

EBOOK

# A finance leaders guide to orchestrating business transformation in tech, media, and telecom



**Anaplan**

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# Summary

To stay competitive, tech, media, and telecom companies must be agile and adapt quickly to rising costs, changing consumer demands, new business models, shifting corporate objectives, and unpredictable markets. Data-driven decision-making around human and capital resource investments helps these companies remain hyper-focused on delivering profitable growth and customer value. Digital transformation has provided a pathway for forward-looking finance leaders to collaborate better cross-functionally and surface insights across the business, enabling them to identify strategic opportunities and drive measurable business results.

Unfortunately, for many companies, decades-old legacy technologies and spreadsheets shared over email are still at the core of many planning processes. Even those organizations that have begun to transition to cloud-based digital capabilities often face limits in achieving organization accountability and visibility into business performance drivers. New solutions that democratize visibility to data, proactively assist with plan improvement, and enable connected business planning are necessary to bridge the gaps. These systems must be intuitive to ensure employee adoption and training, as workforce planning plays a significant role in the success of new systems and new processes.

How can finance leaders work with their counterparts to orchestrate this business transformation? It requires a holistic approach across the organization's (1) culture, (2) capabilities, and (3) operating model. This playbook serves as a finance leaders' roadmap. It was developed to help you identify your modernization goals, evaluate processes for getting there, take actionable steps toward achieving objectives, and create greater business value.

## The three zones of digital transformation



### Culture and talent



### Capabilities



### Operating model and processes

to transform the business and create elevated business value

# Zone one: Culture and talent

As everyday and commonplace as it is for TMT businesses—change is still uncomfortable. Human beings hold to the familiar with remarkable tenacity. No matter how necessary, simple, and promising the modernization may be, getting people to embrace a major transition to new ways of doing things is a challenge.

It's critical to ensure teams understand the speed and scope of change in today's world, and the necessity of developing new skills. The goal is not to automate processes and eliminate people. It is to better leverage their talent and inspire engagement so they can focus on value-creation activities across the business and identify opportunities for innovation, growth, and better decision-making. Culture and talent matter because people are the greatest source of positive change in any organization.



# Culture

## Assessing the finance team's culture

The first step to modernizing your finance organization is to gain an understanding of the finance team's culture. What values and priorities do they embody and transmit to the rest of the organization?

Take the time to explore the culture of the finance organization in depth. It's important for leaders to learn about how the finance team engages with other parts of the business, how team members are applying their capabilities, and how they're anticipating the need for new skills in the future.

## Tactics for assessing culture

Finance leadership should engage directly with their teams, from the top down, through middle and lower management, via focus group roundtable discussions and job shadowing in which leaders pair with members of their team to see firsthand what they do in their day-to-day roles. Partnership surveys sent to leadership within the finance organization and across business functions can provide a valuable window into finance culture and talent. Here are some of the questions you can consider for each of these tactics:

### Focus groups

- How does the finance organization define success?
- What do they aspire to contribute to the business?
- How do they assess what the business needs?
- Are there gaps between finance's priorities and what the business actually values?

### Job shadows

- How is the finance team interacting?
- How are they partnering with the rest of the organization?
- What are the daily habits of the finance team?
- Do these habits and interactions support what the business values most?
- How are they balancing the reactionary nature of their role with the opportunity to anticipate and proactively address opportunities or challenges?

### Surveys

- What is the most valuable contribution you make to the business?
- What does finance contribute that makes your job easier or more productive?
- When you go to finance for help, what do you hope will happen? What actually happens?
- How does the partnership with finance bring value to the organization overall?

The information you gather will help you understand what the business needs versus what finance is delivering. Are there disparities between what matters most to the business and what finance prioritizes?

## Strategies and tactics to evolve culture

Organizational culture can be one of the biggest barriers to change and notoriously difficult to budge. How you communicate and what you choose to put in the spotlight can move the cultural needle.

