

## Anaplan Technology Integrations

Integration kits with strategic technology partners

### Overview

Dynamic markets require agility in planning. To stay competitive, business leaders need to be able to access data from various sources, pull it into a central location, and generate insights so they can execute on plans quickly. Historically, data from key systems has been siloed, making it difficult to leverage insights from other areas of the business to make strategic decisions.

In fact, a growing usage of digital marketplaces for enterprise B2B solutions (Gartner, 2021) points to a need for companies to seamlessly connect a wide range of enterprise systems. With accelerators like prebuilt templates, configuration applications and integration connectors, companies can get up and running with an integrated, connected planning solution quickly, leveraging their existing data stores and connecting to other execution systems. A connected planning solution like this, brings together finance and operational planning, and enables leaders to accelerate digitization of their business and ACT with agility.

Anaplan continues to drive net new innovation to enable customers to “Act on Planning” insights, driving that agility in decision making. As a part of our overall ACT vision, we have partnered with Microsoft, Adobe and Salesforce\*, to offer purpose-built integrations, that deliver fast, agile planning, allowing customers to leverage Anaplan’s best of breed planning solution alongside industry leading technology solutions in sales and marketing execution.

### Driving value with technology partnerships for seamless integration

These strategic partnerships enable customers to leverage best of breed solutions for planning and execution. This means that customers can easily leverage multiple systems to house, analyze, and act on insights in order to hit their business objectives, without risking data discrepancies or adding more manual work.

Anaplan’s pre-built integrations with Microsoft, Salesforce (coming soon), and Adobe, deliver a low-code push and pull mechanisms between two systems, facilitating holistic sales and marketing planning. Decision makers can rely on Anaplan’s planning technology to build and execute strategic plans, knowing that everyone’s looking at the same information, regardless of the system used.



Each pre-built integration is slightly unique, depending on the use case and the information being exchanged. In general a given integration can include:

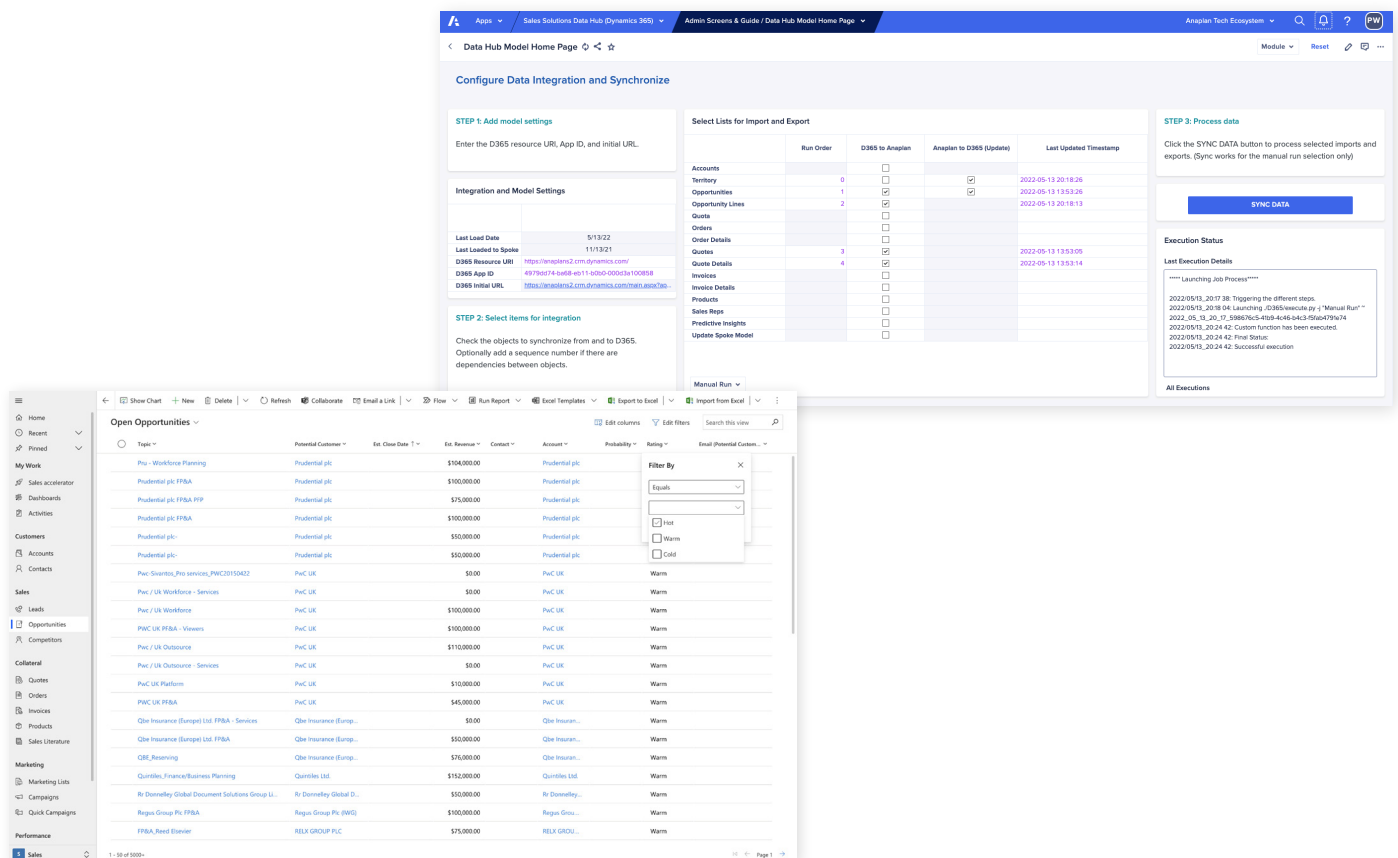
- Pre-built integration scripts and automation
- Sample or template models and data-hub
- Configuration application to help users set up their data loads between systems
- Applications to visualize results and plan

