



SOLUTION BRIEF

Finance Transformation: Drive stronger enterprise value by connecting your financial planning and analysis (FP&A) teams



Executive summary

Finance leaders, you know the struggle is real. Siloed data, manual updates and sharing of spreadsheets, endless iterations, and reactive planning have become the norm in traditional planning, budgeting and forecasting (PB&F) at both the corporate and business unit (BU) levels. These disconnected and cumbersome processes simply aren't sufficient to keep up with the rapidly evolving business landscape and the increasing demands being placed on finance professionals.

These days, you face unprecedented challenges like volatile markets, disrupted supply chains, evolving customer demands, and greater pressure from stakeholders. These challenges require a shift from rigid, siloed planning to flexible, data-driven processes that can provide you with faster insights and better decisions from the ever-growing volumes of data. Your executive leaders and board require a clearer and predictable understanding of how the business will perform, while investors seek a deeper explanation of your plans to gauge potential impacts on share prices.

Access to on-demand data and more accurate forecasting has become business critical, occurring more frequently than the annual or quarterly cadence of the past. Therefore, relying on offline spreadsheet-based FP&A activities is no longer viable as they hinder decision-making agility, leading to poor forecasts, missed opportunities, and suboptimal resource allocation — all of which negatively impact your overall corporate value.

Our solution for connecting finance can empower your corporate FP&A with more standardized processes to roll up results for planning and forecasting purposes, providing visibility of risks and opportunities in various BUs. Simultaneously, our solution allows your different BUs the flexibility and granularity needed to accommodate their unique requirements, including understanding key business drivers, identifying savings, and assessing how to mitigate risks and exploit new opportunities by product, region, or any other desired dimensions. This will enable you to evaluate progress against targets and support operations in addressing bottlenecks and gaps through communication across departments or functional areas.

Anaplan customers have realized significant outcomes with connected finance planning, including the ability to:

- Predict and adapt to market changes with **up to 20% improvement in forecast accuracy**
- Accelerate planning cycles and reporting to rapidly drive decision-making changes
- Optimize resource allocation to improve returns with **up to 2% increase in EBITDA**
- Unlock capacity for finance with **up to 40% improvement in productivity**

Stay ahead of the curve with our comprehensive finance solution to seamlessly connect your corporate and BU finance organizations and streamline the work of your FP&A teams. Discover how Anaplan can accommodate all aspects of your finance planning needs. Read on to learn how connecting these five core finance use cases cross-enterprise – long-range planning, revenue planning, opex planning, headcount planning, and capital planning – can enhance your forecast accuracy, improve EBITDA, and unlock productivity gains for your team.



Finance planning transformation connects your corporate and business unit finance teams to accelerate decision-making and ensure organization-wide alignment with your enterprise objectives to achieve greater outcomes.

