



Informatica®

Anaplan

## Making the Right Connections:

Anaplan HyperConnect Drives Collaboration for Faster Decision Making and Greater Business Agility

*“By using Informatica to make data integration easier for customers, we’ve reduced our average sales cycle and grown deal sizes over the two years that we’ve offered HyperConnect.”*

**Chris Badger**

Director, Technology Partnerships  
Anaplan



### Goals

Help customers plan effectively and accelerate decision making across finance, sales, supply chain, and other business functions

Deliver rich data integration capabilities for both cloud and on-premises data sources to accelerate customers’ digital transformations

Enable customers to roll out Anaplan across multiple business functions

### Solution

Partner with Informatica to introduce Anaplan HyperConnect, powered by Informatica

Use Informatica Intelligent Cloud Services to give customers hundreds of pre-built connectors covering a wide variety of data sources

Make it easy for customers to apply cloud-based data management to more business functions

### Results

Enables customers to make the right decisions quickly by capturing data from nearly any source with just a few clicks

Enabling customers to implement Anaplan faster by making data integration easier for them

Increasing the number and complexity of data sources customers can use for Connected Planning

## Business Requirements:

- Partner with a data integration leader capable of supporting an OEM solution
- Streamline the sales process by reducing complexity
- Accommodate large legacy data sources such as SAP and Oracle

## About Anaplan

Anaplan is pioneering the category of Connected Planning. Our platform, powered by our proprietary Hyperblock technology, purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use our solution to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments to give our customers a competitive advantage.

## Informatica Success Story: Anaplan

The world's most successful and innovative companies are always looking at the road ahead, trying to make better decisions faster and take advantage of market opportunities that will drive the business forward. For large enterprises, legacy planning solutions and spreadsheets often are not enough to support this level of sophisticated planning and modeling. Companies need to bring together operational data from multiple sources and systems on a daily basis, to achieve the most timely and relevant view of the business.

Every 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 what Anaplan calls "connected planning." The concept is resonating with well-known customers across diverse industries. Companies such as Autodesk, DISH Network, and Tableau use Anaplan to turn business plans into real results.

For many of Anaplan's customers, cloud solutions such as Salesforce, NetSuite, and Workday are becoming ever more critical to their business. At the same time, most are still dependent on systems such as SAP and Oracle that store large amounts of enterprise data. To make better-informed decisions, Anaplan's customers need to integrate data from these and other systems. Although Anaplan already provided a flat-file data import tool and other extract, transform, and load (ETL) connectors, the company wanted to offer customers more robust data integration capabilities for both cloud and on-premises data sources to help accelerate their digital transformations.

"We're focused on increasing our customers' business agility," says Chris Badger, Director Technology Partnerships at Anaplan. "That means improving their ability to model changes in markets, get operational data from all sources needed to make informed decisions, and rapidly execute those decisions. So, our customers' success is very much predicated on having an easy means of tapping into every single system that a company has deployed."

## Simplifying data integration for customers

Anaplan lacked an OEM data integration solution that it could offer to customers, and saw an opportunity to partner with Informatica to give its customers more value with a cloud-based ETL solution to help them make even more informed, insightful decisions.





*"We found that Informatica had the right market leadership and the ability to OEM a solution and provide great support. That gave us a terrific starting point to offer a one-stop data management solution to our customers."*

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"We did exhaustive research around the options in the data integration marketplace and found that Informatica had the right market leadership and the ability to OEM a solution and provide great support," says Badger. "That gave us a terrific starting point to offer a one-stop data management solution to our customers."

Anaplan used Informatica Intelligent Cloud Services (IICS), an Integration Platform as a Service (iPaaS) solution, to build a new OEM product called Anaplan HyperConnect powered by Informatica. HyperConnect is a fully-featured IICS license that leverages Informatica Intelligent Cloud Services to give Anaplan's customers hundreds of pre-built connectors covering nearly every type of data source, as well as bi-directional integration and automation capabilities. It 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.

"We offer a flat-file import tool to customers, which is a simple data importation starting point but limited compared to the Informatica connectors that are proven and certified to connect seamlessly to Oracle, SAP, NetSuite, and Workday," says Badger. "By providing out-of-the-box integration for most common enterprise applications and data sources, we're making it easy for customers to apply cloud-based data management and roll out connected planning to more business functions."

**Making critical decisions faster**

Anaplan customers now use HyperConnect to connect hundreds of applications and data sources, giving business users the ability to bring in data from nearly any source with just a few clicks. Because Informatica maintains all the integrations, users can access and act on information without IT involvement, allowing them to make critical business decisions much faster. Informatica is processing billions of HyperConnect transactions per month.

"Some of our Global 2000 customers used to take 6 to 12 months to model various scenarios and make decisions about important market opportunities before they implemented Anaplan," says Badger. "The combination of Anaplan and HyperConnect helps some of our Global 2000 customers to make complex decisions in weeks or a few months that used to take 3 to 6 months."





### Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
  - Informatica Cloud Application Integration

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## Reducing sales complexity, increasing solution effectiveness

Anaplan provides a one-stop shopping experience for data integration and management solutions to our customers. Anaplan sells, implements and supports HyperConnect. Offering pre-built connectors reduces complexity during the sales process, giving Anaplan's customers confidence that they will be able to bring in needed data without impacting their IT teams. Once customers see how easy it is, they often deploy Anaplan to additional business functions, increasing the scale and effectiveness of their Anaplan deployments. And because the integration is licensed through and supported by Anaplan, customers have a single vendor who is accountable for integration and solution support.

“We’ve shortened our sales cycles and grown deal sizes considerably since we began offering HyperConnect,” says Badger. “The ability to easily get operational data from SAP, Oracle, Salesforce, or any other source, get it into Anaplan for decision-making, and pushing the results back to those source systems is really vital for our customers. We are very much exploring other Informatica solutions, and we’re excited about expanding our partnership.”

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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