



## Anaplan for Supply Chain

### Empowering value-based decision-making in supply chain management

The modern supply chain is fast-paced, dynamic, and changes by the minute—supply chain leaders can't make good decisions in a data vacuum. To excel in today's environment, leaders must make timely, value-based decisions, responding quickly to shifts in demand and customer needs. When value is king, margins are optimized and profit is maximized.

The Anaplan for Supply Chain solution, offered on the Anaplan cloud-native platform, takes a holistic approach to supply chain management by enabling real-time visibility across the network, creating the ability to sense and drive demand, and facilitating a dynamic, collaborative sales and operations planning (S&OP) process. The results speak for themselves: Forecasts improve, information walls break down, and connections are built. Achieving business goals becomes the rule instead of the exception.

### Planning is king for supply chain success

More than ever, solid planning is essential for business success. In Anaplan's first global survey on planning, "The State of Connected Planning," Anaplan surveyed over 1,000 planning professionals across numerous business functions in 45 countries and 18 industries to uncover leading planning trends. Respondents from the supply chain field reinforced this core truth: Planning is more important than ever.

In the survey, 91 percent of supply chain professionals said that planning is critically important to their company. Seventy-three percent said that planning directly impacts customer satisfaction, and 79 percent said that planning is critically important to enhancing revenue.

Even so, the surveyed companies face multiple challenges in their quest for effective planning in a highly competitive market. Plans are disconnected, technology is outdated, and it takes too long to incorporate market changes into plans. Forty percent

of the supply chain professionals surveyed said that they put half or fewer of their plans into action, and 75 percent reported they take weeks or longer to incorporate market changes into their plans. Sixty-six percent of supply chain professionals surveyed said they could improve their planning processes and 46 percent said that they needed better technology to support their planning.

Speed is essential. Market demand changes by the minute and your supply chain plans must adjust quickly to respond. Collaborative, value-based supply chain management has never been more important.

What's the answer to overcoming obstacles and turning your supply chain into an industry leader? It's simple; there's a better way to plan. It's time to take your planning from static and disconnected to dynamic, collaborative, and intelligent. It's time for Anaplan for Supply Chain.