

Google Cloud and Anaplan innovate to advance enterprise planning for brands and retailers.

Our partnership combines the strength of the Anaplan and Google Cloud platforms to deliver unprecedented enterprise-wide speed, intelligence, agility and flexibility to help retailers drive successful business outcomes by easily modeling the most complex scenarios and making better decisions faster.

Partnership benefits for global retailers

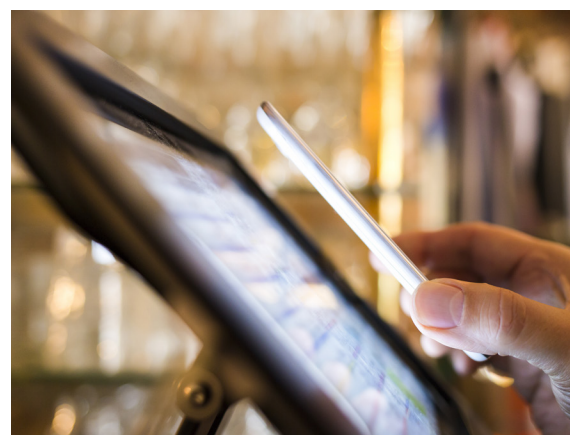
Google Cloud and Anaplan are bringing their combined technologies to bear on the challenges facing retail and consumer packaged goods (CPG) organizations today, such as the rapid pace of change, increasing consumer expectations, and supply chain uncertainty. The partnership also brings Anaplan's platform for enterprise planning and business performance to Google Cloud, giving retailers added intelligence, choice, and scalability to solve complex business problems and link business strategy to operational drivers and financial outcomes.

Companies require real-time intelligence to support fast, informed decision-making.

Retail brands face new planning challenges

Global retail and CPG brands are fundamentally changing the way they plan. With recent disruptions and uncertain market conditions, just extrapolating the past is no longer an option. Companies need to anticipate rapid shifts in demand, supply, sales channels, and customer sentiment to meet customer expectations and leapfrog the competition. This requires real-time intelligence into market changes to support fast, informed decision-making and response.

In order to transform from a product-based model into customer-centric organizations, retailers face steep operational and planning challenges. With a single, robust, cloud-based planning platform, Anaplan helps retailers connect all enterprise planning functions and processes so they can better understand and



of retailers say that planning is critically important

anticipate the unique needs of each consumer segment, and offer the right products to satisfy those needs.

There's no doubt that retailers value planning. In fact, 82% say it is critically important to their company.¹ At the same time, however, they're finding it difficult to extract value. A mere 12% of retailers put all of their plans into action, while 77% take weeks or longer to incorporate market changes into their plans — an unacceptable lag in today's fast-paced environment.

Anaplan and Google Cloud: A shared focus on retail

Google Cloud and Anaplan each have extensive features specifically tailored to help the retail and CPG industries meet these challenges with cutting-edge capabilities that complement and extend one another. Together, Google Cloud and Anaplan provide retail brands with the real-time insight into their business processes they need to anticipate market shifts, exceed customer expectations, and grow profitability.

Google Cloud

Global infrastructure
for speed, reliability,
scale, and flexibility

Big Data capabilities
to consolidate and
analyze multiple
data sources

**Powerful AI and
ML technologies**
to improve forecasts
and insights

**Comprehensive
planning tools** for
long-term growth
and consistent
results

**Cross-functional
collaboration** to take
planning beyond the
financial context

**Improved demand
visibility** to become
customer-centric
and balance supply
with demand

**Agile decision-
making** informed by
real-time data to
match today's rapid
pace of change

**Rich data
intelligence** from
within and outside
the organization
for more accurate
forecasts

**Intelligent demand
planning** to predict
the future, not just
extrapolate from
the past

Together, Google Cloud and Anaplan bring retail brands massive compute power to solve complex business problems; broad and deep intelligence that informs business strategy with rich data; advanced automation with AI and ML; and global reach and scalability — all on a single, highly available and fully managed cloud platform.

