and revenue operations on Anaplan's agile, AI-driven platform. Our purpose-built Subscription Revenue Planning application creates a reliable, full-funnel forecast, empowering leaders to model the impact of drivers like churn and renewals. This transforms the forecast into a dynamic asset that ensures predictable growth and comes ready-to-deploy with industry best practices.



## Key features

- Connect bookings to billings, deferred, and recognized revenue in a single, automated application that eliminates manual reconciliation and ensures compliance
- Activate your committed contract backlog as a dynamic, forward-looking asset to create a more stable and reliable revenue forecast
- Bridge the gap between CRM data and annual targets by blending opportunities with high-level assumptions for a more accurate forecast
- Instantly model the full financial impact of strategic decisions and compare multiple scenarios side-by-side to choose the optimal path forward
- Dynamically simulate the impact of renewals, churn, and upsell on future revenue streams to proactively manage your recurring revenue base
- Empower business users to ask questions in natural language, self-serve insights, and act faster on risks and opportunities with conversational AI
- Visualize your entire revenue plan from high-level KPIs to granular details using intuitive, pre-built dashboards based on industry best practices
- Seamlessly integrate with core systems (such as your CRM, ERP, other Anaplan applications, and more)
- Easily extend the application to support your unique business requirements
- Ensure compliance with ASC 606/IFRS 15 rules by applying them consistently and automatically across your entire forecast
- Trust in a secure, cloud-native architecture that protects your sensitive financial data and scales effortlessly across the enterprise
- Connect with our Integrated Financial Planning application to gain a full financial (subscription revenue + expenses) picture
- Leverage Anaplan XL Reporting — with integrated Microsoft Office capabilities — for enhanced reporting, ad-hoc analysis and faster user adoption

## The Anaplan platform:

- **“What-if” scenario and multi-dimensional modeling** that’s powered by our next generation Polaris calculation engine, with AI at the core, producing ultra-fast calculations at unprecedented scale so you can anticipate market changes.
- **Built-in dashboards, reporting, and analytics** with data visualization providing a single source of planning truth on business performance.
- **Embedded intelligence with natural language queries** providing predictive insights and recommendations to accelerate strategic decision-making.
- 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 other solutions.

## 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)