Overcoming the resistance to change takes persistence, but once results start coming in, resistance shifts to enthusiasm that can spread to other areas of the business.





**With Anaplan, we rebuilt the financial plan without significantly disrupting the business. It was pretty amazing."**

Senior Director, Finance  
Autodesk

To transform your organizational culture, look to:

### **Empower problem solving**

Encourage and reward a mindset of empowerment. What problems are holding back the finance organization? What problems have been there so long no one notices them anymore? Identify them and take action to resolve them, even if they seem impossible to change.

People might say, 'I can't do anything to improve this arcane planning process because the keepers of the process don't allow change.' You want to nurture a mindset that rewards taking ownership and driving change.

### **Commit to curiosity**

Embrace curiosity, model an affinity for change and agile learning, and overcome the fear of trying a new way of doing things. A growth-minded finance leader has the curiosity to step into the unknown. They don't want to keep doing the same thing over and over; they want to try something new to make an impact. Additionally, these leaders communicate openly with their teams and their business partners about the opportunity in front of them when they partner for change.

### **Celebrate innovative thinking**

Growth-minded finance leaders encourage entrepreneurial thinking and idea sharing and crowdsourcing. You can encourage people to think differently and challenge the status quo by bringing financial analysts and others together for a hackathon guided by a data scientist. Invite competing groups to get creative searching for insights in a data set. What can you learn about the business from the data?

Once everyone has presented their ideas, ask the data scientist to show what can be done with correlations to help the team make new connections.

This exercise highlights data acumen and helps the team make new linkages between what's happening across the business. By correlating different elements with each other, you can find new insights that are not necessarily evident otherwise.



# Example: Creating a culture of feedback

When a new CFO arrived at a large national organization with a mandate to drive modernization, there were three goals:

- Drive finance's digital transformation.
- Optimize finance resources.
- Bring new value from the finance organization to the business.

Culture surveys revealed that the business perceived finance less as a strategic partner and more as an order taker. The CFO decided to start a dialogue with the business to find out how finance could do more.

**The goal:** Gain a better understanding of what finance's customers in the business expect, how finance is measuring up against those expectations, and what kind of impact finance's contribution is making.

Finance leadership implemented a program of tactics to shift the culture toward feedback, targeting ongoing dialogue and improvement

## Leadership level: Engagement surveys

Every six months, finance sent a business partnership survey to all levels of management across the enterprise, asking such questions as:

- What kind of interaction have you had with finance?
- Have you seen improvements since our last survey?
- How much value is finance driving for you as a business partner?

## Individual level: Performance goals

The way the finance team was evaluated was shifted to encourage a focus on enabling business success and taking feedback seriously.

- Individual performance goals were tied to 360-degree feedback not just from those they report to within finance, but also from those they interacted with throughout the business.
- This, in turn, compelled managers to ensure that employees developed the habit of seeking feedback as they complete projects. Everyone was on board and incentivized to engage with their business peers.

## Communication

The finance team changed the way they talked about their accomplishments, looking at results from the point of view of their business customers.

- At quarterly meetings, town halls, company updates, and other presentations, results are presented from the business unit's perspective.
- They focused on business accomplishments, their value to the business, and how finance contributed to it.

The result was a shift in culture toward active partnerships to enable the business. As the business came to view finance as a valuable partner, they leaned into finance for insight on business decisions.



# Talent

## Assessing talent for today and tomorrow

Accomplishing your goals requires the skills to execute your vision. What is the talent profile at your organization today, and what talent do you need to take the team into the future? How will you cultivate the talent you need to achieve your objectives, and how can you build strength? Can you build the skills you need internally, or do you need to look outside the organization? Regardless of industry, transformational skills require data literacy, technology acumen, business experience, and financial expertise. What talent gaps are standing in the way of progress toward your transformation goals?

