

Partner with Anaplan

It's time to take your business to the next level.
Become unstoppable with an Anaplan partnership.


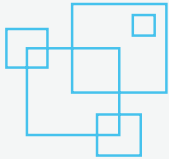



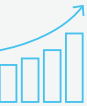

Digital disruption is making the business world move faster than ever. But an historic reliance on inflexible planning systems built for another, slower era has resulted in an explosion of spreadsheets across the enterprise. Error prone, disconnected, non-collaborative, time-consuming and insecure: not a solution for today's business world.

The Anaplan platform combines the virtues of a spreadsheet experience, with the collaborative power of the cloud, and a groundbreaking in-memory modeling engine.

Anaplan takes planning far beyond what has been possible in the past; linking advanced drivers and models to operational and financial plans across Finance, Sales, Operations, Marketing and HR. It puts the right decision tools straight into the hands of the right people – enabling planning to happen up, down and across every part of the business – from the executive suite to the front-line.

"Anaplan allows us to engage with new clients who want speed, pace and certainty in their EPM solution development,"

Marco Limito, Senior Manager, Accenture

50,000+ USERS 	100+ APPS 	14 OFFICES in 10 countries 	500+ EMPLOYEES 
	Positioned in the Visionaries Quadrant of Gartner's Magic Quadrant for SPM and CPM in 2015	134% year-on-year revenue growth 	Headquartered in San Francisco 



Why Partner with Anaplan?

When you team up with Anaplan, you will join a market disrupter that is changing the way organisations are approaching their planning processes.

Our Partners gain more than access to our world-class planning solutions. You can also take advantage of training programmes, marketing resources and our newly launched Partner Portal. Our program is designed to help you to reach out to prospects, engage with customers and competitively differentiate your company.

Join Anaplan to:

- Develop a revenue stream from consulting and SaaS subscription
- Add value by offering the latest and lowest TCO solution
- Complement and enhance an existing offering
- Develop knowledge to advise clients on the latest in-memory and cloud technology

“We have implemented a very complex and huge S&OP model for one customer, where the user performance is stunningly fast. Once a user updates parameters in a scenario, the model recalculates instantly!”

Jan Veerman, Managing Partner, EyeOn Solutions

Sales and Marketing Support

Marketing Campaigns: Work with Anaplan to reach out to prospects, generate demand and build new relationships via co-branded marketing activities and events

Sales Enablement: Use the materials in our Learning Center to learn the latest positioning, use cases and model building

Pre-Sales Enablement: Leverage our demo assets and pre-sales support to build expertise and product knowledge with your pre-sales experts

Solution & Sales Support: Support during the sales process, in developing models for demonstrations and POCs, review of models and co-development of solutions

Partner Portal: Access a wealth of sales and marketing materials to help you develop compelling go-to-market campaigns, accelerate your sales cycles and grow your business

Technical Support: All Anaplan accredited consultants are entitled to Anaplan support, accessible via the website or the product, including Live Chat and Anaplan Forums

Training and Enablement

Anaplan has created a comprehensive training path to help our Partners build their Anaplan delivery skills. Our courses are available as self-paced on-demand modules, with some in-depth training available face-to-face.

“Anaplan provides our clients with a solution that is easy to build, easy to maintain and easy to understand. It reduces complexity and makes business processes work simply. We can add real value to a client business, quickly and robustly.”

Neil Doyle, Managing Director, Bedford Consulting

Certification Path Training and Experience Required	Consultant Apply a basic understanding of Anaplan’s multidimensional modeling capabilities to build simple and complex models.	Solution Architect Apply skills acquired during Anaplan certification for scoping, designing, model building and project managing.
101: Foundations 102: Introduction to Model Building (3 days)	✓	✓
Shadowing	5 days minimum	10 days minimum
201: Intermediate Model Building (1 day)	✓	✓
Project Experience		Supporting model build for a live project
340: Agile Implementation Methodology (½ day)		✓
401: Solution Architect Course (3 days)		✓

The App Hub

Our Partners can easily package their industry, functional or domain expertise into the platform via rapidly deployable Apps. These Apps help clients recognize a further milestone on their journey towards digital transformation and provide a way to showcase content via a repeatable asset.

The App Hub is a public site meaning details of the Apps can be seen by anyone and will generate enquiries for our App Partners.

When you become an App Partner, you will benefit from a free listing on the Anaplan App Hub and can further monetize your IP with customized services, training and support. Each App you develop will be reviewed and certified by our App Team. You will need to submit an App Profile, and sign the App addendum to your Partner Agreement. We will ensure alignment with Anaplan's sales and marketing by developing an App GTM plan with you.



"The Anaplan App Hub gives us a powerful and scalable way to package our industry and business insights for our clients,"

Sam Kapreilian, Chief Technology Officer, Deloitte Tax LLP

The Anaplan Partner Program

Benefits	anaplan PARTNER	anaplan PARTNER Premium
Commission % (1st Year ACV)	✓	✓ +
Virtual instructor-led or public training	Discounted	Discounted plus free places
On-demand training	Included	Included
Sales enablement	✓	✓
Revenue from Consulting Services	✓	✓
Commitments / attainment criteria:		
Minimum Gross Sourced 1st Year ACV	✓	✓ +
# Certified Model Builders	2	10
# Certified Solution Architects	-	2
# Published Case Studies	-	2
# Solutions (App, Marketing Asset & GTM Plan)	-	2
Meet Customer Sat Performance Criteria	✓	✓

What's next?

To progress our partnership discussion, these are the next steps we will take together:

1. Agree a joint business plan
2. Sign the Partner Agreement
3. Enrol on our training courses and get accredited
4. Get started - with workspace provision, connecting with the local Anaplan sales and marketing team, planning your go-to-market activity and enabling your sales and pre-sales team

To find out more about partnering with us, please contact our Alliances team

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About Anaplan

Anaplan is the enterprise planning cloud. Anaplan brings together an unrivaled planning and modeling engine, collaboration in the cloud, and a simple interface for business users. Anaplan customers can choose from over 100 pre-built planning apps from the Anaplan App Hub, or easily build their own apps. Anaplan is a privately held company, headquartered in San Francisco, CA, with global offices on four continents. To learn more, visit anaplan.com. Follow us on twitter: @anaplan