

Anaplan & Google Cloud share a joint mission to bring customers added intelligence, choice, and scalability to solve complex business problems and link business strategy to operational drivers and financial outcomes.

With Anaplan on Google Cloud, global enterprises can leverage Anaplan's in-memory Hyperblock® calculation engine on Google Cloud's global, high performance, scalable, and secure infrastructure, further accelerating digital transformation agendas.

Through our connected platforms, Anaplan & Google Cloud seek to break down the silos of cloud services and deliver intelligent & trusted insights that serve the business in driving timely action.



Customer success: Google Cloud

At Google, Anaplan has been a part of the planning and operations toolset since 2016. They use Anaplan to help inform decision-making across multiple business units, regions, and teams. Like many global organizations, this means they have a need to deliver Anaplan to many business users, at large scale. To help do so, they have deployed their Anaplan environment in the cloud, running on Google Cloud's global, highly-performant infrastructure.

Outcomes:

Running Anaplan on Google Cloud has enabled Google to expand their usage of Anaplan to additional teams and blend even more data from disparate sources into the Anaplan platform, yielding more insights. For instance, their global finance teams use Anaplan to effectively manage budgets, forecasting, and operational planning. Anaplan enables business users to rapidly and easily leverage data from across the Google organization, in a self-service manner, so they can quickly and collaboratively develop and evolve annual and multi-year plans and budgets.

Drive value with Anaplan on Google Cloud

• Accelerate digital transformation:

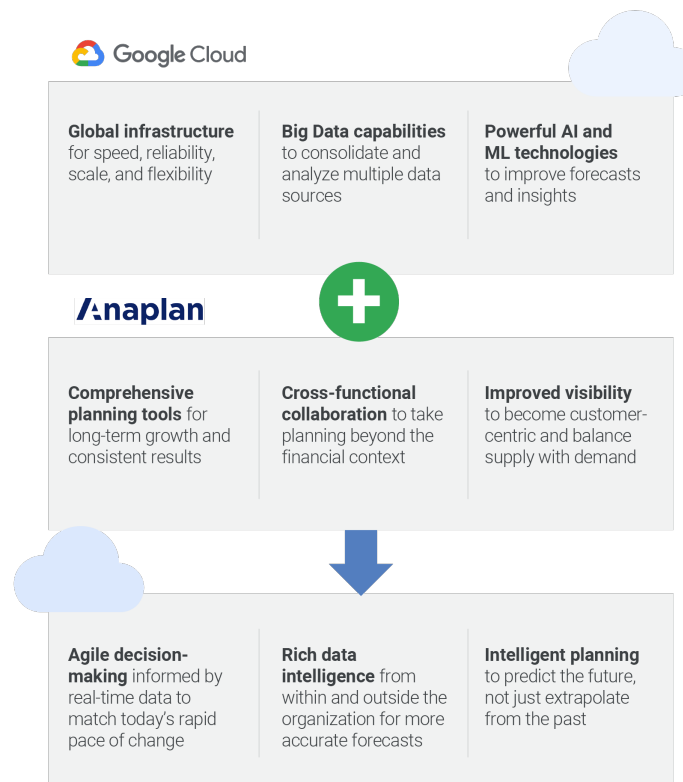
Speed journeys to the public cloud by simplifying consolidation and management within cloud for seamless integrations with Google Cloud and joint Anaplan-Google solutions.

• Expanded reach:

Optimize business planning at new locations and branches across the world with in-country model data storage.

• Enhanced elastic scale:

Transcend geographic barriers with data proximity to further enhance fast, performant access to Anaplan around the globe.



Scaling globally

Google Cloud gives Anaplan customers expanded worldwide reach through a scalable, elastic, and secure planning platform. The partnership enables complex, global organizations to access Google's public cloud infrastructure and run large models across geographies. With Anaplan on Google Cloud, customers can optimize business planning at new locations and branches across the world with in-country model data storage, further driving higher productivity, reduced latency and enhanced performance from anywhere across the globe.

Data insights at scale

Our customers are constantly generating data — sales, inventory, marketing response, customer sentiment — but they are consistently challenged in unlocking the signal from the noise. Through our connected platforms, customers have the flexibility to blend first- and third-party data using Google Cloud BigQuery and seamlessly integrate with Anaplan where the business can easily digest and put the data to work.

Business friendly AI/ML

Economic uncertainty and volatility have led leaders to rethink every aspect of their businesses, and in order to be effective, standing up AI/ML capabilities that empower the business to make smarter, faster, and more responsive decisions is essential. In fact, companies that use AI and ML execute 3x faster than those that don't.¹ By connecting highly-iterative scenario planning in Anaplan with Google Cloud's Vertex AI, our customers can move faster without the need for teams of data scientists and engineers.

Watch this [video](#) for more information about the Google Cloud and Anaplan partnership

Have questions or want to talk about how Anaplan + Google Cloud can improve your business?

Contact googlecloudsales@Anaplan.com

¹: Machine Learning: The New Proving Ground for Competitive Advantage by MIT in partnership with Google Cloud