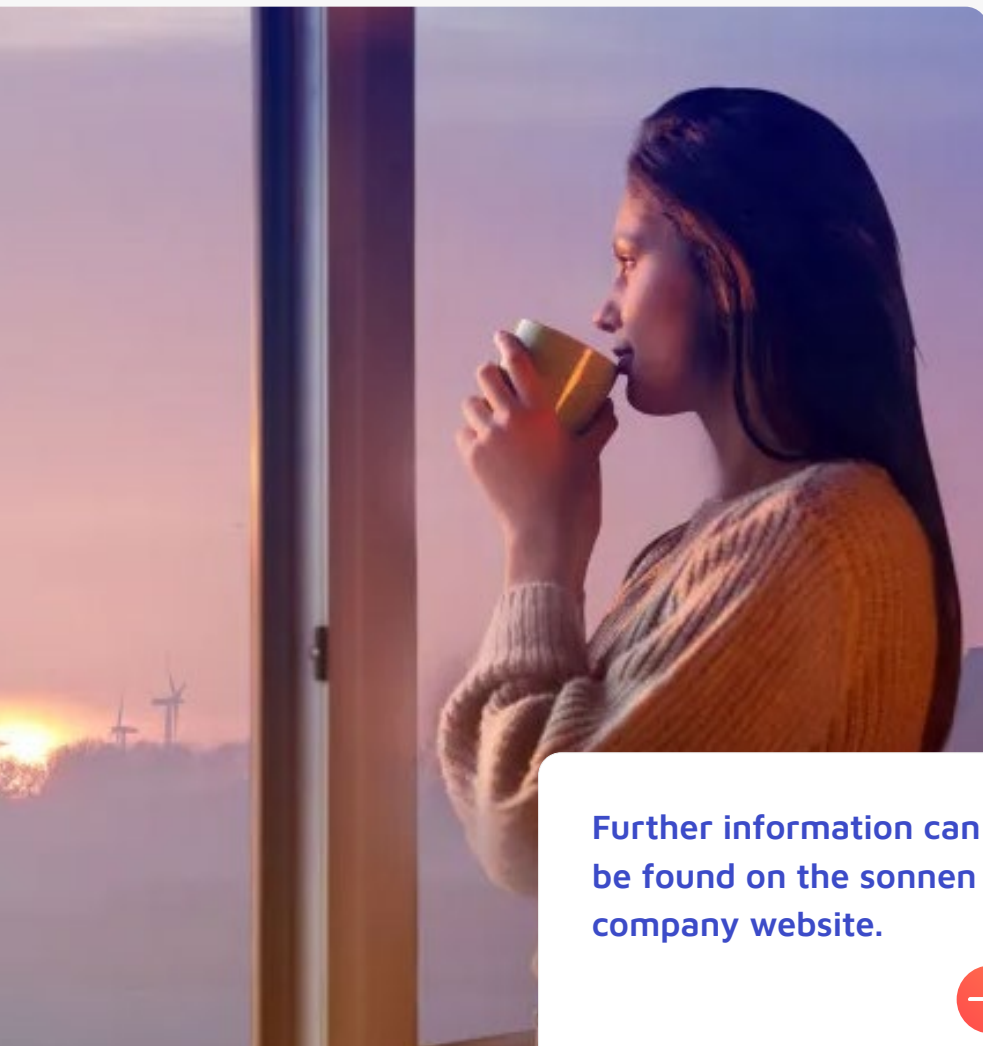




SUCCESS STORIES OF THE DIGITAL NOW

# How sonnen transformed financial planning, reporting, and workforce planning with Anaplan and valantic





Further information can  
be found on the **sonnen**  
company website.



# sonnen

The headquarters of sonnen is located in Wildpoldsried, Bavaria – a village that has been a pioneer in renewable energy for more than two decades. From this forward-thinking environment, sonnen has grown into one of the world’s leading companies for intelligent energy and storage solutions.

Founded in 2010 by two visionaries, sonnen has pursued a clear mission from the very beginning: to fundamentally change the way people generate, store, and consume energy. As a pioneer, sonnen has revolutionized the energy landscape with its smart battery storage systems, now powering more than 150,000 homes across three continents.

