

# Transforming planning across your enterprise

Navigate uncertainty, boost agility, and act with clarity and speed



## Turn disruption into opportunity — and stay one step ahead

Today's businesses face mounting pressure to stay agile in an unpredictable, fast-paced world. Whether you're navigating shifting consumer demand, supply chain volatility, geopolitical uncertainty, or workforce changes — outdated, disconnected planning will slow you down in times of disruption. Decisions made too late or with incomplete data can ripple across the entire enterprise.

When strategic planning and execution are misaligned, the impact is felt across every function. From missed revenue targets to inefficient resource use, the cost of inaction adds up. Teams are left reacting instead of anticipating, and opportunities are lost before they're seen. Traditional planning tools and static spreadsheets won't cut it.

To compete and thrive, you need integrated, real-time insights to make smarter, faster decisions that keep you ahead of change.



## Elevate enterprise planning with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis. By connecting data, people, and plans across every function, Anaplan transforms how decisions are made — faster, smarter, and at scale. With Anaplan, you can:



Activate your business by **seamlessly integrating data and systems** to operate more efficiently.



Accelerate planning and execution with **Anaplan applications** to move faster and adapt to change.



Connect teams to **align planning processes** across the organization, eliminate silos, and improve coordination.



Optimize decision-making with **Anaplan Intelligence**, empowering teams with AI-driven insights.

Unlike traditional planning tools, Anaplan empowers organizations with dynamic modeling, real-time adjustments, and scenario testing — enabling flexible, enterprise-wide plans that adapt quickly to change. Our centralized planning environment provides a single source of truth, ensuring seamless collaboration and more effective decision-making.

With Anaplan, you gain speed, agility, and precision — turning planning into a competitive advantage by aligning strategy with execution across every business function.

## FINANCE

### Gain visibility into financial health and business drivers

Finance leaders need real-time visibility to manage uncertainty, allocate resources wisely, and guide long-term growth.

An ideal solution provides a connected, AI-infused planning engine to optimize spend, quickly reallocate resources, and scale with agility in response to market changes.

**Anaplan for Finance** enables you to:

- Gain real-time visibility across budgets, forecasts, and actuals.
- Model scenarios and risks to inform faster, smarter decisions.

- Automate close, consolidation, and reporting for greater efficiency.
- Optimize capital allocation, investment planning, and cash flow.
- Align financial strategy with operational goals for better execution.



## HR AND WORKFORCE

### Future-proof your workforce with precision and insight

Labor volatility and skill gaps require HR and operations leaders to forecast needs, manage costs, and align people strategies with business goals.

The right solution delivers real-time visibility into workforce capacity, helping close talent gaps, manage costs, and align people strategy with growth.

**Anaplan for HR and Workforce** empowers you to:

- Forecast headcount by region, role, and business function with accuracy.
- Model workforce costs, capacity, attrition, and hiring scenarios.

- Align talent strategy with budgets, performance, and business goals.
- Improve retention and reskilling with actionable workforce insights.
- Optimize workforce planning to support agility and growth.





## SALES AND MARKETING

### Drive performance with smarter GTM planning

There's constant pressure to accelerate revenue growth — but misaligned go-to-market (GTM) strategies and static plans lead to missed opportunities.

What if you could connect planning across sales and marketing to enable faster pivots and smarter investments that drive measurable growth?

**Anaplan for Sales and Marketing** helps you:

- Gain real-time transparency into sales and pipeline data for better forecasting.
- Automate GTM planning processes to move from strategy to execution faster.

- Optimize sales capacity, territories, and resources for efficiency and growth.
- Use AI-driven insights to refine GTM strategies and maximize ROI.
- Break down silos across business functions to drive alignment.



## SUPPLY CHAIN

### Balance demand and supply with real-time precision

Supply chain complexity is compounded by disconnected systems that limit visibility. To keep pace, businesses must be able to plan demand, inventory, and logistics with agility.

With an advanced scenario planning and analysis platform, you can quickly respond to disruption to optimize inventory, costs, and service levels.

**Anaplan for Supply Chain** enables you to:

- Forecast demand and inventory with AI-driven insights to reduce disruptions.
- Simulate supply risks and develop proactive mitigation strategies.

- Connect procurement, production, and finance for seamless execution.
- Automate planning and unify data to improve speed, accuracy, and visibility.
- Align supply chain strategy with service levels, cost, and business goals.



# Unlock growth, resilience, and speed with Anaplan

Leading companies in every industry trust Anaplan to plan and execute with greater speed, accuracy, and agility. By connecting strategy to execution across the enterprise, they stay ahead in a fast-changing market.

## CUSTOMER STORY

JLR improved forecast accuracy over 90% — enhancing investment decisions and operational planning.



## CUSTOMER STORY

Fresenius Medical Care reduced planning time by 30% across its operations by unifying finance, supply chain, and workforce planning.



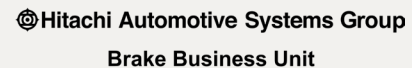
## CUSTOMER STORY

LinkedIn doubled sales planning frequency for greater agility and accelerated territory planning by 75% to deploy sellers faster.



## CUSTOMER STORY

Hitachi Automotive Systems Group achieved 100% data confidence, increasing supply chain resilience and planning frequency by 2X.



Contact us today to explore how to transform your enterprise planning.

## 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)

