

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

With Anaplan on Google Cloud, global enterprises can leverage Anaplan's in-memory Hyperblock® calculation engine on Google's global, high performance, scalable, secure infrastructure, empowering businesses to: accelerate digital transformation with faster public cloud adoption and access to innovative Google-Anaplan solutions, expand business planning to locations across the globe with data residency, and drive productivity and performance with enhanced elastic scale.

Now more than ever **organizations need to be able to see around the corner and manage for unprecedented business problems real-time, with limited disruptions.**



Drive Value with Anaplan on Google Cloud

- **Accelerate Digital Transformation:** Speed journeys to the public cloud, simplifying consolidation and management to one cloud that provides seamless integrations with other Google Cloud technology and joint Anaplan-Google solutions.
- **Expanded Reach:** Empower new locations and branches across the world to optimize business planning with Anaplan while upholding data residency requirements for compliance with country-specific regulations.
- **Enhanced Elastic Scale:** Transcend geographic barriers with data proximity to further enhance fast and performant access to Anaplan around the globe.



Customer success:

Leader in children's apparel removes 8 days of inventory from supply chain

A leading marketer of young children's apparel in the United States and Canada approached Anaplan with an inventory challenge. With over 250,000 unique product SKUs, a product lifecycle of only three- to six-months, and an international expansion plans, the customer knew that they weren't going to be able to manage with their legacy processes and systems.

They preferred their forecasters to spend **time forecasting and evaluating the decisions** they make to buy inventory as opposed to running reports.

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.

OUTCOMES

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.**

"We've had a very good experience... I truly believe that they are looking out for us and want us to be successful."

Senior Director of Operations

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, companies 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 companies to meet data residency and sovereignty requirements that might exist in multiple jurisdictions.

Data insights at scale

Our customers 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.

Delivering AI and ML capabilities directly to decision-makers

Companies 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.

Facing the future with confidence

The Anaplan and Google Cloud partnership gives companies the ability to plan quickly and intelligently. Economic uncertainty and volatility have led leaders 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

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

Contact googlecloudsales@Anaplan.com

¹. ResearchfromTheStateofConnectedPlanning2018. 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.