

The State of Connected Planning

at a glance: EMEA

Our annual benchmarking report, **The State of Connected Planning**, investigates how leading organizations accelerate business value through Connected Planning.

We surveyed over 1,000 planning professionals across all business functions in 45 countries and 18 industries to uncover leading planning trends.

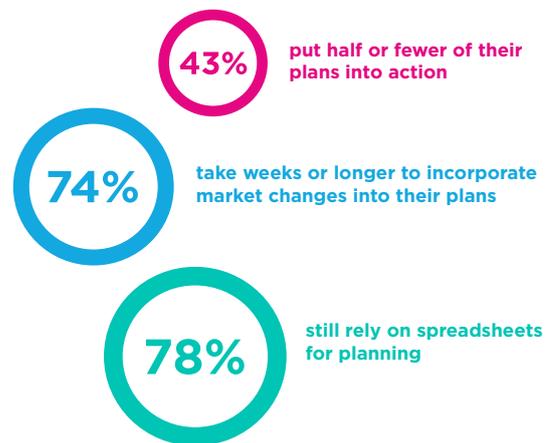
In this brief, we give you a view into our findings for EMEA.



Companies in EMEA recognize the importance of planning



But they also face major obstacles

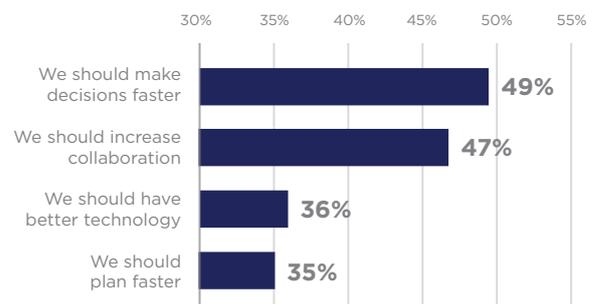


As business becomes increasingly global and economic changes leave companies less sure about the future, planning has never been more critical for companies in EMEA. Our survey demonstrates this: A majority of organizations in EMEA call planning “critically important” to a range of business outcomes, including managing costs, enhancing revenues, optimizing resources, and aligning business priorities.

Yet companies in EMEA also have problems planning as well as they’d like. Our research shows that more than 84 percent of businesses plan quarterly or less, and only 23 percent of companies are satisfied with their ability to be fast, responsive, and flexible in their planning. When asked what they should change about their planning, a majority of companies in EMEA said they strive to “make decisions faster.”

These limitations suggest a widespread need for technology that allows businesses in EMEA to share actionable data in a quicker way, and to incorporate more people into their planning processes.

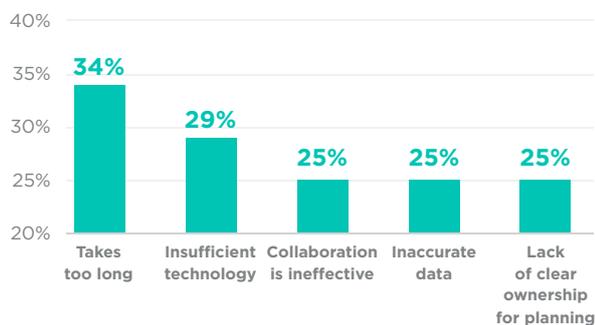
How should your approach to planning change? (Companies in EMEA)





Companies in EMEA describe multiple obstacles to planning, including unnecessarily long processes and technology that cannot meet their planning needs. A Connected Planning approach that uses cutting-edge technology to increase collaboration across the enterprise and increase the speed of decision-making can help companies overcome these barriers.

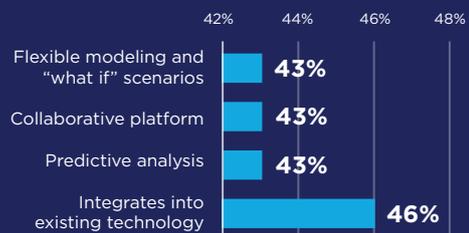
What prevents companies in EMEA from developing more effective business plans



BUILDING BLOCK:

Companies in EMEA value technology with multiple capabilities, including predictive analytics, modeling, and integration into current systems. To improve their planning, businesses in EMEA should leverage enterprise-grade technology that gives planners more insight into the future and more power to identify emerging business trends.

Which technological capabilities would most benefit your planning efforts?



THE BOTTOM LINE:

Although companies in EMEA value the importance of planning, they also strive to plan more quickly and make their planning more collaborative. Our survey suggests that companies in EMEA could improve multiple business outcomes by using technology that rapidly analyzes data, shares accurate information throughout the organization, and provides more powerful predictive abilities. By empowering decision-makers to make better, faster, more collaborative decisions, a Connected Planning solution can give companies in EMEA the capabilities they need.