

EBOOK

Influential Merchandise and Category Planning: Anaplan on Amazon Web Services

Visualize a better process aligning sourcing
and financial goals for market-ready products

Anaplan



- Qualified Software
- Retail Software Competency
- Supply Chain Software Competency

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Understanding Merchandising and Planning Concerns

Retail leadership, including the Chief Supply Chain Officer and the line of business buyers, struggles with legacy supply chain challenges caused by external and internal pressures.

Business leaders like you need to overcome wild demand fluctuations while dealing with excess inventory, stock-outs, availability delays, market pressures, and readiness. You are constantly under pressure to overcome

costly, inaccurate forecasts caused by incomplete data. You find yourself working blindly without end-to-end visibility across the supply chain and commercial planning process.

If these issues sound familiar, then you are probably looking for solutions that improve the merchandising and category planning process across a wide range of requests:



Flexibility

Gain the flexibility to react to omnichannel fulfillment



Planning

Engage planning at the speed of modern commerce while capturing and controlling siloed, manual, and error-prone processes



Integration

Experience bi-directional integration encompassing top-down order scenario planning with bottom-up inventory planning



Markdowns

Impact assessing and planning the most effective markdowns and visual plans by cluster



Inventory

Make effective inventory planning decisions by store banner, market, and cluster



IT-friendly

Adopt integrated, consolidated data-based planning across the entire organization

Your Single Source of Data Truth

Bring together all the right data, people, and processes

If you hope to make allocations more effective and elevate your brand performance and customer experience, you need a faster, smarter merchandising collaboration approach.

Anaplan enables a single source of truth—connecting merchandise and category planning for confident, data-driven decision-making—selecting, buying, presenting, and selling products and services.

Within the Anaplan platform, you can bring together all the right data, people, and processes to identify and allocate informed investments across markets, channels, and categories.



Information



Revenue



Merchandising plans



People and teams



Making the Right Decisions is Vital

8 Reasons to Use the Anaplan Merchandise and Category Planning solution

When making major decisions, you must be able to trust your decision-making data. The Anaplan Merchandise and Category Planning solution provides the backbone method, so you can capture, compile, and report important data to key decision-makers.

1. **Simplify** complex inventory decisions
2. **Meet service levels** and deliver products to customers on-time in-full (OTIF)
3. Empower **cost-effective inventory allocation** across your supply chain
4. Make fast, deliberate decisions modeling “what-if” scenarios to **preview the impact of your inventory and production plans**
5. Connect your **planning for powerful performance**—tracking and monitoring information flow across factory, region, store, and office locations
6. **Enable collaborative strategic** sourcing by engaging stakeholders across your business in decision-making with external signals
7. Limit your exposure, **creating sharable scenario models** to identify risk and determine each unique threat’s probability
8. **Maximize** revenue, increase margins, reduce costs, and drive consumer satisfaction



Tangible Benefits for Merchandise Planning from Anaplan

Recent market disruptions sparked global concerns for supply chain leaders, including manufacturing delays (caused by limited resources), shipping disruptions, and financial impacts—all coupled with growing concerns over a global recession. These ongoing challenges mandate a streamlined solution. With Anaplan Merchandise and Category Planning, you will:

- **Experience agile, real-time, omnichannel collaboration** between buyers, merchants, planners, and even wholesalers without disparate spreadsheets and data errors
- **Flip your planning and analysis ratio** with a deep, dynamic, on-demand view into category performance to focus teams on analyzing plans for faster, confident decisions without manually gathering data and building reports
- **Optimize inventory and assortments**—leveraging all relevant data sources to reveal hidden insights with built-in scenario planning and advanced analytical capabilities
- **Reduce markdowns and inventory levels**—connecting and managing your entire product lifecycle on a unified platform with deep visibility across receipts, inventory, sales trends, and pricing—reducing markdowns and lowering inventory levels
- **Generate accurate forecasts** with trainable modeling, predictive metrics, and improved accessibility via Anaplan PlanIQ with deep machine learning algorithms

Customer Success

Carter's

Retail, Apparel & Footwear

Challenge:

Carter's children's clothing was challenged to improve its merchandising and planning process. The brand managed a **massive volume of over 250,000 SKUs, selling over 850 million items** annually to **30,000** retailers. Carter's process lacked a holistic supply chain view and an integrated data-based planning system.

Solution:

Using the Anaplan platform, Carter's gained real-time insight into merchandise financial planning, assortment planning, and wholesale ladder planning with visibility into customer demand and real-time costing across the entire business.