To assess gaps in the talent pool, consider the finance organization from a business perspective. How can finance drive the most value for the business? What is your competitive advantage within the finance function to drive value for the business? What skills will you need today, and in the future, to achieve longer-term goals and initiatives? Your resources should be aligned with the areas with the greatest potential to contribute business value, where you can best leverage the unique skills of the finance team. If you devote significant resources to a function that is necessary but not a source of new business value, can that function be optimized, outsourced, or automated?

In terms of bench depth, are you building the pipeline you need to develop leadership over time? Are you creating opportunities for finance leaders to gain the business experience they need to move up?



## Strategies and tactics to strengthen the talent bench

The skills and credentials traditionally associated with finance are no longer sufficient to deliver the business value that the transformational finance function seeks to contribute. To transform the finance function and the business, you'll need technology acumen and data literacy as well as experience in the business.

It's important to consider that today's finance talent has a much different profile than finance talent of the past. Because of advancements in automation, an emergence of new technology, and an increasing need for data-minded employees, finance talent needs to be much more strategic. You need to have modeling capabilities, mathematical capabilities, rigorous data fluency, as well as intellectual curiosity about the insights derived from analyzing information and how it can be used for positive business change.

Several strategies can help you level-up abilities within your organization and recruit valuable external talent.



## Collaborate with business units to rotate finance talent

Cycle rising leaders to various business units to gain experience leading innovation projects or heading up new divisions or regions. It's important for your team to understand how the business works, including commercial strategies, sales, marketing, supply chain, and operations.

## Tie talent assessment to broader accountability

Create a finance talent board with VPs across different areas of the finance organization. Use this board to evaluate potential promotions based on criteria that spans organizational performance goals.

How you structure that governance model for strategic initiatives—your daily operations, leadership assessments, talent assessments—in itself drives culture. The talent board holds individuals accountable to more than an individual manager, encouraging teamwork and a collective commitment to change.

## Broaden recruitment beyond traditional finance backgrounds

Business and technology experience may help infuse talent in certain finance roles, particularly as you increase engagement with the business and advance digital transformation.



### **Cultivate data literacy**

Prioritize digital capabilities and data fluency. Create programs to develop greater understanding of technology implementations and data science. Baxter-Orr recommends implementing a data acumen test to prove a minimum level of data fluency, as well as requiring the finance team to advance their skills with at least 15 hours of digital literacy education each year.

When it comes to data literacy, outside perspective from trusted peers and partners on the trends they're seeing across TMT and other industries is also critical. Business strategy is now more data driven and that trend will continue.

### **Look for creativity and critical thinking**

Data modeling, which is at the core of finance and risk analysis in the digital era, involves creative thinking and an incisive eye for what matters. To create useful scenarios, you need ideation and data.

Scenario planning requires creativity and discernment. Consider the following questions: What are the top three or four things that would delay a project? What would be the business impact of that delay? How can you ensure against them? You've got to be imaginative, but you also can't prepare for every possibility. Use the insights you have to envision and plan for likely scenarios, whether good or bad.

# Example:

## Promoting breadth and business acumen

New CFOs often find that their workforce is largely tenured in finance, with limited business acumen. The finance team may not fully understand how the business operates or how it delivers value to customers. To move toward a more business-focused future state, one growth-oriented CFO decided to prioritize the broadening of the finance team's skillset.

The goal was to create a deep bench of finance team leadership that had experience in multiple functions within finance and in the business at large. Leaders who understand how the business works overall are better able to recognize the broader implications of decisions, including how decisions in one area may impact another.

To get there, the team adopted three strategies to promote breadth:

01

### Develop the entry level

College recruits with finance degrees were entered in an early career development program designed to develop broader business-finance acumen. Over four years, they rotated to three finance and one or two business roles. This fast-tracked a culture of breadth and facilitated new experiences.

02

### Develop the leadership level

The finance team changed how they evaluated promotions. Instead of prioritizing a rapid rise, promising leaders were encouraged to make lateral moves to develop breadth before taking the next step up. Leaders with high potential were given the chance to lead a different function slightly outside their comfort zone to broaden their perspective on the business.