But sonnen goes even further: With the sonnenVPP – the virtual power plant, the company connects thousands of home batteries into a single, intelligent energy community. These households form a large virtual battery that helps stabilize the power grid and takes on roles once reserved for conventional power plants. The result: a more reliable, sustainable, and cost-effective energy supply for everyone.

sonnen stands for a new energy culture – clean, decentralized, and digital.

# Project overview

## Forecasting the future

As sonnen scaled its impact globally, its financial planning systems needed to evolve. After ensuring that all relevant planning processes are in place and the planning depth is aligned, the team sought a platform that could grow alongside their ambitions — one that enabled dynamic scenario building, cross-functional digital collaboration, and real-time visibility into complex financial data.

After evaluating several platforms, sonnen selected Anaplan — a cloud-native connected planning solution — as the foundation for their financial planning transformation.

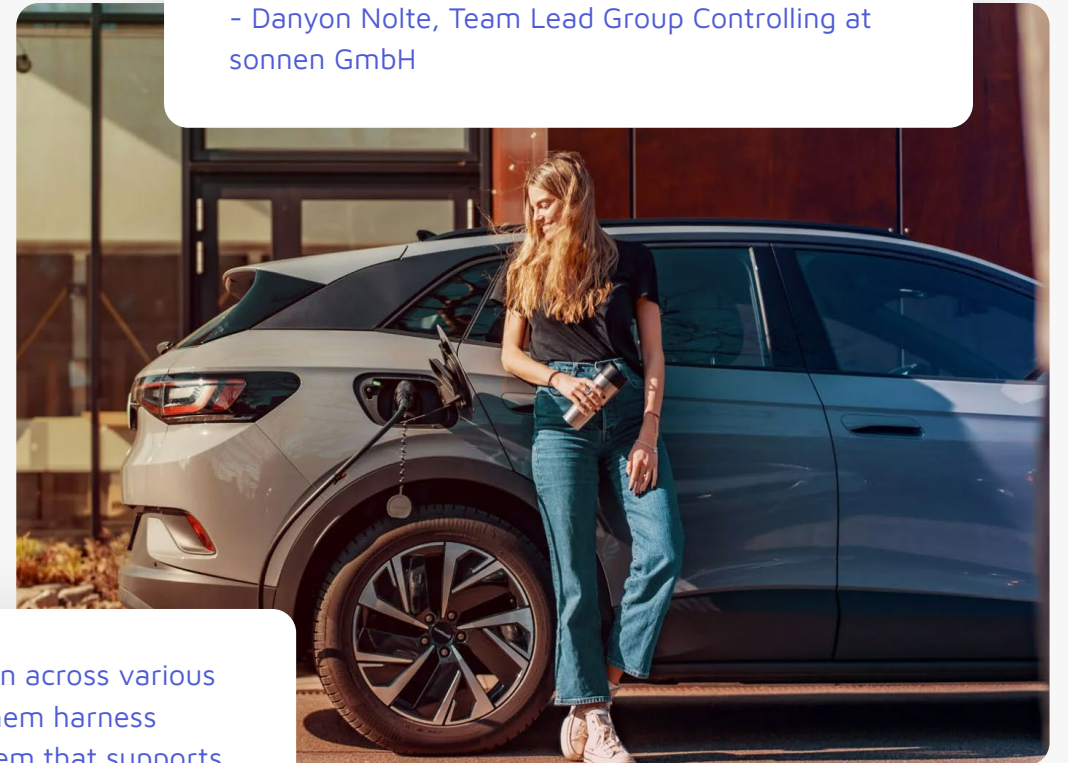
sonnen partnered with valantic, a trusted consulting leader headquartered in Zurich, to deliver a solution that would serve as the backbone of their financial decision-making and financial planning processes.

