

# Transforming enterprise planning for technology

Navigate complexity, gain clarity,  
and drive faster innovation



## Rethinking planning for confident decision-making

In a world of constant market shifts and relentless innovation, technology companies must adapt quickly—or risk falling behind. Yet traditional planning methods can't keep pace. When plans and execution are misaligned, the fallout is felt in missed opportunities, inefficiencies, and financial setbacks.

Every strategic shift—whether in finance, sales, marketing, operations, or HR—demands speed and coordination. But fragmented systems, siloed

teams, and outdated processes make it difficult to pivot with confidence.

To stay competitive, tech companies need dynamic, enterprise-wide planning that breaks down silos, integrates AI-driven insights, and supports fast, informed decisions. With the right platform—like Anaplan—disruption becomes a catalyst for innovation and growth.



## Unlocking enterprise-wide agility and intelligence with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis, transforming data into actionable insights for real-time, optimized decision-making. We foster agility across your enterprise, enabling faster, smarter decisions so you can:



**Activate your business** by making data and systems work more efficiently.



**Accelerate planning and execution** to move faster and adapt to change.



**Connect teams** across your organization to eliminate silos and improve alignment.



**Optimize decision-making** by empowering teams with better insights.

Unlike traditional planning tools, Anaplan empowers organizations with dynamic modeling, real-time adjustments, and scenario testing — enabling flexible, enterprise-wide plans that adapt quickly to change. Our centralized planning environment provides a single source of truth, ensuring seamless collaboration and more effective decision-making.

With Anaplan, you gain speed, agility, and precision — turning planning into a competitive advantage by aligning strategy with execution across every business function.

## FINANCE

### Gain transparency of growth drivers, risk, and financial health

Operating in fast-paced, capital-intensive environments requires agility—but legacy tools and siloed data often slow decision-making.

**Anaplan for Finance** provides a connected, AI-powered planning engine to optimize spend, reallocate resources quickly, and scale with precision as conditions change.

- Improve data transparency and trust for real-time decision-making.
- Automate financial close and consolidation to accelerate reporting.
- Optimize budgeting and forecasting to fuel innovation and growth.

- Identify key trends to prioritize strategic investments.
- Connect financial and operational plans to improve agility.



## HR AND WORKFORCE

### Close talent gaps, mitigate risks, and future-proof your workforce

Talent is a key growth driver—but rapid shifts in demand, hybrid work models, and skills shortages make workforce planning increasingly complex.

**Anaplan for HR and Workforce** delivers real-time visibility into workforce capacity, helping close talent gaps, manage costs, and align people strategy with growth.

- Increase planning speed and accuracy with real-time workforce insights.
- Automate manual processes to improve efficiency and reduce overhead.
- Model workforce scenarios to optimize costs and maximize productivity.

- Use predictive insights to anticipate talent needs and minimize gaps.
- Align hiring, retention, and upskilling strategies with business goals.





## SALES AND MARKETING

### Outpace the competition with strategic go-to-market planning

There's constant pressure to accelerate revenue growth—but misaligned go-to-market (GTM) strategies and static plans create missed opportunities.

**Anaplan for Sales and Marketing** connects planning across sales, marketing, and revenue teams to enable faster pivots and smarter investments that drive measurable growth.

- Gain real-time transparency into sales and pipeline data for better forecasting.
- Automate GTM planning processes to move from strategy to execution faster.
- Optimize sales capacity, territories, and resources for efficiency and growth.
- Use AI-powered insights to refine GTM strategies and maximize ROI.
- Break down silos between sales, marketing, and finance to drive alignment.

## SUPPLY CHAIN

### Balance demand and supply with real-time precision

Demand volatility, product complexity, and rapid innovation cycles challenge even the most advanced supply chains—while disconnected systems limit visibility and control.

**Anaplan for Supply Chain** synchronizes planning to respond quickly to disruption and optimize inventory, cost, and service levels.

- Achieve end-to-end visibility across supply chain, sales, and finance.
- Automate planning workflows to improve speed, accuracy, and efficiency.
- Unify data from multiple systems for smarter, faster decision-making.
- Leverage AI-driven insights to predict demand and prevent disruptions.
- Align supply chain strategy with business growth and profitability goals.



## From insight to impact: Modern planning that drives results

Leading technology companies trust Anaplan to plan and execute with greater speed, accuracy, and agility. By connecting strategy to execution across the enterprise, they stay ahead in a fast-changing market.

### SUCCESS STORY:

Autodesk accelerated revenue forecasting with **80% faster forecast roll-ups** and rapidly recalibrating plans with intelligent forecasts.



### SUCCESS STORY:

LinkedIn doubled sales planning frequency for greater agility and **accelerated territory planning by 75%** to deploy sellers faster.



### SUCCESS STORY:

Outreach **saved countless hours** on vendor spend analysis to control OpEx and gained granular visibility to manage budgets effectively.



### SUCCESS STORY:

Sonos reduced spreadsheet integration time **from 70% to just 10%** and cut demand-change execution from two weeks to one day.



Contact us today to explore how to transform your enterprise planning.

### 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 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

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