03

### Work the talent pool

During talent assessments, when merit and bonus discussions were taking place across business functions, leaders actively looked for areas where talent could be exchanged to give people opportunities and experience in other parts of the business. This resulted in greater breadth for the individual, as well as infusions of new skills circulating throughout the business.



# Anaplan value

How you restructure your workforce for a transformational finance function can have major cost implications.

**Anaplan's Connected Planning** capabilities let you work with human resources to explore options, modeling the impact of various hiring strategies on budget, and planning across departments.

More important, the extremely detailed and factual view into the business that Anaplan provides enables finance leaders to do their best work, even bringing out new skills they might not be able to express otherwise.

Anaplan allows tech, media, and telecom leaders across finance and other areas of the business to be creative and challenge the status quo. When you have the ability to make new analytical connections, it liberates talent to do their best. Model builders and users are exposed to a brand-new landscape of the possible. Access to that world of insight allows employees at all levels to not just ignite change, but be a champion of change for the organization.

Whether you're talking to IT, the board, or shareholders, finance leaders need to be able to tell a compelling story and back it up with equally compelling data.

Anaplan provides the data that finance leaders need to tell a compelling story, speak with conviction, and explain why they care, why it's important, and what the impact is.



# Zone two: Capabilities

For TMT companies, modernization to drive profitable growth in industries facing enormous economic pressures takes more than talent and culture to tackle. As the proliferation of data continues, tech, media, and telecom companies have to stretch themselves outside of their traditional roles to create new connections between data and business impact. Visibility into the business through better use of data-driven insights allows finance leaders to recognize opportunities and forecast outcomes. What are your current data modeling and analysis capabilities? What capabilities do you need to accomplish your goals? How will you bridge that gap?

As new capabilities allow you to improve forecast accuracy and see more clearly where each dollar goes, new processes can help you drive efficiencies, capture more sales, and free up cash flow. Greater ability to monitor progress on key initiatives and explore potential setbacks or course corrections mean that you can bring your product or service to market more quickly, capture more market share, and increase earnings. With depth of insight into the way your business runs comes the confidence to get leaner and more agile in the way you create, deliver, and sell your product or service. The scope of the contribution that finance can deliver to the business increases dramatically when you have the tools in place to easily access and analyze business data and planning across business functions.







We've saved days off our month-to-month planning time, and the alignment between finance and accounting teams has increased dramatically."

Product Manager of Business Applications  
Box



## Assessing the finance function's capabilities

First, think about how finance is positioning itself in the business. Does the business turn to finance to help craft a strategic path forward, or is it seen as a back-office engine for accounting, transactions, and regulatory compliance? Growth-minded finance leaders build functions that enable the organization to achieve their business goals.

To uncover the capabilities that you need to drive that strategic impact, ask yourself—

and your team—the following questions:

- What are our strategic goals for how we make and spend money over the next 3-5 years? Do our strategic plans align to and drive both financial plans and operational plans?
- How are we going to optimize capital expenditure?
- How do we collect and analyze data in a consistent, meaningful way that is understood by different functions, and allows us to make informed decisions?
- What are the methods of collaboration and feedback between the finance team and other functions?
- How are longer-term goals and initiatives planned and tracked?
- Do we use rolling forecasting to understand impact that is longer-term?
- What systems of alerting are in place to spot divergence and anomalies?
- Can we evaluate multiple scenarios and tradeoffs?
- When financial plans don't align to strategic plans, what are the mechanisms to evaluate scenarios and trade-offs like mergers and acquisitions, product development, or new go-to-market strategies?



## Strategies and tactics to build new capabilities

Securing investment and commitment to the development of major new capabilities that overhaul entire workflows, processes, and systems can be an uphill battle, even if business leadership agrees that modernization is important. Several strategies and tactics can help tech, media, and telecom leaders add new capabilities beyond the traditional.

