# Anaplan

Anaplan Geo-Mapping

With interactive mapping within the Anaplan UX using data within an Anaplan model for context-aware mapping capabilities across multiple data layers, Anaplan Geo-Mapping provides greater visualization capabilities to present data and insights across multiple use cases, particularly in Sales Planning.

Geo-Mapping is an easy-to-use tool providing real time visual insights right within Anaplan. Visualizations and map cards are flexible and versatile to provide the views needed to analyze and execute more effectively across all use cases

Structure your territories, quotas and sales capacity using modeling, scenario planning and geo-spatial mapping to drive results. Seamlessly bring together and normalize any type of data- sales performance, location intelligence via geo-spatial mapping, revenue intelligence..etc. Confidently design, model, visualize, roll out and optimize everything from your account segmentation, territories and quotas to sales capacity and compensation plans. Model equitable territories alongside geo-spatial mapping and determine the ideal sales capacity to eliminate your coverage gaps.

Stay ahead of complex customer journeys with geo-spatial mapping and segmentation capabilities to build more robust go-to-market strategies and leverage a more agile sales planning approach to respond to market changes faster and stay competitive.

In short, if there is a need to map, there's the potential to benefit from Geo-Mapping.
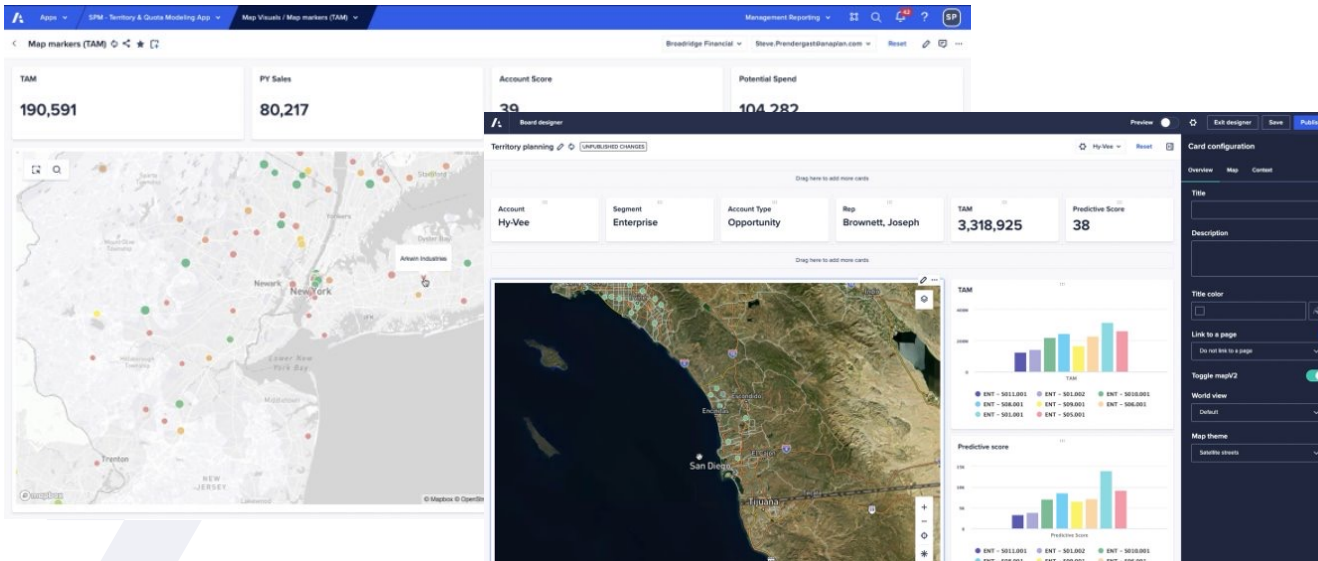
Key benefits

Execute more effective, agile and impactful sales planning

- Reduce attrition, improve productivity etc. to hit your number

- Conduct market sizing and account segmentation

- Make territory design, planning, optimization and ongoing management

- Perform sales capacity planning

Motivate and focus sellers to reduce attrition, improve productivity, hit your number

- Help reps and managers understand their sales plans (e.g.: before/after) and increase trust

- Identify opportunities to hit your number (e.g.: whitespace)

- Identify gaps throughout the year

Analyze and forecast performance to improve planning and individual/team performance

