

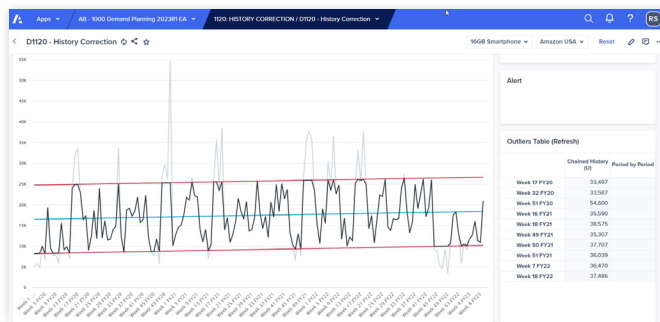


Event-driven Demand Planning



New opportunities and challenges are coming at your organization on an almost daily basis. Often, they're the result of internal strategic decisions, but in today's constantly evolving world, you're forced to deal with actions triggered from outside of your organization's control – from customers, competitors and suppliers, and from wider economic, political or environmental shifts.

Your ability to conduct effective demand planning is the key capability for surviving and thriving in this unsettled environment. Without an accurate view of customer demand, and the ability to adjust that view accordingly, your organization stands little chance of understanding how changes in demand will ripple through the rest of the organization, and how this will impact your strategic goals and your operational and financial results.



- ✓ End-to-end Collaborative 'What-if' scenarios
- ✓ History Correction
- ✓ Automatically detect and correct anomalies in historic data the forecast

A comprehensive and collaborative solution enabling you to tackle your demand planning challenges head-on

The demand planning application combines best practices with rapid implementation to enable your supply chain. Anaplan Demand Planning harnesses powerful analytics to give you real-time calculations that ensure your organization can be both proactive and responsive. The application is fully compliant with S&OP and IBP frameworks while also flexible enough to support local process variations.

OUTCOMES

- Effective collaboration across functional teams
- In-depth understanding of the demand plan and its drivers
- Rapid iteration of updates to the demand plan
- Reduced planning cycle times and effort
- Integrated financials for visibility into revenue at every level (including product, brand, customer geography)

BENEFITS

Inventory

15% ▽

Planning Productivity

40% △

Forecast Accuracy

25% △

Key features

Collaborative

Anaplan Demand Planning brings all stakeholders into a single connected planning solution. Sales, marketing, demand planners, finance and others can all contribute, and results are combined in real-time to give a live view of the consensus position. Turning around a new iteration of your plan couldn't be easier.

Comprehensive

Anaplan Demand Planning covers every step of your comprehensive end-to-end demand planning process, from initial data cleansing and correction to final consensus and executive reporting. Everything sits in one place, with data seamlessly flowing through the functional process steps. There is no need for any part of the process to be offline.

Modular

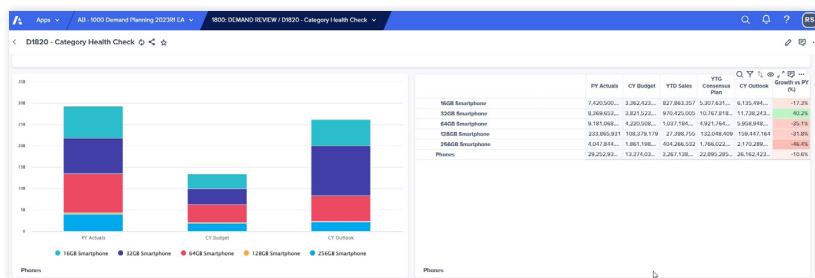
Anaplan Demand Planning recognizes that there isn't a "one-size-fits-all" demand planning process. The solution allows you to pick, choose and configure the process elements relevant to your business to deliver on your specific needs.

Event and Scenario Based

Anaplan Demand Planning takes an "event-based" approach to demand planning. Capturing many planning assumptions, such as promotions, price changes and product introductions, as date-based events provides significant flexibility in your understanding of the drivers and your ability to rapidly re-plan. It's scenario planning made easy.

