Anaplan for Revenue Planning

Financial planning and analysis (FP&A)

Deliver strategy and plans that drive execution and steer the organization toward its revenue targets.

Revenue and expenses are the lifeblood of an organization and are critical to its success and long-term growth. Companies that implement effective processes for projecting revenue will position themselves for success. Revenue planning and forecasting must be agile to account for unforeseen events or market dynamics, drive ownership and accountability, and align to strategic and operational plans. Planning revenue at the right level of detail, including the proper stakeholders, and adjusting plans when required, enables the business to make informed decisions.

Revenue planning overview

Setting a revenue target is typically the first step in financial and operational planning. This planning could take the form of the long-term or strategic plan. Revenue is front of mind for the annual operating plan and revenue forecasting is critical for understanding how to manage your present and future cash flows.

Developing these revenue estimates creates engagement between finance and stakeholders within the process. FP&A engages with the sales organization, working with the business units and their respective divisional finance teams to set revenue targets. 'Old data,' such as prior year sales results, likely influences forward-looking guidance. This historical data is combined with external or econometric data to form the figures that experience and judgment interrogate to yield a target number.

Revenue targets influence the budget decisions for the fiscal year. Periodic forecasting comes into play to provide a process that enables management to adjust plans accordingly to keep the enterprise moving toward targets. Markets are constantly changing, and FP&A professionals need to continuously engage with the business to adjust and align plans that drive the enterprise toward its goals. Detailed revenue planning with Anaplan enables this collaboration and continuous planning on a platform that supports optimized decision-making to empower your enterprise to attain its targets.

Revenue planning questions to consider

What operational drivers are integrated into the revenue planning process?

- What medium of collaboration is incorporated in the revenue planning process? For example, units via demand plan from supply chain or workforce capacity to accommodate revenue targets.

- What type of analysis is done after actuals have posted to ensure the proper drivers are updated?

- How often does your revenue planning approach need to adapt or be revisited?

- What level of effort is required to consolidate, unify, and review data and metadata that is used for planning and reporting?

- Are you able to capture the right level of detail to accurately forecast—does it provide enough visibility?

- How do you manage various scenarios to evaluate possibilities and adjust to market dynamics, competitive moves, geopolitical actions, and other forces?

- How do you manage seasonality and other profiles for data spreading?

- How often are models unavailable during a planning cycle? For example, models that are not accessible to end-users during periods of recalculation, data loads, etc.

- Do you have calculations, aggregations, or batch processes that require administrator effort and IT involvement?

SERVICESOURCE ™

Lowering operating expense, more time for analysis.

Challenges

- 80 percent of time managing data in spreadsheets

- No flexibility to adapt to market changes and complex revenue model

- Workforce planning and FP&A processes didn't communicate

Results

- 80 percent of FP&A team's time now spent on analytics and insights

- Operating expense cut by 15 percent

- Financial information is transparently provided to decision-makers

- Business decisions are based on data and customer outcomes, not guesswork

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We've been able to drive our operating expenses down by 15%."

Mike Lemberg, Vice President of Finance and Investor Relations

ServiceSource

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There's a better way to plan with Anaplan

Leverage the combined power of technology and people to make the most of natural connections that already exist in your organization. Connected Planning ensures that your strongest people use the best available data to make better, informed decisions.

It's dynamic.
Change as the market changes or even faster.

It's collaborative.
Involve all the right people in decisions—even your customers.

It's intelligent.
Leverage internal and external data to unlock predictive insights.

Key benefits

- Align revenue targets to long-range and strategic plans and allocate by geography, product, business unit, etc.
- Evaluate P&L impact of updated revenue projections.
- Measure revenue growth and variances, and course-correct as required.
- Evaluate various what-if scenarios for insightful decision-making.
- Collaborate with the sales organization for alignment to and consensus with the sales forecasting process.
- Understand gaps and risks with real-time visibility.
- Improve accountability and ownership.

Key features

- Scenario planning and trade-off analysis based on various business drivers, market trends, talent needs, compliance requirements, and other factors.
- Cascade top-down targets and align to bottom-up plans for consensus-building and collaboration.
- Leverage dashboards for inputs and real-time visibility into impact with dynamic visuals.
- Provide real-time aggregation and income statement impact for leadership.
- Align your enterprise dimensions and modify hierarchies in an agile, in-memory platform to understand immediate impact and results.
- Ensure data is secure, allowing the right users to see the correct data, as their role permits.
- Perform real-time scenario modeling for analysis of multiple possibilities and executive requests.
- Update P&L and other plans in real-time for immediate impact review as part of a driver-based planning platform.

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 up to date.

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

Planning as a team sport – Engaging, collaborative, and actionable user experience.

Safeguard your present and future – Robust protection through user access, identity management, and data encryption.

Your competitive advantage – Embedded intelligence and optimization to deliver insights that matter.

About Anaplan

Anaplan (NYSE: PLAN) is pioneering the category of Connected Planning. Our platform, powered by our proprietary Hyperblock™ technology, purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use our solution to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments to give our customers a competitive advantage. Based in San Francisco, we have over 20 offices globally, 175 partners, more than 1,250 customers worldwide. To learn more, visit Anaplan.com

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