- Improve sales planning and execution with real-time visibility into historical, actual and forecasted data

- Analyze and forecast sales, partner, marketing etc. performance across any dimensions
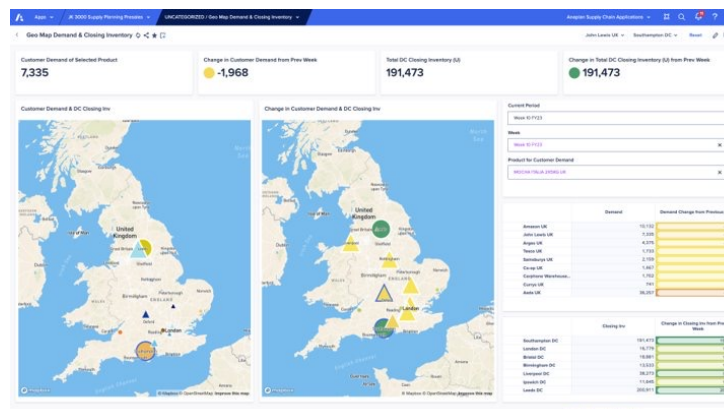
Key use cases

Territory & Quota

- Visualize territories, accounts and reps based on their geographic locations

- Carve out territories using the interactive lasso selection capability

- Assign accounts to different territories

- Granular territory support down to zip code
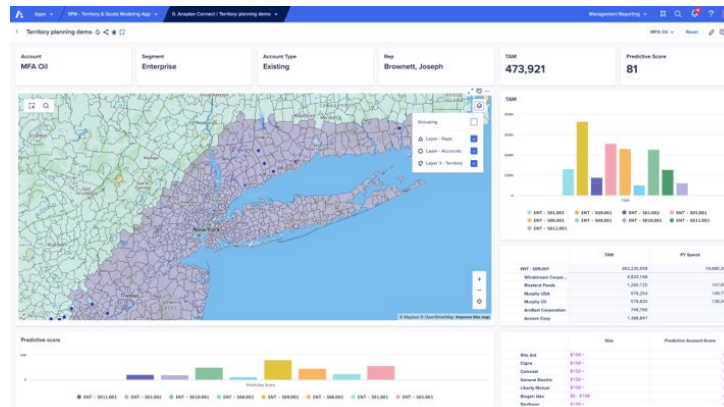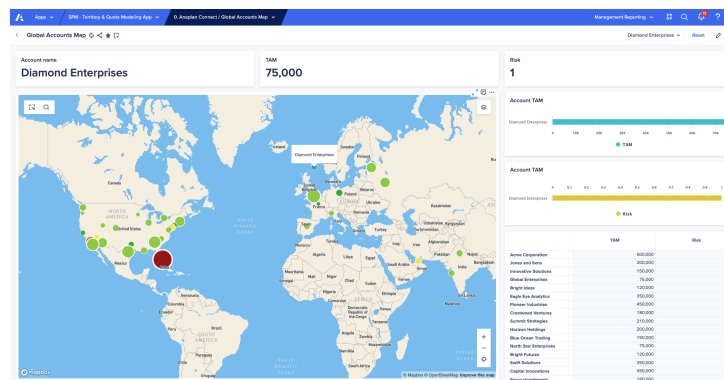

