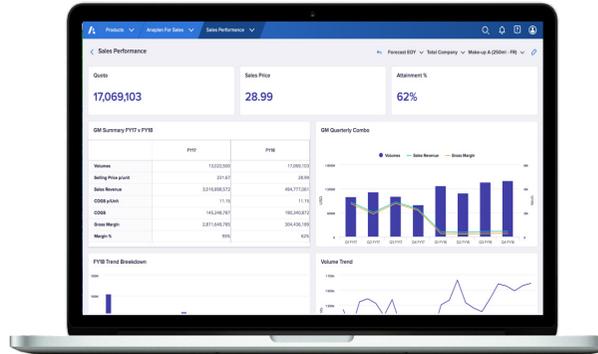


# Commercial Planning

Commercial planning with Anaplan enables commercial teams at Consumer Products companies to collaborate with finance, customer, brand, and marketing teams to build and sustain great brands.

By connecting siloed teams, organizations gain a holistic view of brand performance across markets, channels, and categories. This leads to shorter target-setting cycles, higher revenues, and faster evaluation of investment options and trade-offs.



## CUSTOMER STORY



### Global beverage manufacturer

One of the world's most distinguished spirits companies with a portfolio of over 200 brands and labels uses Anaplan for Commercial Planning.

With Anaplan, this customer more accurately forecasts depletions, models deal pricing, optimizes promotional spending, simulates pricing changes, and performs key operational reporting.

### Benefits

- Improved net sales revenue by simulating multiple pricing and demand scenarios
- Linked promotion and marketing investments to commercial performance
- Improved trade spending effectiveness
- Increased efficiency and control through workflow-based investment approvals

## There's a better way to plan

Leverage the combined power of technology and people to make the most of natural connections that already exist in your organization.

Connected Planning helps your team use the best available data to make better-informed decisions.

**Dynamic:** Change plans at the speed of the market.

**Collaborative:** Get all the right people involved in decision-making.

**Intelligent:** Leverage internal and external data to unlock predictive insights.

## Key benefits

- Integrated annual planning processes and reconciliation of gaps with options available to the business
- Optimal, outcome-driven allocation of trade and marketing investments
- Shorter planning cycles—more time evaluating choices and less time gathering data and validating assumptions
- “What-if” scenario planning capabilities and quick adjustment of in-year commercial plans based on latest performance, market trends, competitive activity, and other factors

“The value in Anaplan is that we have one source of the truth—that’s hugely important for the business”

Director, Commercial Services & Insights

## Key features

### Commercial framework setup

- Assortment by channel or customer
- Price waterfall, discount tiers, spend types
- Pricing thresholds, trade terms

### Investment planning and management

- Tie marketing, sales, and trade investments to projected outcomes
- Leverage built-in and external analytics to predict impact of investments
- Continuously evaluate performance and optimally re-allocate budgets

### Joint business planning

- Collaborate with customers to finalize annual plans
- Make ongoing adjustments to investments
- Transparently share P&L and profit pools
- Conduct real-time, scenario-based business reviews

### Modeling, analysis, and “what-if”

- Create “what-if” capabilities to assess multiple planning scenarios
- Optimize plans and view the effects in real time
- Measure potential changes before rolling out

### Target setting

- Develop baseline top-down targets
- Disaggregate targets by brand/channel/region
- Identify risks/gaps and reconcile targets

### Account planning and management

- Develop monthly/weekly forecasts of shipments and/or consumption
- Define promo calendar, spending forecast, and review base/uplift separation
- Manage account P&L, and risks, opportunities, and scenarios

### Data and analysis

- Integrate customer, syndicated, and POS data to get real-time updates on performance
- Connect to existing analytical engines to ingest coefficients and sensitivity factors
- Combine interactive visual charts and plan updates in a single view

### Roles, security, and workflow

- Control access to plans based on roles
- Trace and audit every change
- Orchestrate, manage, and control planning steps through workflows

## About Anaplan

Anaplan is a cloud-based, enterprise SaaS provider transforming the way decisions are made. We are pioneering Connected Planning, which we believe is the next essential cloud software category because it transforms planning by connecting people, data and plans to accelerate business success at every level within every organization. To learn more, visit [anaplan.com](https://anaplan.com).

## Key features of the Anaplan platform

### Planning at scale:

Enterprise-grade scale with a cloud-native platform and patented in-memory Hyperblock™ engine.

### Voice to your data:

One location for all of your planning data that is trusted, connected, and updated.

### Runs your business:

Unmatched flexibility to model any scenario for the business and by the business.

### A team sport:

Engaging, collaborative, and actionable user experience.

### Safeguarding your present and future:

Robust protection through user access, identity management, and data encryption.

### Your competitive advantage:

Embedded intelligence and optimization to drive insights that matter.