

# Anaplan & Deloitte: Driving intelligent forecasting with PlanIQ™

APAC pharmaceutical company sees improved  
forecast accuracy and time to value with PlanIQ



## About Anaplan PlanIQ

Anaplan PlanIQ equips business users with the power of artificial intelligence (AI) and machine learning (ML) so they can independently run forecasts, pinpoint new insights, and make the right decisions to optimize outcomes.

Users can leverage AI and ML to train their forecast models. They can easily select the Anaplan module data that is trained, and then train automatically with Anaplan Auto ML or manually with a prebuilt selection of algorithms. PlanIQ forecasting can also be baked into existing processes, scheduled to align with forecasting cycles, or performed ad-hoc as needed.

With PlanIQ, customers have seen improvements compared to prior forecasting solutions. It helps improve forecast accuracy by leveraging more historical and external data, delivers quick time to value as an end-to-end managed service, makes the process more accessible to a wider set of users, and allows users to expand new use cases over time.

## About Deloitte

The Australian partnership of Deloitte Touche Tohmatsu is a member of Deloitte Asia Pacific Limited and the Deloitte organization. As one of Australia's leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, risk advisory, and financial advisory services through approximately 8,000 people across the country. Focused on the creation of value and growth, it's dedicated to helping clients excel.

Using the latest technologies and a diverse team with a broad range of expertise, Deloitte helps clients innovate and transform their business. The team conducts insight-driven organization workshops, proof of concepts, strategy development, end-to-end data engineering, and data science product implementation for clients.

As an Anaplan partner, Deloitte helps deploy PlanIQ in customer environments and helps support their Connected Planning journeys. Deloitte and Anaplan worked together to improve a pharmaceutical company's forecasting process with PlanIQ.

## Key benefits of PlanIQ



### Accurate

Improve predictions continuously by leveraging new and existing data



### Accessible

Democratize ML-based forecasting for business users with easy configuration and analysis



### Scalable

Easily scale across use-cases and datasets enabling data driven growth for your business

## Deloitte deployment of PlanIQ

Deloitte Australia has been a trusted Anaplan partner since 2014. The Deloitte team was one of the first Anaplan partners to begin adopting and implementing PlanIQ for customers.

One of Deloitte's clients, a large global pharmaceutical company, was facing some challenges in their existing manual forecasting process, and was looking to integrate artificial intelligence (AI) and machine learning (ML) capabilities into their forecasting process.

Their existing demand forecasting of prescription pharmaceutical products was a driver-based process, making it difficult and time consuming to predict the number of people who would need a certain drug. Markets in APAC are typically highly regulated in terms of prices and the inability to directly market to consumers. This means inaccurate forecasts can lead to significant missed opportunity costs or slower investment in typically long-term initiatives.

With their long-range forecasts generated every six months, it required three months to build and run across these forecasts across APAC. Any changes required up to eight extra weeks of preparation and would delay execution.

Deloitte forecasted a horizon of 12 months on a small subset of 10+ SKU-treatment phase combinations for the client in one market in APAC, leveraging up to 10 years of historical data. The end-to-end process from setting up the model on Anaplan to visualizing the forecasts generated by PlanIQ took less than five days. The simple user interface and minimal configurations required generated highly accurate forecasts in a relatively short amount of time.

### Simplified, accurate forecasting with PlanIQ

- PlanIQ is easy to use and new users can be quickly onboarded
- Fewer integration or additional orchestration tools and skills required to combine ML capability into the planning process than prior solution
- PlanIQ-driven forecasts outperformed the customer's existing process
- Active engagement and support with onboarding from Anaplan

## PlanIQ ease of use drives value

PlanIQ yielded better predictions than the company's existing manual process for about 75% of the SKU-treatment phase combinations by 2-16%, which demonstrated more than \$7 million dollars of under or overestimated forecasts for the three prioritized brands that were forecasted.

Key advantages of PlanIQ over alternative AI/ML solutions include:

- Quick, easy setup delivers faster time to value, allowing users to leverage historical first-party data, as well as related metadata and external data
- Generate forecasts in a simple, three step process via an intuitive wizard-like user interface
- Empower business users by demystifying access to intelligent and predictive forecasting



**There is potential to make automated forecasting accessible to business users (e.g., marketing/sales functions in a company), that can be unlocked through PlanIQ.**

**The future of planning is frictionless, more automated, and more granular, allowing the business to be more predictable in terms of delivering business outcome."**

**Thierry Lotrian**  
Deloitte

## Conclusion

PlanIQ delivers embedded predictive forecasting all within Anaplan. Its ability to leverage both internal and external data equips users with the insights they need to make better, faster decisions. Please contact Anaplan or Deloitte for a quick demo and read the [PlanIQ solution brief](#) to learn more.

For more information on Anaplan and Deloitte, visit: [Anaplan.com](https://www.anaplan.com) and [Anaplan.com/partners/deloitte](https://www.anaplan.com/partners/deloitte)



## About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,400 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](https://www.anaplan.com)

