

IDC MarketScape: Worldwide Supply Chain Planning Overall 2024 Vendor Assessment

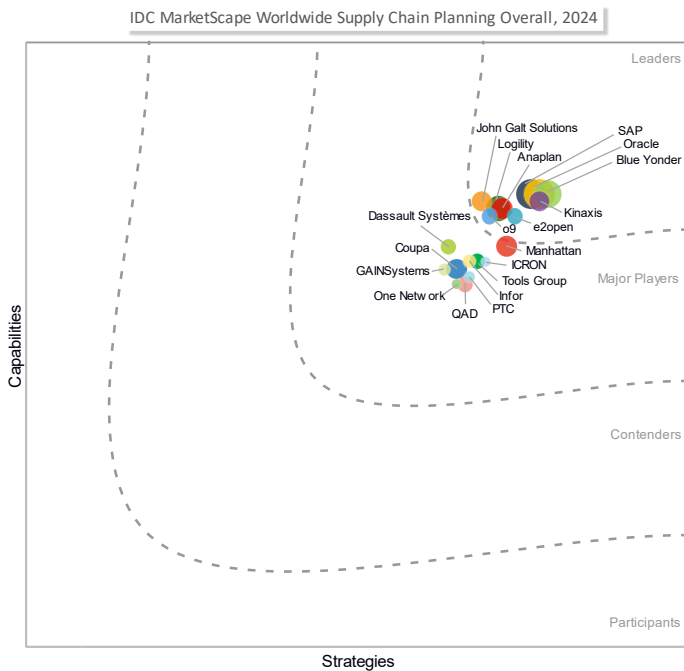
Eric Thompson

THIS IDC MARKETSCAPE EXCERPT FEATURES ANAPLAN AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Supply Chain Planning Overall Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Supply Chain Planning Overall 2024 Vendor Assessment (Doc # US526946241). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

The supply chain, whether you are a manufacturer, retailer, or wholesaler, is a critical function for companies to realize their business aspirations. Issues faced by supply chains over the past five years of recurring global/regional disruption have reinforced that if the supply chain doesn't work, the business doesn't work. Indeed, modern supply chain capabilities can enable more efficient and effective business approaches to better handle challenges and disruptions and support new business models that translate directly to business performance that is tangible and measurable. In IDC's 2024 *Supply Chain Survey*, one of the more persistent and problematic gaps identified by supply chain practitioners was that *a lack of digital competencies limits the ability to transition the supply chain to new business models*. At IDC, we have noted in the past that the most successful businesses have transitioned the supply chain from one that is a "cost center" to one that is an "opportunity center."

The role of supply chain planning (SCP) is critical to the overall performance of the supply chain. IDC has long evangelized the notion of a singular, integrated supply chain planning facility, which we view as central to an intelligent digital supply chain evolution, but it is also now much more than that, with necessary connections to product design, manufacturing, and supply chain execution. Integrated business planning is the holistic business process that connects all the various planning functions across the supply chain, including demand planning, supply planning, inventory optimization, and sales and operations planning (S&OP).

This document covers key vendors offering supply chain planning applications and capabilities in support of all industries. Indeed, there are numerous vendors offering supply chain planning to this market, and we would judge the space to be generally mature. This does not mean that there is no innovation, rather that the foundational capabilities necessary for a competent supply chain planning tool are now table stakes.

Supply chain planning has become both central and critical to the success of a resilient supply chain. This study assesses the capability and business strategy of 19 key vendors with broad competencies and experience in supply chain planning. This evaluation is based on a comprehensive framework and set of parameters expected to be conducive

to success in providing organizations with insight into supply chain planning tools. Key findings include:

- Ever-increasing complexity in the supply chain has made planning more difficult, and the need for a competent supply chain planning system is central to the success of the broader supply chain.
- Each vendor included in this IDC MarketScape offers and has displayed demonstrable competency in the field of supply planning, and IDC would not hesitate to recommend any of them in the evaluation process.

This IDC MarketScape is a starting point for companies that are considering purchasing a supply chain planning application either for the first time or as a replacement for something they already own. The vendors included represent a “short list” — a way to winnow down the long list of service providers, both big and small, in the marketplace. It does not replace the due diligence that companies must then do to evaluate which vendor is the right fit for their particular needs and circumstances.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

Each of the 19 vendors included in this document meet this requirement with the following criteria to guide inclusion:

- Vendors must have a global presence — engagements in at least two major geographic regions.
- Vendors must have supply chain planning breadth (demand planning, supply planning, S&OP, inventory optimization).
- Vendors must have been offering supply chain planning tools for at least five years.
- Vendors must have at least 10 referenceable client engagements.

Although overall revenue is not an inclusion/exclusion criterion, it is a component of evaluation as a measure of the ability for a vendor to scale. The supply chain planning application space has a long tail with hundreds of companies offering capabilities. For the purposes of this document, we have focused on those that we deem to be notable with all falling into either the Leaders or Major Players categories.

