

BEYOND THE AI HYPE

Your guide to optimizing right-fit AI across your organization



Contents





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AI.
Everyone's talking about it.
Everyone's selling it.

Everyone's promising it will change
the way you do business forever.

But is anyone telling you how?

Use this guide to cut through the AI noise and find your way to increased profitability and better outcomes.

Recognizing AI hype

Too many companies today are eager to say they “do AI.” But what they’re selling is often just a promise, not a proven functionality.

And that’s exactly why it fails to deliver value to your business. Over and over again.

“Workday
AI that lights the path
With innovation as a core value, Workday is continuing to responsibly and intentionally build upon the Workday platform to support our investments in core applications, Workday Illuminate, Workday Extend, and user experience.

“Pigment
PREPARE FOR anything
Pigment is an AI-augmented planning platform built for agility and scale.

“Oracle
OCI Supercluster
By offering integrated generative AI across its fusion SaaS applications, Oracle directly connects to customer business value.

“Onestream
Trusted AI. Purpose built for finance.
OneStream Unveils a Portfolio of Purpose-Built AI Solutions; Announces Enterprise Finance AI Approach to Speed AI Adoption for the Office of the CFO.



Recognizing AI hype

Too many companies today are eager to say they “do AI.” But what they’re selling is often just a promise, not a proven functionality.

And that’s exactly why it fails to deliver value to your business. Over and over again.

What you need is a streamlined way to activate your data. And a practical way to leverage its value with AI. Making sure you have the right AI for every problem.

The problem with overhyped AI

Most AI fails to generate real business value. So, what's behind today's generic AI promises?



Why does so much AI fail to live up to the hype?



Disconnected intelligence ▾

Siloed data leads to siloed insights that can't be trusted.

[More about this →](#)



Unclear application >



Difficult to use >



Incomplete data access >



Promise vs. functionality >

Why does so much AI fail to live up to the hype?



Disconnected intelligence >



Unclear application ▾

There's a lack of clarity — what AI for what problem?

[More about this →](#)



Difficult to use >



Incomplete data access >



Promise vs. functionality >

Why does so much AI fail to live up to the hype?

 **Disconnected intelligence** >

 **Unclear application** >

 **Difficult to use** ▾

Deployment can be difficult and tools hard to understand.

[More about this →](#)

 **Incomplete data access** >

 **Promise vs. functionality** >

Why does so much AI fail to live up to the hype?

-  **Disconnected intelligence >**
-  **Unclear application >**
-  **Difficult to use >**
-  **Incomplete data access ▾**

Without access to all available data, AI-driven insights can't be trusted.

More about this →
-  **Promise vs. functionality >**

Why does so much AI fail to live up to the hype?

-  **Disconnected intelligence >**
-  **Unclear application >**
-  **Difficult to use >**
-  **Incomplete data access >**
-  **Promise vs. functionality** ▾
Immature AI delivers underwhelming results.
[More about this →](#)



Disconnected intelligence

The promise ▾

“AI automatically incorporates data and information from across the company.”





Disconnected intelligence

The reality ▾

Most AI doesn't seamlessly integrate and activate siloed corporate data. This results in disconnected and unreliable insights for decision-making. Companies are implementing solutions with no cross-functional connection points which results in siloed conclusions that may be misleading — and, in some cases, downright wrong.

