Anaplan enters the German market

anaplan.com  Anaplan is driving a new age of connected planning
Companies today need flexibility and agility throughout their planning processes in order to keep up with the changing dynamics of the market and to support changes in operating models to meet business goals. Instead of driving strategic plans and execution of those plans to achieve short- and long-term business objectives, many companies focus on short-term operational decisions. A common challenge for leaders at large global companies is the lack of a sustainable and holistic processes for defining and evaluating strategic decisions across the organization and over years.

**The Anaplan team in Germany:**

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“Adapting to dynamic conditions distinguishes leading business from their competitors. Anaplan helps companies leverage connected planning to strengthen their marketplace agility, joining people together with data and plans to accelerate the success of their businesses.”

– Frank Calderoni, President and CEO
Agile, driver-based planning and forecasting of revenues and costs

The Anaplan platform offers driver-based planning and forecasting of P&L, enabling users to leverage agile ways to calculate seasonality, profiles, or trends from historical data. The platform also offers flexible modeling across entity structures, lines of business, products, and distribution channels.

Fast, connected, and collaborative

The Anaplan platform updates data in real time, speeding up the budgeting, planning, and forecasting process, and allows users to connect a financial planning model with other models while providing a high degree of collaboration between entities and lines of business.

What does Anaplan offer?

Anaplan offers companies a collaborative, cloud-based platform that enables them to connect data, people, and plans so users can plan ahead, collaborate, and act in real time. Our customers can anticipate strategic events, rapidly visualize the potential impact, and adjust their strategies on-the-fly. Using Anaplan, German companies’ leadership teams can constantly align resources, plans, and expenditures with market opportunities.

Why is Anaplan successful?

In a world where you need to react faster and faster, where companies struggle to supply the right resources, at the right place, at the right moment, Anaplan’s collaborative platform enables leaders to make better-informed decisions in real time.

In order to grow, German companies need flexibility and agility in the planning process to drive strategic decisions and take advantage of market growth or acquisition opportunities. The Anaplan platform offers large-scale multidimensional modeling, enabling users to react immediately to changes, and places modeling and ownership within the hands of the business, not IT.

Watch this video interview with Anaplan President and CEO Frank Calderoni.

www.cheddar.com/videos/151586
**What does Anaplan do?**

Anaplan is radically transforming the way global groups plan and pilot their strategy. The company was founded in 2006 by Michael Gould, a mathematics PhD and an expert in the field of Corporate Performance Management.

Michael spent four years working with a team of engineers to develop Hyperblock™ (www.google.com/patents/US8151056). This technology re-imagines the best of existing databases, columns, cubes, and spreadsheet interfaces on a completely cloud-based, in-memory platform.

**Who is Anaplan?**

We were a team of 35 when our solution was first brought to market in 2011. We now have 900 employees in 18 offices globally. Anaplan has raised $300 million in capital in several rounds of funding (including $60 million in December 2017). Today, we have over 800 customers in more than 40 countries.

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**Anaplan enables you to answer the following question (and many more)**

“If I launch a product or a service in two weeks instead of two months, what return on investment can I expect and how much is this decision going to cost me?”

With old technology and spreadsheets, it could take two months to get the answer to this question—and by the time the answer was returned, the circumstances surrounding the question would have changed. With Anaplan, the answer is instantaneous.

Read *Global Finance Magazine’s* interview with Anaplan Founder Michael Gould.

ANAPLAN CUSTOMERS

Faurecia and Chassis Brakes International

With 300 sites, including 30 research and development centers, in 35 countries around the world, Faurecia is a global leader in three areas of business: automotive seating, interior systems, and emissions control technologies. The company faced several planning-related challenges, including slow plan consolidation due to multiple differently formatted Excel® spreadsheets, lack of visibility into plant capacity, and inability to compare past strategic plans and financial figures.

The company’s strategic plan is managed centrally by a small number of people. Using the Anaplan platform for demand planning, Faurecia can now model and plan top-down and bottom-up approaches across the organization with a collaborative and auditable workflow. Plans are accurate down to the SKU and account level, and models are built and maintained directly by field planners. As a result, strategic long-term analysis is connected and controlled. Data collection and simulation is more efficient, and scenarios can be constantly adjusted and optimized. Most important, executives have improved real-time reporting and the company has a foundation for further optimization of its production and capacity planning.

Chassis Brakes International is one of the world’s largest manufacturers of automotive braking solutions. Its disc brakes, drum brakes, electro-mechanical parking brakes, and rotors are provided through OEMs and used in passenger cars and light commercial vehicles. The company struggled with a complex planning system based on Excel, Access, and email, which all hindered decision-making.

Chassis Brakes International wanted to create a six-year sales forecast based on IHS trend data. With Anaplan for volume and demand planning, Chassis Brakes International personnel can collaborate to model and plan both top-down and bottom-up approaches. The Anaplan platform’s fast in-memory modeling engine saves time, and its auditable workflow ensures transparency. The results, leaders say, are “simple, fast, and powerful.” The Anaplan platform improves efficiency in data collection and simulation, delivers better visibility to executives, and enables real-time reporting and collaboration. Lastly, production and capacity planning at the company are optimized, thanks to the Anaplan platform.
ANAPLAN CUSTOMERS

Zalora

For David Inns, Director of FP&A and BI at Zalora, connected planning enables budget owners to have an active role in assembling their business plans.

