

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

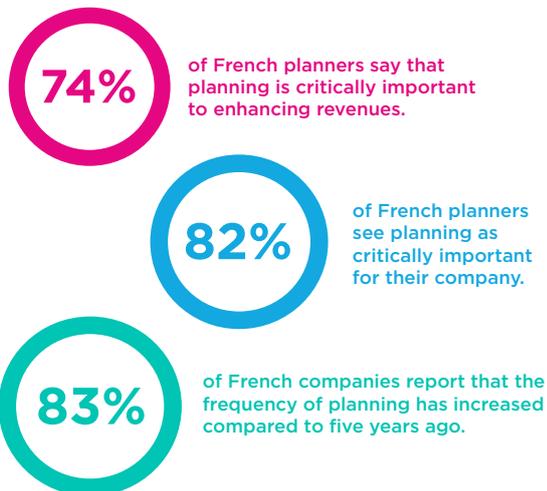
Our annual benchmarking report, **The State of Connected Planning**, investigates how leading organizations accelerate business value through Connected Planning.

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 France.



### French companies recognize the importance of planning.

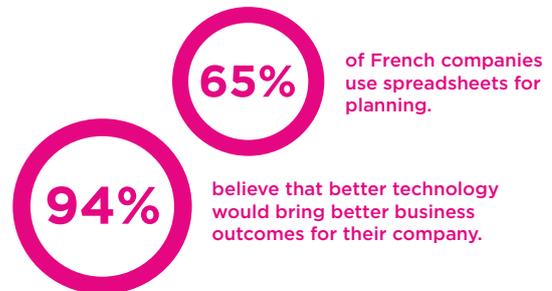


As globalization, market competition, and uncertainty increase, planning remains a critical activity for French companies. Its importance is further supported by our State of Connected Planning research: The majority of French planners state that planning is “critically important” to myriad business outcomes, including managing costs, enhancing revenues, optimizing resources, and making strategies actionable.

Yet French companies face planning inefficiencies and 40 percent of French planners acknowledge an opportunity to improve the effectiveness of their planning. Nearly half of French companies say that having the right processes, software, and technology would help their organization improve the planning process.

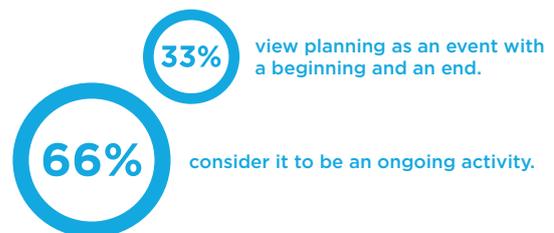
### Yet they face major obstacles.

Technology is key to optimal outcomes.



### Two sides to the same coin.

When asked about the frequency of planning, not all French planners see eye-to-eye:



### No action, no traction.



Further, they recognize that planning effectiveness needs more than technology; 52 percent of French planners believe that having the right people would bring improvements. To this end, best-of-breed technology can be especially advantageous, and it can enable businesses to not only streamline processes but allow users across the business to collaborate easily and more effectively.



### Which technology capabilities would be beneficial to your company's planning efforts?

French companies state that different information in different systems, inadequate support for collaboration, and limited support for workflow or processes can hinder the planning process. Connected Planning technology that specifies clear processes across the enterprise and streamlines accurate data can help French planners overcome these barriers and increase the effectiveness of their planning.

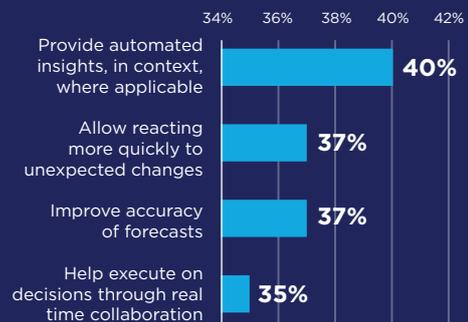
#### French companies name these three solution capabilities as most beneficial to their planning process

- Enables predictive analysis that anticipates modeling outcomes
- Provides collaborative platform used by all functions and departments
- Integrates into existing technology and applications

### BUILDING BLOCK:

Forty percent of French companies believe that machine learning will provide automated insights for better planning in the future. For French companies, adopting an enterprise planning solution with highly analytical capabilities can help support the evolving needs of the business.

#### What potential role do you see for machine learning (ML) in the future of planning technology?



### THE BOTTOM LINE:

French companies value the importance of planning, yet they can be held back by limitations in technology, data, and processes. Our research suggests that French companies could improve business performance with collaborative technology that supports best practices and automates processes, provides insightful predictive and analytical capabilities, and communicates accurate, timely information to the business. With a Connected Planning solution, French planners build a stronger partnership with the business, helping stakeholders make better, faster, and more strategic decisions.