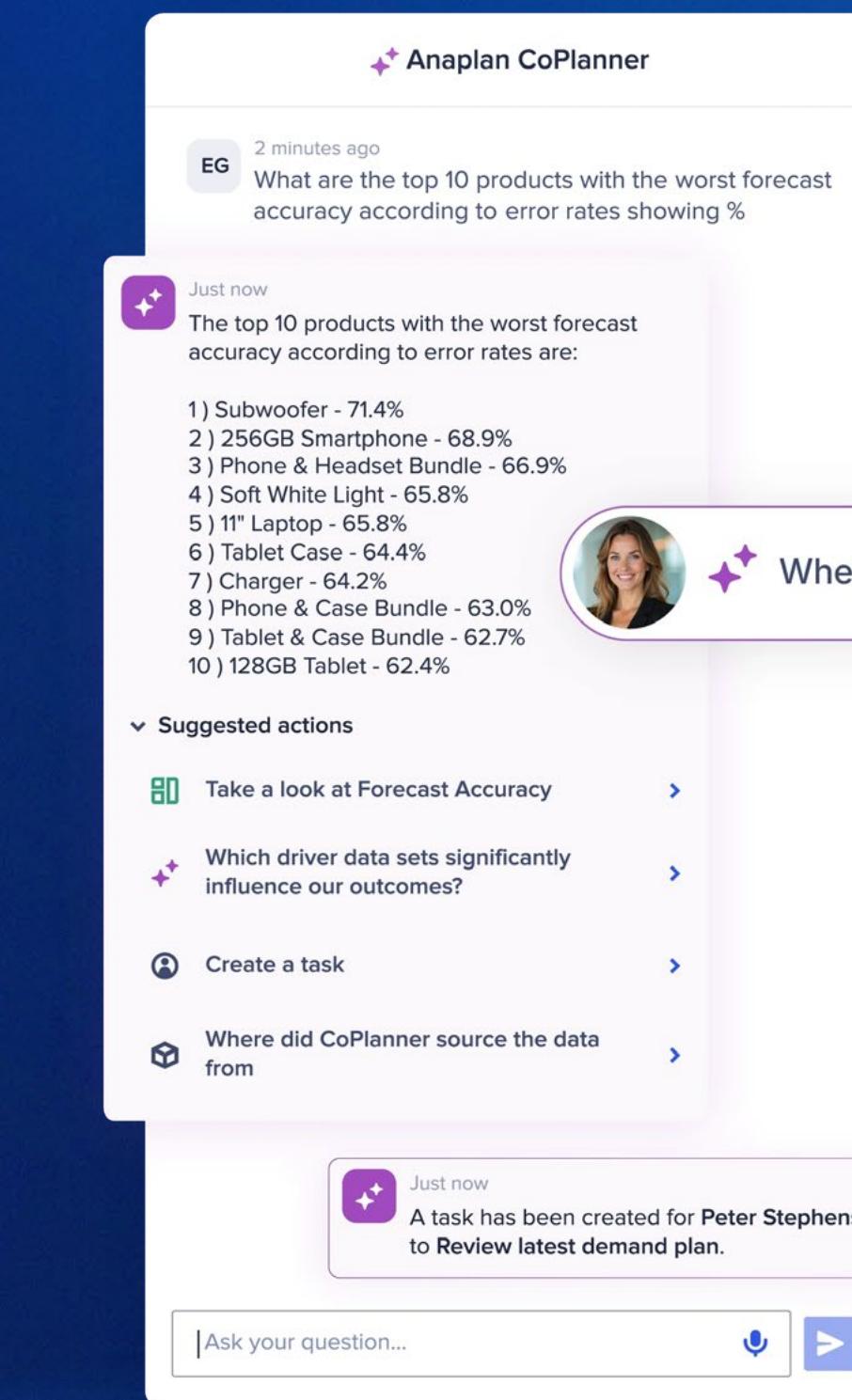
How Anaplan delivers →

Anaplan connects the impact of every decision