Results:

After implementing the Anaplan platform, the business **achieved one source of truth** for all products for **greater visibility and collaboration** to empower the best business outcomes possible.



15%

**excess reduced and obsolete inventory
from its supply chain**

\$30M

saved in inventory and carrying costs

Customer Success

Amer Sports

Retail & Wholesale Distribution, Personal & Household Retail

Challenge:

Slow, outdated, manual systems and spreadsheets (taking up to seven minutes to load) kept the company from necessary process improvements. Amer Sports struggled with inconsistent sales target expectations due to its management of multiple brands, products, and complex global geographies.

Solution:

With Anaplan, Amer Sports improved reporting, KPI assignments, and data transparency only achievable with a comprehensive forecasting solution. It brought bottom-up (inventory) data into view, easily analyzing it against top-down (sales) projections.

Results:

Anaplan propelled agility across the business, **reducing forecasting timeframes from one week down to 24 hours**. The change allowed 440 sales professionals to realign, resulting in maximum revenue growth.



24-hour

forecasting timeframes

440

sales professionals realign, resulting in maximum revenue growth

Customer Success

Sonos

Home Audio Manufacturer

Challenge:

Sonos managed a complex supply and demand ecosystem, including more than 200 component suppliers, using countless spreadsheets. Heather Williams, head of Integrated Business Planning recalls, “all the planners really spent a lot more time maintaining spreadsheets than they did actually planning.”

Solution:

Sonos brought in Anaplan and created end-to-end supply chain visibility with plans that span resources, spending, and product lines. The Sonos team started their implementation with supply and demand balancing, and then added a supply planning module that enables a detailed view of products at the factory level. Most recently, they incorporated demand planning to add forecasting into the mix.

Results:

The biggest ROI that Sonos has found with Anaplan is measured in planning productivity. For example, one analyst previously spent 70 percent of her time integrating spreadsheets now spends less than 10 percent of her time on that same task. The Global Planning team also saves significant time in their planning cycle, as what was taking two weeks to complete now takes one day.



60%

reduction in FTE time integrating
spreadsheets

One day

down from two weeks to process
demand changes

Customer Success

Global Athletic Apparel Company

Retail, Apparel & Footwear

Challenge:

The global manufacturer experienced unprecedented shifts in consumer demand across physical stores and e-commerce. The resulting supply chain and merchandising challenges required improvements to planning systems. The apparel manufacturer needed to replace an IBM Planning Analytics (TM1) planning and planning system for one enabling greater flexibility and the ability to adapt to fast-changing business needs. forced the organization to use spreadsheets without standardization, collaboration or effective business management.

Solution:

With Anaplan on AWS, the enterprise expanded its use of AWS services within the customer organization. The manufacturer standardized how merchandising planning is updated across its global geography and channel teams, aligning on a rolling monthly forecast cycle with each team using corporate or team-specific drivers. Cross-functional teams gained confidence in one source of planning truth for making their team and corporate business decisions.

Results:

Implementing Anaplan **enabled agile scenario planning and decision-making in near real-time**. The enterprise unleashed accurate, flexible planning and **significantly improved revenue forecasting**.



P/L Planning Visibility

for global Geo and Channel teams

75%

less time creating forecast and managing data quality



Anaplan on AWS

Anaplan Merchandising and Category Planning empowers organizations to accurately assess and manage the operation of the entire sales process, from planning through forecasting, to optimize with cloud-native technologies. With modern solutions and flexible models, AWS enables organizations to optimize infrastructure and navigate disparate data sources to reveal game-changing intelligence that advances the entire organization.

To make these breakthroughs, you need a coordinated solution that aligns supply management and merchandising needs with other business functions. Anaplan's background in MCP, along with knowledge, expertise, and experience working with AWS, provides key insights and transformative benefits.

