

# Accelerate transformation and drive profitable growth in technology



## Reduce uncertainties in decision-making

Driving profitable growth and finding ways to do more with less (budget, staffing, etc.), have remained critical priorities for finance, sales, and HR leaders in technology. Many businesses are undergoing digital transformation but aren't realizing the benefits fast enough. Creating seamless processes and streamlining your operations gets even more complicated as internal and external challenges arise. Managing uncertainties when the market, economy, and corporate goals shift usually affects budgets and requires companies to quickly adapt so they can achieve targets and sustain profitable growth.

Careful business planning is critical for steering through complexities and achieving your revenue targets. Traditional planning tends to be a time-consuming, manual process that uses spreadsheets pulled from disparate systems that are then shared across the organization.

Data quality and availability issues make traditional planning slow, unreliable, and error-prone. Inefficient tools and planning systems also force organizations and decision makers to be reactive. The result: inefficient capital usage, misalignment between strategy and execution, and missed revenue opportunities.

Anaplan enables visibility into future performance based on the business' current trajectory, allowing executives and decision makers to change course as needed. Our platform links finance, sales, marketing, operational, and workforce plans to give you real-time visibility, agile collaboration, intelligent forecasts, and performance coordination for your connected enterprise. Anaplan connects data, people and plans across the enterprise on a single platform enabling leaders across your organization to make faster, more intelligent business decisions.

## FINANCE

### Manage capital expenditure and develop effective business models

Software development is a highly competitive and capital-intensive process that requires significant investment. Companies need to have a clear financial plan in place to ensure they have the necessary resources to fund ongoing R&D efforts, prioritize and allocate resources effectively, and make informed decisions on investments to maintain a competitive edge.

**Anaplan for Finance** gives you the power to model your overall business performance on both short-term and long-term scales, covering key metrics such as revenue, subscriptions, billings, EBITDA, net income, and EPS. This comprehensive view of financial planning empowers executives to make strategic choices regarding investments, R&D, headcount, product direction, acquisitions, and more. It also provides motivation for individuals with performance-based compensation, offers guidance to investors, and enhances overall planning visibility.

- Improve accuracy and alignment with corporate strategy
- Conduct scenario modeling and analysis to establish the best path forward
- Optimize opportunities with intelligent forecasting
- Drive effectiveness and efficiencies across planning processes
- Support seamless data integration and user adoption
- Deliver up-to-the-minute reporting with confidence

#### CUSTOMER STORY

Captured massive time savings — including 75% faster territory planning, and 7,500 less hours spent on yearly GTM operations.



#### CUSTOMER STORY

Reduced time creating territories and quotas for their thousands of sellers and have sales plans ready on the first day of the fiscal month.



## SALES & MARKETING

### Design, align, and optimize go-to-market strategies

The number of small and mid-size disruptors in tech continues to increase rapidly. Staying top of mind for customers means Sales leaders must optimize sales strategies more frequently while continuing to ensure that reps stay motivated and attain quota. It's even more important to drive consistency in sales and mitigate any pipeline risks. Success in a fast-paced environment requires commercial leaders to design effective sales plans and predict future revenue with accuracy without overspending on compensation and resources. Tracking marketing spend and performance is critical to increase pipeline and demonstrate ROI.

**Anaplan for Sales and Marketing** provides you with visibility into the drivers of sales performance and the tools you need to develop a connected revenue strategy. A comprehensive view of commercial drivers across the enterprise helps motivate sellers, align go-to-market activities, and provides your organization with the intelligence needed to improve revenue and sales performance.

- Align strategy to corporate goals and ensure organizational alignment
- Empower the business to design, model, and optimize your go-to-market plans using a single data hub
- Size and segment your sales addressable market to set achievable targets and increase productivity
- Design balanced, equitable territory plans that capitalize on market opportunity
- Create incentive programs and compensation plans that drive motivation and retain top talent
- Increase sales and revenue forecast accuracy and foster a commitment to sales excellence

## WORKFORCE

### Strategically address talent needs and human capital costs

Tech companies rely on effective workforce planning to achieve their business goals, control expenses, foster innovation, and cultivate a highly skilled and motivated workforce within a fiercely competitive talent landscape. Managing your labor costs is as important as ensuring that you have the right people in the right positions at the right time to drive and execute on your product and go-to-market strategies. By improving how you forecast your short- and long-term talent needs, companies can continue to drive innovation and growth while avoiding overstaffing or understaffing that can result in project delays and increased costs.

**Anaplan for Workforce Planning** provides HR, finance, operations, and business leaders with a single, accurate view of the organizations' workforce, capacity, and human capital costs. Effective workforce planning enables you to collaboratively plan and optimize your workforce strategy, identify headcount and talent shortages that hinder business success, model detailed "what-if" scenarios to address gaps, evaluate financial impact, and make timely decisions for your talent processes and programs.

- Provide transparency into headcount, skillsets, and workforce costs across your entire organization
- Bring agility to developing and pivoting workforce plans
- Design forward-looking talent strategies that are aligned to your business goals and budget
- Provide your talent acquisition and management teams with early insight into the timing and budget for roles and skills in demand

## Connected Planning

Your journey to connecting planning with Anaplan can help manage capital expenditures, fuel growth, improve margins, and mitigate risk. You can develop effective go-to-market strategies across sales, marketing, customer success, and channel partners. And, despite the challenges and obstacles encountered, you can design forward-looking talent strategies that align with your business goals and budget, ensuring resilience and adaptability in your approach.



- Finance
- Sales & Marketing
- HR/Workforce

#### CUSTOMER STORY

Intelligent segmentation results in an 81% increase in win rates and a 15% increase in average deal size



#### CUSTOMER STORY

60% faster annual planning cycle and cut forecasting time from two months to two weeks



#### CUSTOMER STORY

98% time savings for monthly purchase order reconciliation



#### CUSTOMER STORY

Hundreds of hours saved in global forecast rollups



#### CUSTOMER STORY

Saved 40 days in sales planning time, designing sales territories for 1,000 sellers



#### CUSTOMER STORY

Removed weeks from financial closing cycles through integration and automation, eliminating repetitive manual tasks and reducing risks of errors



## Client logos



## 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 2,400 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](https://www.anaplan.com)