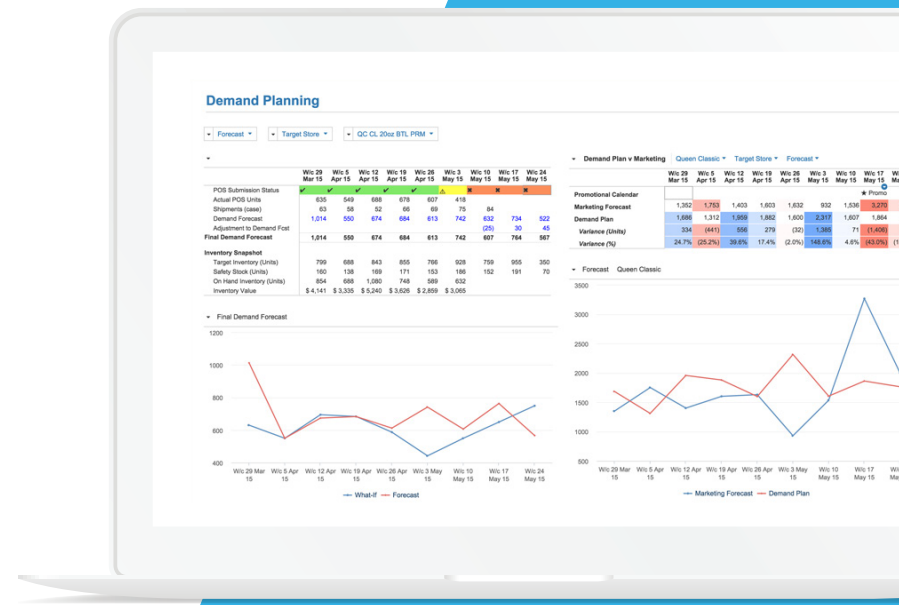# Demand Planning

The Anaplan app provides comprehensive demand planning functionality and can be used with legacy demand planning tools to drive better cross-functional input for consensus demand planning. Empower demand planners to adjust flexible models and calculations to match your evolving needs. Leverage Excel®, web, and mobile front-ends tailored to sales, marketing, and other functions, and consensus-building rules to drive a more accurate demand plan.

Collaborate and integrate quickly and easily
Collect inputs at any level, including quantity and price with web, mobile, and Excel front-ends from sales, marketing, and other functions, and customers. Define consensus-building rules. Integrate demand plans with legacy systems with pre-built connectors and APIs.

Increase forecast accuracy and reduce bias
Leverage statistical forecasting and track accuracy and value-add of manual inputs. Understand reasons for changes via driver-based modeling and cell change history. Leverage POS, CRM opportunities, market data, and open orders as leading indicators of demand with transaction drilldowns.

Optimize new product and promotion plans
Swiftly plan new products with curve-fit modeling and scenarios, and based on like products. Model and integrate promotions directly into your plans. Collaborate on new products to align launch volumes and pricing with sales and marketing.

KEY BENEFITS

- Collaborate faster and more easily across departments and customers with an optimized user experience and flexible modeling

- Understand forecast changes and drivers of change with forecast analytics

- Improve accuracy of new products, promotions, and intermittent demand with modeling and automated forecasting methods

- Segment products and assess forecastability with adjustable rules

- Integrate with legacy systems using pre-built connectors and APIs, including ERP, CRM, and planning systems. Link to other Anaplan apps with no data integration

- Implement in record time with a cloud-based, pre-built app that business owners can adjust over time

INTUIT

"With Anaplan, our forecast error has decreased from 70% to 20% … we are maximizing our analyst time and have much better insight into what's happening in the market and with our customers."

ROY COWING, SENIOR MANAGER OF BUSINESS OPERATIONS PLANNING, INTUIT

BENEFITS

- Forecast and model direct and indirect sales

- Decreased forecast errors by 50%

- Timely, real-time data means many hours saved each week

anaplan OPERATIONS

Key Features

Pre-built app designed for business users Activate a purpose-built app, with built-in best practices, with one click from the Anaplan App Hub. No technical knowledge and skills required to implement, deploy or tailor the app.

Interactive statistical forecasting Leverage out-of-box statistical forecasting methods, including methods for seasonality and intermittent demand, and multi-linear regression. Forecast quantity, price, attach rates, and discounts. Enable demand planners to tailor these methods. Test multiple scenarios.

Consensus demand planning Easy-to-use planning views tailored to and by the business, including sales and marketing, via web, mobile, or Excel. Define consensus-building rules based on input accuracy and time horizons tailored to your process. Aggregation, disaggregation, allocation, and cell locking. One secure, easy-to-access cloud solution for collaboration across departments and with business partners. Change history of all plan updates for auditability and collaboration.

Segmentation analysis Perform ABC and XYZ analyses and assess forecastability with rules adjustable by business users. Interact with rules settings in real time within dashboards.

Reporting, dashboarding, and alerting Zero-latency reports and dashboards on all demand plans, forecast KPIs, and actuals with web, mobile, Excel, and Power-Point® front ends. Enable highly interactive reporting and analysis on the same view as for planning and updating master data. Define any alert on all data, including plan and master data changes. Drill down to transactions. Capture and report on notes, plan changes, and assumptions.

Product lifecycle and promotion planning Plan new and phase-out products with like-modeling, curve-fit modeling, and cannibalization models. Allow planners to create specialized models without outside experts. Create promotions and detailed plans, including financials.

Master data maintenance Enable end users to easily create and modify any master data in real time for new

products, customers, and promotions. Drag-and-drop hierarchy changes with immediate effect. Master data update capabilities tailored to process and role-based views. Basic or form-based data entry with data validation for planners. Real-time master data changes on large datasets.

Workflow Model your process, track completion and approval of forecast updates. Send email notifications. Archive plans of record. Automate routine steps for demand planning or data preparation.

Data integration Use Model Link to share plans and master data across models without ETL tools. Get started quickly with self-service UI for data loads (import and export) by business and IT users. Centralization of master data and transaction data from source systems to multiple Anaplan apps. Pre-defined, bidirectional Anaplan connectors with MuleSoft, SnapLogic, and Boomi for hundreds of data sources, including Oracle and SAP. UI integration with Salesforce.com to include sales in your process. Programmatic integration via REST-API.

@anaplan   facebook.com/anaplan   linkedin.com/company/anaplan

About Anaplan
Anaplan is the enterprise planning cloud. Anaplan brings together an unrivaled planning and modeling engine, collaboration in the cloud, and a simple interface for business users. Anaplan customers can choose from over 100 pre-built planning apps from the Anaplan App Hub, or easily build their own apps. Anaplan is a privately held company, headquartered in San Francisco, CA, with global offices on four continents. To learn more, visit anaplan.com. Follow us on twitter: @anaplan