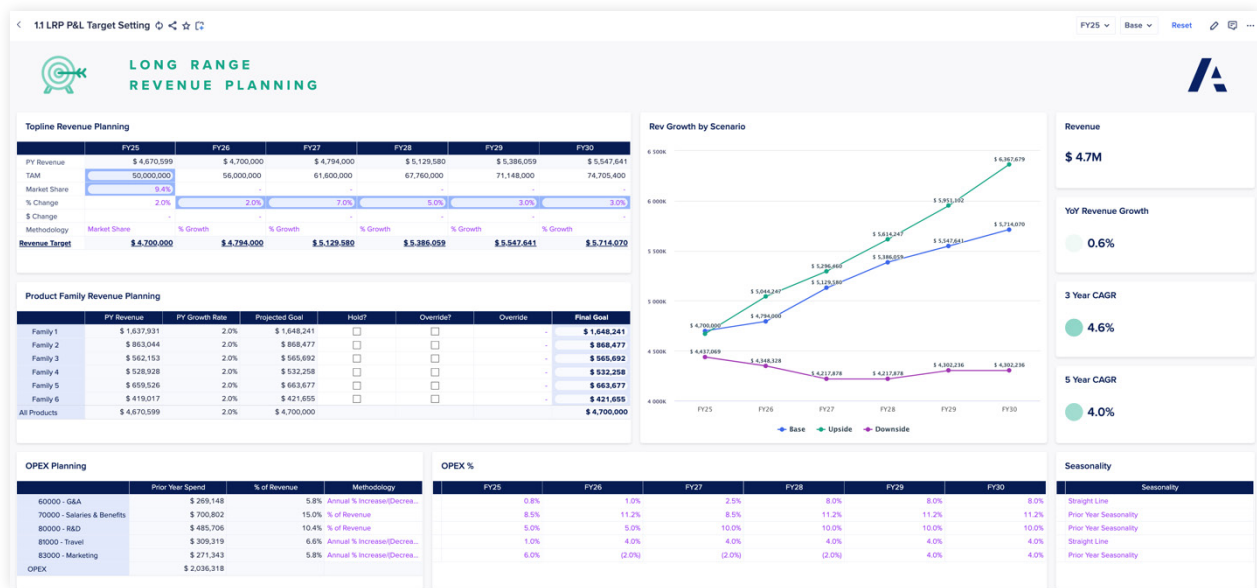


Tap into the full capabilities of long-range planning

A core strategic planning process that's usually developed three to five years ahead, long-range planning (LRP) at the corporate and BU levels is typically tied to the annual operating plan (AOP), which contains guidance to meet strategic goals including key growth initiatives, portfolio management, and capital investments.

In our evolving business climate, LRP needs to be fluid, requiring the flexibility to generate multiple versions or scenarios and consider detailed market analysis models for decision support to justify viability of growth plans at the corporate, BU, and/or regional levels. Strategic initiatives may include expansion into new markets, new product introductions, and organizational realignment. LRP usually looks at all three financial statements (P&L, balance sheet, and cash flow) with a focus on revenues, expenses, and cash flow.

Imagine you want to drive a supply chain improvement initiative that positively influences revenue, COGS, and opex. This initiative can be detailed in Anaplan allowing you to instantly reflect assumptions in the revenue model and perform scenario analysis to understand their impact on product, customer, and more and have quarterly breakdowns automatically distributed across future planning periods. Similarly, margin and opex planning can be seamlessly integrated where corporate can cascade each line item to the business unit level, which can customize assumptions to their exact requirements. The results of these models flow effortlessly to financial statements and dashboards, providing stakeholders with real-time visibility into financial health.



With Anaplan for long-range planning, you can:

- **Define clear, strategic objectives** to align with your corporate vision and translate them into actionable financial plans at the BU/region/product level
- **Perform rolling forecasts** to continuously assess performance and adjust your long-term roadmap
- **Analyze multiple scenarios** in real time to identify potential risks and opportunities, ensuring your long-term plans remain relevant
- **Collaborate across finance teams** to build partnership and ownership
- **Visualize the impact** on financials and KPIs at a corporate and BU level instantaneously

CUSTOMER STORY



Bayer, a leading global life science company with operations in 80 countries, uses Anaplan for their planning and forecasting processes. Their results include:

- **66% faster scenario planning, supporting agile, data led decision-making**
- **Greater finance department morale due to reduced workloads, supporting employee engagement**
- **Savings identified and freed up for research and development efforts**
- **Significant reduction in time spent preparing forecasts and respective reporting materials, leaving more time for analysis and insight generation**



We use Anaplan for all our planning and forecasting processes. Building scenarios for the business, visualization of our data, bridging different systems and processes.”

