



# Financial planning transformation for asset management

Maximize returns with connected finance



Asset management firms face dual challenges to both their top- and bottom lines as fee pressures grow in the face of falling markets and net outflows, causing a drop in AUM and revenue. Rising investor and regulatory scrutiny coupled with ongoing consolidation threaten asset management firms, with 16% of existing asset and wealth managers expected to go out of business or be acquired by 2027, according to a recent study by PwC.

In such a disruptive environment, managing your costs, effectively allocating capital and resources, and unlocking rapid decision-making are crucial to driving growth. However, traditional financial planning at asset management firms is sluggish, fragmented, and lacks the agility and transparency needed to stay ahead in today's market.

To improve returns and stay ahead of the competition, you need a way to streamline your financial planning and connect your finance teams to drive stronger outcomes.

## There is a better way to plan

Transform your financial planning processes with our all-encompassing planning, budgeting, and forecasting (PB&F) solution. Say goodbye to disconnected, siloed planning and seamlessly integrate disparate data to

create a single, unified view for organization-wide financial performance reporting and planning. Use this holistic view and our dynamic scenario modeling to enable better decision-making so you can minimize risk and better allocate resources and capital.

## Key benefits

- **Quickly adapt to market changes.** Integrate predictive analytics and run advanced scenarios based on key business drivers. By accelerating planning cycles and reporting to enhance decision-making, our customers have achieved up to 20% improvement in forecast accuracy.
- **Improve resource allocation to increase returns.** Optimize your resources and costs through increased profit and loss (P&L) transparency. Focus on the opportunities that matter by better understanding trade-offs and ROI. In doing so, our customers have reduced operating expenses by up to 2%, resulting in a significant operating income increase.
- **Boost productivity.** Automate PB&F processes and free up your finance team to focus on value-added work and deliver greater business insights. Our customers have reported up to a 40% increase in the productivity of finance.

## CUSTOMER STORY

### Top 20 Asset Management Firm

One of the world's largest alternative asset management companies adopted Anaplan to address complicated manual processes that sapped productivity. After a successful rollout and several years of steady, thoughtful expansion and integration with core data sources, the company boasts a strategic finance platform that delivers greater consistency and business benefits across its private equity, credit, hedge fund, and real estate business groups.

## CHALLENGES

- **Over-reliance on manual spreadsheets for revenue forecasting**, so much so that it took 5 minutes just to open a spreadsheet for each fund.
- High business unit complexity and disconnected spreadsheets **led to errors and a lack of insight.**
- **Siloed data and disparate systems** prevented timely and reliable financial plans for quick updates in response to volatile market conditions.

## RESULTS

With Anaplan, the company realized the following results:

- **3x revenue forecasting frequency**, from quarterly to monthly.
- **Reduced risk** by replacing countless spreadsheets.
- **Hundreds of analyst hours** freed up from data management to focus on higher value work.
- **Expanded Anaplan to some 200 models and 75 different use cases** across their private equity, credit, hedge fund, and real estate business groups.

## Solution details

### AUM forecasting and fees planning

- Plan and forecast AUM with breakdown of organic and inorganic growth based on RM sales plan by client segments (retail distribution vs. institutional investors).
- Calculate management and performance fees based on planning product mix and pricing structure with the required level of granularity.
- Connect AUM plans across BU/BFs to ensure consistency of data, drivers, and assumptions.

### Expense planning

- Plan and forecast all non-headcount expenses such as T&E expenses, legal fees, and SG&A expenses.
- Connect expense plan with AUM plan to track profitability and guide resource allocation.

### Fund/client/investor profitability

- Calculate the forecasted profitability of your portfolio by funds, clients, investors, or other dimensions (such as fee calculations and cost allocations).
- Drill down to underlying assumptions to improve transparency and alignment with front-office expectations.

### Workforce planning

- Estimate and track all workforce expenses (including performance-based comp, salaries, and benefits) to ensure alignment with AUM plan and evaluate headcount decisions.
- Create a real-time, comprehensive central workforce plan.

### Long-range planning

- Build strategic plans and evaluate the financial impact of strategic initiatives under evolving scenarios.
- Connect long-range planning to AUM, expense and capital planning to ensure alignment between strategy and financial performance.

## The Anaplan Platform Offers

- **What-if scenario and multi-dimensional modeling** that's powered by our patented Hyperblock™ calculation engine, producing ultra-fast calculations at unprecedented scale so you can anticipate market changes.
- **Built-in dashboards, reporting, and analytics** with data visualization providing a single source of planning truth on business performance.
- **Collaborative and agile planning** across the enterprise from corporate to business units and across functions (finance, risk and compliance, retail and institutional distribution, investment teams, IT, and more).
- **Best-in-class security and compliance** with role-based access control, user management, and SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** — collect and analyze data in a single location using APIs, ETL connectors, and built-in integrations with other solutions.

## About Anaplan

Anaplan transforms the way you see, plan, and lead your business. By dynamically connecting financial, strategic, and operational plans in real time, Anaplan gives you the power to anticipate change, address complexity, and move at market speed. Anaplan's Connected Planning platform lets you view and contextualize current performance, forecast future outcomes to fuel growth and mitigate risk, and optimize costs so you can make faster, more strategic decisions. Anaplan helps more than 2,400 market-leading customers in over 50 countries navigate their daily planning challenges with confidence.

To learn more, visit [Anaplan.com](https://www.anaplan.com).

The Anaplan logo is located in the bottom right corner of the page. It features the word "Anaplan" in a white, sans-serif font, with a stylized white line graphic that curves around the letter 'A' and extends towards the right.