

# **CPX 2019** **PROGRAM** **OVERVIEW**

**CONNECTED**  
**PLANNING**  
**XPERIENCE**



# JOIN THE **CONNECTED PLANNING** **XPERIENCE: YOUR FOUNDATION FOR** **ACCELERATING BUSINESS VALUE**



Experience for yourself a new way to make better and faster decisions. Given the pace of change, the need for quick, thoughtful, and impactful decisions has never been higher nor has the challenge of making strategic decisions ever been greater. Connected Planning is the key to getting ahead of change, democratizing the power of planning, and creating profitable futures.

Connected Planning fundamentally transforms legacy planning by connecting the people, plans, and data needed to accelerate a company's value and enable real-time planning and decision making. Through our collaborative, cloud-based platform that addresses the Connected Planning needs of all organizations, decision-makers across the ecosystem can find the data they need to make better and faster decisions. Our powerful proprietary technology helps ensure that the data is consistent and updated. The platform is easy to use, so time need not be spent learning the system or hunting for data. Rather, spend your time making the right decisions with the right details.

## What's different about Connected Planning?

Connected Planning enables planning that is:

- **It's dynamic:** It can change as the world changes or even faster
- **It's collaborative:** It unlocks the best knowledge within an ecosystem by bringing together all of the people, plans, and data
- **It's intelligent:** It puts all the most accurate data in the hands of decision-makers and it leverages the latest predictive technologies to define the future

This new category of Connected Planning is the next major innovation in enterprise software. Although technology has radically changed the way we manage customer relationships, supply chains, etc., decision-making hasn't changed for over 30 years. The time is now!

## Why help us create this category?

- **The opportunity is massive.** According to International Data Corporation, or IDC, the worldwide performance management and analytic applications software market is forecasted to be approximately \$17 billion in 2018 and to grow to \$21 billion by 2021. This market includes applications for customer relationship management, workforce management, supply chain management, production planning, services operations, and enterprise performance management. Based

on our experience with customers, however, we believe the opportunity is even greater than currently shown in market research studies because numerous manual processes and tools traditionally used in enterprise planning are also ripe for disruption.

- **The market presents opportunities for rapid growth.** Anaplan, the Connected Planning pioneer, enjoyed revenue growth of approximately 40% during its last completed fiscal year.
- **The needs are substantial.** A survey of over 1,000 respondents who participated in the inaugural State of Connected Planning report shows that planning is increasingly recognized as a crucial and competitive component of business success.
  - 74 percent of companies plan more frequently than they did five years ago.
  - 92 percent of companies believe that better planning technology produces better business outcomes.
  - At the same time, we saw that many companies still face legacy challenges that prevent better outcomes. Only 15 percent of companies report being able to execute on all of their plans.
  - 86 percent face limitations to collaboration.

# JOIN THE CONNECTED PLANNING XPERIENCE

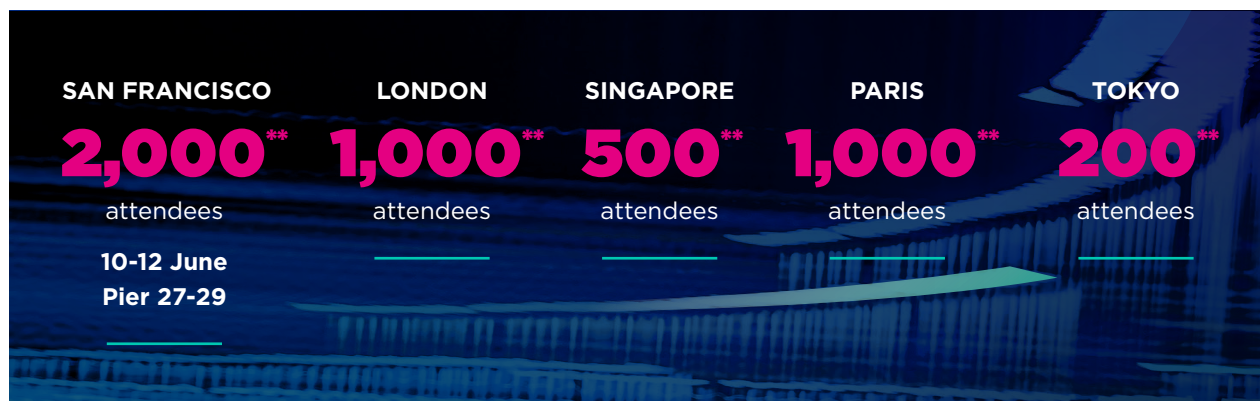
Connected Planning Xperience (CPX) is the only global event series dedicated to Connected Planning. It is a unique opportunity to gather thought leaders, customers, planners, executives, and partners together to align ideas, thoughts, and best practices. CPX acts as a catalyst to foster new connections, introduce strategies, and, most importantly, fuel collaboration. It's a chance to interact with one another and share insights into how Connected Planning can drive business outcomes and mutual success.

## What to expect:

- Exciting and informative content
- Inspirational keynotes
- Expert speakers
- Hands-on training\* and educational days hosted by Anaplan experts
- 12+ hours of expo time
- 5,000+ attendees\*\* from across our Connected Planning events

## What you'll take away:

- Information and prescriptive guidance on maximizing the value of your Anaplan platform that you can take back to your company/organization
- Sneak peek into the latest features and capabilities of the platform: the future of Connected Planning
- Relationships formed from networking with others on the same Connected Planning journey
- Connections with Anaplan executives and sponsors



\*Training occurs pre-conference for an additional fee

\*\*Projected attendance figures

## WHAT TO EXPECT FROM THE CONNECTED PLANNING XPERIENCE (CPX)

**3**  
CONFERENCE  
DAYS

**4**  
KEYNOTES

**100+**  
EXPERT  
SPEAKERS

**40+**  
BREAKOUT  
SESSIONS  
led by customers,  
thought leaders, and  
planning experts

**1** UNFORGETTABLE LOCATION  
on San Francisco's Embarcadero

**12+**  
HOURS OF  
EXPO TIME

**15+**  
HOURS OF  
NETWORKING  
TIME

**Anaplan**



# ABOUT ANAPLAN



Pioneering the category of  
**CONNECTED  
PLANNING**



**750+**

volunteer hours  
1H'FY19



**1000+**

employees\*



**1100+**

customers\*



**20+**

offices in 14  
countries\*



**46**

countries with  
customers



**2011**

commercial  
launch

\*Data as of January 31, 2019