CASE STUDY

akili **Anaplan**

COMPANY	USE CASE	INDUSTRY	SIZE
fitbit	FP&A	Retail	$1.6B

REGION (S)	PREVIOUS SOLUTION	PAIN / NEED	COMPETITION
North America	Host Analytics	Inability to support complex modeling	Status Quo

PROJECT DESCRIPTION

Fitbit's finance team faced a lengthy monthly headcount and workforce planning process as a result of significant latency within its previous cloud-based planning tool and inefficiencies in Excel. The team sought a solution that provides more agility and performance improvements. Fitbit engaged Akili to coach their team on the development of Workforce, OpEx, Asset Value / Depreciation model. Fitbit develops employee-level plans that consist of ~2,000 employees globally. The Fitbit team needed a solution to integrate with Workday, SAP, and ADP and leverages Informatica for automated data integration.

Utilizing multiple models and a data hub model, the team used actions and processes to integrate data and create a holistic, integrated planning solution among the headcount / workforce planning, OpEx modeling, and allocations to provide a robust planning solution with enhanced, dynamic dashboards. Fitbit and Akili partnered over a short 7-week engagement to full design, develop, and implement the Headcount, OpEx, Asset schedule, and reporting solution.

KEY SUCCESS METRIC

Using Anaplan, Fitbit has a more robust planning tool that provides real-time data with zero latency. Anaplan reduced the time spent reloading data each month from three hours to less than a half hour. The overall planning time is reduced about four hours per month per analyst primarily due to performance run-time. End users maintain the ability to use Anaplan's dashboards as the primary user interface without reliance on Excel, but can leverage Anaplan's Excel Add-In as an added experience.

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