### Technology stack rationalization

Organizations, especially large ones, have multiple ERPs, CRMs, HR, and marketing systems, in addition to homegrown data sources. These redundancies impact finance functions' ability to get a holistic view of data and bring the right insights to the right users at the right times. It also includes having the ability to make informed decisions

using data that might be outside the organization as well. Growth-minded finance leaders prioritize technology stack rationalization to achieve a global view of the business in addition to cost saving and efficiency wins. Rolling out incremental versions of new technologies, testing, learning, and sharing results as you go can help generate quick wins, and rally the organization around the bigger vision.

### Incubate new capabilities gradually

Look for areas where your ideas for transformation can be implemented on a small scale in one well-defined project. Monitor results and collect feedback.

If that phase goes well, extend your experiment to one or two other test areas. If feedback is positive, start developing a plan for the investment needed to scale the implementation to its full potential.



**Anaplan has been key to building efficiencies and allowing us to get numbers that we weren't able to before."**

Accounting and Financial Control Manager  
BT Group

## Three focus areas for modernization:

01

### Enable comprehensive access to business data

You need data to discover ways to drive your business, but the data is rarely democratized. In addition to having access to the data, you need to bring the right insights to the right user at the right time to help them make informed decisions with all necessary data.

02

### Prioritize analytic tools for insights to drive growth

The ability to run business and customer experience analytics is essential to finding new ways to generate shareholder value. The reason is that companies can't drive overall growth through simply selling more. They need to focus on what matters most to the customer through their experience. A positive customer experience leads to more growth, because if your customers are happy, (1) they are more likely to buy more, (2) you are less likely to lose them and (3) they could become a marketing asset by sharing their positive experience with your prospects.

Focusing on metrics that measure customer experience in addition to drivers of direct business growth, like revenue growth companies, can balance both sides of the scale. For example, a company might define growth not only by growing revenue but growing the profit margin. From a pure business perspective, you are focused on measuring efficiency across your business to drive down your operating expense. This might motivate a company to simplify their processes by implementing an "automated" call center system to limit the number of calls that have to be taken by a live agent. Although this may drive down cost for the company, in the long term, an unmonitored customer experience may result in revenue loss because customers find it difficult to address their issues in a timely and effective manner.

### 03

#### Improve your ability to forecast accurately

A finance leader is always looking at revenue, but they're also simultaneously managing costs. They need to know the answer to the following questions:

- Are they spending the right dollars in the right places at the right times to maximize the revenue?
- Are they uncovering efficiencies at a granular level and at a holistic level for opportunity that could have both revenue and cost implications?
- Are they removing barriers to collaboration so sales and finance are aligned on revenue plans driven by sales forecast?
- Are they aligned to HR for workforce planning to ensure they're both maximizing those resources and getting them in place at the right times for cost efficiency?

Answering these questions requires sufficient and accurate forecasting. You need detailed, reliable forecasting to maximize sales and free up cash flow.



**My team continues to push more data and models into Anaplan. That's really great as it's usually a struggle to move off of Excel."**

VP of FP&A  
Pandora

# Example: Enabling leaders to analyze, plan and act at ServiceNow

Digital workflow company ServiceNow set an ambitious goal to grow its revenue from \$5.5 billion to \$15+ billion over five years. Finance leadership realized this would take more than simply increasing sales; it would mean transforming how business gets done. Routine tasks that consume time but add little strategic value – such as processing purchase orders – can be a roadblock to transformation. That was the situation faced by the finance team that supports ServiceNow's marketing organization, which generates 60% of the company's POs.

Extracting the data from multiple systems and combining it manually took hours of valuable time and introduced the risk of mistakes. ServiceNow leveraged Anaplan to automate the manual data-consolidation process, turning a task that once took 10 hours into one that took 10 minutes. Automation eliminates the risk of data-entry errors and frees finance personnel to explore how the numbers can be improved.

