

Transforming enterprise planning for life sciences

Navigate uncertainty and accelerate decisions across the value chain



Rethinking planning for confident decision-making

Pharmaceutical and life sciences companies face growing complexity across R&D, manufacturing, commercialization, and global operations. Intensifying regulatory pressure, expanding global supply networks, and the push toward personalized medicine only add to the challenge. Yet many organizations still rely on disconnected spreadsheets and legacy systems that delay decisions, hinder collaboration, and limit agility.

Finance teams struggle to model gross-to-net accurately. Supply chain leaders lack real-time

visibility into disruptions. Commercial teams forecast using outdated data, and workforce planners can't anticipate or close talent gaps. These disjointed efforts lead to missed opportunities, inefficiencies, and costly launch delays.

To stay competitive in a volatile, high-stakes market, life sciences companies need real-time, connected planning across the entire value chain — from pipeline to patient — to drive faster, smarter, and more resilient decisions.



Elevate planning with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis. By connecting data, teams, and plans across R&D, manufacturing, commercialization, and finance, Anaplan transforms how life sciences organizations make decisions — faster, smarter, and at scale. With Anaplan, you can:



Activate your business by **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 insights

Unlike static tools, Anaplan empowers life sciences organizations with dynamic modeling, real-time adjustments, and scenario testing — enabling enterprise-wide planning that adapts quickly to regulatory shifts, market demands, and supply risks. Our centralized planning environment delivers a single source of truth, ensuring collaboration and confident decision-making.

With Anaplan, you gain the speed, agility, and precision to turn planning into a competitive advantage.

FINANCE

Improve margin visibility and model gross-to-net with confidence

In a cost-intensive and highly regulated environment, life sciences finance teams must manage complex global operations, ensure compliance, and accurately model gross-to-net — while also fueling growth and innovation.

The right solution delivers a connected, AI-infused planning platform that helps optimize spend, reallocate resources quickly, and scale with agility in response to evolving market dynamics.

Anaplan for Finance helps you to:

- Model gross-to-net by product, region, payer, and channel.
- Forecast revenue, cost, and margin scenarios using dynamic assumptions.
- Link gross-to-net to sales forecasts, rebate programs, and market access strategy.
- Automate long-range planning, budgeting, and financial reporting cycles.
- Gain real-time financial insights across products, portfolios, and geographies.

HR AND WORKFORCE

Align talent planning with scientific and commercial priorities

Whether scaling clinical trials, launching new therapies, or staffing global manufacturing, workforce planning is critical to performance in life sciences.

The right solution provides real-time visibility into workforce capacity — enabling organizations to close talent gaps, control labor costs, and align talent strategy with business growth.

Anaplan for HR and Workforce enables you to:

- Forecast headcount and labor costs across R&D, commercial, and operations.
- Model workforce scenarios tied to portfolio changes or facility expansions.
- Align hiring plans with product launches and geographic growth initiatives.
- Integrate HR, finance, and business data for a unified workforce view.
- Plan for talent gaps, turnover, and regulatory training needs.



SALES AND MARKETING

Align forecasts, performance, and incentives across markets

Successful commercialization in life sciences demands agile sales planning, performance tracking, and channel coordination. Yet traditional tools limit visibility and create silos between sales, marketing, and finance.

Imagine connecting sales and marketing planning in real time — enabling faster pivots, smarter investments, and measurable growth across brands and markets.

Anaplan for Sales and Marketing enables you to:

- Forecast demand and sales by brand, territory, or channel.
- Plan territory and account coverage based on market dynamics.
- Model incentive compensation aligned with product strategy and compliance.
- Track sales performance in real time to enable agile decision-making.
- Align commercial goals with revenue, gross-to-net, and market access plans.

SUPPLY CHAIN

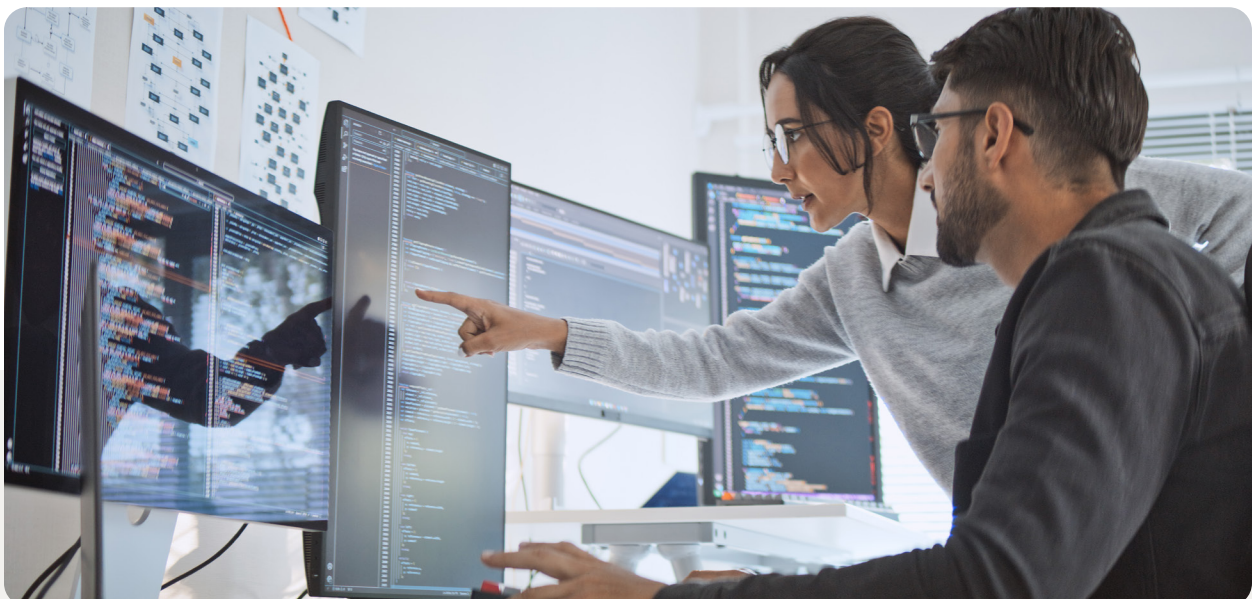
Strengthen supply resilience from sourcing to delivery

Life sciences supply chains are complex and highly regulated, spanning raw material sourcing, specialized manufacturing, and global distribution.

With the right scenario planning and analysis platform, you can anticipate disruptions, model risk, and ensure continuity — from molecule to market.

Anaplan for Supply Chain enables you to:

- Plan demand by SKU, region, or channel in sync with sales and marketing.
- Optimize inventory and model capacity across plants and distribution centers.
- Simulate scenarios for disruptions, quality events, or regulatory impacts.
- Synchronize planning across procurement, logistics, and finance functions.
- Improve operations visibility to control costs and maintain service levels.



Deliver measurable outcomes

Anaplan empowers life sciences organizations to plan with agility — reducing risk, responding to change faster, and making smarter decisions to improve outcomes and market competitiveness.

SUCCESS STORY:

A global pharma company **cut finance planning cycles by one month** and gained real-time insights.



GLOBAL PHARMACEUTICAL
COMPANY

SUCCESS STORY:

A leading life sciences company **unified planning across 200+ cost centers and 6,000 projects.**



GLOBAL LIFE SCIENCES
COMPANY

SUCCESS STORY:

Bayer U.S. Consumer Health **streamlined forecasting** with Anaplan — driving success that led to global rollout.



SUCCESS STORY:

Fresenius **cut planning time by 30%** and improved inventory visibility using Anaplan across global operations.



Discover how agile planning powers smarter decisions in life sciences — contact us today.

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