

## The State of Connected Planning at a glance: Retail

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.

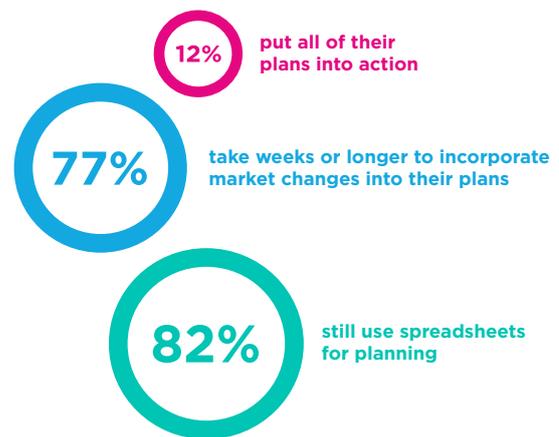
In this brief, we give you a view into our findings for retail professionals.



### Retail leaders recognize the importance of planning



### But they also face major obstacles

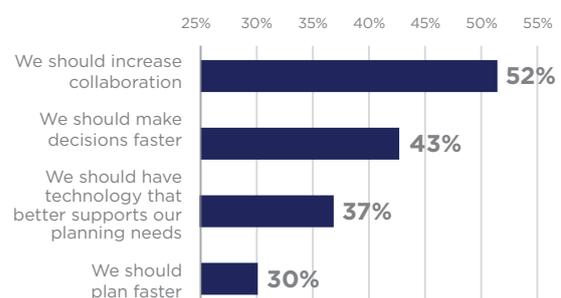


State of Connected planning respondents from the retail industry affirmed that planning is key to an array of business goals, from boosting revenue to keeping costs low and using resources wisely. They also confirmed that effective planning helps them keep priorities aligned across the organization and turn strategies to action.

But planning doesn't always succeed, and sometimes it's not quick enough or collaborative enough to make a difference. Fifty-two percent of our respondents from retail organizations said they need to improve collaboration across the business, 54 percent said they plan on a quarterly basis or less, and 29 percent said there's no clear ownership from planning in their company.

If planning were faster, more collaborative, and it was easy to involve all the stakeholders that are a part of the process, retail planning could improve. And so, planning technology that makes it all possible could greatly benefit retail planning leaders.

### How should your approach to planning change? (retail organizations)

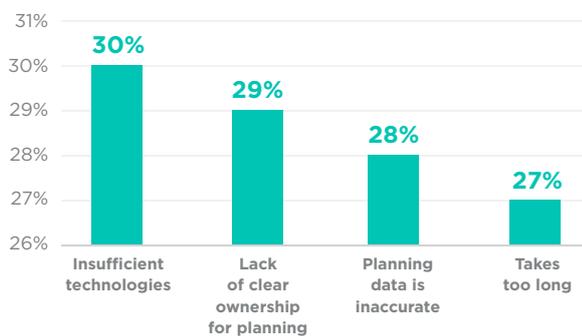




Retail planning leaders are up against quite a few obstacles in their planning cycles, from insufficient technologies to inaccurate data and difficulty tracking planning outcomes.

A Connected Planning approach can revolutionize retail planning through fast, efficient, collaborative processes.

### What prevents retail organizations from developing more effective business plans?

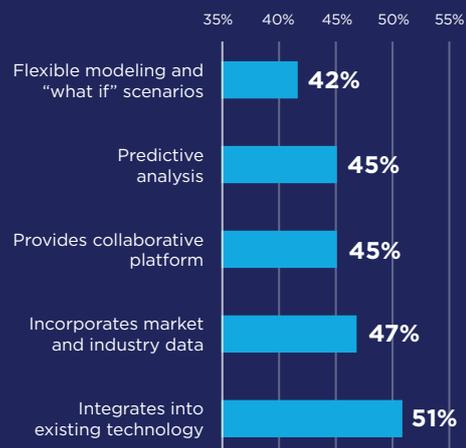


### BUILDING BLOCK:

To revitalize their planning processes, our respondents from retail organizations are seeking technology that smoothly integrates into their systems, offers a collaborative space for multiple stakeholders to use, and offers flexible modeling and “what-if” scenario planning.

With cloud-based, enterprise technology like this in place, they can move closer to achieving authentic Connected Planning.

### Which technological capabilities would most benefit your planning efforts?



### THE BOTTOM LINE:

The State of Connected Planning survey revealed that retail organizations acknowledge the key role that planning plays in business success, but they have multiple barriers to break through, from unclear ownership and poor technology to slow planning cycles and weak collaboration.

Through cloud-based, collaborative technology, leaders that are shaping the next generation of retail can turn plans to action in an efficient, collaborative manner.