

# Anaplan Optimizer

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Anaplan offers one of the industry's fastest linear programming optimization solutions. It's powered by an advanced algorithm-based engine that can suggest the best path to any complex problem with nearly unlimited constraints.

Anaplan Optimizer is smart. It's fast.  
It's your trusted compass.

## Complex business challenges

Large organizations are often faced with complex and multidimensional business planning challenges. Ongoing changes in the business and macro-environment compound these situations and when it comes to achieving business objectives within constraints, there are always trade-off decisions. Business leaders need the ability to properly evaluate these planning scenarios and make the right decisions quickly and accurately.

## Introducing Anaplan Optimizer

Anaplan's optimization engine helps determine which course best propels the business forward. It provides business leaders and planners with a simplified way to consider billions of possible solutions and multiple options or routes to solve a business issue, suggesting the best path. Anaplan's Optimizer is a business leader's trusted compass, assisting in their determination of the best solution.

## How does Optimizer work?

With linear programming optimization, complex systems of variables and constraints are reduced to linear equations; the optimizer follows the gradient toward a best answer. You can define objectives, such as revenue, profit maximization, or cost reduction, and then set multiple variables or constraints to guide the planning process. Optimizer can suggest preferred solutions for many complex questions — from staffing to capitalization, inventory, and much more.

## OPTIMIZER USE CASE: TERRITORY OPTIMIZATION

Optimizer systematically recommends accounts for assignment to sales representatives.

### Variables and constraints to consider for Optimizer

- Max number of accounts per sales rep
- One account can only be assigned to one sales rep
- Account-to-sales-rep match
- Maximum book size per sales rep
- Minimum number of accounts per sales rep

### Potential benefits

- Increase revenue and account quantity coverage
- Spend less time on operational overhead and planning time
- Achieve higher quality sales rep portfolios



## Features



### **Enterprise-wide scalability:**

Strategy decisions can be implemented and applied across all business functions across all global regions.



**Model-based:** Using only model based line items and formulas, the optimizer does not require any specific modeling skills.



**UI driven:** Problem definition relies on a simple, Anaplan standard UI for ease of use. No coding required!



**Optimization analysis:** User friendly dashboards which ensure a simple and smooth flow of navigation. Multidimensionality with unlimited constraints.



**Fast calculation:** Gurobi is one of the fastest optimization engines on the market with Optimizer built right into the Anaplan platform.



**Data integration with other systems:** Quick and easy data and bulk data uploads with a click of a mouse.

## OPTIMIZER USE CASE: INVENTORY MANAGEMENT

Inventory Management: It determines exactly how much inventory to have at each location to meet the customer's required service levels.

### **Variables and constraints to consider for Optimizer**

- Total replenishment cycle time
- Delivery performance
- Customer service-level requirements by ABC-ranking
- Maximum capacity by plant
- Production run rate
- Production cost per unit by plant

### **Potential benefits**

- Identify opportunities to reduce inventories, without affecting service levels
- Breaking down safety stock inventory into components by risk mitigation drivers

## The Anaplan difference: Connected Planning

The Connected Planning approach to optimization means that all relevant data is modeled in a central platform, empowering businesses to make quicker, better-informed, and more collaborative decisions. When managing optimization for sales, supply chain, or finance, it is essential to ask “what-if” and be able to process and consider billions of possible options. With Anaplan Optimizer, you can compare multiple scenarios side-by-side to find the best alternative, not only on the demand side but also for the financial expectations.

## Powered by Anaplan’s platform

With the unique capabilities of Anaplan’s Connected Planning platform, business leaders can run optimization scenarios that connect the financial implications of each choice to a sales or supply chain problem, allowing for quick decision-making across the entire organization. Anaplan’s flexibility is unparalleled—each business function can customize the platform to their own unique needs without having to rely on developers to write custom code. Optimizer is powered by Anaplan’s platform and scenario customizations are completely UI driven. Optimizer is incorporated directly into the Anaplan platform, yielding the fastest results, unlike the potential delays that come with most integrated solutions.

## Conclusion

With the power of the Anaplan Optimizer, finding the optimal solution to a complex scenario in the most profitable way is no longer a massive headache. That power and efficiency is put into the hands of every business leader with a simple and fast solution.

## OPTIMIZER USE CASE: PROJECT PORTFOLIO OPTIMIZATION

Optimizer prioritizes projects requiring capital investment.

### Variables and constraints to consider for Optimizer

- Project start time
- Duration of project
- Capital requirements
- Cost
- People resources
- Technical restrictions

### Potential benefits

- Prioritize the projects you work on
- Optimize resources and investment by specific projects
- Maximize cash flow

## ABOUT ANAPLAN

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan’s cloud platform in every business function to make better-informed plans and decisions to drive faster, more efficient planning processes. Anaplan also provides support, training, and planning advisory services.

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