Customer success:

Leader in children's apparel

With 850 million units of short-lifecycle products en route to 30,000 retailers per year, every extra day in inventory meant dollars off the table for this children's clothing brand. With the help of Anaplan and Google Cloud, the company gained visibility into all products in a single view, removing eight days of inventory from the supply chain in the first year, reducing excess and inventory by 10-15% and saving \$25 million.

International fuel/ convenience store chain

Demand forecasting based on gut assumptions and disconnected processes weren't cutting it for this global fuel and convenience store chain. By moving to the cloud, the company can base supply decisions on an accurate 18-month rolling forecast, reducing distribution costs and lost sales due to stock-outs.



Enabling better data insights at scale

Retail brands are constantly generating data — sales, inventory, marketing response, customer sentiment — but are typically able to act only on a small portion of that data. While Anaplan removes data silos within the organization, Google Cloud allows customers to easily augment their information with external data as well, from supply chain partners, Google, syndicated data providers, and other sources.

With Anaplan and Google Cloud, customers have the flexibility to blend their first- and third-party data using Google Cloud BigQuery to get broader insights into their supply chain efficiency, sales performance, and more. For instance, a CPG company predicting demand at various retail locations can leverage additional real-time data such as weather, holidays, related purchase trends, and more to better model business drivers and improve forecast accuracy.



*decision execution by
companies using AI and ML*

Delivering AI and ML capabilities directly to decision-makers

Retail brands are applying AI and ML to make smarter, faster, and more responsive decisions. In fact, companies that use AI and ML execute 3x faster than those that don't.² But adopting AI in an impactful way is challenging. While 60% of retailers have more than 20 pilots in progress, fewer than 45% of these pilots are converted into full implementations. What's more, only 40% of full implementations are high-value use cases.³

Instead of this DIY approach, Google Cloud offers retailers proprietary ML models and public data such as weather forecasts. Google's Explainable AI and Looker BI tools make it easier for business planners to compare recommendations with forecasts based on previous approaches, understand influencing factors, and improve post-forecast evaluation. By connecting Anaplan scenario planning with Google Cloud's AI and ML tools, retailers can make accurate forecasts on a highly iterative basis and make them easily accessible to business users — without the need for teams of data scientists.

Scaling globally

Google Cloud gives Anaplan customers expanded worldwide reach. The partnership enables complex, global organizations to access Google's public cloud infrastructure and run large models across geographies. With Google Cloud, retailers can run even larger and more complex models in Anaplan, with vast amounts of data to gain insight in minutes rather than hours. What's more, Google Cloud's infrastructure can scale up or down as needed.

This global network also allows retailers to optimize business planning at new locations and branches across the world with in-country model data storage.

Facing the future with confidence

The Anaplan and Google Cloud partnership gives retailers and brands the ability to plan quickly and intelligently. Economic uncertainty and volatility have led retailers to rethink every aspect of their businesses. The need for a scalable, secure planning platform to analyze models at scale and deliver intelligent performance for enterprise-wide planning has never been more critical. Anaplan and Google Cloud are united in a mission to deliver value to customers, with tools that help them grow their businesses and give their own customers unforgettable experiences.

Watch this [video](#) for more information about the Google Cloud and Anaplan partnership, and [learn more](#) about retail planning with Anaplan's partnership with Google Cloud.

Have questions or want to talk about retail planning?

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¹ Research from The State of Connected Planning 2018. [Anaplan.com/SoCP](https://anaplan.com/SoCP)

² Machine Learning: The New Proving Ground for Competitive Advantage by MIT in partnership with Google Cloud

³ Google-commissioned global enterprise retail ITDM and BDM survey July 03-17, 2020. #=98. Data is not weighted, and therefore representative of the individuals surveyed. Graphic shows data for the Speciality/Department subset.