The Anaplan platform explained

Isolated point solutions and standalone spreadsheets are yesterday's solutions for planning across departments. Today, the Anaplan platform delivers a single real-time, cloud-based environment that can help you accurately plan and optimize, quickly respond to change as a department or organization, and seamlessly align across the entire business to meet business objectives

To enable businesses to be proactive, nimble, flexible, and collaborative, the Anaplan platform combines five elements for success: *versatility*, *scale*, *connection*, *foresight*, and *self-service*.

Enable real-time enterprise planning and action

Leverage patented in-memory, Java-based Hyperblock™ technology on a multitenant cloud platform for advanced decision-making without compromising speed. You get:

- **Versatility** through the world's most powerful modeling engine.
- **Scale** for granularity of insight to help you predict and optimize analytics, reporting, and planning.
- The power to **connect** plans and collaborate seamlessly across the entire business.
- **Foresight** using predictive analytics and "what-if" scenarios.
- **Self-service** capabilities to build and manage your own models on a single source of planning truth.

Drive integrated planning across the company

Plan and manage performance for any area of the business—from Sales and Finance, to Supply Chain—all connected in real time

Simplify data integration efforts

Select from a variety of data integration options to consolidate planning data in one place on a cloud-based platform.

Key benefits

- Solve any planning challenges across the business with business user–owned models.
- Get granular insights, drive growth, and monitor real-time metrics to pivot quickly. Stay aligned to changing market conditions with Anaplan's flexible modeling engine.
- View plans across the business at aggregate and detailed levels. Compare different dimensions of your business in real time.
- Reduce costs and risks by eliminating spreadsheets and consolidating redundant planning systems.
- Increase accuracy of decisions and improve business outcomes leveraging predictive analytics and "what-if" scenario analysis.
- Easily consolidate data. Business owners can streamline data integration by linking models and plans.
- Leverage pre-built apps to expedite planning and increase time to value.

"We liked that we could broaden the use of a successful platform already implemented within the company. And we quickly realized the agility that Anaplan had compared to its competitors."

Benefits

- Easy implementation and rollout across the enterprise, leading to self-sufficient business owners and greater IT consistency and governance.
- Native collaboration means faster user adoption to become self-sufficient and build models independently.
- 100% business self-service so you can own, connect, and synchronize various parts of the business using large volumes of data in Anaplan models.

Key features

One platform to drive integrated business planning

Leverage one common platform for integrated planning and reporting with apps and processes across all lines of business, including Finance, Sales, Supply Chain and Operations, Marketing, HR, and IT. Ensure high adoption and planning automation as you roll out new apps in a real-time, cloud-based environment for all business needs.

Multiple data integration options to centralize data

Save time and effort when you leverage one cloud-based platform to align data across your planning landscape. Centralize your planning data from transactional source systems in an Anaplan data hub model for use throughout all Anaplan apps. Choose from a variety of integration options, including:

- Self-service data import and export
- Native integration with Salesforce.com
- Pre-built ETL connectors to Informatica, MuleSoft, SnapLogic, and Boomi for hundreds of data sources, including Workday, NetSuite, Oracle, and SAP
- Custom integration using Anaplan REST-API

Real-time reporting and dashboards for visual insight

Quickly assess the health of your business with role-based, built-in dashboards and analytics for at-a-glance insight (e.g., charts, graphs, maps, waterfall, and more). Complete financial reporting (P&L, balance sheet, cash flow) across plans, actuals, and forecasts for real-time, integrated reporting. Pivot reports by any dimension (time, geography, product) for custom views on-the-fly.

