Anaplan

Intelligent Assortment Planning

Current economic uncertainty, supply chain disruption, and fast-changing consumer preferences mean that an agile, connected assortment planning strategy is more critical now than ever. However, most merchant teams are hindered by unmanageable product databases, disconnected processes and limited visibility across channels - severely limiting their ability to create the right store-level assortments linked to the right store cluster.

Anaplan enables a unified approach the assortment process across the enterprise, to help merchants achieve more profitable sales, fewer stockouts, and less inventory liabilities at the end of the products lifecycle.

There's a new way to work and plan

Leverage the combined power of information, people and plans to make faster and better assortment decisions inside and outside of your company.

Ensure that the right product at the right price is available at the right location.

It's Dynamic – take control of more profitable product mix configurations.

It's Collaborative – Share assortment strategies with your teams, partners, and stakeholders.

It's Intelligent – Leverage any data workload and deep analytics to unlock product mix insights.
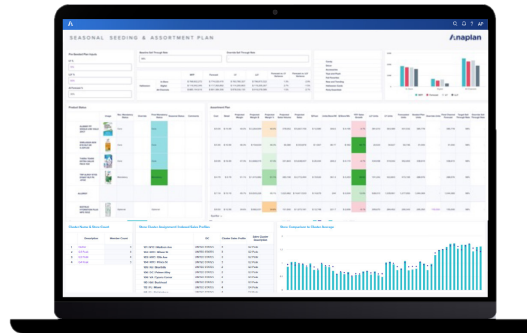
Key Benefits

- Highly efficient, real-time, planning to curate assortments that address the uniqueness of the store cluster *– eliminate disparate spreadsheets and data errors.*

- Easy inventory allocation to the best stores likely to sell a particular product line *– less time gathering data, more time analyzing assortment plans, making decisions and acting.*

- Built-in scenario planning and advanced analytical capabilities to optimize inventory and item mix *– leverage all relevant data sources to reveal product mix insights.*

- Connect and manage the entire product and location mix on one platform with detailed views across receipts, inventory, sales trends, and pricing *– increase sales, profit, and turns.*

In its progression to omnichannel, GNC needed to move beyond spreadsheets to a company-wide, collaborative planning platform to create optimal line plans that drive the most revenue and profit by store cluster. In doing so they not only improved their ecommerce and in-store performance but were able to take cost out of manufacturing process by exploding the bill of materials of each item down to their components to source the right raw materials at the right time and cost.

" Anaplan let's me build what I want to and plan the right assortment by location."

-Sr. Dir of Merchandise Planning & BI

Key features

Assortment Mix Strategy

- Review item / style / line performance, contribution margins and market share.

- Evaluate category breadth, depth and strategic role in the portfolio.

- Model multiple portfolio scenarios to develop assortment by store cluster options.

- Develop automated product mix recommendations and trade-off analysis.

Merchandise Financial Planning

- Connect top-down targets and perform bottom-up reconciliation.

- Collaborate to finalize annual targets and ongoing forecast revisions.

- Cascade targets and adjustment instantly down to a SKU / day / store level.

- Model multiple assortment scenarios for best revenue, margin, and turns projections.

Line / Range Planning

- Develop assortments by channel, store cluster and store banner.

- Sequence, schedule and allocate orders to the sewing line according to product category and shipment date.

- Roll-up and ensure alignment between design, merchandising, and sourcing teams by channel.

Wedge Planning

- Develop line plan, curate assortments and assign them to intelligent store clusters and drive these decisions down to the store / SKU or store / CC level for an actionable buy plans.

- Assess run of sales and fixture capacity to plan optimal sizes.

- Scenario plan goals for any / all product attributes relevant to each cluster.

Intelligent Store Clustering

- Curate assortments that address the uniqueness of the store cluster.

- Allocate inventory to the best stores likely to sell a particular product line.

- Plan at the cluster level rather than the store level.

- Find the most suitable stores for testing product.

Allocation and Replenishment

- Model system wide rules and constraints from supplier to distribution center to store (i.e., days of stock, minimum order quantities, pack sizes).

- 'Right-size' buys by connecting plans across channels into a single, efficient global buy.

- Allocate category volumes by cluster or store while overriding locations and quantities.

- Assess product performance and shift allocation to stores and channels to maximize GMROI.

Key features of the Anaplan platform

- **Planning at Scale** Connected data on a enterprise-grade scale with a cloud native platform and patented in-memory Hyperblock™ engine.

- **Same Page Planning** One location for all trusted, timely and accessible buyer, merchandiser and supplier data.

- **Scenario Planning** Unmatched flexibility to model any merchandising scenario while providing signals to indicate unfolding scenarios.

- **Trading Partner Collaboration** Accurate, collaborative, actionable and secure merchandise planning with partners.

- **Embedded Analytics** Intelligence to automate and improve forecasting accuracy.

- **Flexible Modeling** easily model and your business processes and rapidly adapt to change.

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 2,200 customers worldwide.

To learn more, visit Anaplan.com

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