Anaplan

Demand Management

For Supply Chain

Demand Management by Anaplan provides the capabilities required for sales, marketing and supply chain planners to deliver a consensus demand plan. It is the first step in your journey to manage supply chain costs and maximize customer service. With many stakeholders, solution design requires collaborative processes to support the ability to predict, shape, and sense demand by using flexible models and calculations. Leverage Excel®, web, and mobile front-ends tailored to sales, marketing, and other functions, and use consensus-building rules to drive a more accurate demand plan.

Benefits

- Improve accuracy of regular-turn, new products, promotions, and intermittent products with intuitive modeling and automated forecasting methods.

- Leverage AI/ML with Anaplan Plan IQ to generate accurate forecasts, fast.

- Segment products and predict forecast with adjustable rules and pick-best statistical algorithms.

- Understand forecast changes and drivers of change with forecast analytics.

- Collaborate faster and more easily across departments and customers with an optimized user experience and flexible modeling.

- Integrate with legacy systems using pre-built connectors and APIs, including ERP, CRM, and planning systems. Leverage external data integration available in-house or with cloud database systems using Cloudworks.

There's a better way to plan

Increase forecast accuracy and reduce bias
Leverage statistical rigor and track accuracy of forecast value-adds from stakeholders. Incorporate internal and external market data, and other leading indicators of demand. Utilize machine learning with PlanIQ™ for better demand predictions.
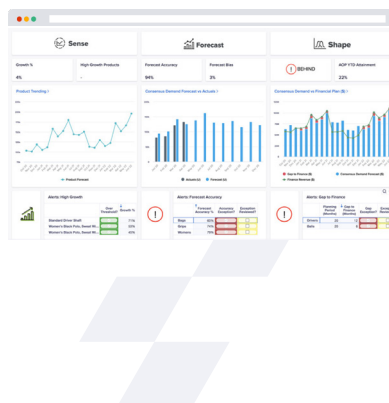
Optimize new product and promotion plans
Plan new products with curve-fit modeling and scenarios, and based on like products. Collaborate on new products to align launch plan and pricing with sales and marketing. Model and integrate promotions directly into your plans.

Achieve consensus and align to financial goals
Collect stakeholder forecasts at any level. Define consensus-building rules leveraging inputs from customers and internal departments. Integrate demand plans with legacy systems with pre-built connectors and APIs.

Key Features and Capabilities

Multi-dimensional demand modeling
 Top-down and bottom-up forecasting Flexible time buckets, units, and currencies for operational and financial planning

Interactive statistical forecasting
Leverage out-of-box statistical forecasting methods, including methods for seasonality and intermittent demand, and multi-linear regression. Forecast quantity, price, attach rates, and discounts. Enable demand planners to tailor these methods. Evaluate multiple demand scenarios.

Leverage machine learning
Leverage native machine learning (PlanIQ™ powered by Amazon Forecast), use R/Python or Custom ML side-car integration to enhance the forecast. Leverage public cloud ML forecasts. Leverage internal and external influencing factors to correlate the forecast.

Segmentation analysis
Flexibly define product, customer, region segments, and forecast for distinct segments, to improve accuracy. Analyze each segment to provide differentiated service.

Improve productivity: Reporting, dashboarding, and alerting
Zero-latency reports and dashboards for all demand plans, forecast KPIs, and actuals with web, mobile, Excel®, and PowerPoint® front-ends. Enable highly interactive reporting and analysis on the same view as for planning and updating master data. Leverage any alert on all data, including plan and master data changes. Record qualitative notes, plan changes, and assumptions.

Product lifecycle and promotion planning
Plan new and phase-out products with like-modeling, curve-fit modeling, and cannibalization models. Allow planners to create specialized models without outside experts. Create promotions and detailed plans, including financials.

Workflow
Model your process and track completion and approval of forecast updates. Send email notifications. Archive plans of record. Automate routine steps for demand planning or data preparation.

Consensus demand planning
Easy-to-use planning views are tailored to and by the business, including sales and marketing, via web, mobile, or Excel®. Define consensus-building rules based on input accuracy and time horizons aligned with your process. Leverage aggregation, disaggregation, allocation, and cell locking. Use the same secure, easy-to-access cloud solution for collaboration across departments and with business partners. Change-history tracking of all plan updates facilitates auditability and collaboration.

Data integration
Use Model Link to share plans and master data across models without ETL tools. Get started quickly with self-service UI for data loads (import and export) by business and IT users. Centralization of master data and transaction data from source systems to multiple Anaplan apps. Pre-defined, bidirectional Anaplan connectors with MuleSoft, SnapLogic, and Boomi for hundreds of data sources, including Oracle and SAP, and Cloud databases e.g. Amazon S3 (via Anaplan CloudWorks™). Leverage UI integration with Salesforce to include sales in your process. Programmatic integration via REST-API.

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 1,900 customers worldwide.

To learn more, visit Anaplan.com