

## Anaplan Launches Australian Office, Continuing its Asia Pacific Expansion

Written by Australian Business

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SYDNEY, AUSTRALIA, May 31, 2014 **/24-7PressRelease/** -- Anaplan, the leader of cloud-based, in-memory business planning and execution for finance, sales, and operations, today announced the opening of its ANZ office based in Sydney, Australia. Delivering on the promise to provide a deeper and more localised level of engagement throughout Australia and New Zealand, the company's expansion into ANZ follows recent moves into additional international markets, including Malaysia and Russia.

Anaplan has built a strong roster of customers in ANZ within the areas of retail, government, telecommunication and media, and has been adding new customers since appointing Rajeev Mitroo as Managing Director of ANZ in March 2014. This growth reflects the success Anaplan has been experiencing globally with clients such as Aviva, HP, Kimberly-Clark, McAfee, and Prudential.

"We began operating in Australia less than two months ago, and have already closed business and built a healthy pipeline. To help service this growth we are adding headcount, local partners and further extending our global partnerships with Deloitte, salesforce.com and Accenture," said Rajeev Mitroo, Managing Director, Anaplan Australia and New Zealand. "Organisations today are looking for a true alternative to Excel and the legacy-based on-premise solutions of old, so we are focused on helping businesses adopt the Anaplan platform and get easy access to real-time data to make better decisions in an increasingly disruptive world."

In 2013, Anaplan quadrupled its global customer base and its revenue, adding industry leaders including Akamai, Boston Scientific, Conde Nast, and Pandora to its list of customers who selected Anaplan to stay ahead of critical business events, rapidly model potential impacts, and get better insights into their operations. In May 2014, Anaplan raised US\$100 million in a Series D financing round led by DFJ Growth. The round included investments from Brookside Capital, Coatue Management, Sands Capital, and Workday, as well as all of Anaplan's current investors, Granite Ventures, Meritech Capital Partners, salesforce.com, and Shasta Ventures. A truly global organization, Anaplan will use its new capital to accelerate its position in the market and attract the best industry talent through investments in engineering, go-to-market, and its growing partner ecosystem.

Anaplan's cloud-based platform is built on a patented, in-memory calculation engine, HyperBlock, which delivers unparalleled immediacy, flexibility and scale. With an intuitive user interface, integrated community, and ease of adoption, the Anaplan platform promotes scalable, collaborative business planning that removes the barriers between sales, marketing, finance, IT and other enterprise departments.

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"You don't need to be a data scientist to work with Anaplan, we bring the power of Big Data to the business user," said Mitroo. "We are addressing a huge problem by unifying data from across the enterprise in real time, and allowing businesses to accurately undertake any form of business modeling and planning."

Located at Level 17, 40 Mount Street, North Sydney, NSW 2060, the Anaplan ANZ office is in one of North Sydney's newest landmarks, Coca-Cola Place.

About Anaplan Anaplan is disrupting the world of business planning and execution. We built our in-memory platform from the ground up to empower companies to plan, collaborate, and act--in real time. Stay ahead of critical business events, rapidly model potential impacts and course correct on the fly. With Anaplan's cloud-based platform, you can continuously align your people, plans and spend to your market opportunities. Anaplan is a privately held company, headquartered in San Francisco, CA with global offices on four continents. To learn more, visit [anaplan.com](http://anaplan.com). Join us on twitter: @anaplan