



## Anaplan for Supply Chain

### Empowering value-based decision-making in supply chain management

The modern supply chain is fast-paced, dynamic, and changes by the minute—supply chain leaders can't make good decisions in a data vacuum. To excel in today's environment, leaders must make timely, value-based decisions, responding quickly to shifts in demand and customer needs. When value is king, margins are optimized and profit is maximized.

The Anaplan for Supply Chain solution, offered on the Anaplan cloud-native platform, takes a holistic approach to supply chain management by enabling real-time visibility across the network, creating the ability to sense and drive demand, and facilitating a dynamic, collaborative sales and operations planning (S&OP) process. The results speak for themselves: Forecasts improve, information walls break down, and connections are built. Achieving business goals becomes the rule instead of the exception.

### Planning is king for supply chain success

More than ever, solid planning is essential for business success. In Anaplan's first global survey on planning, "The State of Connected Planning," Anaplan surveyed over 1,000 planning professionals across numerous business functions in 45 countries and 18 industries to uncover leading planning trends. Respondents from the supply chain field reinforced this core truth: Planning is more important than ever.

In the survey, 91 percent of supply chain professionals said that planning is critically important to their company. Seventy-three percent said that planning directly impacts customer satisfaction, and 79 percent said that planning is critically important to enhancing revenue.

Even so, the surveyed companies face multiple challenges in their quest for effective planning in a highly competitive market. Plans are disconnected, technology is outdated, and it takes too long to incorporate market changes into plans. Forty percent

of the supply chain professionals surveyed said that they put half or fewer of their plans into action, and 75 percent reported they take weeks or longer to incorporate market changes into their plans. Sixty-six percent of supply chain professionals surveyed said they could improve their planning processes and 46 percent said that they needed better technology to support their planning.

Speed is essential. Market demand changes by the minute and your supply chain plans must adjust quickly to respond. Collaborative, value-based supply chain management has never been more important.

What's the answer to overcoming obstacles and turning your supply chain into an industry leader? It's simple; there's a better way to plan. It's time to take your planning from static and disconnected to dynamic, collaborative, and intelligent. It's time for Anaplan for Supply Chain.

## Anaplan for supply planning: Supply for every demand

When you use the Anaplan platform for supply planning, you can say goodbye to static, linear decision-making and hello to a dynamic process. Complex decisions are simplified with real-time, end-to-end visibility, scenario planning, and Anaplan's powerful optimization engine. When all relevant plans come together across sales, marketing, finance, and products, leaders work in harmony to achieve business goals.

At the core of business success is this simple yet elusive formula: Supply should meet demand. Despite its simplicity, solving that formula isn't always easy. The Anaplan platform provides the ability to more effectively collaborate with all relevant parties, including customers, suppliers, and other network partners. Anaplan for supply planning provides real-time, end-to-end visibility and "what-if" scenario planning to ensure an accurate supply forecast across the entire network.

**“Our partnership with Anaplan has transformed the way we plan and forecast, supporting our customer network across the country to ensure that they continue to have the right product in the right place at the right time.”**

SENIOR MANAGER OF  
LOGISTICS EXCELLENCE,  
TARMAC

### Optimization made easy

**Inventory optimization** and **supply network optimization** are two key areas where Anaplan truly shines in supply planning. The core issue of inventory optimization is knowing where to store inventory along the supply chain to lower prices and increase efficiency. The Anaplan platform, with the Optimizer engine, makes those decisions easy. Optimizer brings all variables into the equation, including service levels, lead time, changes in demand, customer commitments, and supply reliability to show supply chain professionals exactly how much inventory to have at each location to meet the customer's required service levels.

The core issue of supply network optimization is meeting global demand in the most efficient way possible, with thousands of SKUs, production facilities, factories, and distribution centers to factor into their decisions. The Anaplan platform, with the Optimizer engine, makes it easy to fulfill global demand in the most efficient and profitable way possible, leading to lower waste, better service levels, and happier customers.