ADVICE FOR TECHNOLOGY BUYERS

Holistic supply chain planning (ability to offer broad supply chain planning capabilities) is a critical capability in the resilient supply chain. The ability to pair an accurate demand forecast to a credible supply-side plan, while optimizing necessary inventory positions, and then agreeing to a consensus plan through S&OP are all critical

components in managing an efficient and effective supply chain organization. These capabilities can be the difference between meeting or not meeting customer expectations for service and quality. As we noted at the outset of this document, supply chain planning has been around for a long time and is a generally mature application space. This does not mean, however, that progress or innovation has remained static; indeed, in the 19 vendor profiles discussed in this document, the level of capability and innovation far outstrips what was available even two years ago — whether in terms of planning frequency, the use of both broad and deep data sets, extended collaboration, or the use of new technologies such as artificial intelligence (AI or GenAI) or machine learning (ML).

For broader industry coverage of supply chain planning, see the following companion IDC MarketScape documents:

- *IDC MarketScape: Worldwide Supply Chain Planning for Life Sciences Industries 2024 Vendor Assessment* (IDC #US51047123, forthcoming)
- *IDC MarketScape: Worldwide Supply Chain Planning for Spare Parts/MRO 2024 Vendor Assessment* (IDC #US51541424, forthcoming)
- *IDC MarketScape: Worldwide Supply Chain Planning for Discrete Industries 2024 Vendor Assessment* (IDC #US51272724, October 2024)
- *IDC MarketScape: Worldwide Supply Chain Planning for Distribution Industries 2024 Vendor Assessment* (IDC #US51272924, October 2024)
- *IDC MarketScape: Worldwide Supply Chain Planning for Process Industries 2024 Vendor Assessment* (IDC #US51273023, October 2024)

One important consideration is that supply chain organizations are faced with the choice of whether to continue with point/narrow focus applications or move to an integrated supply chain management (SCM) platform. The cobbling together of myriad point solutions, even those that are best of breed, rarely results in a best-of-breed “whole” — in other words, the whole may be much less than the sum of its parts. If we accept that platforms are broadly the future and point solutions the past, then the journey must begin with the right strategy. This is a major factor in the acquisition of a supply chain planning application. While there may be perfectly good reasons for an organization to purchase demand planning only or supply planning only, the more common reality is that supply chain planning is acquired as a broader set of capabilities.

For manufacturers looking for a supply chain planning application platform, IDC offers the following guidance:

- **Take your time in evaluating vendors.** The decision to engage should be backed up with due diligence to ensure that the vendor selected has the appropriate levels of experience in your area of need.
- **Balance short-term needs with longer-term requirements.** Do you want independent point solutions or a demand planning application that is part of an interconnected platform?
- **Look for vendors that have experience in your market segment and have the established application scale you require.** While much of supply chain planning may be common across industries, there are specific capabilities that align with industry differences. Furthermore, a vendor's knowledge and/or experience in a specific industry can mean more quickly assessing challenges or seizing on opportunities.
- **Ensure that part of the evaluation considers your current set of supply chain applications in terms of how new planning tools will integrate with those applications.** This will be less relevant if you intend to move to a single platform, though connections to tools such as ERP and MES are still important.
- **Ensure that the vendors you consider have both the existing necessary functionality and the future capabilities you will likely need.** Although it has always been IDC's view that you should evaluate any application based on what it can deliver today, all of the vendors publish development road maps that are useful guideposts for subsequent/expanded capabilities.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Anaplan

Anaplan is positioned in the Leaders category in this 2024 IDC MarketScape for worldwide supply chain planning overall.

Anaplan is a global software firm focusing on planning solutions in finance, supply chain, sales and marketing, and HR/workforce management. Anaplan, founded in 2006 and headquartered in Miami, has been relatively new, but it has a rapidly growing supply chain planning offering. Anaplan has approximately 1,800 employees, with 500+ dedicated to supply chain planning clients. Anaplan has supply chain planning clients around the globe, with fast growth coming in the Americas, followed by EMEA and then Asia/Pacific. Anaplan serves a variety of industries, with a large client base in

distribution, process manufacturing, and discrete manufacturing while serving clients in life science and MRO/spare parts.

Anaplan became known for financial planning, reporting, and management solutions at a time when finance and supply chain were becoming more integrated through processes like IBP, spend management, and procurement process excellence and a general desire to integrate operations and financial planning. Anaplan has taken its expertise at building data models, leveraging sophisticated planning techniques, supporting workflows, and solving complex problems and applied it successfully throughout supply chain planning functions. With advancements in ML/AI, and the company's PlanIQ native optimization (through partnership with Gurobi) as well as recent releases advancing automation, Anaplan is continuing to expand its position in supply chain.

Anaplan offers tools to support:

- **Demand:** Demand management (including statistical forecasting, NPI planning, promotion planning, market planning, demand planning, consensus planning, and CPFR)
- **Retail planning:** Assortment, location, allocation, CPFR, and open to buy
- **Supply:** Inventory planning, supply planning, replenishment planning, procurement/source planning, production planning, rough cut capacity planning, supplier collaboration, and risk management
- **S&OP/IBP:** S&OP/IBP tools also including customer and supplier collaboration S&OE connected to S&OP/IBP

Strengths

With its roots deep in data, advanced planning, and the integration between finance and supply chain, Anaplan brings data science and functional integration to supply chain planning.