Dynamic time, versions, hierarchies, and scenarios

Instantly cascade strategic plans by key dimensions to align plan, budget, and forecast. Compare multiple versions with centralized control for consistent versioning company-wide. Make smart business decisions using unlimited scenarios for proactive comparative insight. Leverage built-in multi-

dimensional planning intelligence, including time, versions, unlimited hierarchies, user-defined formulas, and master data. Examples include:

- **Financial planning:** Leverage unlimited scenario planning to evaluate and compare impact before finalizing strategy. Cascade plans top-down by key dimensions, and build budgets with bottom-up detail to improve collaboration, reduce iterations, and align plan, budget, and forecast.
- **Financial consolidations**: Support multiple entity, account structures, consolidation versions, and currencies. Manage and reconcile IFRS, U.S. GAAP, and any other GAAP.
- **Sales:** Calculate complex sales incentive plans, manage equitable sales territories, and predict future sales results across complex sales hierarchies (e.g., geographies, accounts, customers, etc.) at any level of granularity.
- **Supply chain:** Manage your S&OP processes, demand forecasts, and supply plans on a single platform, utilizing any time dimension—quarterly, monthly, or even daily. Build scenarios on plans and master data to simulate adding products, changing sources, and new routings.
- **Human resources:** Govern the workforce planning process with policies, budget versioning, role-based access control, and built-in audit trails.
- **Marketing:** Easily transfer budget across your organizational hierarchy to deploy funds to high-performing campaigns. Utilize a comprehensive campaign hierarchy with roll-up capacity for resources, budget, spend, and results for all marketing activities within the business.

Self-service UI for modeling, analysis, and "what-ifs"

Enable end users to easily create and modify complex models and "what-if" scenarios on the fly that answer complicated quantitative questions and span multiple areas of the business. Create simple, real-language formulas—no coding required. Drag-and-drop hierarchy changes with immediate effect, with no dependence or burden on IT.

Scalability provides granularity of insight

Only Anaplan offers scalable in-memory technology able to handle tens of billions of cells in one model and recalculate a billion numbers in less than a second.

Pre-built apps designed for business users

Activate a purpose-built app, with built-in best practices, with one click in the App Hub. No technical knowledge and skills required to implement, deploy, or tailor an app.

Security and compliance

Single, highly available, continuously monitored, secure cloud platform and infrastructure. Role-based access control and user management and single sign-on support with SAML 2.0 compliance. Disaster recovery and full data encryption. ISO 27k certified and/or SOC audited facility data centers. Testing and auditing of security and confidentiality practices. SOC 1 Type 2 compliance, annual third-party penetration tests, and on-going vulnerability scans.

Anaplan for Platform

Key benefits at a glance

Modeling differentiators	Benefits
Flexibility to model any use case	Build more accurate models of any planning and performance management process for finance, sales, supply chain, workforce, or IT, from strategic to operational levels. Includes time series and order/opportunity modeling and complex KPIs.
Integrate planning across all use cases	Integrate plans across all use cases in real time, avoiding transfer of data from point applications and spreadsheets. Enable integrated business planning at strategic and operational levels.
Real-time model adjustments	View and validate impact of modeling assumptions on plans and KPIs in real time.
Excel® formula-like calculation definitions	Define business rules and calculations without using technical expressions, scripting, or coding
Real-time hierarchy management	Allow business users to change hierarchy definitions in real time, using drag-and-drop functionality.
Real-time "what-if" scenarios on plans and master data	Create scenarios on-the-fly to test assumptions and optimize projected outcomes. Allow changes to scenarios based on master data in real time (e.g., new products, customers, new hierarchy definitions). Leverage predictive analytics for additional foresight into your business performance.
Model change history	Understand and audit changes to your models and revert back to older model versions.
Data change history	Understand changes and change drivers to your plans. Provide transparency to cross-functional planning.

User interface differentiators	Benefits
Immediately render plan and model changes to all views	Understand impact of plan, master data, and model changes in real time without additional clicks.
Combined planning, reporting, and analytics	Simplified user experience allows planning and analysis (and master data maintenance) to occur simultaneously on the same view. Reduced training time.
Interactive pivoting for planning and reporting	Allow business users to pivot their views for planning, reporting, and dashboarding for analysis and planning at multiple levels. Avoid redefining multiple sets of views.
Single, consistent business user-friendly UI	Simplified user experience and reduced training time with one UI for planning, modeling, and administration. Allow business users to entirely own and maintain the application.

Application management differentiators	Benefits
App building	Enable business users to turn models into apps without coding, including dashboards, reports, and models.
App Hub	Download, publish, and exchange apps to speed up implementation and sharing of best practices.

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