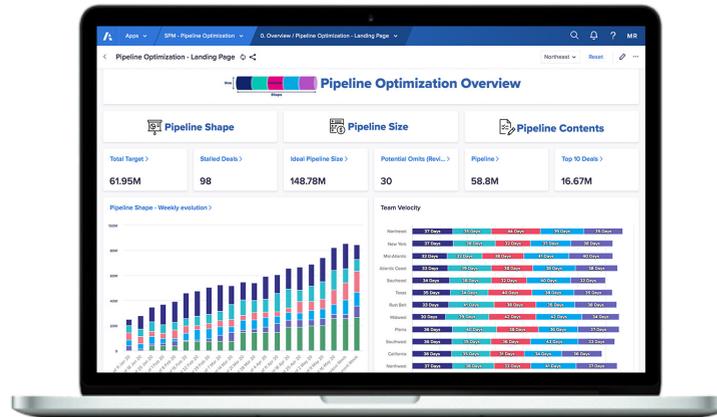


Predictive Pipeline Optimization

ANAPLAN FOR SALES

Sales leaders are responsible for consistently delivering revenue, often in the face of shifting market conditions and reprioritized organizational goals. They also need to communicate expected sales projections to the rest of the business to help drive effective operational decisions. Anaplan helps sales organizations objectively evaluate the health of the pipeline to determine which deals to pursue. A pipeline filled with realistic, winnable opportunities improves sales performance and increases the accuracy of the sales forecast.



Anaplan is uniquely able to combine historical sales data stored in the CRM with our predictive capabilities that gather signals from third party market data to evaluate the health of the pipeline across three dimensions: shape, size, and content.

- **Size** – *Bigger is not always better.* Size should vary by rep, but a guideline is to divide quota by annual close rate.
- **Shape** – *Aim for linearity, not a funnel.* Remove unwinnable deals from your pipeline as early as possible.
- **Contents** – *Not every lead is desirable, and not every lead is winnable.* Accounts and prospects that fill the pipeline should align with corporate objectives.

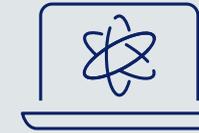
Design an optimal pipeline for each sales rep, stop wasting precious time on bad deals, and focus on desirable customers that align with corporate goals. With Predictive Pipeline Optimization from Anaplan, sales leaders can build a solid foundation for a more accurate sales forecast and more informed revenue plans.

There's a better path to revenue

Pipeline data is one of the most reliable sources of sales intelligence available to sales leaders, providing actionable information about the health and potential of the sales plan. However, in volatile market conditions, relying on historical sales patterns and seller intuition may not provide accurate projections of current and future deals.

With Anaplan Predictive Pipeline Optimization, sales leaders can supplement traditional pipeline metrics with Predictive Insights to create data-driven forecasts. Make faster, more informed business decisions to build an effective sales plan that drives more revenue.

CUSTOMER STORY



Open-Source Technology Company

A fast-growing, venture-backed open-source technology company providing SaaS solutions had to hit aggressive revenue targets to satisfy their investors—without growing the budget. To meet this challenge, they needed a better understanding of their best prospects. In particular, they wanted to identify and fill their pipeline with accounts that would contribute more to their annual recurring revenue (ARR). If they could figure out what made these accounts special, sales reps could focus their time on those prospects.

Leveraging powerful AI-driven insights from Anaplan, they were able to identify and prioritize prospects that converted at 3x the ARR of average accounts. Additionally, they streamlined their revenue operations by aligning sales and marketing on the best accounts in their pipeline.

Results

- 3x higher ARR
- Streamlined revenue generation process

“Data-driven insights fueled by Anaplan have enabled us to optimize our pipeline and improve conversion rates.

Senior Director of Demand Generation

Anaplan

Key benefits

- **Secure revenue:** Focus on reliable revenue sources and identify cross-sell and upsell opportunities to pursue
- **Increase forecast accuracy:** Create a more accurate sales forecast based on a pipeline filled with realistic, winnable deals. Leverage statistical models to identify trends over time and layer in third party data and signals to determine buying intent.
- **Improve sales plans:** Evaluate sales forecasts and the pipeline in real-time to calculate quota attainment, estimate compensation payouts, make adjustments to sales capacity, align territories, and weigh quota relief decisions.
- **Share a more reliable forecast:** Provide finance and other functions with accurate revenue projections to help guide operational decisions across the business.
- **Improve sales team effectiveness:** Focus sellers on high-potential opportunities and desirable customers.
- **Save time:** Automate workflows to capture and track forecast submissions and pipeline changes in one place.

Insights driven by artificial intelligence

Powered by advanced algorithms, real-time in-memory processing, best-in-class machine learning technologies, and AI, Anaplan gives sales leaders a competitive advantage by revealing insights that help them evaluate the health of the pipeline and optimize sales efforts. Better understand global market opportunities by having intelligence on company growth trends, business partnerships, hiring trends, technographics, buyer intent signals, and buyer propensity insights.

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.

Key features and capabilities

- Leverage third party market data to learn more about buyer behavior and fill the pipeline with more realistic opportunities.
- Analyze the pipeline across sales teams, regions, products, and industries and identify trends to focus sales resources more effectively.
- Factor in individual selling styles to remove bias from the pipeline.
- Develop and share a more accurate sales forecast with finance and other departments.
- Override or adjust pipeline committed by multiple management levels.
- View win/loss ratios over time by sales team, product, territories, and other dimensions.
- Use pre-defined filters, calculated metrics, predictive scores, and rank to focus in on deals that reflect your company's strategy.
- Leverage workflow, dashboards, and collaboration tools to save time and decrease administrative costs.

Key features of the Anaplan platform

Open data integration with Anaplan HyperConnect powered by Informatica Cloud, APIs, and ETL services through MuleSoft, Dell Boomi, and SnapLogic.

Best-in-class **security and compliance**, with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.

Data and metadata management uses Business Map, which visually captures the relationships and interconnectedness between data and plans to help business users and IT administrators manage their planning landscape.

Lifecycle Management provides precision and control while streamlining the design, development, testing, and delivery of planning models and forecasting scenarios.

Application integration provides easy access between Anaplan and third-party apps. For example, **Tableau visualization and analytics**, driven by Anaplan data, enables informed decision-making. **DocuSign integration** enables users to send, track, and sign documents securely and efficiently.

The Anaplan logo, featuring the word "Anaplan" in a bold, dark blue sans-serif font. The letter "A" is stylized with a white triangle pointing to the right, creating a unique icon.