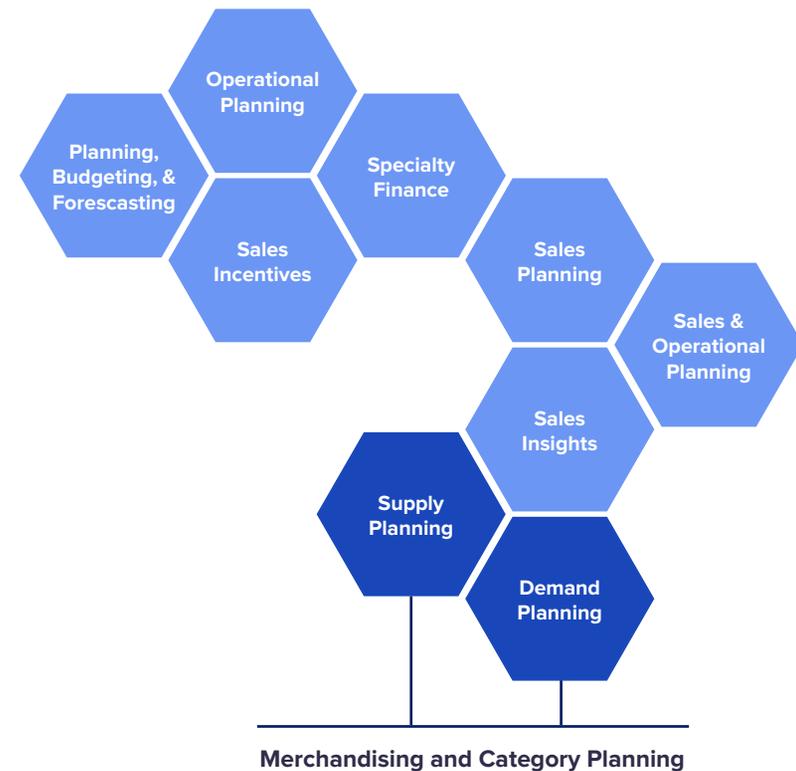
About Anaplan

Anaplan is a transformative way to see, plan, and lead your business. Using its proprietary Hyperblock™ technology, Anaplan lets you contextualize real-time performance and forecast future outcomes for faster, confident decisions. Connecting strategy and plans to collaborative execution across your organization is required to move business forward today. Based in San Francisco, we have 20 offices globally, 175 partners, and more than 1,700 customers worldwide.

Anaplan is the only AWS partner to achieve leadership status with the top market analysts across its core GTM areas in Finance, Sales and Supply Chain planning using a singular cloud-native product, built with a unified code base.

Merchandising and Category Planning is included in the Anaplan comprehensive solutions platform.

Anaplan provides one platform applicable throughout the entire business.



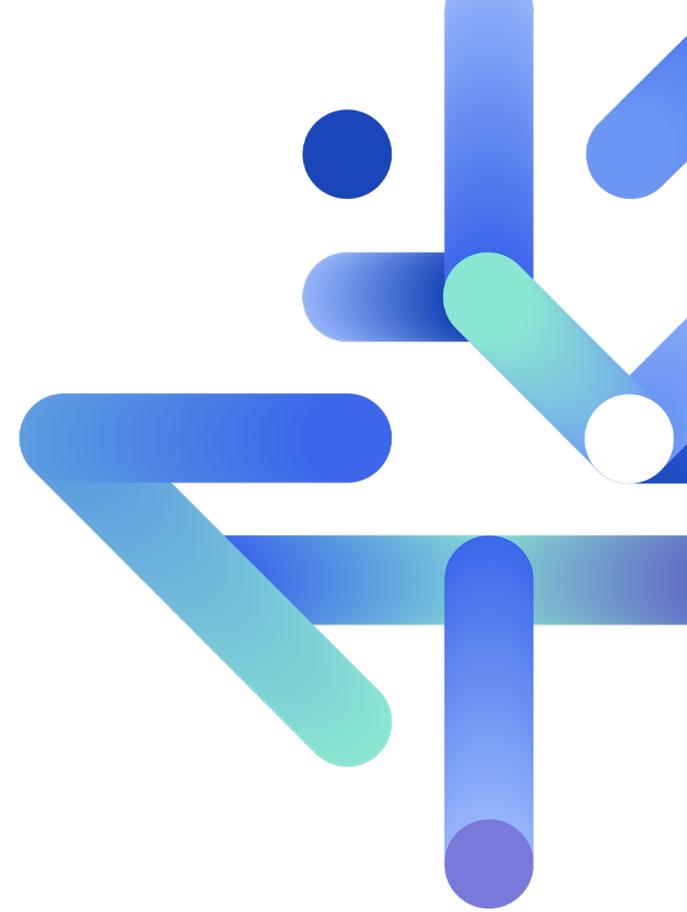
Getting Started

Anaplan brings a business-friendly approach to merchandising and category planning, enabling organizations to accurately account for cloud initiatives and ultimately improve ROI and rationalize actual costs. Learn how Anaplan Merchandising and Category Planning brings harmony to the supply chain department and overall business to better manage an organization.

[Explore Anaplan Merchandising and Category Planning](#)

[Request a free demo](#)

[Learn more about Anaplan on AWS](#)



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