**CFO and Head of Finance,
Bayer Crop Science EMEA**



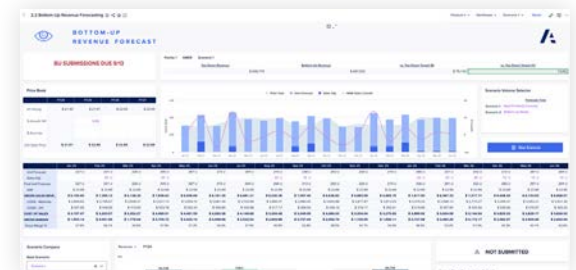
Gain greater accuracy of revenue planning for growth

To survive, humans need oxygen and companies need revenue. Implementing effective and flexible processes for revenue planning and forecasting with a high level of accuracy can position your company for success, especially when you directly connect it to your LRP. In a fast-changing business landscape, your revenue planning must be nimble to account for unforeseen events and market dynamics, drive ownership and accountability, and be tied to both strategic and operational plans. Planning revenue at the right level of detail and adjusting plans when required enables your business to make informed decisions quickly.

Streamline your revenue planning process effortlessly with Anaplan. Customize your models to fit your organizational hierarchies. For instance, seamlessly roll-up your branches to countries, regions and global entities. Each entity can independently plan revenue, choose their preferred forecasting method (i.e., manual or statistical forecasting options), and drill up/down into the data. Stakeholders have full visibility into the planning process, fostering collaboration between corporate and BU finance teams and allowing for meaningful conversations for more informed decision-making. This degree of flexibility, engagement, and trusted data cannot be achieved when planning spreadsheets are exchanged via emails across your global finance teams.

With Anaplan for revenue planning, you can:

- **Cascade top-down targets and align with bottom-up plans** for consensus building and collaboration
- **Model top-line growth** with granular detail and factor in market trends, customer segments, and product offerings
- **Create real-time “what-if” scenarios** to analyze multiple possibilities and accommodate ad-hoc executive requests
- Update P&L and other **plans in real time** for immediate impact review
- Leverage dashboards for input and real-time visibility into impact with dynamic visuals



CUSTOMER STORY



AB InBev, a complex and global brewer, uses finance and other functional planning to save time, increase agility and collaboration, and drive action. They have realized these results:

- **90% time savings in company-wide data integration, accelerating decision-making**
- **Instant iteration enabling leaders to evaluate multiple scenarios and drive action**
- **One planning platform shared across the company, supporting consistent planning and better information flow**



We not only have a financial plan with a number, but we know which actions we need to take to make sure that plan, and that number, actually materialize.”

Global VP, FP&A

Optimize operating expense planning to drive higher margins

After establishing your revenue planning, it becomes imperative to seamlessly integrate it with operating expense (OpEx) planning. OpEx planning entails meticulous budgeting and cost management to align with your revenue projections and sustain ongoing business operations. As these expenses often constitute a substantial portion of your business operations, effective management is crucial. By connecting OpEx to your LRP and revenue planning models, you can effectively and efficiently allocate resources, ensuring the smooth execution of day-to-day activities while maintaining alignment between corporate and business units, right down to cost center managers who may be overseeing mission-critical initiatives. Gain comprehensive visibility into expenses across your entire enterprise, empowering you to make informed and strategic decisions at every level.

OpEx planning in Anaplan can be done in many ways and is customizable to your business needs. You can use historical growth rates to forecast future expenses like average growth rate or use driver-based methodology like percentage of revenue. For example, you apply a 5% growth to software maintenance, part of G&A expenses, based on a three-year average. You can also adjust the cost to be less or more in certain quarters or override the average rate in certain months — you don't need to simply use the “peanut butter spread” approach. You have tremendous flexibility for planning any operating expense whether that is T&E, R&D, rent/lease, utilities, or supplies.

Anaplan for OpEx planning and forecasting offers:

- **Financial stability and control** to ensure unnecessary spending doesn't push you over budget
- **Effective allocation of resources** to where they are most needed to support growth initiatives, mitigate risks, and seize opportunities
- **Improved performance evaluation** of different BUs or departments in understanding areas of efficiency, cost-saving opportunities, and areas for improvement
- **Enhanced cash flow management** through timely payments, sound allocation of funds, and cash flow awareness so financial obligations are met



CUSTOMER STORY



London Gatwick Airport, UK's second-largest airport serving 30+ million people annually, improved financial and operational forecasting to better serve passengers and optimize resources. It achieved these results:

