

## SOLUTION BRIEF

# Accelerate transformation and drive profitable growth in telecommunications

## Reduce uncertainties in decision-making

Telecommunication (telco) companies and communication service providers (CSPs) are actively seeking more innovative ways to enhance competitiveness, optimize costs, and refine strategies that align with their ever-evolving market and consumer landscape. Whether it's expanding their fiber-to-the-home wireline footprint, upgrading cell networks to 5G wireless, or replacing legacy networks with cloud-native ones, return on investments are uncertain. With multiple streams of revenue, you need to build effective business models and make more informed capital investment decisions.

Business planning is paramount for steering through complexities and achieving your performance targets. Traditional planning tends to be a time-consuming, manual process that uses spreadsheets pulled from legacy systems which are then shared across the organization – a dangerously slow process in today's volatile telco environment. Data quality and availability issues make traditional planning slow, unreliable, and error-prone.

**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.

### CUSTOMER STORY

Reduced 93% of reporting time and creates revenue reports for tens-of millions of customers in less than an hour





## FINANCE

### Manage capital expenditure and develop effective business models

Cash flow and financial planning is a major contributor to the success or failure of products and services launched in telcos and CSPs. It is imperative for you to build a healthy business and understand working capital to grow and shape your business's future. With rising expectations of deliverables from finance teams and stretched resources to support the enterprise, effectively managing overhead costs, ensuring expected profitability, timely collection of accounts receivable, and maintaining reliable data remain ongoing challenges.

**Anaplan for Finance** allows you to steer business performance dynamically, collaboratively, and intelligently. Anaplan takes you beyond basic budgeting, linking advanced drivers and models to operational and financial plans across finance, sales, supply chain, operations, and HR.

Finance teams can align corporate objectives with financial plans that factor in market events and operational tactics, resulting in finance transformation that has a tangible and competitive impact.

- 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

## SALES & MARKETING

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

The number of small and mid-size disruptors in telcos 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 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
- Track performance and increase sales and revenue forecast accuracy across all channels

## WORKFORCE

### Strategically address talent needs and human capital costs

Reshaping and reskilling the workforce are an ongoing priority at telcos and CSPs with your breadth and complexity in workforce across roles in engineering, sales and retail stores, technicians, field services, contact centers, back-office, and other areas. You must avoid organizational silos and develop a comprehensive understanding of your capacity needs. At the same time, you need to build a pipeline of skilled talent to ensure you have the resources needed to support customers, achieve your revenue targets, and maintain and modernize your networks.

**Anaplan for Workforce Planning** provides HR, finance, 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 Connected Planning 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**

50% less time required to deliver monthly volume and revenue forecasts



**CUSTOMER STORY**

100% visibility into headcount costs for all employees



**CUSTOMER STORY**

Improved sales reporting processes and cut reporting time from 3 weeks to 1



**CUSTOMER STORY**

Improved productivity by 20% for supply chain planning of 10K+ SKUs



**Customer 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](http://www.anaplan.com)

