



The Anaplan Customer Stories Program

Your success with the Anaplan platform is at the heart of everything we do, and we love giving that success a vibrant voice through customer stories. When you collaborate with us to tell your Anaplan story, you document your Anaplan value journey and share it with your colleagues, leadership, industry peers, and the greater Anaplan community. An Anaplan customer story or video positions you and your company as innovators by describing

the compelling, relevant work you do with our platform. It can also help you recruit top talent to further your goals.

This document outlines the steps and activities in the customer story and video production processes. The main thing to take away: You, the customer, are in control. Our process is open and transparent, and we never publish your story without your approval.



Prior to formal interviews

- We have an informal 30-minute call with you to discuss story formats, who should be interviewed, approvals, and other logistics. We answer any questions you have.
- We can also meet with your PR, marketing, or legal teams to explain the process.

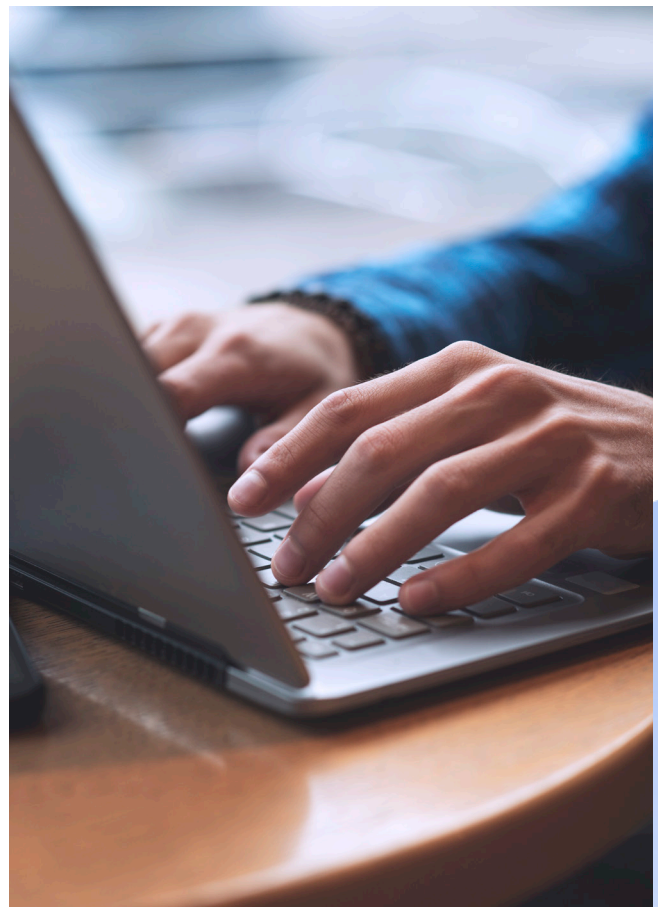
How interviews work for written stories

- We provide themes and topics in advance of the interview.
- We schedule a one-hour Zoom interview with your experts. These can be individual calls or a group meeting, whichever works best for you and your team. There may be several people from Anaplan who want to hear your story on these calls.
- The interviews are recorded and transcribed. You are welcome to the recording and transcript. Recordings and transcripts are used as tools in the writing process and are never shared outside of Anaplan.
- If we don't cover everything in the allotted time, we will follow up via email. Occasionally, we ask to schedule a second call.
- If you worked with a partner, we may also interview them for their perspective.



After the interview

- From the interviews, we draft a story (typically less than 700 words) including headlines, metrics, and pullquotes. The draft is reviewed by several stakeholders within Anaplan. This process can take as long as four weeks.
- In some cases, we also write additional, shorter pieces (“sidebars”) that describe specific aspects of your work with Anaplan.
- In some cases, we create a graphic representation of your use cases, workflow, or technical environment to illustrate the story. For an example, see the story on Hitachi Automotive’s Brake Business Unit. <https://www.anaplan.com/customers/hitachi-brakes/>
- The text is sent to you for review and tentative approval as a Word document. Approval of the text sometimes requires collaborative iteration between your team and ours to ensure that your story is accurate and comprehensive.
- We ask your company to provide images to accompany the story. We do this because we want the story to reflect your company, brand, and values. We will use stock photography if necessary.



When the text is tentatively approved

- When you tentatively approve the text, we create a PDF version with images, logos, and graphics in place. If there are sidebars, the PDF includes them.
- We share the PDF with you for a final review. We make any additional changes you require.
- When you are satisfied with the story, you or another company representative provide official approval via email.



If you choose to create a video with us

In certain select cases we may ask to produce a video to tell your story in a compelling audiovisual format.

We prefer to come to your site to capture the video so the finished product reflects your company's brand and identity, but we are flexible. We will discuss options in the prep call. If we film at your location, we like to identify a single point of contact who can help with on-site logistics.

We will work with you and others you designate (such as security and facilities teams) to choose a time and location for filming. Video production requires at least half a day on site for setup, filming, and breakdown. A full day is preferable to allow time to capture footage of your workplace before or after the formal interviews.

A minimum of one week in advance of the filming, we will provide a video guide that will help you prepare. The guide will cover both the topics we'll discuss on camera and the logistics of the filming. It will also include a detailed schedule proposal.

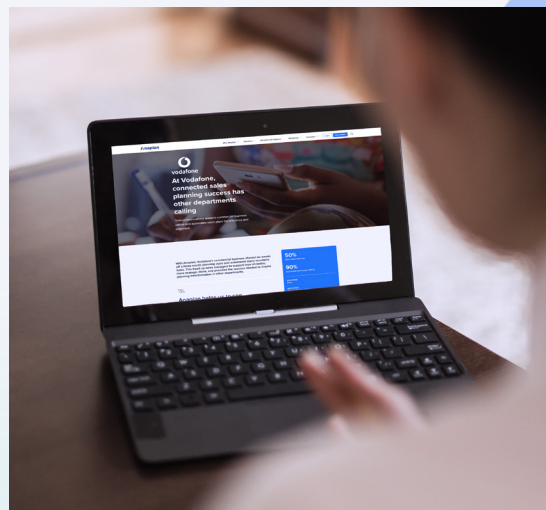
As soon as possible after the filming, we will create a rough cut of the finished video for you to review our proposed talk track. Once we've added titles, music, B-roll, and other elements, you'll also see and approve the final video.

Videos are posted on the Anaplan website, accompanied by a written story that will be sent to you to approve with the video. We also may use excerpts from the video for events, social media, and other purposes.



How we share your story

- We create the webpage using the main text of the approved PDF and the video, if there is one.
- If your story includes sidebars, they will not be included in the webpage. In such cases, the PDF version is available as a download.
- We create a brief version of the story in PowerPoint to be used exclusively by Anaplan's sales, marketing, and partner teams in internal and external events and meetings.
- We publish the story on www.anaplan.com/customers and publicize it via Anaplan's social media channels. We invite you to share it, too.



Some recent examples of customer 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? Ready to get started?
Email us at customermarketing@anaplan.com