- **£1M of identified operational savings**
- **50% faster operational forecasting supporting agility and flexibility**
- **95% accurate operational forecasts supporting confident decision-making**



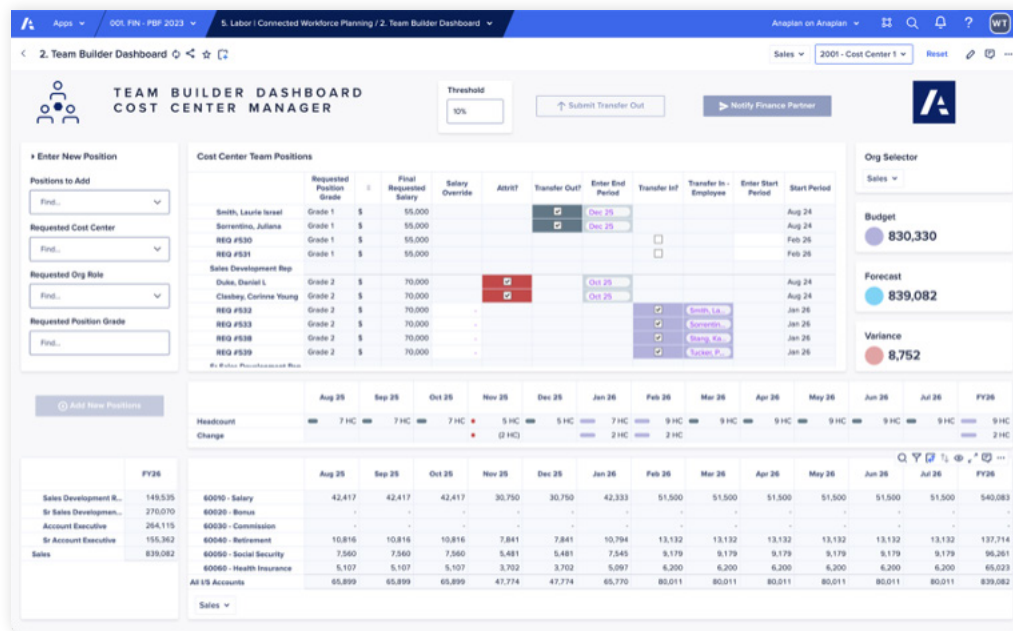
We were able to identify a million pounds' worth of operational cost savings due to the level of accuracy we were getting and the confidence it gave.”

Head of Sales & Operations Planning

Attain greater visibility and alignment with headcount planning

People are the backbone of any company, and they often represent the largest portion of operating expenses. Therefore, robust headcount (HC) expense planning and budgeting is crucial to ensure that your organization has the right number of employees with the necessary skills at the right costs and appropriate times. This allows for the alignment of your workforce with strategic goals, leads to optimal resource allocation, and drives effective cost management. Yet, most organizations still grapple with traditional headcount planning processes that provide limited transparency and depend on manual, spreadsheet-based methods, are challenging to manage and execute, and foster a culture of silos.

Corporate finance usually sets the HC budget for different BUs to align with strategic growth or cost containment goals. They provide guidance on headcount needs based on historical performance. BU finance then takes this budget and estimates the number of employees required for each team or department, considering workload, projects, and making assumptions around attrition rates. They also determine the associated costs for each HC request, including salaries, benefits, and other employment-related expenses. Each team or department then justifies their HC request by aligning it with the BU's objectives. This approach requires multiple iterations among different stakeholders and off-line efforts to refine plans throughout the year – if at all - to accommodate actual performance, changing business needs, and unforeseen events. In Anaplan, you have access to real-time data to make decisions any time around headcount costs.