Supply Chain

- Identify bottlenecks in supply chain networks

- Visualize stock capacity for Inventory management

- Show distribution forecasts across retail locations and distribution centers


Performance Reporting

- Regional performance KPIs

- Global asset performance in Oil and gas

- Measure regional sales performance by territories

- Retail performance across locations

Key use cases

Demand Planning

- Visualize global demand on a map to help with logistics and inventory management planning
- Supply chain network planning
- Demand by customer location for distribution planning
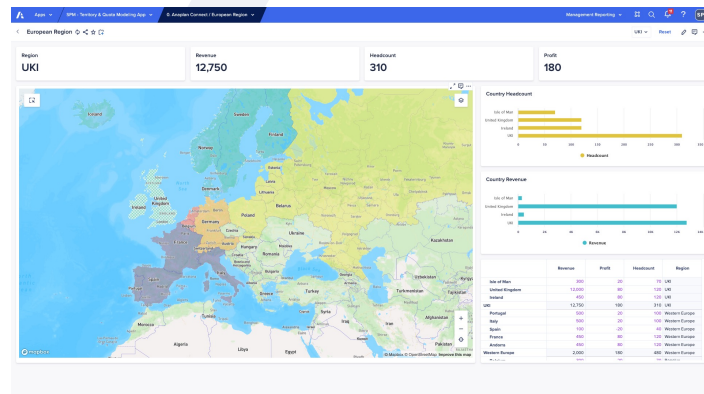- New location planning
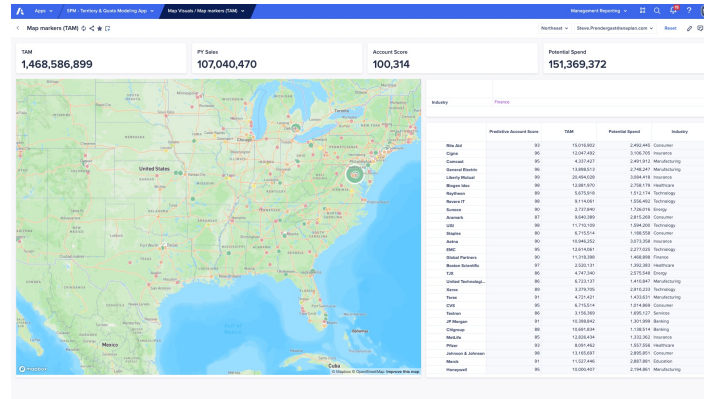
Location Planning

- Revenue and footfall impact on opening new retailor restaurant locations
- Measure impact of regional bank branch closures
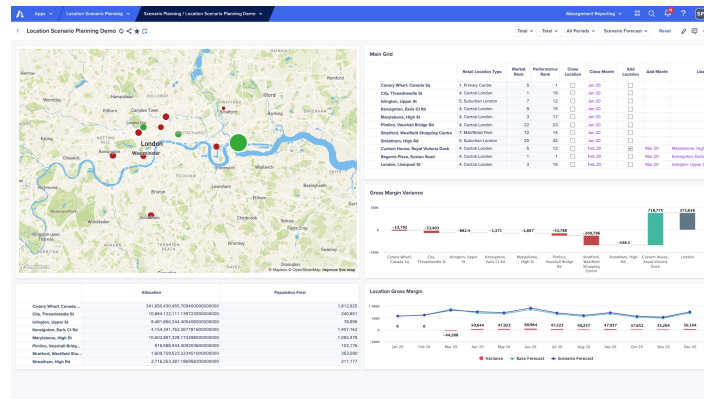
Workforce Planning

- Visualize global workforce headcount location
- Measure impact of what if scenarios, opening a new location or moving locations

Key features and capabilities

Enterprise scale

The Anaplan platform connects your entire enterprise, scaling as you grow and handling real-time changes at any size. Calculations stay consistent and rapid for all data sets and any number of users.

Extensibility

The Anaplan platform collects and analyzes data in a single location, enabling both high-level and granular analyses and facilitating data-sharing with all stakeholders. APIs, ETL connectors, and built-in integrations easily communicate with other solutions.

Planning and modeling

Our in-memory Hyperblock® engine enables multi-dimensional scenario modeling with unlimited constraints, allowing companies to model even the most complicated business scenarios and stay ahead of changes in the market. The platform maintains 100% consistency across all model changes.

Engaging user experience

The Anaplan user experience puts the whole enterprise on a single platform. Model-building is intuitive and requires zero coding knowledge. The whole company shares real-time data across devices and solutions, enabling rapid decision-making and unprecedented flexibility.

Security

Robust protection keeps your business's data safe. Best-in-class security and compliance include BYOK, role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption at rest.

Intelligence

Embedded optimization including Optimizer™, over thirty predictive algorithms, and evolving AI capabilities transform complicated inputs into actionable recommendations. Machine learning intelligence speeds up decision-making across use cases.

About Anaplan

Anaplan is a transformative way to see, plan, and lead your business. Using our proprietary Hyperblock™ technology, Anaplan lets you contextualize real-time performance, and forecast future outcomes for faster, confident decisions. Anaplan enables connected strategy and planning across your enterprise to move your business forward. Based in San Francisco, Anaplan has over 200 partners and more than 2,000 customers worldwide including Bayer, Google, ServiceNow and Shell.

To learn more, visit Anaplan.com