## Anaplan for demand planning: Making decisions at the speed of business

Today's market can shift in a matter of minutes. Demand planners have to be ready to adjust their plans when the moment strikes. What if a celebrity is seen wearing your brand and demand for the item spikes within a few minutes? Are you confident that you'll be able to adjust your plans to meet demand and make decisions at the speed of business?

Anaplan for demand planning enables supply chain leaders to sense and drive demand instead of merely reacting to the market. With a cloud-based planning platform, a clear view of relevant internal and external factors is incorporated into the demand forecast so organizations can steer clear of stock-outs, excess inventory, and wasted capital. Rather than making decisions based solely on historical data, planners can make informed decisions at the speed of business.

**“It used to take us five days to react to demand changes. Now, with Anaplan, it takes us less than five minutes to come up with the necessary changes in production.”**

RK DEL ROSARIO, SUPPLY CHAIN PLANNING MANAGER, DEL MONTE

### Promotions and new products simplified

Anaplan for demand planning makes a huge difference for **trade promotion planning** and **new product introduction**. With trade promotion planning, the Anaplan platform makes it easy to manage promotion budgets, plan collaboratively at both the aggregate and detail levels, and add promotions, campaigns, and products as your plans evolve. With the Anaplan platform, promotion planners have the flexibility to adjust models and calculations as the market changes.

When it comes to **new product introduction**, Anaplan for demand planning enables planners to seamlessly collaborate with customers and distributors to create accurate demand forecasts and budgets for new product launches. New product launches become a collaborative effort by unifying information from key stakeholders in marketing, sales, operations, and supply chain.



## Anaplan for S&OP: Dynamic, value-based, collaborative

Sales and operations planning (S&OP) provides a prime opportunity to apply the power of the Anaplan platform. S&OP is a monthly integrated business management process that empowers leadership to focus on key supply chain drivers, including sales, marketing, demand management, production, inventory management, and new product introduction.

When executives are faced with complex, high-impact decisions in the S&OP process, they can't afford to use inconsistent or unreliable data to make key business plans and they need to focus on value-based decision-making. A few years ago, the slow, spreadsheet-driven method of S&OP may have sufficed, but amid the complexity, intricacy, and disparity of data today, it's utterly inadequate.

With Anaplan, S&OP is unified across all relevant business units into one cloud-based connected platform. When plans and data from sales, finance, product, marketing, and supply chain work in sync, executives can make better-informed decisions that maximize profitability.

To learn more, visit us at  
[anaplan.com/supply-chain](https://anaplan.com/supply-chain)

## Scenario planning: The power to ask “what if?”

Although it's key to many areas of supply chain planning, **scenario planning** is especially important to the S&OP process, and the ability to ask “what if” in the S&OP process is powerful using the Anaplan platform. The Anaplan platform can run a variety of scenarios, from more tactical “what-if” questions to long-term scenarios. In the end, the objective remains the same: to reduce risk and understand the pros and cons of a wide range of adjustments.

For example, you can run simple scenarios, such as inventory or workforce re-balancing, and more complex scenarios, such as onboarding a new supplier. In each case, Anaplan's S&OP capabilities make it possible for supply chain, finance, and any other relevant plans to be linked so that the impact of decisions on every part of the business is clear.

“We brought in Anaplan as a planning solution. But it's evolved into a decision-making solution.”

SID POWAR, SENIOR  
MANAGER OF SUPPLY  
PLANNING & INVENTORY  
CONTROL, DISH NETWORK

The Anaplan for Supply Chain solution makes it possible to make value-based, collaborative decisions at the speed of business. No more siloed, disconnected decision-making or fights over inconsistent data and insufficient technology. When decisions are based on real data, profits go up, efficiency is maximized, and the positive effects spread across the business. With Anaplan, supply chain professionals can bring this business-transforming truth to life: There's a better way to plan.