Anaplan has taken a connected approach to planning and feels this offers competitive positioning. Anaplan markets itself as having a "customer first" culture that is invested in customer success and IDC found in — albeit limited — customer reference reviews, this focus on customer service was evidenced in customer satisfaction. Objectively (evidenced by a high renewal and expansion rate), the positioning of connected planning and a customer approach may be coming through.

Anaplan offers a cloud-native, enterprise-scale multitenant platform that connects people, data, and processes within supply chain functions and to other planning stakeholders, including finance, HR, sales and marketing, procurement, and supplier networks. Multiscenario modeling plots out a range of possibilities (including impacts

and opportunities) from event data, guiding planners to quick decisions. Some level of self-service design allows planners to adapt, extend, and connect planning models without code changes or waiting on IT to deliver applications. This analyst noted a focus on easing/simplifying the building of data models and workflow support as two of several subtle but valuable parts of the Anaplan offering.

Challenges

Anaplan started as a planning and analysis platform focused on the finance function but grew to support planning and analysis across the enterprise. As customers began to use Anaplan in the supply chain space, a natural integration (especially with IBP/S&OP) emerged. In the past seven years, Anaplan has grown as a recognized name in the supply chain planning ecosystem; however, initial challenges in selling into supply chain sometimes were felt due to the company's lack of experience and the fact that Anaplan wasn't a prebuilt point solution. To overcome the notion that Anaplan wasn't a prebuilt point solution, the company has since acquired the applications division of Vuelta in 2022 and part of its product strategy is to build, configure, and sell prebuilt applications focused on specific use cases like demand planning, supply planning, sales and operations planning, and so forth to provide solutions to customers that can be deployed in less time, unlocking returns on investment. This strategy is proving to be successful.

Consider Anaplan When

Manufacturers in all industries, with a particular focus in process, distribution, and discrete manufacturing, may find Anaplan intriguing. Particularly those considering a tight link between finance, sales planning, and supply chain planning may find Anaplan a fit. With advancements in ML/AI, automation, and optimization (and scenario modeling) and making data modeling less complicated, Anaplan offers a compelling option for those looking to improve connected planning, integration across functions, and scalability with a keen eye to financial trade-offs.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under

this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

Each of the 19 vendors evaluated for this IDC MarketScape have a well-rounded scope of capabilities related to supply chain planning. All of the vendors ended up in the Leaders or Major Players segments due to the ability to meet the core requirements of having both broad functional expertise and a significant industry customer base. While there remain differences among them, IDC Manufacturing Insights would feel comfortable recommending any of these companies.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

IDC Manufacturing Insights defines supply chain planning (SCP) as the broad process by which supply chain organizations anticipate demand for their products and services, ensure that the supply of components and materials is adequate to meet that demand, ensure that inventory levels at all points of the supply chain are optimized, and then develop a consensus plan that balances demand and supply through a sales and operations planning process.

Related Research

- *IDC MarketScape: Worldwide Supply Chain Planning for Spare Parts/MRO 2024 Vendor Assessment* (IDC #US51541424, forthcoming)
- *IDC MarketScape: Worldwide Supply Chain Planning for Life Sciences Industries 2024 Vendor Assessment* (IDC #US51047123, forthcoming)
- *IDC MarketScape: Worldwide Supply Chain Planning for Discrete Industries 2024 Vendor Assessment* (IDC #US51272724, October 2024)
- *IDC MarketScape: Worldwide Supply Chain Planning for Distribution Industries 2024 Vendor Assessment* (IDC #US51272924, October 2024)
- *IDC MarketScape: Worldwide Supply Chain Planning for Process Industries 2024 Vendor Assessment* (IDC #US51273023, October 2024)
- *IDC FutureScape: Worldwide Supply Chain 2025 Predictions* (IDC #US52640524, October 2024)
- *IDC's Multi-Industry Supply Chain Survey Findings and Implications, 2024: Overall Respondent Base* (IDC #US52121824, May 2024)
- *IDC MaturityScape: Digital Supply Chain Resiliency 2.0* (IDC #US52017324, May 2024)
- *Resilient Supply Chain Paradigm Shift: From Unconstrained to Constrained* (IDC #US48326218, November 2021)

Synopsis

This IDC study uses the IDC MarketScape model to provide an assessment of 19 providers participating in the overall worldwide supply chain planning market. The IDC MarketScape is an evaluation based on a comprehensive framework and a set of parameters that assesses providers relative to one another and to those factors expected to be most conducive to success in a given market during both the short term and the long term.

“Supply chain planning is a critical capability in a resilient supply chain across all industries. The ability to pair an accurate demand forecast to a credible supply plan, while optimizing necessary inventory positions, and agreeing to a consensus plan through S&OP are all critical components in managing an efficient and poor,” says Eric Thompson, research director, Worldwide Supply Chain Planning.

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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