

Transforming enterprise planning for retailers

Navigate uncertainty, boost agility,
and stay ahead of the competition



Rethinking how to satisfy the demand of retail planning

In a world of dynamic shopper trends, evolving sales channels, margin challenges, and constant competitive pressures, retailers must adapt quickly — or risk losing relevance. Yet, traditional planning methods can't keep pace. When assortment plans, demand forecasts, replenishment execution, and financial plans are misaligned, the result is stockouts, markdowns from excess inventory, and lost sales.

Every strategic shift — whether in assortment planning, pricing and promotions, supply chain operations, or workforce management — demands speed and coordination. But siloed systems, fragmented data, and outdated processes make it difficult to respond with agility and confidence.

To stay ahead, retailers need dynamic, enterprise-wide planning that unifies demand, inventory, and financial insights. With Anaplan, retailers can drive profitable growth, protect margins, and continue to maintain relevance with shoppers.



Unlocking enterprise-wide agility and intelligence with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis, transforming data into actionable insights for real-time, optimized decision-making. We deliver agility and alignment across your enterprise — empowering faster, smarter decisions so you can:



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



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



Connect stakeholders 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, eliminating spreadsheet exports, and ensures seamless collaboration for more effective decision-making.

With Anaplan, you gain speed, control, and foresight — turning planning into a strategic advantage so you can sense, shape, and convert demand into sales.

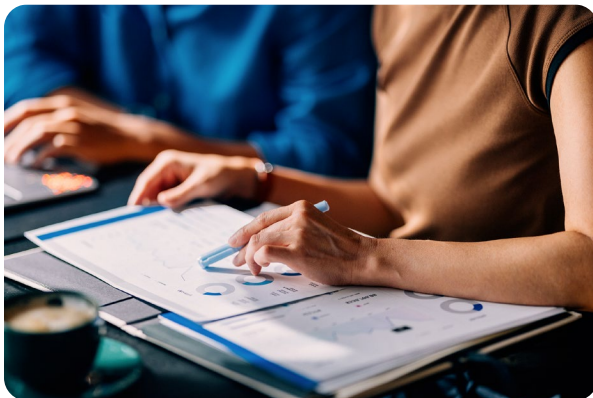
FINANCE

Align merchandising and financial goals to plan at speed

To keep up with a changing economy and customer habits, retailers need to adapt their product offerings quickly. However, siloed data and inefficient processes make it difficult to respond.

Anaplan for Merchandise Financial Planning unifies the full merchandise lifecycle across channels to boost efficiency, margins, and item productivity.

- Integrate FP&A models to drive efficiency, unlock insights, and make high-impact decisions.
- Align sales forecasts with demand signals to quickly build unified, cross-stakeholder plans.
- Optimize assortments to meet demand, boost profit, and cut inventory waste.
- Use demand sensing to intelligently allocate and replenish inventory across channels.
- Align merchandising across stores and markets to adapt omnichannel strategies at speed.



SUPPLY CHAIN

Enhance visibility, accelerate decisions, and adapt quickly

Retailers face constant demand swings, complex assortments, geopolitical uncertainties, and rapid product cycles – while disconnected systems limit omni-channel visibility.

Anaplan for Supply Chain connects planning across merchandising, inventory, and fulfillment to respond fast to disruption, optimize stock levels and costs, and keep customers satisfied.

- Anticipate demand with data-driven insights to spot trends and optimize inventory.
- Boost collaboration to control costs, optimize suppliers, and manage sourcing strategically.
- Improve forecast accuracy and reduce stockouts, overstocks, and supply disruptions.
- Optimize omnichannel inventory across stores, warehouses, and online channels.
- Run real-time “what-if” scenarios to adapt quickly to market or supply changes.



HR & WORKFORCE

Close talent gaps, reduce risk, and future-proof your workforce

Having the right people is crucial for growth in retail. However, staffing is a challenge due to unpredictable customer traffic, seasonal rushes, and a shortage of skilled workers.

Anaplan for HR and Workforce gives real-time visibility into store, warehouse, and contact center capacity, helping retailers close talent gaps, control costs, and align people strategy with business growth.

- Identify critical staffing gaps and model the financial and business impact of different scenarios.
- Streamline hiring plans to align recruiting capacity with budget and seasonal demand.
- Evaluate where to open or close by understanding the impact on headcount, costs, service levels, and profit.
- Integrate workforce scenarios into capacity plans to prevent overstaffing or understaffing.
- Align store staffing with merchandising strategies to boost customer experience, sales, and margins.
- Optimize contact center capacity to manage customer communications across all channels.



SALES & MARKETING

Drive profitable growth with data-driven decisions

Retailers are always looking for ways to increase sales and profits. They often miss opportunities because their product, marketing, and sales plans are not working together.

Anaplan for Sales and Marketing connects planning across stores, channels, and marketing teams, enabling faster pivots, smarter investments, and measurable growth by delivering consistent consumer experiences across all channels.

- Align inventory, pricing, and promotions to optimize sales, margins, and inventory turns across channels.
- Tailor strategies per store, market, and omnichannel performance.
- Maximize ROI by linking budgets to real-time audience insights.
- Adjust marketing based on high-value data for better impact.
- Improve pipeline health and revenue reliability with accurate, focused forecasts.



From insight to impact: Modern planning that drives results

Leading retailers 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

At Red Robin, the switch to weekly operational scorecards empowered **400+ managers with immediate FP&A insights**, allowing them to dedicate more time to their restaurants and customers.



CUSTOMER STORY

Carter's improved product visibility, cut up to 6 days of inventory, **saved \$25M annually** in carrying costs, and reduced obsolete stock by 10–15%.



CUSTOMER STORY

At Circle K, an **accurate 18-month rolling forecast** cuts stock-outs and distribution costs, optimizes working capital, and strengthens collaboration, giving teams confidence and reducing stress.



CUSTOMER STORY

Godiva **saved 1,400+ hours annually** on secondary data processing for S&OP and eliminated manual data efforts.



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