Zalora sells fashion throughout Southeast Asia and is part of a larger group called Global Fashion Group (GFG). GFG is a holding company for similar ventures in other emerging markets.

Today, Zalora uses Anaplan to pull together its full assortment plan (the products the company is going to buy for the coming season), which drives its top line.

Zalora built several modules within Anaplan to enable different functions of the business to have input into the business plan. When leaders have built their overall top-down targets for the business, they can then have others within the businesses work in underlying Anaplan modules to see how they can achieve the plan together.

"Resourcing is obviously the biggest cost driver for us," noted Inns. "We worked with our HR team to build out a full enterprise-wide resource planning tool that enables people to take their existing resourcing levels and then make some fairly complex decisions in terms of changes that they will be undertaking in their departments with their resourcing throughout the year."

Zalora has saved considerable time during the planning process by using Anaplan.

"Not only have we avoided all the historic Excel crashes, but consolidation and administration of the data has become a lot easier, enabling the various teams involved in pulling together the consolidated views to actually start reviewing the data straight away rather than spending all that time pulling it together," Inns explained. "Whereas we used to take several days to consolidate all of those spreadsheets to get a view, we now have that within seconds—the moment they input the information and the timeframe is cut off, we can see what the cost will be."

For Zalora, connected planning gives budget owners an active role in bringing together overall business plans.
Schneider Electric’s energy division, a leader in energy management and industrial automation, operates in 140 countries and generates 4 billion euros in revenue annually.

Pipeline and forecast management is a key element of Schneider Electric’s performance, but the energy division struggled with it. Clunky legacy systems, difficulty analyzing portfolios, and a fragmented view of projected sales all hurt the business. Arnaud Dutang, CFO for the Middle East and Africa, and Jérémy Humbert, Pricing Leader for Schneider Electric’s energy division, wanted the company to be more agile.

Schneider Electric conducts rolling forecasts in order to align its business outlook with reality. The company realized the shortcomings of its forecasting processes when distressed currencies in some countries affected the company’s outlook in those locations.

The problem with the rolling forecasts? Schneider Electric’s data pipeline expanded by the day. It generated Excel files larger than 150 MB, and obtaining insights from them often required nearly an hour of analysis. The company needed a new approach.

Schneider Electric met with Anaplan and laid out its specifications for portfolio opportunity analysis. The company created an Anaplan-based sales performance management and forecasting application, named Cassandra, to make sales systems more efficient and provide more precise, accurate results. Schneider Electric also sought to consolidate teams, build a shared methodology for analysis, and render countries and regions autonomous.

With the support of management consulting firm BearingPoint, Schneider Electric built pipeline management models in Anaplan in three months. It also defined composite elements and performed extractions to build dashboards that would provide a relevant view of its business outlook. Schneider Electric rolled out Cassandra at a functional level in over 60 countries.

Today, Cassandra serves as the sole source of information for everything related to the energy division’s pipeline. Its data-sharing functionality gives stakeholders in various locations the ability to discuss business prospects in depth. However, the greatest advantage delivered by Cassandra is improved sales performance visibility enabled by faster analysis.

“Because the pipeline needed to support a 27-month data history and 140,000 monthly data rows, the files were overstretched, saturated, and very time consuming to use.”
The four key advantages of Anaplan for German companies

1. **In the hands of the business.**
   With Anaplan, modeling is owned by the business and supported by IT. You gain the flexibility and ability to quickly adapt to change because simulations can be done in real time.

2. **200+ applications, one platform.**
   The Anaplan platform can enable German companies to integrate planning across finance and non-financial lines of business (LOBs)—such as HR, sales, marketing, and supply chain—on one platform, providing a single version of the truth to enable true collaboration within the finance team and between the departments. Each department can use predefined content and processes from our App Hub, increasing speed of execution. For example, the Strategic Planning and Analysis app in the App Hub:
   - Provides company, organization, market, and opportunity settings
   - Enables scenario settings and “what-if” simulations
   - Supports multi-organizational analysis by country, market, opportunity, and year

3. **Proven and secure solution.**
   We have supported innovation and global transformation projects at leading companies in various industries, including Barclays, LVMH, Groupe BPCE, Schneider Electric, Unilever, Aviva, Axa, P&G, Diageo, HP, Cisco, and Unilever.

4. **Rapid time to value.**
   Our largest customer implemented the Anaplan platform in only six months. Our platform integrates relevant data from multiple information systems, and several solutions allow the data to be retrieved and worked on afterward.

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**About Anaplan**

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan’s cloud platform in every business function to make better-informed plans and decisions and drive faster, more effective planning processes. Anaplan also provides support, training, and planning transformation advisory services. Anaplan is a privately held company based in San Francisco with 18 offices and over 150 expert partners worldwide. To learn more, visit anaplan.com.