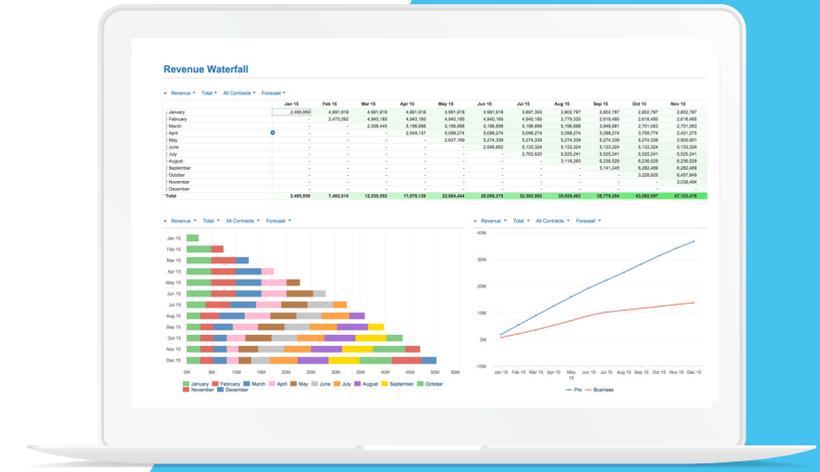




# PLANNING, BUDGETING AND FORECASTING FOR SOFTWARE-AS-A-SERVICE

Finance is constantly expected to deliver greater detail with fewer errors, and in less time. Standalone spreadsheets and complex systems do not help. To manage the fast moving and unique nature of SaaS (Software as a Service) you need to be able to jumpstart your planning experience and configure changes to match the nuances of your business. With Anaplan's Planning App for SaaS you can do just that; plan, model, analyze, and report across metrics that matter including monthly recurring revenue (MRR), cost of customer acquisition (CAC), lifetime value (LTV), renewals, churn and more.



**Rich content to get started fast** Plan across your entire subscription-based and recurring revenue driven P&L from new customer acquisition to existing renewal and churn. Leveraging pre-configured, driver-based modeling, calculations, dashboards and reports you can start planning fast, and configure on your own as you go.

**Model any scenario, dimension and time** Easily model scenarios that reflect your SaaS business (growth and MRR, cash and CAC, profitability and LTV), analyzing them across unlimited dimension hierarchies, and planning by any time period too—day, week, month, year.

**Flexible, connected plans and forecasts** Link financial and operational drivers across recurring revenue plans, infrastructure and people expense budgets and bookings forecasts. Adjust models and hierarchies on the fly, no code, just drag and drop, and see the result real-time, all on one connected platform that moves as fast as your business does.

## KEY BENEFITS

- Reduce cycle time and effort of plans, budgets, and forecasts
- Jumpstart time to value through pre-built planning content for SaaS-based businesses
- Increase ownership of the financial planning process
- Drive a collaborative "big picture" with connected plans across Finance, Sales, Operations, HR
- Increase accuracy and target achievement with driver-based models, real-time calculations and automatic rollup across plans and reports
- Increase plan precision with broad collaboration and point-of-impact participation
- Seamlessly align strategic plan, corporate plan, budget, and forecast; top-down and bottom-up



DocuSign's eSignature software and Digital Transaction Management platform enable organizations of every size, industry and geography to accelerate contracts, approvals and workflows to keep life and business moving forward. With Anaplan, DocuSign is able to plan, forecast and drive the hyper-growth of their Software-as-a-Service business, with a true integrated business planning strategy.

## Benefits

- Able to confidently forecast their business strategy and revenue growth
- Achieve real-time reporting that reflects cross-organizational changes from geo-dimensional hierarchies to sales forecasts
- Plan better and increase collaboration across Finance, Sales Ops, HR, using the same set of data, on the same tool

# Key Features

## Planning, Budgeting and Forecasting for SaaS

- Enterprise cloud planning for subscription businesses
- Pre-built plan, model, and report templates purpose built for SaaS nuances (ACV, MRR, CAC, LTV)
- Connected across strategic and corporate plans, annual budgets, and forecasts
- Driver-based plans by key SaaS metrics (acquisition, renewal, expand, churn) for org-wide alignment
- Role-based, secure access for relevant plan entry, clear accountability, and informed decisions
- Plan by any time bucket—day, week, period, year,
- Support for plans across different currencies
- Breakback entry shortcut (historical, seasonal, 4-4-5,) for fast, accurate plan calculation and update

## Top-down and Bottom-up

- Define SaaS-based strategic objectives, including bookings, run-rate, customer acquisition and churn
- Dynamically translate strategic plan to corporate plan by your key dimensions (region, product, service)
- Build budgets bottom-up while viewing top-level targets to improve collaboration and reduce iterations

## Versions and Scenarios

- Unlimited versions and scenarios for comparative planning and insight across SaaS metrics that matter

## Flexible, user-owned business rules

- Simple, real-language formula creation – no coding

- Drag and drop for different hierarchy rollups, cohorts, chart of accounts, update business rules – no dependence or burden on IT

## Modeling, Analysis and What-if

- Analyze cohorts for similarities and trends
- Drill to details to understand drivers of attrition/churn
- Model by contract length, per-user pricing, product
- Create models and what-if scenarios for on-the-fly

## Recurring & Other Revenue Planning

- Plan and forecast recurring revenue driven by acquisition, renewal, upsell and churn
- Leverage subscription-based revenue templates that include waterfall and cohort planning
- Flexibly support unique and changing revenue recognition standards during planning

## OPEX & Personnel Planning

- Plan and control headcount at role and individual level to align with top-down FTE plan % of OPEX targets
- Split, transfer, and adjust headcount across hierarchies (business units, regions, projects)
- Automate key calculations (FICA, FUTA), benefits, salary with accurate driver-based plans

## CAPEX Planning

- Plan Tech Op and Data Center expenditures and see real-time impact on P&L, balance sheet and cash flow

## Other Forecasting – Rolling and Cash

- Forecasting based on any driver: contract length, churn, units, time, currency, etc
- Create periodic or rolling forecasts with “copy” function
- Cash flow forecasting to model MRR, CAC and LTV impact of plan decisions before they are made

## Reporting and Dashboards for Recurring Revenue

- Pre-built financial reports (P&L, balance sheet, cash flow) across plan, actuals, and forecast
- Dashboards with key SaaS measures for immediate insight across your key metrics (MRR, CAC, churn)
- Pivot reports by any dimension (cohort, service, time, geography) for custom, no code, views
- Visualizations add relevance and at-a-glance understanding to plans; maps, charts, graphs, waterfall, alerts and more

## Integrated Business Planning for SaaS

- One common platform enables integrated planning with apps and processes across Finance, Sales, Customer, Operations, Marketing, and HR

## Data integration to other systems

- Connect to other systems using Anaplan Connect, APIs, MuleSoft, Boomi, SnapLogic, or Informatica
- Leverage our pre-built connector to Salesforce
- Fast and easy import/export via spreadsheet too

## MS-Office Integration

- Microsoft Office add-ins for seamless plan and report export to Excel® workbooks, PowerPoint® presentations, and Word® report books
- Enter budget offline via Excel add-in, accurately and automatically pushing back into Anaplan in a click

## Audit trail

- Track and review history of versions, scenarios and user activity
- Pre-built and customizable workflow helps guide and communicate throughout planning process

