

Anaplan

Total Economic Impact™ of Anaplan

FORRESTER®

324% ROI

over a 3-year
period

Adding up the benefits of Connected Planning

Through customer interviews, data collection, and financial analysis, Forrester concluded that the Anaplan platform delivers the following Total Economic Impact™ (TEI) over a 3-year period.

\$21,441,668
Total benefits

\$16,387,576
Net present value

<6 month payback period

\$5,054,092
Total costs



Study based on a company profile of:
\$30B Revenues • USA HQ, Global • 75,000 Employees • Center of Excellence

FINANCE

50%

FP&A efficiency improvements for aggregation and forecasting

SALES



2x

faster sales pipeline consolidation and forecasting

IT

95%

reduction in time spent by IT, when updating existing models

SUPPLY CHAIN

40%

increase in demand planning productivity

15%

reduction in inventory value due to increased demand plan accuracy

HR/WORKFORCE



0.25%
by year 3

optimization of headcount from efficient workforce management



\$3.6M

IT costs avoided, when creating new models

Due to Anaplan's self-service component



ADMIN/SALES

1.5%
by year 3

improvement in SG&A cost ratio through improved visibility, spend optimization and cost reduction

Some results can't be measured in numbers—customers share Anaplan's qualitative impact

Accuracy

"Our demand planning accuracy has improved significantly... If you look at the last six months, we've seen a significant improvement in our accuracy, and effectively we've halved the inaccuracy. And a lot of it is really driven by having the visibility."

- Senior Finance Director,
Consumer Packaged Goods

Consistency

"The real benefit that we've seen is the consistent definitions of master data. Getting to a single definition so that when we roll up numbers, we understand the meanings and we can know what to do with them."

- Finance Director, Technology

Process Enabler

"Anaplan is really an enabler as we added significant process changes... I think Anaplan's flexibility has allowed us to really build and change the processes quicker than with other systems... I think with Anaplan, its usability as its speed to build allows you to embed those changes quicker."

- Senior Finance Director,
Consumer Packaged Goods