Sales Forecasting application

Make confident decisions across GTM teams with a purpose-built application for more effective revenue orchestration

Anaplan

A disconnected sales process creates pain for everyone. For sellers, it's an inability to turn GTM plans into pipeline. For sales leaders, it's a lack of visibility and insights for effective coaching and pipeline management. For operations, it's being trapped in a reactive cycle of manual reporting and analytics. For CSOs, it's inaccurate forecasts from spreadsheets that undermine confident decisions.

Without a trusted sales forecast, finance can't plan and demand planners can't align inventory. The cumulative impact is inefficient execution, missed revenue targets, and a total lack of confidence in your plan.

There's a smarter way to orchestrate revenue

Anaplan's Sales Forecasting application streamlines your GTM motion — from forecasting and pipeline management to deal reviews and coaching. Bring territories and quotas to life with account planning and pipeline generation, while dynamic scenario planning and intelligent forecasting surfaces the risks and opportunities behind your commit.

By linking the sales forecast to enterprise-wide plans, Anaplan enables the right decisions, right now, ensuring your GTM strategy delivers predictable revenue to outpace the competition.

Key benefits

- **From planning to execution:** Turn territories and quotas into proactive account plans, giving sellers a clear path to hitting their number.

- **A single, accurate, forecast:** Unify GTM forecasts and revenue models with AI-driven insights to create one defensible, trusted number.

- **Real-time performance and adaption:** Use actionable analytics to track performance and enable leaders to deliver targeted coaching that closes gaps.

- **Proactive modeling of risk and upside:** Use flexible scenario modeling to instantly see the impact of best-case and worst-case business outcomes.

- **Connected forecasting across the enterprise:** Link your sales forecast to revenue for reliable financial plans, and to demand to align inventory.
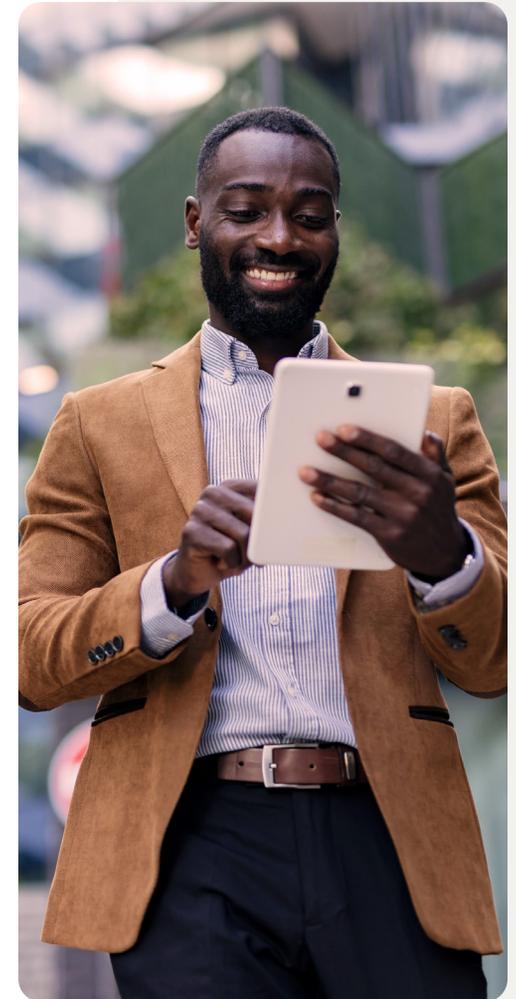
Key features

The Anaplan Sales Forecasting application enables:

- **Strategic account planning**
  Turn territory and quota assignments into proactive, actionable account planning that prioritize high-value selling activities.

- **Proactive pipeline generation**
  Systematically close coverage gaps with insights to identify and pursue valuable whitespace and greenfield opportunities.

- **Pipeline and opportunity management**
  Get a live, interactive view of your entire pipeline. Track deal momentum, identify opportunity risk, and conduct more effective, collaborative, and data-driven deal reviews.

- **Unified accurate GTM forecasting**
  Roll up forecast submissions — tailored to each GTM team and revenue model — for a fast, consistent, and accurate single source of truth.

- **Dynamic scenario planning**
  Instantly model any "what-if" scenario — from individual deal changes to broad market shifts — to understand the full revenue impact.

- **Data-driven coaching**
  Surface real-time performance insights and analytics, allowing sales leaders to deliver the targeted, fact-based coaching that improves seller performance.

- **Performance analytics**
  Empower every user with self-service analytics that track pipeline changes and individual, team, product, and geographic performance.

- **Anaplan Forecaster**
  Generate a more accurate, unbiased AI-driven time series forecast. Surface the key drivers and benchmarks that influence your forecast for greater confidence.

- **Integrated forecasting and GTM planning**
  Connect your forecast to segmentation and scoring, GTM capacity, territory and quota planning, and incentive compensation management.

- **Connected forecasting**
  Link your sales forecast to enterprise-wide plans, and provide a trusted number to your finance, supply chain, and workforce teams.

The Anaplan platform offers

- **Application framework:** Rapidly deployable best practices, configurable to customer requirement, upgradeable with future releases, and extensible to other use cases through core platform capabilities.

- **Dashboards, reporting, and analytics:** Data visualization providing a single source of planning truth on individual, team, plan, product, and geographic performance.

- **Collaborative and agile planning:** Plan across corporate and business units, and across functions like finance, supply chain, HR and marketing.

- 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:** Connect data and tools with CRM, APIs, ETL connectors, and native integrations across sales, operations, finance, data warehouses, and other systems of record.

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

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