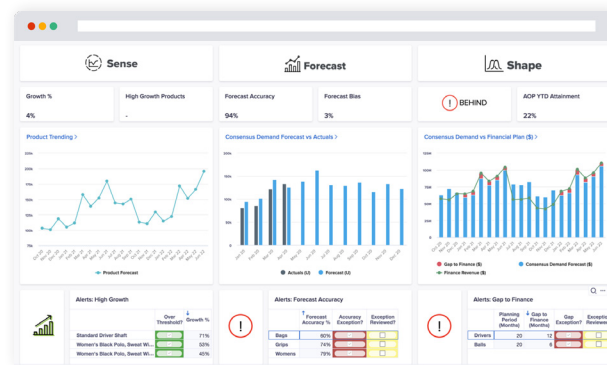# Anaplan

DEMAND MANAGEMENT

Anaplan for Supply Chain

Demand Management by Anaplan provides data-driven demand forecasting functionality, and helps enhance cross-functional human insights to achieve a consensus demand plan. Empower demand planners to sense market changes, forecast confidently, and shape the demand plan to changing market conditions by leveraging flexible models and calculations. Leverage Excel®, web, and mobile front-ends tailored to sales, marketing, and other functions, and use consensus-building rules to drive a more accurate demand plan.

Key benefits

- Improve accuracy of regular-turn, new products, promotions, and intermittent products with intuitive modeling and automated forecasting methods.

- Segment products and predict forecast with adjustable rules and pick-best statistical algorithms.

- Understand forecast changes and drivers of change with forecast analytics.

- Collaborate faster and more easily across departments and customers with an optimized user experience and flexible modeling.

- Integrate with legacy systems using pre-built connectors and APIs, including ERP, CRM, and planning systems. Leverage external data integration available in-house or with cloud database systems using Cloudworks.

- Implement in record time with a cloud-based, pre-built app that can adapt over time.

There's a better way to plan

Increase forecast accuracy and reduce bias
Leverage statistical forecasts and track accuracy of forecast value-adds from stakeholders. Incorporate internal and external market data, and other leading indicators of demand. Utilize machine learning with PlanIQ™ for better demand predictions.

Optimize new product and promotion plans
Plan new products with curve-fit modeling and scenarios, and based on like products.

Collaborate on new products to align launch plan and pricing with sales and marketing. Model and integrate promotions directly into your plans.

Achieve consensus and align to financial goals
Collect stakeholder forecasts at any level. Define consensus-building rules leveraging inputs from customers and internal departments. Integrate demand plans with legacy systems with pre-built connectors and APIs.

Key features and capabilities

Pre-built app designed for business users

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

Interactive statistical forecasting

Leverage out-of-box statistical forecasting methods, including methods for seasonality and intermittent demand, and multi-linear regression. Forecast quantity, price, attach rates, and discounts. Enable demand planners to tailor these methods. Evaluate multiple demand scenarios.

Leverage machine learning

Leverage native machine learning (PlanIQ™ powered by Amazon Forecast), use R/Python or Custom ML side-car integration to enhance the forecast. Leverage public cloud ML forecasts. Leverage internal and external influencing factors to correlate the forecast.

Segmentation analysis

Flexibly define product, customer, region segments, and forecast for distinct segments, to improve accuracy. Analyze each segment to provide differentiated service.

Reporting, dashboarding, and alerting

Zero-latency reports and dashboards for all demand plans, forecast KPIs, and actuals with web, mobile, Excel®, and PowerPoint® front-ends. Enable highly interactive reporting and analysis on the same view as for planning and updating master data. Leverage any alert on all data, including plan and master data changes. Record qualitative notes, plan changes, and assumptions.

Product lifecycle and promotion planning

Plan new and phase-out products with like-modeling, curve-fit modeling, and cannibalization models. Allow planners to create specialized models without outside experts. Create promotions and detailed plans, including financials.

Workflow

Model your process and track completion and approval of forecast updates. Send email notifications. Archive plans of record. Automate routine steps for demand planning or data preparation.

Consensus demand planning

Easy-to-use planning views are tailored to and by the business, including sales and marketing, via web, mobile, or Excel®. Define consensus-building rules based on input accuracy and time horizons aligned with your process. Leverage aggregation, disaggregation, allocation, and cell locking. Use the same secure, easy-to-access cloud solution for collaboration across departments and with business partners. Change-history tracking of all plan updates facilitates auditability and collaboration.

Data integration

Use Model Link to share plans and master data across models without ETL tools. Get started quickly with self-service UI for data loads (import and export) by business and IT users. Centralization of master data and transaction data from source systems to multiple Anaplan apps. Pre-defined, bidirectional Anaplan connectors with MuleSoft, SnapLogic, and Boomi for hundreds of data sources, including Oracle and SAP, and Cloud databases e.g. Amazon S3 (via Anaplan CloudWorks™). Leverage UI integration with Salesforce to include sales in your process. Programmatic integration via REST-API.

About Anaplan

Anaplan, Inc. (NYSE: PLAN) is a cloud-native enterprise SaaS company helping global enterprises orchestrate business performance. Leaders across industries rely on our platform—powered by our proprietary Hyperblock® technology—to connect teams, systems, and insights from across their organizations to continuously adapt to change, transform how they operate, and reinvent value creation. Based in San Francisco, Anaplan has over 20 offices globally, 175 partners and approximately 1,500 customers worldwide.

To learn more, visit Anaplan.com

Customer story

CIRCLE K

Circle K operates a network of over 12,000 convenience stations around the world. Before Anaplan, Circle K managed its supply and demand planning in a disjointed combination of spreadsheets and an enterprise resource planning (ERP) system. This led to inaccurate forecasting, an unstructured approach to information gathering, and conflicting demand forecasts.

By building a connected approach to demand and supply planning with Anaplan for Supply Chain, the Circle K team can accurately predict supply and demand down to the individual-station level across Europe. Circle K now has greater collaboration and an accurate, aligned 18-month rolling forecast. With an accurate view of capacity needs, Circle K can save money by reducing inventory and using resources more efficiently.

Results
- 100% visibility into current inventory
- 18-month rolling demand and supply forecast

"With Anaplan, we know how much we will sell and when we can distribute it to sites. This has resulted in driving down both distribution costs and working capital."

- Magnus Tagtstrom, Senior Director of Supply Chain Optimization, Circle K

Anaplan