



The Anaplan Customer Advocacy Program

Enroll today

We love giving our most successful customers the opportunity to showcase their Connected Planning achievements. When you join the Anaplan Customer Advocacy Program, you gain access to opportunities designed to elevate your personal brand and connect you with other forward-thinking industry peers, Anaplan leadership, and the greater Anaplan community. Advocacy involvement positions you and your organization as innovators – and can even help you advance your career – by sharing the compelling, relevant work you do with the Anaplan platform.

This document outlines the various activities available to you in the Anaplan Customer Advocacy Program. Please know that you are always in control of your participation. You opt in only to those activities you find most interesting and relevant to your experience. We will present opportunities to you as they emerge, at the frequency you request, with the knowledge that public-facing, named activity often requires internal stakeholder approval.

Why become an Anaplan advocate?



Recognition

Further your personal brand by showcasing your success and innovation.



Success

Promote your company's success while enhancing its status as an industry leader.



Networking

Connect with forward-thinking peers from other leading brands.



Access

Attend exclusive meetings with Anaplan executives and product teams for opportunities to influence the Anaplan product roadmap.

Engagement opportunities



Peer-to-peer engagement

- Product reviews
- Reference calls
- Site visits



Analyst engagement

- Analyst briefings and reports
- Analyst case studies



Events

- Flagship event speaking opportunities
- Third-party industry events
- Webinar presentations
- User groups



Success stories

- Written customer story
- Video testimonial



Thought leadership

- Social media engagement
- Blog features
- Byline articles
- Newsroom quote



Media engagement

- Press releases
- Media interviews

Advocacy shines a spotlight on your success

These links show some of the opportunities available to members of the Anaplan Customer Advocacy Program.

Events

Anaplan Connect highlights (includes videos)

<https://connect.anaplan.com/2023-videos>



Thought leadership

Tata Steel Europe's Connected Planning Journey
(a *Forbes* article)

<https://www.forbes.com/sites/stevebanker/2021/07/%0A01/tata-steel-europes-connected-planning-journey/?sh=355bf2726473>



Success stories



Customer: Adobe
Industry: Technology
Region: AMER

<https://www.anaplan.com/customers/adobe/>



Customer: Autodesk
Industry: Technology
Region: AMER

<https://www.anaplan.com/customers/autodesk/>

INCLUDES PDF



Customer: Bayer
Industry: Life Sciences
Region: EMEA

<https://www.anaplan.com/customers/bayer/>



Customer: Coca-Cola
Industry: Consumer Goods (CPG)
Region: AMER

<https://www.anaplan.com/customers/the-coca-cola-company/>

INCLUDES VIDEO



Customer: Holcim Australia
& New Zealand
Industry: Manufacturing
Region: APAC

<https://www.anaplan.com/customers/holcim-anz/>



Customer: Marsh
Industry: Insurance
Region: AMER

<https://www.anaplan.com/customers/marsh/>

INCLUDES VIDEO



Customer: South Central
Ambulance Service
Industry: Public Sector
Region: EMEA

<https://www.anaplan.com/customers/south-central-ambulance-service/>

INCLUDES VIDEO



Customer: Vena Energy
Industry: Utilities & Energy
Region: APAC

<https://www.anaplan.com/customers/vena-energy/>



Customer: Wright Medical Group
Industry: Life Sciences
Region: AMER

<https://www.anaplan.com/customers/wright-medical-group/>

Have questions? Want to learn more? Care to speak with someone 1:1?

Email us at customermarketing@anaplan.com or simply self-select those activities most interesting to you here: <https://forms.office.com/r/8Ct9w5mP4A>

Note: survey submission automatically enrolls you in the program, but you will never be assigned to a specific activity without your express permission.