With Anaplan for headcount planning, you can:

- **Right-size your workforce** by more accurately forecasting expenses and talent needs based on business requirements and growth outlook
- **Model unlimited “what-if” scenarios** to optimize staffing decisions and manage costs based on location, salaries, benefits, and reporting structures
- **Leverage role-based reporting** to provide transparency into budgets versus actuals, employee mobility and development, and contingent workforce hiring plans for a comprehensive view of talent strategies and their effectiveness
- **Generate real-time dashboards** to showcase key workforce metrics and trends, assess talent pool, identify promotions, and plan backfill needs based on inputs of each business and HR business partner

CUSTOMER STORY

Outreach

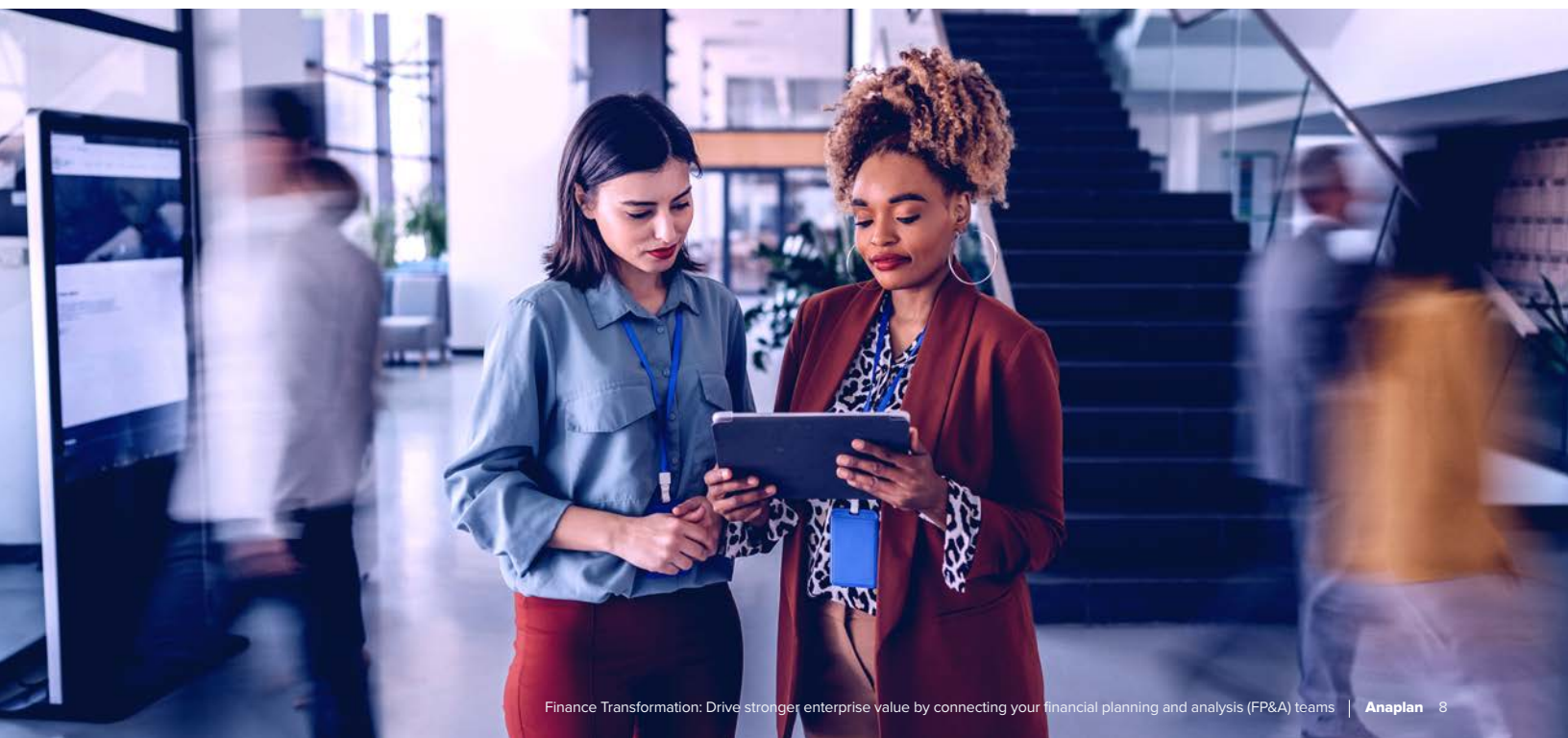
This technology company needed to understand its workforce costs and manage spending, especially when navigating a changing business climate. They turned to Anaplan for a comprehensive financial and workforce planning solution. Their outcomes:

- Countless hours saved monthly in spend analysis to keep OpEx under control
- Flexible scenario analysis supports agility in a volatile business environment
- Granular visibility into spending empowers leaders to manage budgets more tightly



We're able to stay ahead of any challenges and market moves to achieve the prioritized targets for Outreach and our customers. The flexibility of Anaplan planning makes that possible.”

