

Anaplan for demand planning: Making decisions at the speed of business

Today's market can shift in a matter of minutes. Demand planners have to be ready to adjust their plans when the moment strikes. What if a celebrity is seen wearing your brand and demand for the item spikes within a few minutes? Are you confident that you'll be able to adjust your plans to meet demand and make decisions at the speed of business?

Anaplan for demand planning enables supply chain leaders to sense and drive demand instead of merely reacting to the market. With a cloud-based planning platform, a clear view of relevant internal and external factors is incorporated into the demand forecast so organizations can steer clear of stock-outs, excess inventory, and wasted capital. Rather than making decisions based solely on historical data, planners can make informed decisions at the speed of business.

"It used to take us five days to react to demand changes. Now, with Anaplan, it takes us less than five minutes to come up with the necessary changes in production."

RK DEL ROSARIO, SUPPLY CHAIN PLANNING MANAGER, DEL MONTE

Promotions and new products simplified

Anaplan for demand planning makes a huge difference for **trade promotion planning** and **new product introduction**. With trade promotion planning, the Anaplan platform makes it easy to manage promotion budgets, plan collaboratively at both the aggregate and detail levels, and add promotions, campaigns, and products as your plans evolve. With the Anaplan platform, promotion planners have the flexibility to adjust models and calculations as the market changes.

When it comes to **new product introduction**, Anaplan for demand planning enables planners to seamlessly collaborate with customers and distributors to create accurate demand forecasts and budgets for new product launches. New product launches become a collaborative effort by unifying information from key stakeholders in marketing, sales, operations, and supply chain.

