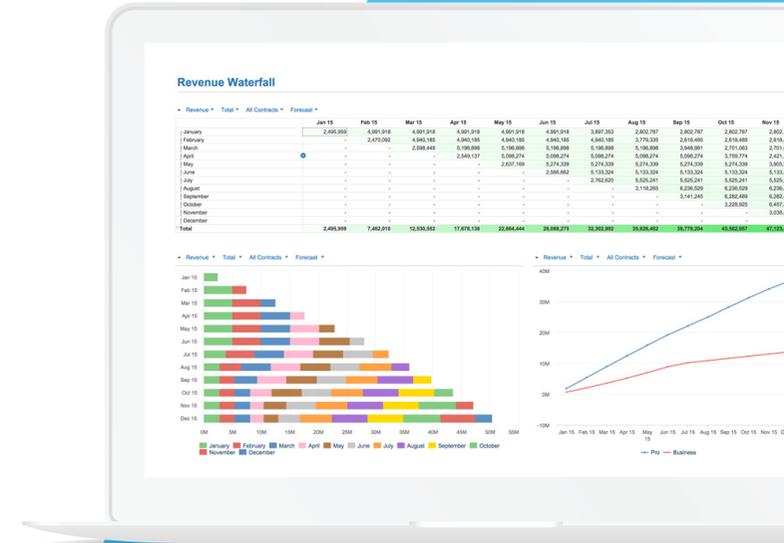




# Planning, Budgeting, And Forecasting for Consumer Goods (CPG)

Finance is expected to do more with less, producing greater detail with fewer errors, and in less time. Standalone spreadsheets and complex systems only add to the pain. You need structure, speed, consistency, collaboration, and accuracy in your financial planning process. With Anaplan's planning and budgeting CPG app, you can create and connect business user-friendly plans and formulas with financial and operational drivers—at scale and across your entire enterprise.



**Create connected plans fast.** Get your planning basics done quicker, more accurately, and with less effort across plans, budgets, forecasts, and reports—all in one connected system. Anaplan links financial, sales, and operational plans together for seamless big-picture financial planning and analysis across your enterprise.

**Model any scenario, dimension and time.** Easily build and compare scenarios that represent your business—aggressive, conservative, “what-if,” and more. Create unlimited dimension hierarchies and lists, modeling changes with drag-and-drop, no code or batch wait time required. Plan by any time bucket—day, week, month, and year.

**Flexible driver-based plans and forecasts.** Plan and forecast with financial and operational drivers that matter. Design models to include nuances of goods, services, and other business models. Build plans on which you can collaborate and answer complicated questions in real time, so you can take immediate action for point of impact results.

## KEY BENEFITS

- Reduce cycle time and effort of planning, budgeting, and forecasting across product lines / SKU's
- Take control and own the process, eliminating dependence on spreadsheets and IT
- Drive collaborative “big picture” with connected plans across Finance, Sales, Operations, and HR
- Increase accuracy and target achievement with driver-based models, real-time calculations and automatic rollup across plans and reports
- Increase plan precision with broad collaboration and point-of-impact participation
- Seamlessly align strategic plan, corporate plan budget and forecast, top-down and bottom-up
- Jumpstart time to implement through pre-built accelerator apps for planning, budgeting, forecasting, consolidation, and reporting



Kimberly-Clark is used by 1.3 billion people in over 130 countries. Nearly a quarter of the world's population trusts Kimberly-Clark brands like Kleenex, Scott, Huggies, Pull-Ups, Kotex, and Depend to enhance their health, hygiene, and well-being. With top market share positions in over 80 countries, Kimberly-Clark is well acquainted with the challenges of remaining a market leader in the fast and volatile world of CPG.

## Benefits

- Increased collaboration across departments with cloud-based solution
- 100% business self-service where users, not IT or consultants, manage development
- Reduction of a couple months to a few days for sign-off on a product forecast across many different product units, geos, and channels

## Key features

### Planning, budgeting, and forecasting

- Enterprise cloud planning for strategic and corporate plans, annual budgets, and forecasts
- Driver- and assumption-based plans for consistent alignment organization-wide
- Role-based, secure access for relevant plan entry, clear accountability, and informed decisions
- Plan by any time bucket—day, week, period, year
- Plan and report across multiple currencies
- Break-back entry shortcut (historical, seasonal, 4-4-5) for fast, accurate plan calculation and update

### Top-down and bottom-up

- Dynamically cascade strategic plans by key dimensions (including product level / SKU's) to align plan, budget, and forecast
- Build budgets bottom-up while viewing targets to improve collaboration and reduce iterations

### Versions and scenarios

- Multiple versions for comparison, with centralized control for consistent versioning company-wide
- Unlimited scenarios for proactive comparative insight and better choices

### Flexible, user-owned business rules

- Simple, real-language formula creation—no coding
- Drag and drop for different hierarchy rollups, add new currencies, change chart of accounts, update business rules—no dependence or burden on IT

### Modeling, analysis, and “what-if”

- Easily create complex models and “what-if” scenarios on-the-fly that answer complicated financial questions and span multiple areas of the business

### Revenue planning and forecasting

- Plan revenue for any business and connect sales, service, and other revenue-driving areas to create more accurate financial plans and forecasts
- Flexibly support changing revenue recognition standards required during planning stages
- Leverage 15+ unique revenue models in the Revenue Planning App (units, services, and more)

### Personnel planning

- Plan for headcount at group, role, or individual level to drive the details important to your business
- Analyze historical payroll cost trends when making payroll planning decisions
- Customize REQs (new positions in a cost center) when planning headcount needs
- Split, transfer, and adjust headcount across hierarchies (business units, regions, projects)
- Automate key calculations (FICA, FUTA), benefits, and salaries for fast, accurate, consistent plans

### CAPEX planning

- See real-time impact of capital plans across P&L, balance sheet, and cash flow
- Plan by different depreciation methods and payment plans

### Other forecasting—rolling and cash

- Make rolling forecasts with a simple “copy” function
- Support for cash-flow forecasting to model cash-in-and-out impact of decisions before they are made

### Reporting and dashboards

- Complete financial reporting (P&L, balance sheet, cash flow) across plan, actuals, and forecast
- Pivot reports by any dimension (time, geography, product) for custom, no code, views on-the-fly
- Create visual dashboards for relevant, at-a-glance understanding—maps, charts, waterfall, alerts, etc.

### Financial Consolidation app alignment

- Make consolidation part of broader planning process
- See how consolidation results will change in lockstep with scenario planning
- Model “what will be reported” to the board and regulators and adjust before final decisions in order to improve forecast

### Integrated business planning

- One common platform enables integrated planning across Finance, Sales, Operations, Marketing, HR

### Data integration to other systems

- Connect with other systems using Anaplan Connect, APIs, MuleSoft, Boomi, SnapLogic, or Informatica
- Fast and easy import/export via spreadsheets

### MS Office integration

- Microsoft Office add-ins for seamless planning and reporting in Excel®, PowerPoint®, and Word®
- Enter budget offline via Excel add-in, accurately and automatically pushing back into Anaplan in a click

### Audit trail

- Track and review history—versions, scenarios, activity



#### About Anaplan

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan's cloud platform in every business function to make informed decisions and drive faster, more effective planning processes. Anaplan also provides support, training, and planning transformation advisory services. To learn more, visit [anaplan.com](https://anaplan.com).