



# Deliver on customer expectations while driving profitable growth in media and entertainment

## Reduce uncertainties in decision-making

Media and entertainment companies are currently facing a variety of challenges hindering their ability to achieve revenue targets. Multiple media platforms have created an abundance of choices for customers which is leading to increased market competition, high customer churn and oversaturation of offerings. Many companies are finding it difficult to develop effective subscription models to counteract their low customer retention rates. In addition, increasing content production costs and lower advertisement fees are making it difficult to identify where to focus future investments, diversify content libraries, and attract new customers.

Careful business planning is critical for capturing revenue opportunities faster and achieving your performance targets. Traditional planning tends to be a time-consuming, manual process that uses spreadsheets pulled from disparate systems which are then shared across the organization. Data quality and availability issues make traditional planning slow, unreliable, and error-prone. The result: inefficient capital usage, misalignment between strategy and execution, and missed revenue opportunities.

Anaplan enables visibility into future performance based on the business' current trajectory, allowing executives and decision makers to change course as needed. Our platform links finance, sales, marketing, operational, and workforce plans to give you real-time visibility, agile collaboration, intelligent forecasts, and performance coordination for your connected enterprise. Anaplan connects data, people and plans across the enterprise on a single platform enabling leaders across your organization to make faster, more intelligent business decisions.

### CUSTOMER STORY



**Optimized sales compensation and financial processes, and automated manual and time-consuming efforts**

### CUSTOMER STORY



**50% less time required to deliver monthly volume and revenue forecasts**

## FINANCE

### Manage capital expenditure and develop effective business models

Financial planning is crucial for media and entertainment companies to achieve their financial objectives, manage costs, and optimize profits. Like many companies in this market you typically operate on thin margins, and face significant uncertainties in revenue streams due to changing consumer behaviors and preferences. Effective financial planning helps you allocate resources more efficiently and make more informed decisions to stimulate revenue growth and manage risks.

**Anaplan for Finance** allows you to steer business performance dynamically, collaboratively, and intelligently. Anaplan takes you beyond basic budgeting, linking advanced drivers and models to operational and financial plans across finance, sales, supply chain, operations, and HR. Finance teams can align corporate objectives with financial plans that factor in market events and operational tactics, resulting in finance transformation that has a tangible and competitive impact.

- Improve accuracy and build alignment with corporate strategy
- Conduct scenario modeling and analysis to establish the best path forward
- Optimize opportunities with intelligent forecasting
- Drive effectiveness and efficiencies across planning processes
- Support seamless data integration and user adoption
- Deliver up-to-the-minute reporting with confidence

#### CUSTOMER STORY



**Integrated systems and automated processes to minimize reliance on IT resources for planning, saving hours a week**

## SALES & MARKETING

### Design, align, and optimize go-to-market strategies

Media and entertainment companies rely heavily on the sale and distribution of their products, such as movies, TV shows, music, and live events. Effective sales and marketing strategies help companies to increase revenue by reaching a wider audience, building brand recognition and loyalty, and developing partnerships with other businesses. Accurate planning can help companies stay ahead of their competitors by identifying market trends, understanding customer behavior, and adapting their offerings to meet changing demands.

**Anaplan for Sales and Marketing** provides you with visibility into the drivers of sales and marketing performance and the tools you need to develop a connected revenue strategy. A comprehensive view of commercial drivers across the enterprise helps keep marketing budget, spend, and promotions aligned, sellers and partners motivated, and provides your organization the intelligence and agility needed to drive revenue and sales performance.

- Align strategy to corporate goals and ensure organizational alignment
- Empower the business to design, model, and optimize your go-to-market plans using a single data hub
- Size and segment your sales addressable market to set achievable targets and increase productivity
- Design go-to-market plans that capitalize on market opportunity, drive motivation and fuel performance
- Optimize budgets and trade promotions across brands, regions, and offers
- Plan, execute, analyze, and re-allocate capacity and spend with agility
- Increase sales forecast accuracy and foster a commitment to sales excellence

#### CUSTOMER STORY



**Improved sales reporting processes and cut reporting time from 3 weeks to 1 week**

**WORKFORCE**

**Strategically address talent needs and human capital costs**

Effective workforce planning ensures that your company has the right mix of talent with the required skills to meet the demands of the business in the short- and long-term. Identifying your peak hiring needs ensures that you can staff your operations quickly for new projects, seasonality, and ramp down once the project is completed. This helps to optimize labor costs and avoid overstaffing. Identifying critical talent and skills gaps within your organization can also help develop strategies for attracting and retaining the right talent. This is particularly important in a constantly evolving industry where staying ahead of the competition requires innovation and agility.

**Anaplan for Workforce Planning** provides HR, finance, operations, and business leaders with a single, accurate view of the organizations’ workforce, capacity, and human capital costs. Effective workforce planning enables you to collaboratively plan and optimize your

workforce strategy, identify headcount and talent shortages that hinder business success, model detailed “what-if” scenarios to address gaps, evaluate financial impact, and make timely decisions for your talent processes and programs.

- Provide transparency into headcount, skillsets, and workforce costs across your entire organization
- Bring agility to developing and pivoting workforce plans
- Design forward-looking talent strategies that are aligned to your business goals and budget
- Provide your talent acquisition and management teams with early insight into the timing and budget for roles and skills in demand

**Connected Planning**

Your journey to connecting planning with Anaplan can help manage capital expenditures, fuel growth, improve margins, and mitigate risk. You can develop effective go-to-market strategies across sales, marketing, customer success and channel partners. And, despite the challenges and obstacles encountered, you can design forward-looking talent strategies that align with your business goals and budget, ensuring resilience and adaptability in your approach.



## Customer logos

The logo for Dish Network, featuring the word "dish" in a lowercase, rounded, red font with a small trademark symbol.The logo for Netflix, featuring the word "NETFLIX" in a bold, uppercase, red font.The logo for Sky, featuring the word "sky" in a lowercase, blue, italicized font.The logo for Telus, featuring a green stylized "t" followed by the word "TELUS" in a bold, uppercase, dark blue font.The logo for Virgin Media O2, featuring the "Virgin media" logo in red and blue, and the "O2" logo in blue.The logo for Zillow, featuring a blue stylized house icon followed by the word "Zillow" in a bold, blue, sans-serif font.

### 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 the speed of the market. 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 2,200 market-leading customers in over 50 countries navigate their daily planning challenges with confidence.

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