Rapidly-growing, leading biotechnology company specializing in high-resolution, long-read DNA sequencing technologies used in life sciences, clinical research, and genomics innovation.

Life Sciences
Anaplan for
Demand Planning,
Finance &
Incentive Compensation

Business Challenges

- **Manual and Disconnected Planning:** Demand planning relied on spreadsheets and lacked integration across Sales, Finance, and Supply Chain.
- **Limited Forecast Accuracy:** No statistical forecasting foundation or ability to reconcile inputs from commercial, financial, and operational teams.
- **Inflexible Reporting & Analysis**: Existing tools did not support dynamic reporting or drill-down analysis across products, regions, or periods.
- **Resource Constraints**: Teams had difficulty tracking labor and inventory constraints against demand plans.
- **Siloed Incentive Compensation Process:** No centralized system for managing commission calculations, reporting, and approvals.

Solutions

- **Anaplan Demand Planning Implementation:** Built a scalable consensus demand plan combining sales, statistical, customer, and financial inputs at the SKU level.
- **Commercial & FP&A Enhancements**: Deployed dashboards for revenue, COGS, P&L variance, and quarterly reporting; enhanced depreciation and workforce tracking.
- **Incentive Compensation Model:** Modeled quota-based commissions, configured payee dashboards, and built payroll/accrual exports with workflow.
- **Build Plan Modeling:** Aligned SKU-level demand with labor and inventory constraints to generate monthly operational plans.
- **Data Integration:** Connected Anaplan to SAP and Snowflake via a central Data Hub using flat-file loads for Phase 1.

Impact

- **Increased Forecast Accuracy & Planning Efficiency:** Replaced manual spreadsheets with driver-based models and statistical forecasts, improving accuracy and significantly reducing cycle time.
- **Aligned Cross-Functional Planning:** Integrated Sales, Finance, and Supply Chain into a unified planning process, enhancing visibility and collaboration across departments.
- **Enabled Scalable, Data-Driven Decision Making:** Established a flexible platform that supports scenario modeling, automated reporting, and ongoing growth without adding operational burden.

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