Purchase order processing is just one example of how ServiceNow is transforming its business using Anaplan. A model for program spend, which will give leadership visibility into the cost of strategic initiatives and enable ServiceNow to build program spend into both long-range and annual operating plans, is a high priority. Other groups in the company are modeling and planning sales territories and quotas; forecasting and reporting headcount needs; and much more. ServiceNow's goal is to do all of their forecasting and planning in one tool. In this new paradigm, the finance team at ServiceNow is elevated to a critical role in making the company's growth goals a reality.



With Anaplan,  
ServiceNow achieves growth  
at scale through the power of  
automation and standardization."

Finance Solutions Architect  
ServiceNow





# Anaplan value

Anaplan brings business data together in a platform where everyone can have access to the same real-time data with transparency and accountability to the source. This provides the granular view you need to understand what is happening in the business and discover where new value can be added.



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**The power of Anaplan to apply automation and standardization to a fast-moving company like Groupon is really impactful."**

Finance Manager  
Groupon

Anaplan models enable you to explore options, create alternative scenarios, and see the effect of your decisions on your plans and those of others in the business immediately. It allows you to create much more accurate forecasts based on more detailed inputs and unifies forecasting and planning across business functions to reveal the impact of changes in one area on the rest of the business. Anaplan brings people, processes, and data together to power your business.



# Zone three: Operating model and processes

Growth-minded finance leaders cast a discerning eye on how the finance organization is run, how transformation happens both within and beyond the finance group, and, most important of all, how the business at large makes decisions and crafts strategy.

Enabling transformation means creating the structures, widespread buy-in, and governance necessary to keep a big, complex project on track. It also means creating and sustaining the holistic, enterprise-level vision necessary to achieve major business objectives such as improving the employee and customer experience, freeing up fresh cash flow, and getting to market ahead of competitors.



**Anaplan is a cure for manual errors, reporting issues,  
all that kind of stuff."**

Head of Planning Engagement  
Sky

## Assessing gaps in finance's operating model

How good is your current operating framework at advancing the goals you want to achieve? What kind of operating model do you need to put in place to facilitate the future you have in mind? What governance will you need to hold the team accountable for effective delivery of that vision? Will you need a transformation leader to guide this process?

Earnings, market share, and other metrics of business performance illustrate how effective your operating model is. Another way is to assess how well the finance organization and business at large are being served by current methods of evaluating options and making decisions is to consider employee satisfaction and the customer experience, both in terms of finance's internal customers (within the business) and the external customers that the business serves.

You want to monitor KPIs and make sure you're achieving your corporate targets such as driving profitable growth, efficiency, cash flow, speed to market, market share, and earnings, but also need to keep an eye on internal culture and employee buy-in. Ask yourself the question: Am I doing all I can to serve my buyers and employees? When those two are served well, companies truly lead.

Being customer and employee-centric means investing in automation and data science to improve their experience. Effective systems improve the customer experience by allowing you to deliver the right product where and when it's needed. Employee satisfaction comes from solving complex problems, not from doing rote things because a company didn't invest in the right systems and processes. Ultimately the success of your operating model depends on your investments and the success of your investments depends on governance.



## Strategies and tactics to enhance processes

Ambitious transformation is a complex process that requires collaboration across functions backed up by solid governance and a diligent campaign of change communication to succeed. To prepare your organization for new ways of doing things, look at how decisions get made, how and what kind of performance is rewarded, and how the team is held accountable for progress on transformation objectives.

Changes in how you organize and run the finance organization can pave the way for transformation and help avoid pitfalls in managing a transformation program. Aspects of your operating model can also influence culture and performance, incentivizing the finance organization to think more broadly about their function and the business at large.

Consider these areas:

### **Modernize decision-making to promote diversity of thought, accountability, and awareness**

It might look like making the CFO into the sole decision-maker would simplify the process, but hierarchy is less important than how decisions get made. Regardless of structure, you want to set up frameworks to make sure that the CFO is not the sole decision-maker and that others are incentivized and feel accountable.