## Connected sales planning with Microsoft Dynamics 365 Customer Engagement (CE)

Dynamics 365 CE is a state-of-the-art CRM system within the Microsoft Dynamics application ecosystem, providing sales leaders with a customer management, engagement and execution system.

With this technology integrations, Anaplan and Microsoft customers can seamlessly connect the two systems with minimal set up and accelerated time to sales planning and execution.

With the pre-built integrations and models included in the Anaplan Dynamics 365 kit, customers can move data bi-directionally between Dynamics 365 and Anaplan, facilitating wholistic sales planning. Using the most up to date data, maintaining a consistent source of truth and allowing sales team to continue to work in the tool of their choice, sales leaders can build sales plans that help them hit their business goals.



## Agile sales planning with Salesforce (coming soon)

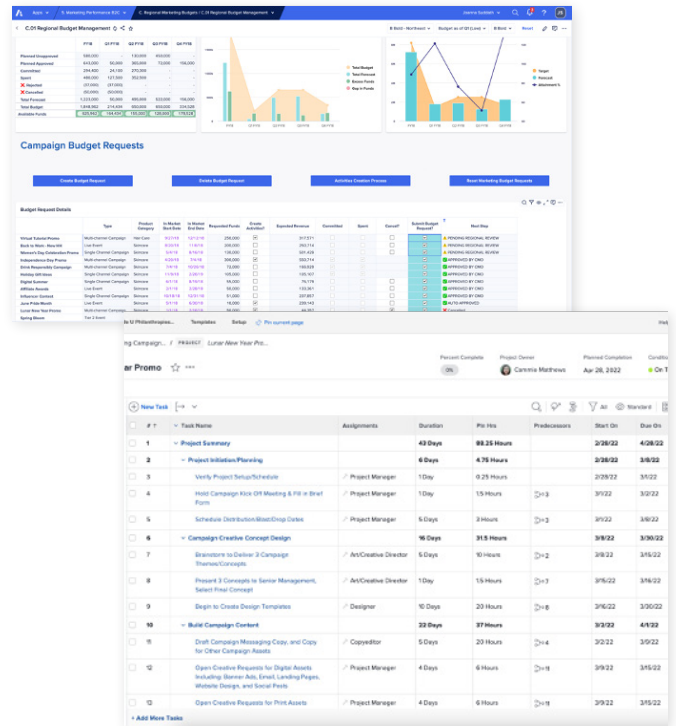
Salesforce provides customers with an industry leading CRM system, giving sales leaders and teams one tool to drive and execute on their sales strategy.

Anaplan's partnership with Salesforce allows sales teams to create and execute on sales plans easily with seamless integration between Anaplan and Salesforce. Using the pre-built integrations, automation, and template models, sales leaders can build holistic sales plans within Anaplan, leveraging Salesforce data for sales execution source-of-truth without the hassle of manual or custom integration.

## Integrated marketing campaign planning with Adobe

Adobe's Workfront tool facilitates smooth execution of marketing campaigns with state-of-the-art project management technology.

Anaplan's unique partnership with Adobe allows marketing leaders to manage their campaign budgets in Anaplan, using up to date execution information directly from Workfront. This new Anaplan connector, available for Adobe Workfront Fusion, lets leaders view Workfront campaign data in Anaplan, making it possible to see the big picture and approve or reject requests based on ROI and strategic priorities. Financial data in Anaplan can be connected to campaign execution progress, driving better planning and budgeting of marketing spend.



## Conclusion

Business leaders need to be able to plan and act with agility in dynamic markets to stay ahead of the competition and to reach their business goals. With the relentless pace of change, companies need to be able to integrate systems quickly.

Using pre-built integrations, Anaplan customers can easily and seamlessly integrate with execution systems, break down data silos, accelerate digitization of their business, and shorten time-to-decisions.

## About Anaplan

Anaplan (NYSE: PLAN) 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. Because connecting strategy and plans to collaborative execution across your organization is required to move business FORWARD today. Based in San Francisco, we have 20 offices globally, 175 partners and more than 1,750 customers worldwide.

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