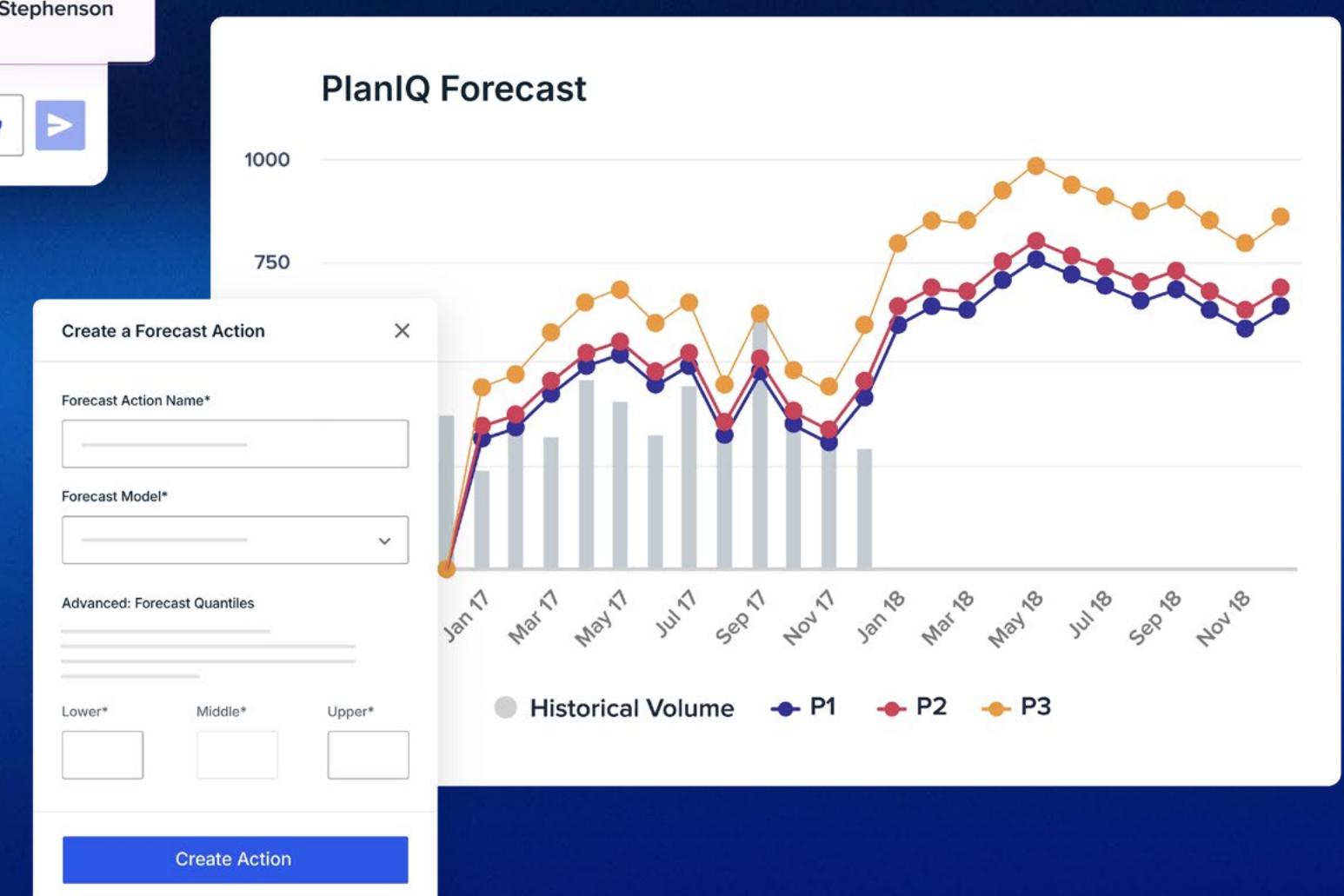
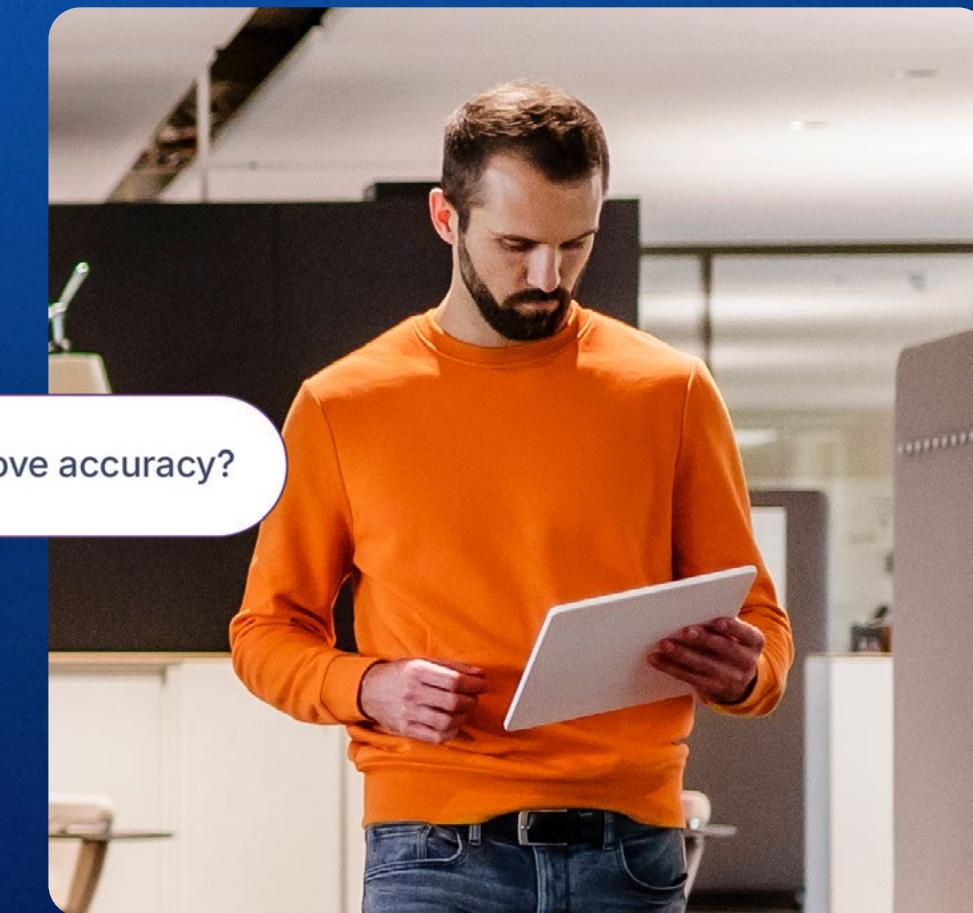
Anaplan's context-aware AI removes organizational barriers and connects silos, so it's possible to see the effect every decision will have across your business — accelerating better outcomes.

