



Achieve collaborative and aligned go-to-market planning with Anaplan

Traditionally, technology organizations seek to win by going all in and doing whatever it takes—including increasing headcount, marketing spend, and allocating valuable resources—to achieve growth at all costs. But today's technology companies are challenged to navigate a new, unfamiliar environment in which investors are putting pressure on them to balance growth and profitability.

The technology landscape is undergoing a seismic shift. Where once top technology companies raced toward 60% growth—even if it meant burning through their cash reserves—today a different story unfolds. Successful companies are still growing, but at a more sustainable 40%, and they're doing it with increased cash flow. How do they pivot so effectively? What strategies lie behind this newfound equilibrium between growth and profitability?

In some cases, technology companies attempt to build go-to-market strategies that enable them to manage growth against the cost of sales. But these strategies often fall short because go-to-market teams in sales, marketing, customer success, and professional services tend to develop plans in silos—failing to widely share datasets and insights or collaborate and align with other teams across the enterprise.

These siloed and static business-as-usual processes present formidable roadblocks to sustainable growth in an industry at a tipping point. Disconnected planning across business functions leads to organizational chaos and detrimental results, including:

- The inability to adapt quickly to market changes which impedes competitive innovation
- Go-to-market planning processes that are duplicate, misaligned, inefficient, and costly
- Top sellers leaving due to rigid annual sales planning cycles and unattainable quota-setting

Current go-to-market planning practices not only make it difficult to identify and share critical insights for business growth, but they also leave technology companies struggling to answer fundamental questions critical to the health of their businesses. Do you know which customers or products are likely to deliver the most growth to your business? Or the ROI for your highest performing seller? Many technology companies cannot answer these important questions, so they search for meaningful insights with inefficient planning tools and processes that will leave them behind in today's tightened economy.

Anaplan can help.

There is a better way to plan your go-to-market strategy

Building a successful go-to-market strategy hinges upon tight collaboration and alignment. Anaplan's solutions help bring every stakeholder who touches revenue into your budgeting, forecasting, and planning processes at the right time to collect feedback, incorporate new ideas, and validate strategy.

CUSTOMER STORY



With the vision to become the most insightful, digital, and admired finance team in the technology industry, Autodesk built an Anaplan environment to power go-to-market finance planning, financial and sales forecasting, sales compensation, portfolio optimization, workforce and spend forecasting, license compliance, and other complex processes.

Challenges:

The solution addressed the limitations and challenges of its traditional planning techniques, including:

- Continuous change requiring agile, intelligent decision-making
- Frequent adaptation and maintenance of financial processes
- Corporate finance initiatives requiring aligned planning and forecasting

Results:

Today, Anaplan models support various business functions at Autodesk, including go-to-market finance, financial planning and analysis (FP&A), treasury, and global revenue operations. Benefits to its business include:

- 80% faster revenue forecast roll-up, even with the change from perpetual to subscription pricing
- Rapid recalibration of plans and forecasts with intelligently architected, organized models
- 30 Anaplan models support various business functions on a single cloud platform

Key capabilities

Market segmentation

Do not leave revenue on the table with poorly segmented accounts that misrepresent growth opportunities. Anaplan helps you prioritize across accounts with propensity insights and uses predictive analytics to increase your revenue by 3X in newly identified segments.

Coverage

Are you spending 30+ hours per week on spreadsheet-based data crunching during the planning cycle? Anaplan's proven unified platform makes it easier to manage territories and model rebalancing options for sales channels, so you can develop your coverage mix in less than 10 hours per week. Our new Territory & Quota Planning application enables a streamlined configuration that can be extended as needed and is easier to maintain—making your business operations more efficient and cost-effective than ever before.

Incentives

With pressure to reduce headcount, retaining your best sellers is critical. However, delayed sales reporting can cause payment estimate errors of 10-15% with long waiting periods before data can be analyzed. Anaplan's agile planning helps you provide faster compensation while ensuring attainable quotas and motivating incentives.

GTM execution

In the face of macroeconomic shifts and ongoing uncertainty, technology organizations must be ready to pivot to remain profitable. Anaplan helps organizations prepare and adjust to changes with 'what-if' scenarios that reflect changes in real-time across go-to-market functions.

Anaplan offers a unified platform that connects people, data, and plans in a secure, cloud-based environment that enables you to optimize planning and real-time decision-making across all lines of business—from strategic to operational. For go-to-market leaders across sales, marketing, customer success, and professional services, Anaplan makes it easier for you to collaborate and share insights, aligning your strategic plans with those of other functional teams to increase growth, resource efficiency, and retention of the best sellers across your enterprise.

Key benefits

- Build a market segmentation strategy on propensity to buy and the greatest ROI
- Optimize your sales plans by uncovering more opportunities to reach your revenue goals
- Quickly adjust to market changes to ensure the go-to-market team is optimally deployed
- Achieve cross-functional alignment on investments, spend allocation, and resourcing
- Plan the best coverage mix across territories, geographies, and seller capabilities
- Retain top talent with attainable quotas, motivational incentives, and timely compensation

Anaplan is at the heart of intelligent go-to-market planning, creating one connected plan with end-to-end capabilities. From market segmentation to coverage, incentives, and sales execution, the Anaplan platform simplifies and supercharges planning across the business—bringing speed, agility, flexibility, and precision to planning while providing ease of use to the business user to reduce IT reliance.

Lead your go-to-market organization to competitive growth and profitability

Smart go-to-market planning is the key to efficient, sustainable growth in the technology industry. With Anaplan, you can enable collaboration across all go-to-market decision-makers with a single unified platform and applications that help you get started instantly. Set apart by its speed, accuracy, flexibility, precision, and business-led models brought to life through examples—Anaplan can help ensure the go-to-market strategies you put forward are aligned with your organization's broader goals for maximum and sustainable strategic growth.

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://anaplan.com).

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