**Five reasons to connect your enterprise planning**

As business leaders look to reduce costs and increase liquidity, alignment between financial and line-of-business planning is critical. That’s why 74% of corporate leaders expect connected enterprise planning to improve collaboration and decision-making.

**Siloed planning leads to**
- A fragmented view of plans and planning data
- Inaccurate forecasts and possible missed opportunities
- The inability to pivot quickly as market conditions change

**Five areas where connected planning pays off**

1. **Sales and marketing planning**
   - Align plans across finance, sales, and marketing
   - Increase revenue by aligning individual sales goals with company sales strategy
   - Adjust sales and marketing programs for improved ROI
   **SOLUTIONS:** Oracle Cloud EPM and CX

2. **Workforce planning**
   - Collaborate across HR and hiring departments
   - Understand how workforce decisions affect costs
   - Ensure the right talent is available to support organizational goals
   **SOLUTIONS:** Oracle Cloud EPM and HCM

3. **Integrated business planning and execution (IBP X)**
   - Connect plans across finance, operations, and sales
   - Align integrated planning with execution
   - Reduce decision latency and enhance global visibility
   **SOLUTIONS:** Oracle Cloud EPM and SCM

4. **Project financial planning**
   - Model all project costs and SOX on one platform
   - Continuously monitor actual project costs vs. forecasts
   - Make project portfolio adjustments as needed
   **SOLUTIONS:** Oracle Cloud EPM and ERP

5. **Scenario planning**
   - Collaborate across departments to model diverse planning scenarios
   - Blend departmental scenarios into a single company strategy
   - Run simulations to understand probabilities and gain certainty on outcomes
   **SOLUTION:** Oracle Cloud EPM

**Connect. Align. Outperform.**

Learn how connecting financial, operational, and line-of-business planning allows a business to make critical decisions faster and gain the agility to outperform.