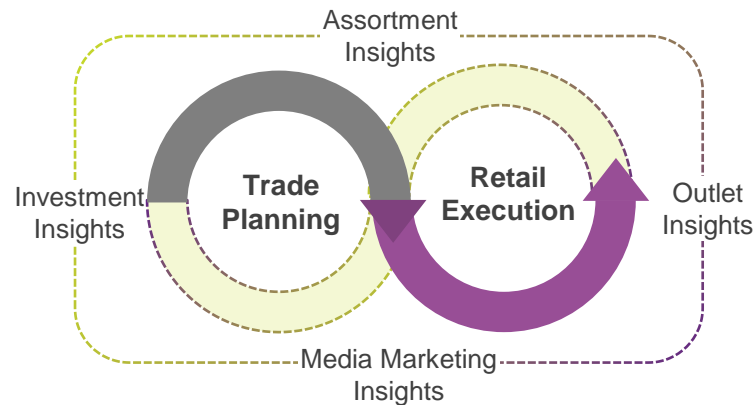


# Intelligent Trade Planning and Execution

## Trade Planning and Execution Run at Two Speeds

State and local leaders serve on the front lines of the COVID-19 response, working to ensure the safety of their communities. Anaplan is committed to partnering with these leaders and providing the tools necessary to support the efforts of government, healthcare, and private entities as they collaborate on reallocating reusable inventory in a rapidly changing environment.

Leveraging Anaplan's Connected Planning environment enables public and private facilities to centrally manage vital equipment, supplies, and personnel during a widespread health emergency.



## End-to-end Integrated Solution for Trade and Marketing Organization

Integrates the planning and execution systems and capabilities as one closed loop seamless function resulting in near real time feedback. It is powered by integration of multi-cloud planning & execution platforms - Anaplan & Salesforce. However, the solution is platform agnostic and is applicable for multi-cloud integration of planning and execution.

**Integrated Planning** - Fully integrated trade planning framework to connect strategic trade, operational & execution plans

**Aligned Execution** – Translate cycle plans to respective executable components to achieve outcomes from opportunistic plans

**Embedded insight** – Provide contextual insight at every point in the salesman's journey to empower them with near real-time decision making

## Key benefits

- 3% Cost saving from the reverse logistics cost and cost of obsolescence
- 20% Improvement in forecast accuracy
- 20% improvement in the new products reaching their desired – weighted distribution, awareness & trial goals
- 5-7% Reduction in out of stock at shelf and stock out of promotional stock
- Improved product awareness and trial targets as 70% of touch-points reach their intended retailer destinations
- Optimal retail investments architecture focused on improving the ROI

## CUSTOMER STORY

### A Leading International Tobacco Company

With Anaplan we helped a leading international tobacco company embark on an analytics-led Trade Marketing & Distribution transformation journey to improve operational efficiency & enable efficient allocation of trade capital, improve ROI on Trade Investment and grow profitability in an increasingly tough regulatory environment.

## CHALLENGES

- Misaligned sale, marketing & enterprise goals
- Higher trade marketing and distribution cost as % of revenue vs. the peers
- Unsegmented and suboptimal trade fund allocation resulting in poor ROI

## RESULTS

- 30% Increase in sales productivity
- 1.5% Increase in ROI
- 1.8% Decrease in retail OOS

*“The project would not have been the success it is without the expertise and guidance of the ITC team.”* - Senior Analyst, Fortune 500 CPG Client

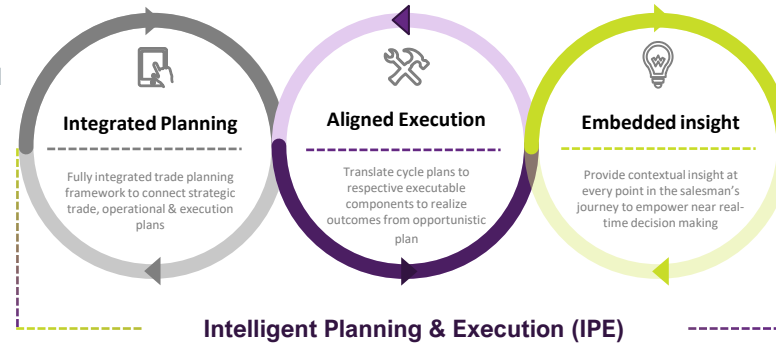
## Key features

**Opportunistic Planning** - Insight into pockets of opportunities to grow in the market and establish an aligned macro-plan to exploit those avenues

- Sales Volume Planning: Detailed opportunity identification and nuanced volume & mix planning & associated financial simulation to be able to exploit those opportunities
- Universe Coverage Planning: Develop a deep sense of the extent of “distribution” opportunities available in various categories and draw up a fully connected operational coverage plan to exploit those

**Hyper localization** - Plan locally act locally  
Quickly adapt every aspect of the trade planning and execution to local nuances to stay continuously relevant

- Assortment - Design locally relevant assortment, drive retailer adoption and execute assortment efficiently to deliver Shelf throughput
- Bespoke RTM - Simulate different RTM models with respect to various trade objectives & rapidly execute on the chosen ones
- Precision Sales - Continuously iterate outlet level sales plan with shifting local nuances & empower salesforce with contextual intelligence at the point of action to drive growth
- Media - Design, plan & execute touch-point mix ,aligned with local context to generate awareness and trial



**Commercial Excellence** - Create a sustainable win-win commercial relationship with trade partners through price , promotions and optimal investment architecture

- Trade Pricing - Develop, Plan & execute nuanced price waterfall model in alignment with various RTM models to ensure a joint commercial success with retail partners
- Trade Promotion - Gain deep insight into historical success drivers and develop & execute future plans accordingly to secure higher ROI from promo investments
- Trade relationship - Take collaboration with trading partners to the next level By exploiting process synergies & through creation of a robust commercial model
- Field force incentive - Align the behaviour of field-force in the desired direction to realize the strategic objectives of trade marketing

## Key features of the Anaplan platform

### Planning at scale

Enterprise-grade scale with a cloud native platform and patented in-memory Hyperblock™ engine

### Voice to your data

One location for all your planning data that is trusted, connected, and current

### Power decision making

Unmatched flexibility to model any scenario for the organization and by the organization

### Ease of use

Engaging, collaborative, and actionable user experience

### Safeguarding your present and future

Robust protection through user access controls, identity management, and data encryption

### Superior visibility

Embedded intelligence and optimization to drive insights that matter

## About Anaplan

Anaplan (NYSE: PLAN) is pioneering the category of Connected Planning. Our platform, powered by our proprietary Hyperblock™ technology, purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use our solution to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments to give our customers a competitive advantage. Based in San Francisco, we have over 20 offices globally, 175 partners, and more than 1,400 customers worldwide.

To learn more, visit [anaplan.com](https://anaplan.com).