Powered by Anaplan

Anaplan Demand Planning is built on the Anaplan Platform, a world-leading cloud-based planning platform, harnessing powerful analytics, performance, and security, and providing the ability to scale across your enterprise.

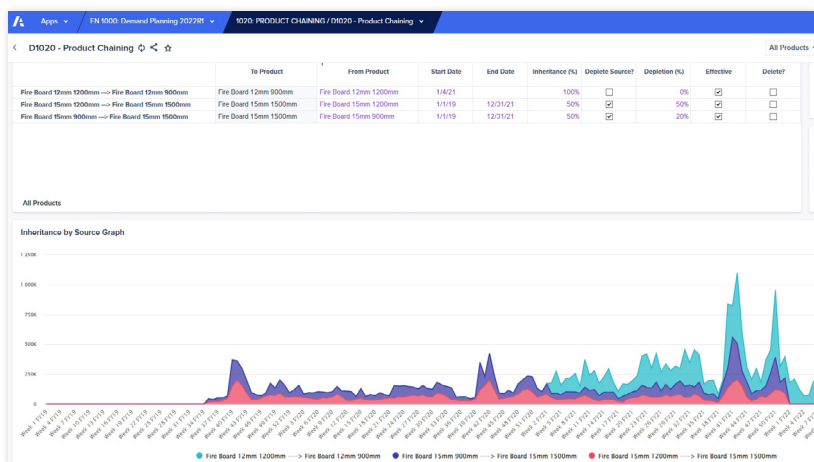


Category Health Check

Summarized view of performance at any level of the product hierarchy

Product Chaining

Effectively manage product chaining and supersessions



Process Capability

1. Prepare

History Correction

- Automated outlier identification
- Trending analysis
- Automated or manual outlier correction
- Correct peaks or dips

Product Chaining

- Product-to-product chain management
- History inheritance
- History depletion as required
- End of life/replacement modeling

Segmentation

- ABC/XYZ segmentation
- System recommended settings
- Override and committed settings

Statistical Forecasting

- Integrated with the Anaplan Demand Planning application
- Moving average, trend, trend seasonal and intermittent models
- Dynamic optimization or models
- Best-fit analysis and selection
- Decomposition analysis

2. Plan

Demand planning

- Zero-based demand planning
- Statistical forecast adjustment-based demand planning
- Full price, unit cost and margin

Commercial planning

- Multiple methodologies (unit, rate of sales, sell-in/sell-through)
- Planning method variables by customer/product
- Full price, unit cost and margin
- Second-tier (customer) planning
- CRM Integration

Bundle planning

- Manual, or master-based, definition of bundles
- Fixed BoM or variable BoM attach rates for CTO products

Promotion planning

- Manage promotion uplift libraries
- Create promotions and assign products
- Assess promotion impact
- Cannibalization
- Manage fixed costs, rebates and redemption rates

Pricing

- Source live system pricing
- Manual price changes
- Manage temp price discounts/uplifts
- Analysis of pricing impact



3. Finalize

Consensus planning

- Visibility and comparison of all plans
- Time-based selection of active consensus

Analytics

- Forecast accuracy
- Exception alerts
- Variance analytics

Review

- Waterfall analysis
- Executive review
- Category health

Baseline and archive

- Manage snapshots and archives
- Control release of plan to supply

About Anaplan

Anaplan transforms the way you see, plan, and lead your business. By dynamically connecting financial, strategic and operational plans in real-time, Anaplan gives you the power to anticipate change, address complexity, and move at the speed of the market. Anaplan's Connected Planning Platform lets you view and contextualize current performance, forecast future outcomes to fuel growth and mitigate risk, and optimize costs so you can make faster, more strategic decisions. Anaplan supports more than 2,000 industry-leading brands in over 50 countries navigate their daily planning challenges with confidence.

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