

# Revenue planning



## Gain greater accuracy of revenue planning for growth

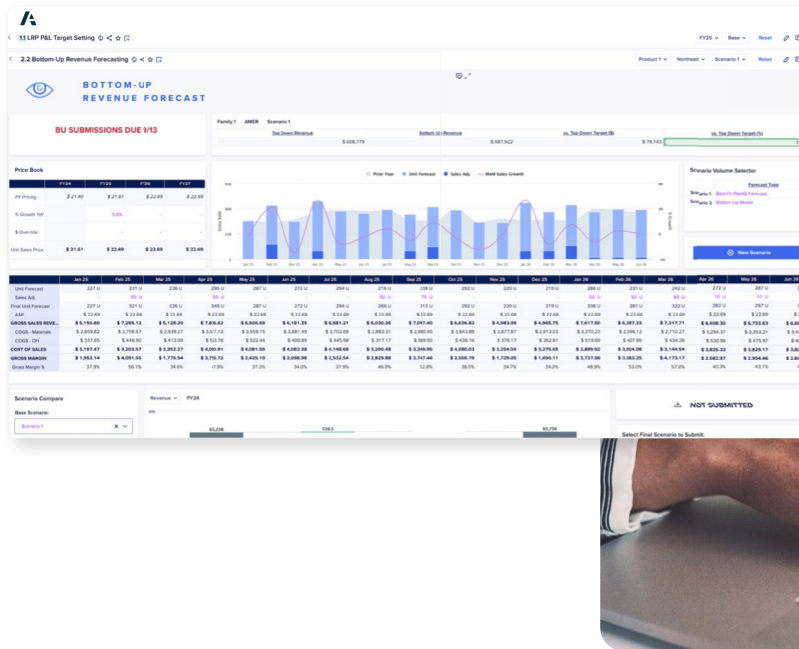
To survive, humans need oxygen and companies need revenue. Implementing effective and flexible processes for revenue planning and forecasting with a high level of accuracy can position your company for success, especially when you directly connect it to your LRP. In a fast-changing business landscape, your revenue planning must be nimble to account for unforeseen events and market dynamics, drive ownership and accountability, and be tied to both strategic and operational plans. Planning revenue at the right level of detail and adjusting plans when required enables your business to make informed decisions quickly.

Streamline your revenue planning process effortlessly with Anaplan. Customize your models to fit your organizational hierarchies. For instance, seamlessly roll-up your branches to countries, regions and global entities. Each entity can independently plan revenue, choose their preferred forecasting method (i.e., manual or statistical forecasting options), and drill up/down into the data. Stakeholders have full visibility into the planning process, fostering collaboration

between corporate and BU finance teams and allowing for meaningful conversations for more informed decision-making. This degree of flexibility, engagement, and trusted data cannot be achieved when planning spreadsheets are exchanged via emails across your global finance teams.

### With Anaplan for revenue planning, you can:

- **Cascade top-down targets and align with bottom-up plans** for consensus building and collaboration
- **Model top-line growth** with granular detail and factor in market trends, customer segments, and product offerings
- **Create real-time "what-if" scenarios** to analyze multiple possibilities and accommodate ad-hoc executive requests
- Update P&L and other **plans in real time** for immediate impact review
- **Leverage dashboards** for input and real-time visibility into impact with dynamic visuals



## CUSTOMER STORY



AB InBev, a complex and global brewer, uses finance and other functional planning to save time, increase agility and collaboration, and drive action.

### Their results:

- 90% time savings in company-wide data integration, accelerating decision-making
- Instant iteration enabling leaders to evaluate multiple scenarios and drive action
- One planning platform shared across the company, supporting consistent planning and better information flow



We not only have a financial plan with a number, but we know which actions we need to take to make sure that plan, and that number, actually materialize."

Global VP  
FP&A

## Launch your finance planning transformation journey today

The days of relying on manual, time-consuming, offline spreadsheet-based planning, budgeting, and forecasting processes are over. Today's dynamic market landscape requires agility for driving your company's success. With Anaplan, connecting your corporate and business unit FP&A teams becomes effortless and streamlined.

To enhance your enterprise's ability to support growth and profitability, [Anaplan CoPlanner for Integrated Financial Planning application](#), embedded with a conversational AI companion, allows quick deployment, provides faster time to value, eliminates data silos, fosters collaboration, and enables informed decision-making. Also, leverage [Anaplan XL Reporting](#) for enterprise-ready data integration and market-leading management and ad hoc reporting. Modernize your finance planning with Anaplan and unlock unparalleled efficiency and accuracy — let's revolutionize your planning, budgeting and forecasting processes.

### Ready to begin your finance planning modernization today?

Request a demo now. 

*Some information in this document may have product roadmap that is intended to outline our general product direction and is provided for informational purposes only. Product images are for illustrative purposes and may not exactly reflect the actual product.*



### 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](http://www.anaplan.com)

The Anaplan logo, featuring a stylized 'A' icon followed by the word 'anaplan' in a lowercase, sans-serif font.