

# Anaplan for Retail Planning

AI-driven forecasting and  
decision optimization for  
omnichannel retailers



## Executive summary

In retail, demand changes fast — but many planning teams are still forced to react slowly. Caught between outdated processes and disconnected tools, it's difficult to make agile adjustments, align cross-functional teams, or protect margin when conditions shift.

With Anaplan, leading retailers are reimagining how planning works. They're shifting from rigid seasonal planning to a continuous model that reflects live demand, enabling faster, more informed decisions that keep teams, strategy, and execution fully aligned.

Anaplan doesn't just change how you plan; it changes what you're capable of. Anaplan turns every decision into an opportunity — because where demand meets action, margin follows.

## The challenge

Even the most experienced retail planning teams will be held back by legacy tools and processes. What should be agile and insight-driven is often rigid, reactive, and disconnected.

- Fragmented data and disconnected planning cycles
- Limited coordination and visibility across merchandise planning, supply chain, and finance
- Delayed responses to seasonal shifts and channel fluctuations

These challenges can all lead to lost margin.

## The opportunity

Anaplan transforms retail planning from reactive to proactive. By integrating demand signals, data insights, and financial targets into a single AI-driven platform, retailers can:

- Align strategy and execution using a single source of planning truth
- Simulate “what-if” scenarios and pivot fast when conditions change
- Drive margin and sell-through across every decision, from pre-season planning to in-season adjustment

## Plan with confidence across every stage of the retail cycle

Anaplan supports the full planning lifecycle — from top-down financial targets to in-season allocation decisions. With unified data, embedded intelligence, and built-in agility, you can continuously adapt, improve alignment, and protect margin at every step.

### Merchandise financial planning (MFP)

Build top-down plans that shape execution. Anaplan helps you set, align, and manage your financial targets across channels, categories, and teams. Create plans that adapt to demand shifts, maximize margin, and keep merchandise planning, finance, and supply chain in sync.

### Assortment planning

Quickly build localized, profitable assortments that exceed customer needs and margin goals. Anaplan embeds intelligence into every step of assortment planning, connecting historical performance with predictive demand sensing. Translate strategy into architecture, inform every cluster with accurate foresight, and bridge pre-season plans to in-season action. Visualize the right mix by location, channel, and strategy — then align execution upstream and downstream.

### Allocation and replenishment planning

React faster and smarter to real-world demand with granular demand forecasts, optimization logic tuned to your business, and intelligent inventory placement recommendations that support exception-based workflows. Automate and optimize where product goes — reducing markdowns, preventing stockouts, and maximizing margin.

## Anaplan unites planning across the retail enterprise

### Merchandise planning

Align product, financial, and demand plans to drive profitable, data-driven assortment and inventory decisions.

### Supply chain

Shift from cost containment to margin realization by unifying supply optimization, demand signals, and financial outcomes on one platform.

### Finance

Gain accurate visibility into revenue, margin, and inventory position for more confident financial foresight.

### Technology

Modernize your retail stack with a scalable, cloud-native platform that connects people, plans, and data across the enterprise.



## Built for retail complexity. Scaled for continuous change.

Anaplan's planning platform is designed to grow with your business — flexible enough to model your unique product hierarchies and channels, powerful enough to simulate thousands of scenarios in real time, and secure enough to trust with your most critical data.

- **Application framework:** Rapidly deployable best practices, configurable to your business, and extensible across planning use cases.
- **Dashboards, reports, and analytics:** Visualize key data in real time through a single source of truth.
- **Scenario and multi-dimensional modeling:** Run ultra-fast "what-if" calculations with Anaplan's high-performance engine.
- **Collaborative and agile planning:** Align teams across merchandising, finance, supply chain, HR, and more.
- **Enterprise-grade security and data privacy:** Role-based access, SAML SSO support, encryption, and compliance.
- **Extensible ecosystem:** Connect to ERP, POS, HRIS, and other key systems with APIs and native integrations.



## See why over 300 leading retailers plan with Anaplan

From in-season agility to long-range profitability, Anaplan empowers retail teams to respond faster, align smarter, and lead with confidence. Discover what's possible when your planning platform moves as fast as your business.

### 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)

**Anaplan**