

Transforming enterprise planning in consumer products

Capture demand, boost agility, and accelerate growth



Reimagining planning for confident decision-making

With shifting consumer preferences, evolving retail channels, and constant competitive pressure, consumer products companies must adapt quickly to consumer needs — or risk losing relevance. But traditional planning can't keep pace. When demand, supply, and financial plans are misaligned, the result is missed sales, higher costs, and lost market share.

Every strategic shift — whether it be product launches, trade promotions, supply chain operations, or workforce planning — demands speed and coordination. But fragmented systems, siloed teams, and outdated processes make it difficult to respond with agility and confidence.

To stay ahead, consumer products companies need dynamic, enterprise-wide planning that connects demand, supply, and financial insights. They also require integration with retail performance data and other demand signals for proactive decision making. With the Anaplan platform, they can fuel growth, protect margins, and stay ahead of the shelf by building a more resilient and agile business.



Unlocking enterprise-wide agility and intelligence with Anaplan

Agility and flexibility are key to navigating increasingly volatile business environments and consumer demand. Anaplan is the market-leading platform for scenario planning and analysis that makes it happen. We transform data into actionable insights, enabling you to make optimized, real-time decisions and drive responsiveness across your enterprise.

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 to ensure collaboration and greater efficiency.

With Anaplan, you gain speed, adaptability, and precision — turning planning into a competitive advantage across every business function.

FINANCE

Gain financial and operational clarity and control

To make faster, data-driven decisions, leaders need a single platform that unifies strategic, financial, and operational planning. This provides the visibility and insights they need to act confidently.

Anaplan for Finance provides a connected, AI-infused planning engine that links operational drivers to financial health, enabling you to:

- Connect plans across departments to turn your consumer brand into a profit engine.
- Improve decision-making by aligning OpEx planning across teams for cohesive insights.
- Simplify financial close processes to lower costs and achieve faster insights.
- Optimize resource use by justifying and planning every expense through disciplined financial management.
- Run scenarios to evaluate business opportunities and P&L risks at speed to support strategic goals.



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.

Anaplan for Supply Chain, provides a suite of benefits to tackle these obstacles, enabling you to:

- Achieve end-to-end visibility across supply chain, finance, sales, and operations.
- Automate planning workflows to improve speed, accuracy, and efficiency.
- Drive focus and alignment across teams to boost profitability and productivity.
- Align all planners on a single set of assumptions by using dynamic, real-time scenario planning.
- Use multi-dimensional planning processes to quickly allocate employees, materials, and production capacity.
- Improve forecast accuracy with harmonized data, statistical algorithms, and advanced analytics.



HR & WORKFORCE

Future-proof your workforce with precision and insight

Because talent is the driving force of any organization, workforce planning must evolve to handle the complex challenges of demand shifts, skill shortages, and hybrid work.

Anaplan for HR & Workforce provides real-time visibility into workforce capacity, allowing you to stay responsive to changing workforce needs and balance cost.

- Uncover workforce gaps and utilize "what-if" scenarios to understand both cost and business impact of talent decisions.
- Streamline hiring processes by aligning them to brand-level performance goals.
- Proactively identify and address skill gaps that may disrupt your supply chain.
- Motivate desired behaviors that foster a culture of achievement by designing targeted rewards.



SALES & MARKETING

Drive profitable growth with connected, data-driven decisions

To avoid underperformance in high-stakes, competitive markets, commercial strategies must align with consumer demands.

Anaplan for Sales & Marketing connects cross-functional teams to enable smarter investments that drive measurable growth.

- Maximize ROI by aligning budgets to real-time audience insights.
- Connect data across retail and sales systems to make proactive changes to marketing plans.
- Quickly adjust strategies based on trustworthy, high-value marketing data.
- Strengthen market health with accurate channel and revenue reliability forecasts.
- Boost productivity by focusing your sales resources on segments and accounts with the greatest revenue potential.



From insight to impact: Modern planning that drives results

Leading consumer products companies trust Anaplan to plan and execute with greater speed, precision, and adaptability. By connecting strategy to execution across the enterprise, they stay ahead in a fast-changing market.

CUSTOMER STORY

By consolidating its company-wide data, ABInBev achieved a **90% time savings** and accelerated decision-making across its 500+ global brands.



CUSTOMER STORY

By connecting finance and supply chain with Anaplan, Del Monte cut **planning processes from two weeks to two days**.



CUSTOMER STORY

Lodge Cast Iron achieved **100% ROI in under a year** due to integrated, real-time communication between demand and supply planning.



CUSTOMER STORY

The Coca-Cola Company achieved a **95% cost reduction** in trade promotions management after switching from its legacy solution to Anaplan.



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