Through comprehensive research, we've proven that seamless connectedness like this eliminates inefficiencies, optimizes resource allocation, and improves [decision excellence](#). And decision excellence increases total shareholder return.

AI must seamlessly activate all siloed data to provide real value, and Anaplan is the only planning platform to make this possible.



The screenshot shows the Anaplan CoPlanner interface. At the top, a message from EG says: "What are the top 10 products with the worst forecast accuracy according to error rates showing %". Below it, a message from "Just now" says: "The top 10 products with the worst forecast accuracy according to error rates are: 1) Subwoofer - 71.4% 2) 256GB Smartphone - 68.9% 3) Phone & Headset Bundle - 66.9% 4) Soft White Light - 65.8% 5) 11" Laptop - 65.8% 6) Tablet Case - 64.4% 7) Charger - 64.2% 8) Phone & Case Bundle - 63.0% 9) Tablet & Case Bundle - 62.7% 10) 128GB Tablet - 62.4%". A suggested action "Take a look at Forecast Accuracy" is listed. A speech bubble from a woman says: "Where can we improve accuracy?"





Unclear application

The promise ▾

“Our AI can solve your business problem.”



Unclear application

The reality ↘

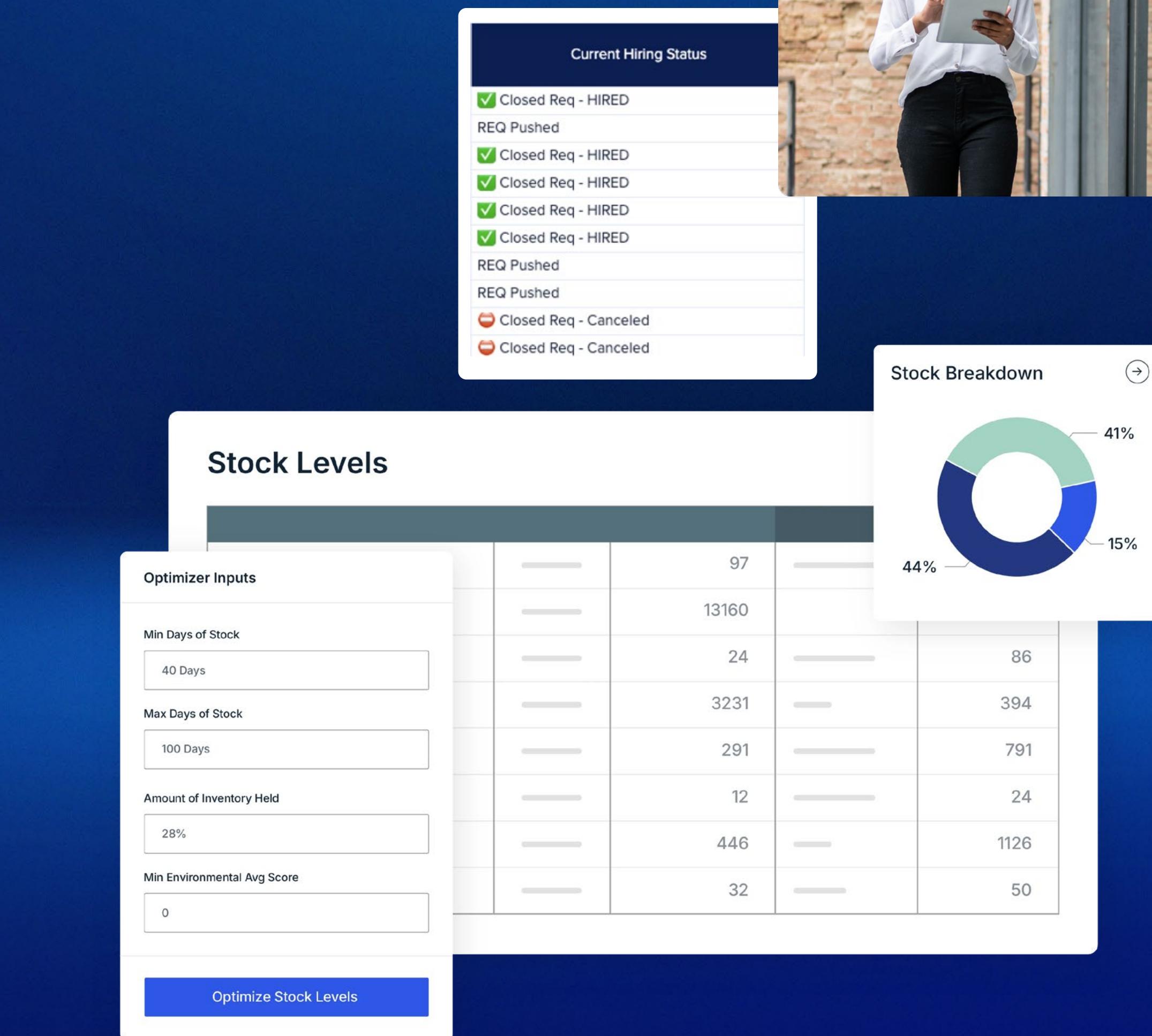
There are so many different types of AI out there that it's difficult to know exactly which one can solve your business challenge.

And this negates a core promise of AI, which is that it can provide trusted, actionable insights for your specific business issue.

How Anaplan delivers →



Anaplan provides the right AI for scenario planning challenges



Current Hiring Status

Category	Status
Closed Req - HIRED	REQ Pushed
Closed Req - HIRED	REQ Pushed
Closed Req - HIRED	REQ Pushed
Closed Req - HIRED	REQ Pushed
Closed Req - HIRED	REQ Pushed
Closed Req - Canceled	Closed Req - Canceled
Closed Req - Canceled	Closed Req - Canceled

Stock Levels

Optimizer Inputs

Input	Value
Min Days of Stock	40 Days
Max Days of Stock	100 Days
Amount of Inventory Held	28%
Min Environmental Avg Score	0

Stock Breakdown

Category	Percentage
Category A	41%
Category B	44%
Category C	15%



Difficult to use

The promise ✓

“AI is simple to deploy
and use.”





Difficult to use

The reality ▾

Without an intuitive user interface that focuses on making AI easy to implement and use, much of today's AI can only be deployed and leveraged by experts.

Even when it leads to useful insights, users can't fully trust the analysis because they don't understand where the final result came from.

