



# Anaplan and Fidenda: Optimize strategic investments

Media company improves data-driven investments with Optimizer

## Anaplan Optimizer overview

Businesses have complex planning challenges that require trade-offs to make optimal decisions. Understanding and calculating each possible outcome is extremely time consuming and, in many cases, impossible. Anaplan Optimizer intelligently identifies the right combinations to produce the best-fit solution for the company.

Using the no-code user interface (UI) and model data, customers can add unlimited constraints to Optimizer and set the objective for the problem. Optimizer runs through millions of scenarios to find the best-fit solution to the problem and delivers the results within Anaplan ready to be incorporated into plans.

With Optimizer, customers can find optimal solutions that were often impossible to uncover manually. Optimizer reduces the time and number of people involved in finding the solution and improves the efficiency of planning, helping customers make better decisions, faster.

## About Fidenda

Fidenda is a UK-based professional services firm that helps customers transform their business processes with Anaplan.

With expert knowledge and experience across a wide range of industries, Fidenda helps customers from an early stage to identify the benefits from re-designing and innovating their planning processes in Anaplan. This is achieved through a mixture of workshops and proofs of concept to bring the solution to life. The team helps customers through the process of creating an investment case built on a sound project plan and set of defined benefits.

As a trusted Anaplan partner, Fidenda brings considerable expertise both in Anaplan and connected technologies to deliver robust and functional products. The team's collaborative approach to deploying Anaplan results in high end-user adoption and scalable models that can be maintained in-house.

## Key benefits of Optimizer



### FAST

Improve time to decision by leveraging one of the fastest optimization engines on the market



### EFFICIENT

Easily build out optimization solutions without code, using existing model constructs and a simple UI interface



### OPTIMAL

Incorporate unlimited constraints of complex problems to find the optimal solution for specific business goals

## Fidenda implementation of Optimizer

Fidenda has been a trusted Anaplan partner since 2017 and was one of the first partners to begin implementing Optimizer for customers.

One of Fidenda's clients, a large global media organization, was experiencing challenges with their content investment process and wanted a more sophisticated solution.

Since the prior solution was spreadsheet based, relying on manual processes, it was nearly impossible to quickly analyze the impact of a scenario based on a variety of factors. The team found it ineffective in helping them make the best choices around their investments.

The investment board needed to understand the impact of a variety of investment scenarios across multiple factors including portfolio mix, strategic imperatives, and return on investment (ROI)—something the manual solution could not support. For a media organization where content is king, making investment decisions on partial analysis could decrease return on capital employed (ROCE), potentially impacting their competitive advantage.

Fidenda worked with the customer to convert them from a manual, spreadsheet-based investment process to data-driven decision-making with Anaplan. The end-to-end project from initial design workshops to visualizing the analysis generated in Anaplan took only eight weeks. The scenario modelling functionality within Optimizer means that analyses can happen live during meetings where senior stakeholders want to test different scenarios. Previously, the content investment analyst would have to take the scenarios and questions that arise during the meeting and spend two additional days preparing the same analysis within spreadsheets to present back to the senior stakeholders.

## Fast time to value, more confident decisions

Fidenda implemented a content investment solution, powered by Optimizer, that now allows the customer to capture all existing portfolio information as well as investment case information. Optimizer has maximized their time to value while guiding them to the ideal decision, faster.

Optimizer helps them quickly simulate different scenarios in terms of distribution and investment models. It also suggests investment decisions that optimized different objectives such as ROI or strategic fit, while observing constraints such as maximum investment and amount of content per genre.

Now, any questions that arise during investment board meetings can be answered in real time by running Optimizer for the new scenario. In addition to improved efficiencies, Optimizer has improved the confidence in the decisions made and has delivered an understanding that capital is being employed as effectively as possible.

## Data-driven decision making with Optimizer

- Optimizer automatically generates the best-fit solution to a business decision where numerous constraints need to be observed.
- As part of the Anaplan platform, Optimizer can be deployed seamlessly into any existing use case.
- Analysts save days of manual effort previously spent each month performing ad hoc analyses in spreadsheets.
- Business decisions can be made during meetings, not days after them, with Optimizer providing the robust analysis that senior stakeholders need to answer questions immediately.



Anaplan Optimizer has the potential to remove human error and effort when deciding on how to deploy an organization's assets most effectively.

When looking to achieve the goal of Connected Planning, organizations should consider this an essential component.

*Tristan Colgate, Managing Director, Fidenda*

If you'd like to try out Optimizer for yourself, why not play Fidenda's *Beat the Optimizer*.

Email [optimizer@fidenda.com](mailto:optimizer@fidenda.com) to arrange your personalised session.