

*Rapidly-growing, publicly-held American biotechnology company advancing human health and pioneering the future by harnessing technology.*

## Life Sciences

Anaplan for Finance & Sales

### Business Challenge

- **Lack of Sales Planning Platform** - Disjointed organization of bottoms up sales planning to drive forecasts and targets
- **Functional Disconnect** - Various planning platforms made for inefficient data transfer within different verticals of the business
- **Siloed Excel Planning** - Numerous spreadsheets failed to effectively compile FP&A forecasts, re-forecasts, and budgets. Therefore, the planning process was inefficient and led to cumbersome what-if analysis

### Solutions

- **Anaplan** - Replaced an Excel driven Sales planning solution with the capacity to generate commercial forecasts for all products in the opportunity, backlog, or invoiced phase as initiated by TAMs
- **Interconnected Processes** - Dashboard modeling that allows a consistent methodology and logic, across differing business entities, to generate reliable sales and finance forecasts
- **Comprehensive Driver Based Visibility** - Empower planners to filter, sort, and update Sales pipeline & backlog details based on dynamic drivers
- **Enable Easy What-If Versioning** - Ability to easily create and compare multiple versions to account for potential shifts and decisions past or future
- **One-Stop Shop Revenue Backlog Details** - Ability to view monthly revenue stream details with the ability to include or exclude items at multiple levels

### Impact

- **Drive Efficiency in FP&A Planning** - Integrated solution allows for an improved efficiency and performance in sales forecasting, with varying flexibility throughout the sales pipeline & backlog planning process
- **Scenario Modeling** - Solution allows for testing of assumptions and application of trends before a final forecast is concluded
- **Automated Management Reporting** - Baseline for reporting is widely automated for all products or customers at varying levels of granularity, with minimal user interaction necessary