



# Anaplan + Adobe Workfront:

Marketing finance + marketing execution = maximize your marketing impact

With changing dynamics in the market and inside companies, marketing organizations need the ability to easily make investment and resource plans that are informed by timely line of sight into execution performance. But many marketing leaders can't close the loop between marketing investment and execution performance quickly enough. That leads to a lack of agility in making critical business decisions across brand, markets, channels, products, and services.

With those challenges in mind, Anaplan and Adobe Workfront are partnering to provide a digital transformation solution that gives you quick visibility and the agility to direct investments to execution activities that will best achieve your revenue, profit, volume, and engagement targets.

Now you can:

- Quickly close the loop between investment planning and execution
- Replace a significant amount of inefficiency caused by disconnected spreadsheets, point solutions, emails, meetings, and fragmented business processes

## Empower go-to-market leaders with a complete marketing planning and execution solution

Together, Anaplan and Adobe Workfront deliver a solution that seamlessly integrates marketing planning with execution activities to improve go-to-market visibility, agility, and alignment and drive financial results.

### Dynamic

Quickly change plans and rapidly realign based on actuals and forecasts

### Collaborative

Coordinate goals, activities, and insights across sales, marketing, finance, and HR

### Intelligent

Optimize marketing plans, investments, and execution to achieve targets.

## Components of a closed-loop strategy

A closed-loop go-to-market strategy answers three questions:

- What is the plan and the budget?
- How do I quickly manage spend?
- Where do I quickly optimize plan performance?

The answers to those questions empower you to meet revenue, profit, volume, profit, and engagement targets.

### Budget planning

*Discover:*

- Segment investments by market, brand, product, service, or channel.
- Manage top-down budgeting and planning.

### Spend management

*Learn:*

- Gain visibility into budget, spend approvals, and actuals.
- Manage your entire marketing spend across the internal, partner, and vendor ecosystem

### Closed-loop planning

*Take action:*

- Make faster decisions by connecting plans, actual spend, and performance.
- Employ agile, performance-driven planning to adjust top-down plans and bottom-up spend

Anaplan and Adobe Workfront, create the union of planning and execution that drives marketing success.



- ✓ Revenue growth
- ✓ Cost savings
- ✓ Optimized execution
- ✓ Better alignment

## Anaplan & Adobe partnership

### Key capabilities and benefits

- Closed-loop planning, spend, and performance alignment
- Synchronized marketing and trade promotion spend
- Fast visibility into budgets, approved spend, and actual spend
- Agility to make instant budget trade-offs across go-to-market plans
- Ability to update revenue, profit, and volume targets with go-to-market plan actuals
- Instant updates across marketing, sales, and channels plans
- Complex scenario planning that uses a variety of internal and external drivers
- Native integration through Adobe Workfront Fusion  
*Note that Adobe Workfront, Workfront Fusion, and Anaplan are required to use this capability*
- Integration deployed with predefined core integration scenarios

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

### About Anaplan

Anaplan is a transformative way to see, plan, and lead 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.

## Customer highlight

**\$50 billion technology company with \$1 billion marketing budget, operating in 60 markets**

### Anaplan + Adobe

Closed-loop marketing increases visibility and agility to meet revenue and profit targets

### Challenges

- Operational inefficiencies with manually reporting, planning, and processes in spreadsheets.
- No security and compliance for go-to-market spend.
- Slow response to the market due to data discrepancies and latency.
- Poor visibility due to the disconnect between marketing and the consumer experience.

### Results

- Enabled global visibility into ~\$1 billion marketing budget with a consistent approval and governance process for 800+ marketers in 60 markets
- Improved time-to-market with a 30% faster launch of additional brand initiatives
- Saved \$1M+ in costs due to platform consolidation



**Anaplan**