

## Key Challenges and How We Solve Them

# Demand Planning



### Challenges

- Multiple departments planning demand in silos at various levels and at various points of the product lifecycle
- Limited to no customer collaboration in the forecasting process
- Inflexible forecasting systems and/or unscalable, uncollaborative spreadsheet-based planning processes

### Anaplan Enablers

- Collaborate more effectively across departments and customers with an optimized flexible modeling engine
- Understand forecast changes and drivers of change with analytics that go beyond historical data and sense demand from other, non-traditional sources
- Improve accuracy of new products, promotions, and intermittent demand with modeling and automated forecasting methods

### Business Value

- Improve accuracy and cross-functional alignment, reducing supply side risks and increasing operational efficiency
- Increase productivity and ability to respond to changing market conditions
- Decrease cannibalization and margin erosion from end-of-life product phase-out and new product launch



"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 adjustments in production."

- Supply Chain Planning Manager