Anaplan

Anaplan for Merchandising

Current economic uncertainty, fast-changing consumer preferences, and channel shifts mean that an agile, connected merchandising strategy and ability to execute are more critical than ever. However, most merchant teams are stuck with siloed data, disconnected processes and limited visibility across channels, severely limiting their ability to respond rapidly to market changes.

Anaplan enables a unified approach to the entire merchandise life cycle - from merchandise and financial planning to assortment planning, costing, allocations, markdowns, receipts management and replenishment – across every channel. This integrated approach improvesefficiency and focuses merchants on driving higher gross margins and better item productivity.

There's a new way to work and plan

Leverage the combined power of information, people and plans to make faster and better merchandising decisions inside and outside of your company.

Ensure that the right product at the right price is available at the right location.

It's Dynamic – Change as the world changes...or even faster

It's Collaborative – Involve all the right people in decisions – even your customers.

It's Intelligent – Leverage internal, external and third-party data to unlock insights.
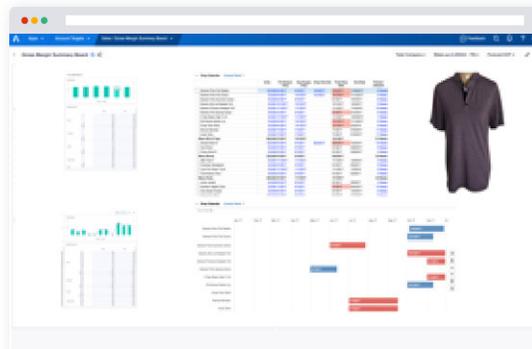
Key benefits

• Highly efficient, real-time, omnichannel collaboration between buyers, merchants, planners and even wholesalers – eliminate disparate spreadsheets and data errors.

• On-demand, dynamic, detailed views into category performance - less time gathering data or building reports, more time analyzing plans, making decisions and acting.

• Built-in scenario planning and advanced analytical capabilities to optimize inventory and assortments – leverage all relevant data sources to reveal hidden insights.

• Connect and manage the entire product lifecycle on one platform with detailed views across receipts, inventory, sales trends and pricing - reduce markdowns and lower inventory levels.

CUSTOMER STORY

carter's

With Anaplan Carter's has a single, connected view of data, drivers, hierarchies, and metrics across their business. Gathering demand by country, wholesale and retail outlets allows Carter's to conduct planning configured the way that fits their business. With the Anaplan platform Carter's gains real-time insight into merchandise financial planning, assortment planning, wholesale ladder planning based on customer demand and real-time costing across their entire business.

Challenges
• Most products have short (3–4-month) lifecycle
• Huge volume, with 250,000 SKUs, 850 million items/year, 30,000 retailers
• No complete, holistic view of supply chain and commercial planning process
• Lack of integrated, data-based planning across the enterprise

Results
• 4-6 days (10-15%) of excess and obsolete inventory removed from supply chain in 1st year
• $30 mil reduction inventory and carrying cost
• Visibility into all products at one time in one view

" We have definitely seen an improvement in our ability to forecast capacity."

Wade Latham
Senior Director for Operations

Key features

Merchandising strategy

- Review category performance, contribution margins and market share.
- Evaluate category breadth, depth and strategic role in the portfolio.
- Model multiple portfolio scenarios to develop merchandising and assortment options.

Merchandise financial planning

- Set top-down targets and perform bottom-up analysis.
- Collaborate to finalize annual targets and ongoing forecast revisions.
- Cascade targets and adjustment instantly down to a SKU / store level.
- Model multiple scenarios to make informed decisions based on growth, gross margins and strategic intent.

Assortment planning

- Develop assortments by channel, store cluster and store banner.
- Create assortment groups based on product hierarchy and / or attributes (e.g. color, season, etc.).
- Roll-up and analyze assortments instantly across all channels.

Open To Buy (OTB)

- Reconcile departmental plans to track budgets, actuals and forecasts across categories.
- Create what-if scenarios and build options across any level and channel.
- Evaluate multiple versions of OTB plans and select the best version based on tactic.

Allocation and replenishment

- Model system wide rules and constraints from supplier to distribution center to store (e.g. days of stock, minimum order quantities, pack sizes).
- 'Right-size' buys by connecting plans across channels into a single, efficient global buy.
- Allocate category volumes by cluster or store while overriding locations and quantities.
- Assess product performance and shift allocation to stores and channels to maximize GMROI.

Price and markdown planning

- Establish calendars and trigger points for moving between stages of the product lifecycle at any level of the hierarchy.
- Model and assess competing objectives to maximize margin by region, product cluster or store cluster.
- Scenario plan price change impacts on volume and margin in real time.

Key features of the Anaplan platform

Planning at scale Connected data on a enterprise-grade scale with a cloud native platform and patented in-memory Hyperblock™ engine.

Same page planning One location for all trusted, timely and accessible buyer, merchandiser and supplier data.

Scenario planning Unmatched flexibility to model any merchandising scenario while providing signals to indicate unfolding scenarios.

Trading partner collaboration Accurate, collaborative, actionable and secure merchandise planning with partners.

Embedded analytics Intelligence to automate and improve forecasting accuracy.

Flexible Modeling easily model and your business processes and rapidly adapt to change.

About Anaplan

Anaplan is a transformative way to see, plan, and run your business. Using our proprietary Hyperblock™ technology, Anaplan lets you contextualize real-time performance, and forecast future outcomes for faster, confident decisions. Anaplan enables connected strategy and planning across your enterprise to move your business forward. Based in San Francisco, Anaplan has over 200 partners and more than 2,000 customers worldwide.

To learn more, visit Anaplan.com