Solutions Architect



Align capital planning to fuel strategic growth

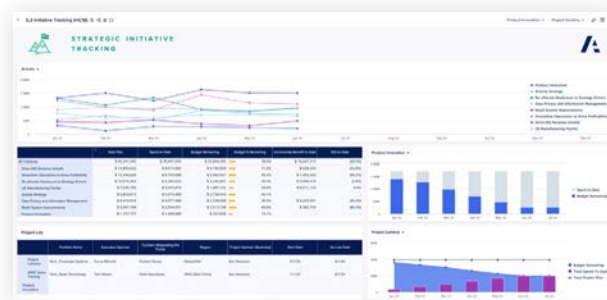
Capital planning is a critical process for organizations to allocate financial resources effectively and strategically linked to the LRP and other use cases mentioned above. It involves evaluating and prioritizing investment opportunities, determining funding requirements, and optimizing the allocation of capital across various projects or initiatives.

But capital planning poses several challenges, including a lengthy and inefficient approval process, a misalignment of capital-spend strategy between corporate, BUs, and operational teams, limited visibility into the performance of approved capital projects, and a lack of integration of capital projects on projected financial statements. These obstacles can lead to inefficiencies, inaccuracies, and missed opportunities.

Capital planning in Anaplan offers simplicity and efficiency. You can streamline the approval process and make it seamless through business-owned logic. You can consolidate processes by providing top-down targets to BU planners. You can also track actual performance against plans and reforecast as necessary. The platform also empowers you to perform “what-if” analysis, providing real-time insights into the financial impact of different scenarios.

Anaplan for capital planning enables you to:

- **Enhance decision-making** by prioritizing investment opportunities according to factors such as ROI, risk analysis, and alignment with strategic objectives
- **Maximize shareholder value** by optimizing capital allocation across projects and initiatives
- **Ensure projects stay within budget and on schedule** by monitoring their progress and performance in real time
- **Improve forecast accuracy** with automated variance analysis and better cash flow forecasting by connecting CapEx to the overall financial forecast



CUSTOMER STORY



This renewable energy developer experienced rapid growth in the Asia-Pacific region by using Anaplan to transform their planning processes, including having dozens of capital projects monitored with precision. Their results:

- **80% time savings in monthly consolidations, giving leadership more time to steer the business**
- **33% faster annual budgeting means more time for execution**
- **300+ business entities share one financial planning platform, supporting consistency across a growing enterprise**



With Anaplan, we have a complete and accurate picture of our capital projects, no matter where they are in development.”

Chief Financial Officer

Launch your finance planning transformation journey today

A recent web search across three popular job boards (LinkedIn, ZipRecruiter, and Indeed) revealed over 63,000 job openings specifically related to finance transformation. This overwhelming figure serves as a compelling testament that finance transformation is not merely a passing trend, but an absolute necessity.

The days of relying on manual, time-consuming, offline spreadsheet-based planning, budgeting, and forecasting processes are over. In today's dynamic market landscape, agility is paramount for driving your company's success. With Anaplan, connecting your corporate and business unit FP&A teams digitally becomes effortless and streamlined. This eliminates data silos, fosters collaboration, and enables informed decision-making -- enhancing your enterprise's ability to support growth and profitability.

Ready to begin your finance planning transformation today? [Request a demo now.](#)



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 market speed. 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 helps more than 2,400 market-leading customers in over 50 countries navigate their daily planning challenges with confidence.

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