Think about this example: If the CFO is the sole decision-maker, transformation teams might optimize their approach, metrics, and updates for what matters to that one person. However, with one perspective alone, you can't unlock additional value or risks. Instead, you should consider a steering committee that is held accountable for driving critical decisions related to your transformation.

## Create a diverse transformation-initiative steering committee

Digital transformation touches all aspects of the business. Even when a transformation project is centered in finance, having commitment across the C-suite or the finance leadership team to make decisions together ensures buy-in and builds forward momentum.

The steering committee guides investments, direction, and outcomes of transformation initiatives. A subset of the leadership team, this is the team that will be held accountable for transformation and should be diverse enough across business and finance functions to compel those outcomes. Identify a day-to-day operational leader to drive the initiative.

This group could include the following members to make sure you can build accountability, measure success, and set direction through a diverse set of perspectives and interests:

- Chief Accounting Officer and Head of FP&A
- Head of Finance Technology and IT
- Chief Revenue Officer
- Head of Sales
- Chief People Officer or lead responsible for talent

Having a diverse and well-represented group of leaders helps you define the success of the transformation initiative together, and share ownership and accountability beyond just the finance team.



# Anaplan value

Whatever strategy or initiative your organization is pursuing, Anaplan gives you visibility and accountability through all of the parts of the organization that matter to your success.

Think of Anaplan as your insurance plan. When you have planning going on in all the different pieces and parts of your organization that are required to make a specific strategy or transformation happen, you need the transparency Anaplan provides to give you certainty about progress toward your goals.

The depth and breadth of information available on your Anaplan platform lets you forecast what's coming so you can anticipate problems and move quickly when things change.

When factors shift, Anaplan gives you the visibility to assess the situation and allows you to change your behavior to meet new needs – offering you the agility to craft a richly informed strategy based on a comprehensive view of the data and circumstances.

## **Improving speed to market and cash flow with Anaplan**

The combination of access to data and access to models and analytics to leverage that data lets you stay on top of complex processes and drive success. Two primary objectives that Anaplan can help with are speed to market and managing cash flow.



Speed to market – getting your products and services to market faster – is critically important and leads to a better opportunity for market share. With Anaplan, you can track your progress and experiment with various decisions and impact scenarios to drive that go-to-market push.

In terms of cash flow, Anaplan lets you trim supply chain excesses by gaining a more detailed view of demand and where, when, and how you order product.

Anaplan allows you to collect and use information in one single place to help answer questions like:

- How are you currently addressing demand?
- Where are there gaps? Opportunities?
- What products or services are being purchased?  
What subscriptions?

Anaplan lets you verify what is happening in various areas across the business and make changes as they're needed.





# Conclusion

Few roles have the enterprise-wide perspective, business insight, financial acumen, and data literacy of the transformational finance leader. Finance has a unique perspective on business planning, because they bring the numbers together from across the organization to forecast performance for the month or quarter ahead.

Finance knows better than anyone the challenges that come from connecting and orchestrating change across the business.

Today's finance leaders are uniquely positioned to guide the business into the future by creating a culture of curiosity and problem-solving, cultivating broad skillsets attuned to the digital age, implementing powerful data insight capabilities, and improving the frameworks and processes that govern business decisions.

There is a great deal at stake. With sophisticated data intelligence capabilities finally within reach, there are new efficiencies to be gained and new opportunities to drive growth and profitability to be discovered. Those who implement transformative technologies will tap into those insights and gain a competitive advantage. When you bring people, data, and processes together, you expand the realm of the possible and open the door to new ways to deliver a growth agenda guided by finance leadership.

**Learn more about [Connected Planning for Tech, Media, and Telecom](#) by Anaplan**



## About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,400 of the world's best brands continually optimize their decision-making by planning with Anaplan.

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

