



Informatica®

Anaplan

## The Right Data for Connected Planning:

Anaplan Drives Agile Decision-Making with Powerful Data Integration Partnership



*“Using Informatica Intelligent Cloud Services gives users the flexibility to bring a variety of operational data that they need to make better informed business decisions.”*

**Sathish Kumar Rajendiran**

Data Scientist/Sr. Manager, Data & Analytics  
Anaplan

### Goals

Facilitate data integration as Anaplan provides a single source of truth for operational data across any business function including sales, marketing, finance, engineering, product, human resources, customer care, and customer success

Provide access to multiple sources of data at the right time for better and faster decision-making

Help customers accelerate their digital transformations with the Anaplan platform and Informatica Intelligent Cloud Services integration capabilities

### Solution

Informatica Intelligent Cloud Services extracts data from more than 25 data sources and imports it into our Cloud data warehouse

Extract and load the data from our Cloud data warehouse into Anaplan’s DataHub for use with over 60 planning models

Anaplan HyperConnect, powered by Informatica, is a joint solution that extends powerful data integration benefits to customers

### Results

By integrating over 25 sources of data into the Anaplan ecosystem, together we deliver the right data, to the right people, at the right time, enabling better, faster decisions

Time savings with automated ETL (extract, transform, and load) processes

Streamlined data integration into Anaplan to deliver the vision of Connected Planning

## Business Requirements:

- Unified integration for new insights.
- Extract, load, and transform data with other enterprise systems
- Partner with a data integration leader, delivering an OEM solution

## About Anaplan

Anaplan has pioneered the category of Connected Planning. Its cloud platform, powered by patented Hyperblock technology and purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use Anaplan to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments, giving Anaplan's customers a competitive advantage.



## Informatica Success Story: Anaplan

The world's most successful and innovative companies know that continuous, agile planning is critical when it comes to staying competitive with rapidly changing markets that require quick, intelligent decisions. For large enterprises, legacy planning solutions and spreadsheets often are not enough to support modern, sophisticated planning and modeling requirements. Business leaders must connect operational data from multiple sources and systems on a frequent basis to achieve the most timely and relevant view of the business.

Each day, more than 1,000 companies worldwide make critical decisions using Anaplan, a cloud-native, enterprise-grade planning platform. Customers rely on Anaplan to create models that connect people, plans, and data, aligning finance, sales, supply chain, and other business functions to enable Connected Planning—a concept that customers across diverse industries rely on daily. Companies such as Autodesk, DISH Network, and Tableau use Anaplan to turn business plans into real results.

Anaplan also leverages the power of Connected Planning to increase its own business agility throughout the company. Anaplan employees use it across nearly every business function from sales to engineering to human resources, and more. But in order for connected planning to be effective, employees must have the right data.

To this end, Anaplan's cloud data warehouse, along with the DataHub, needed to evolve with ever increasing sources of data and systems. With more than 25 source systems, such as Salesforce, Splunk, ServiceNow, Box, Jira, Planning AI (Mintigo), and other internal and external systems, Anaplan wanted to simplify its data integration process to the enterprise data warehouse for agility and flexibility.

"We want to make sure our employees spend their time using and learning from data, not collecting it," says Sathish Kumar Rajendiran, Data Scientist and Senior Manager, Data & Analytics at Anaplan, whose team acts as a center of excellence to drive the company's data strategy. "We wanted to give non-technical employees a cloud-based integration tool that would make it fast and easy for them to set up mappings to any common data source."

## Streamlining access to operational information

After looking at numerous data integration options, Anaplan chose Informatica Intelligent Cloud Services, an Integration Platform as a Service (iPaaS) solution, to improve insights into day-to-day operational data. Utilizing prebuilt Cloud Connectors, Informatica Intelligent Cloud Services extracts operational data from



*"We need to absolutely trust our data integration platform and the cloud where we store our business data. I have full confidence in Informatica with Anaplan. For us, it's very effective combination."*

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source systems, brings it into Anaplan's cloud data warehouse, and then distributes the data through its DataHub to the business via the applicable models and dashboards.

With the Informatica Intelligent Cloud Services integration, Anaplan users can access and act on the relevant business information while focusing on the most impactful items across various business functions like sales, marketing, customer success and finance.

"Using Informatica Intelligent Cloud Services, business users can set up mappings to most data sources in minutes, without any prior technical expertise," says Rajendiran. "That gives users the flexibility to bring in the operational data they need to make more informed business decisions."

### **Improving visibility while saving valuable time**

Anaplan improved visibility into customers' preferences, buying patterns, and renewal cycles. Leveraging Informatica's integration capabilities, Anaplan delivers a planning source of truth and enables Connected Planning across all business functions with more than 60 models.

Not only does this integration help save employees time, but automated ETL processes help users hone in on precise data, resulting in more time for planning and analytics in: commissions payout processes, equity vesting over time, sales territory allocation, sales and marketing pipeline management, and more.

"The time and cost savings from seamless and automated data integration leveraging Informatica Intelligent Cloud Services into and out-of Anaplan are substantial," says Rajendiran. "We're impacting just about every business function in very tangible ways, especially month-end close process and pipeline generation."

### **Simplifying data integration for customers**

Since data is such an integral part of the planning process, Anaplan and Informatica furthered their partnership to deliver their joint capabilities to customers. Together, the two built a new OEM product called Anaplan HyperConnect, powered by Informatica, which is offered as an additional service to the Anaplan platform. Anaplan HyperConnect provides a greater value to customers as a cloud-based ETL solution which helps them integrate more data to make even more informed, insightful decisions.

"Informatica's market leadership, the ability to quickly OEM a solution, and offer a global support structure, has enabled Anaplan to offer an effective data integration capability to our customers," says Chris Badger, Director of Technology Partnerships at Anaplan.





## Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
  - Informatica Cloud Application Integration
  - Informatica Google Cloud Connector
  - Informatica Amazon Cloud Connector
  - Informatica Anaplan Connector

HyperConnect provides Anaplan customers with hundreds of pre-built connectors covering nearly every type of data source, as well as bi-directional integration and automation capabilities. It also includes the Informatica Anaplan Connector, which allows business users to connect Anaplan with any data source at any time, without requesting ad-hoc point integrations from IT. Together, Anaplan and Informatica continue to empower customers with the data and planning models they need to make well informed, agile decisions that help them stay ahead of change.

“The ability to easily get operational data from various enterprise data, integrate it into Anaplan for decision-making, and push the results back to executional or reporting systems is as vital for our customers as it is for our own employees,” says Badger.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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