How Anaplan delivers →



Anaplan Intelligence is easy to use and understand

Anaplan is straightforward to deploy and accessible to non-experts across your organization — so everyone can get value from it.

Anaplan's time-series forecasting, linear programming, and conversational, generative AI are proven, intuitive, repeatable, and accurate. With explainability as a matter of course, you can understand how insights are generated, giving you confidence in the analysis so you can make decisions from those insights.





Incomplete data access

The promise ▾

“AI provides trusted insights, giving you confidence in your decisions.”





Incomplete data access

The reality ▾

AI relies on high-quality, comprehensive, and accurate data to deliver precise and relevant insights. But companies that lack a robust strategy to fully activate their data struggle to get the value they're promised.

When data is siloed across systems and organizational boundaries, the insights generated by AI lack precision and reliability.

How Anaplan delivers →



Anaplan simplifies data management for trusted, actionable insights

Anaplan allows you to gather data from all corners of your company. Having one place to store all this information makes it easier for AI to generate precise, relevant, and valuable insights for your planning.

With [Anaplan Data Orchestrator](#), you can activate all your business data by seamlessly connecting to source systems, transforming the data and automatically disseminating it for use in your planning models and processes. By working with all your relevant data from ERP to CRM and HRIS systems, Anaplan Intelligence delivers more precise, reliable, and trusted insights.



Week 34 FY24	Week 35 FY24	Week 36 FY24	Week 37 FY24	Week 38 FY24
Marketing	Marketing	Marketing	Marketing	Marketing
Marketing	Marketing	Marketing	Marketing	Marketing
6,130	6,279	5,814	4,884	5,814
\$ 98,076	\$ 100,462	\$ 93,021	\$ 78,137	\$ 93,021
3,125	3,125	2,500	2,500	1,875
\$ 50,000	\$ 50,000	\$ 40,000	\$ 40,000	\$ 30,000
2,923	2,692	2,342	2,298	1,729
\$ 48,211	\$ 44,402	\$ 38,626	\$ 37,904	\$ 28,519
2,656	2,139	2,884	2,907	1,860
\$ 42,500	\$ 34,232	\$ 46,138	\$ 46,510	\$ 29,767
2,656	2,465	2,744	2,721	1,953
\$ 42,500	\$ 39,441	\$ 43,906	\$ 43,534	\$ 31,255
6,130	6,279	5,814	4,884	5,814
\$ 98,076	\$ 100,462	\$ 93,021	\$ 78,137	\$ 93,021





Promise vs. functionality

The promise ✓

“AI will provide immediate business value.”





Promise vs. functionality

The reality ↘

With more hype than substance from AI providers, businesses are being encouraged to implement AI without a comprehensive understanding of the expected insights and the explainability necessary to trust the results. AI ends up being an experiment rather than a tool to support better planning and optimized decision-making.

How Anaplan delivers →



Anaplan's AI delivers precision and reliability for better decision-making

Anaplan provides immediate, tangible, and proven value across the entire planning process. With Anaplan Intelligence infused throughout every level of the platform, and activation of data as a core capability, Anaplan is specifically designed and built for AI-driven scenario planning and analysis.

And it's not just through AI. Our solutions enable the massive, highly dimensional and granular datasets needed for AI to be precise and reliable. With this holistic, long-term approach, Anaplan continues to deliver more practical business benefits than surface-level AI.



Discerning real value

Right-fit, AI-infused scenario planning and analysis must be able to:



**Connect
silos**



**Provide
trusted,
actionable
insights**



**Reduce the
need for
technical
expertise**



**Simplify how
you transform
and activate
your data**



**Drive clear
value**



Be the next. With Anaplan Intelligence.

Only Anaplan Intelligence delivers enterprise-wide, proven, context-aware AI based on years of foundational experience in predictive analytics, machine learning, linear programming, and use-case-specific, model-building expertise.

It's uniquely able to deliver the precise, predictive, and generative insights you need to be the next leader and innovator — enhancing decision-making, increasing profitability, and accelerating better outcomes across your entire organization.

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,400 of the world's best brands have continually optimized their decision-making by partnering with Anaplan. To learn more, visit www.anaplan.com