/tnaplan Total Economic Impact[™] of Anaplan

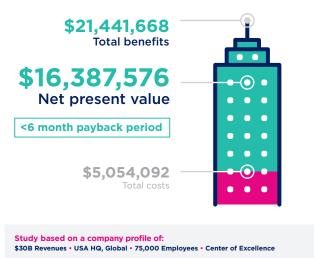
324% ROI

over a 3-year period

FORRESTER

Adding up the benefits of Connected Planning

Through customer interviews, data collection, and financial analysis, Forrester concluded that the Anaplan platform delivers the following Total Economic Impact[™] (TEI) over a 3-year period.





Some results can't be measured in numbers – customers share Anaplan's qualitative impact

Accuracy

"Our demand planning accuracy has improved significantly... If you look at the last six months, we've seen a significant improvement in our accuracy, and effectively we've halved the inaccuracy. And a lot of it is really driven by having the visibility."

- Senior Finance Director, Consumer Packaged Goods

Consistency

- "The real benefit that we've seen is the consistent definitions of master data. Getting to a single definition so that when we roll up numbers, we understand the meanings and we can know what to do with them."
- Finance Director, Technology

Process Enabler

"Anaplan is really an enabler as we added significant process changes... I think Anaplan's flexibility has allowed us to really build and change the processes quicker than with other systems ... I think with Anaplan, its usability as its speed to build allows you to embed those changes quicker."

- Senior Finance Director, Consumer Packaged Goods

The Total Economic Impact™ of Anaplan, a commissioned study conducted by Forrester Consulting, November 2019