

Transforming enterprise planning for telecommunications

Navigate complexity, gain clarity, and drive faster innovation



Rethinking planning for confident decision-making

In an industry shaped by rapid technology shifts, evolving customer demands, and constant regulatory pressure, telecom companies must adapt quickly — or risk falling behind. Yet traditional planning methods can't keep pace. When plans are disconnected from execution, the result is inefficiency, customer dissatisfaction, and missed revenue opportunities.

Every strategic shift — whether in capital investments, subscriber growth strategy, pricing, or

workforce allocation — demands coordinated, fast action. But fragmented systems, siloed teams, and outdated processes make it difficult to pivot with confidence.

To stay competitive, telecom companies need dynamic, enterprise-wide planning that breaks down silos, integrates AI-driven insights, and supports fast, informed decisions. With the right platform — like Anaplan — change becomes a catalyst for growth and innovation.



Unlocking enterprise-wide agility and intelligence with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis, transforming data into actionable insights for real-time, optimized decision-making. We deliver agility and alignment across your enterprise — empowering faster, smarter decisions so you can:



Activate your business by seamlessly **integrating data and systems** to operate more efficiently.



Accelerate planning and execution with **Anaplan applications** to move faster and adapt to change.



Connect teams to **align planning processes** across the organization, eliminate silos, and improve coordination.



Optimize decision-making with **Anaplan Intelligence**, empowering teams with AI-driven insights.

Unlike traditional planning tools, Anaplan empowers organizations with dynamic modeling, real-time adjustments, and scenario testing — enabling flexible, enterprise-wide plans that adapt quickly to change. Our centralized planning environment provides a single source of truth, ensuring seamless collaboration and more effective decision-making.

With Anaplan, you gain speed, control, and foresight — turning planning into a strategic advantage.

FINANCE

Gain transparency of growth drivers, risk, and financial health

Capital-intensive infrastructure, regulatory shifts, and margin pressure make agile financial planning essential.

Anaplan for Finance delivers a connected, AI-infused planning engine to optimize spend, reallocate resources quickly, and scale with precision as conditions evolve.

- Improve data transparency and trust to enable real-time decisions.
- Accelerate financial close and reporting through automation.
- Optimize CapEx and OpEx to drive sustainable growth.

- Identify profitability risks and adjust strategies in real time.
- Connect long-range plans with operational realities to enhance agility.



HR AND WORKFORCE

Close talent gaps, mitigate risks, and future-proof your workforce

Workforce models are evolving and becoming increasingly complex — field operations, call centers, digital services, and technology roles all require tailored, strategic planning.

Anaplan for HR and Workforce provides real-time visibility into workforce capacity to help close talent gaps, manage costs, and align your people strategy with business growth.

- Plan with real-time workforce data to reduce skills gaps and turnover.
- Model workforce scenarios to manage labor costs and optimize coverage.
- Align hiring, reskilling, and retention efforts with business strategy.

- Automate resource allocation to reduce operational overhead.
- Use predictive insights to anticipate talent needs and mitigate risks with business goals.



SALES AND MARKETING

Outpace the competition with strategic go-to-market planning

The pressure to accelerate revenue growth is constant — but misaligned go-to-market (GTM) strategies and static plans lead to missed opportunities.

Anaplan for Sales and Marketing connects GTM planning across channels and customer segments, enabling faster pivots and smarter investments that drive measurable growth.

- Gain real-time transparency into sales and pipeline data for more accurate forecasting.
- Automate GTM planning processes to move from strategy to execution faster.
- Optimize sales capacity, territories, and resources for greater efficiency and growth.
- Use AI-driven insights to refine GTM strategies and maximize ROI.
- Break down silos between sales, marketing, and finance to improve alignment.

SUPPLY CHAIN

Balance demand and supply with real-time precision

Demand surges, rising service expectations, and increasing product complexity challenge even the most advanced supply chains — while disconnected systems limit visibility and control.

Anaplan for Supply Chain synchronizes planning to respond quickly to disruption and optimize inventory, cost, and service levels.

- Gain end-to-end visibility across supply chain, sales, and finance.
- Automate supply and demand planning workflows to improve speed, accuracy, and efficiency.
- Connect inventory, deployment, and capacity plans from multiple systems for better alignment.
- Leverage AI-driven insights to predict demand and prevent disruptions.
- Align supply chain strategy with business growth and profitability goals.



From insight to impact: Modern planning that drives results

Leading telecom companies trust Anaplan to deliver faster, more confident decisions. By connecting strategy and execution across the enterprise, you will adapt quickly and stay ahead in a constantly evolving market.

SUCCESS STORY:

Virgin Media O2 **reduced forecast delivery time by 50%**, boosting accuracy and enabling real-time performance and customer behavior insights.



SUCCESS STORY:

BT achieved a **93% reduction in revenue calculation** time and shortened its development cycle to 16 weeks, accelerating time to value.



SUCCESS STORY:

Sky **eliminated 90% of manual data tasks**, reducing risk and errors while democratizing planning across the enterprise with minimal IT support.



SUCCESS STORY:

NVIDIA made **demand segmentation 97% faster**, boosting agility and cost-effectiveness through real-time scenario modeling and intelligent operational planning.



Contact us today to explore how to transform your enterprise planning.

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit www.anaplan.com