„Having clarity in our financial planning processes is vital, but the process itself also needs a strong technical partner to unlock its full potential. It now allows us to make informed decisions that enable us to maximize resources and push the boundaries of what's possible in our served markets.“

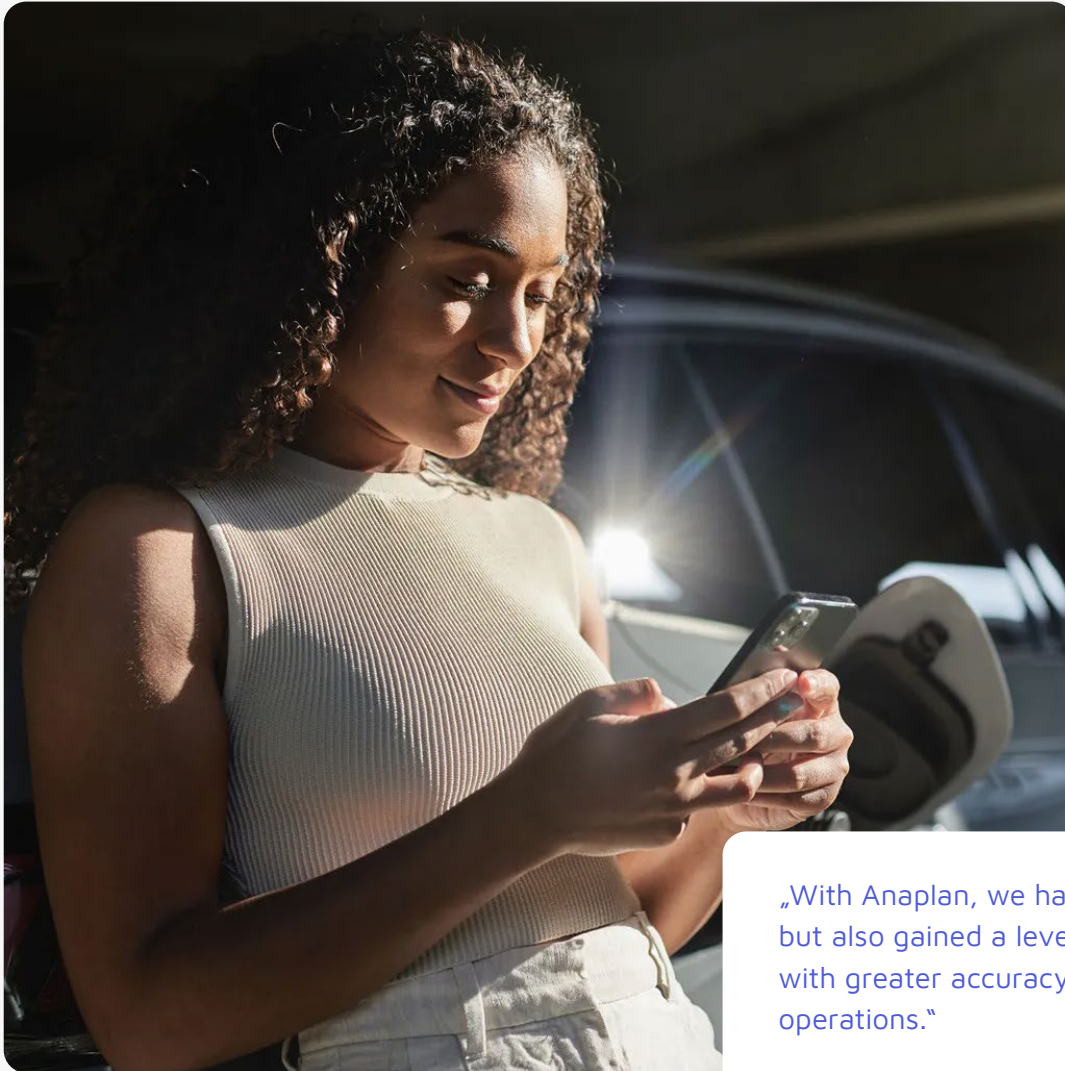
- Danyon Nolte, Team Lead Group Controlling at sonnen GmbH

„It's inspiring to see how sonnen embraces innovation across various functions. Our role in this project has been to help them harness Anaplan's capabilities to build a robust planning system that supports not only their financial strategies but also critical areas like Workforce Planning, reinforcing their mission in clean energy.“

- Christian Sommer, Senior Manager at valantic







## From silos to solar systems

The project kicked off with a focus on simplifying and centralizing the forecasting process. With valantic's expert guidance, the sonnen team mapped out financial planning touchpoints across the business — identifying how and where forecast values were generated, and how they could be adjusted in real-time based on new events or insights.

This initiative culminated in the implementation of a new steering logic, offering transparency into every forecasted number and unlocking financial planning flexibility on multiple versions with scenario capabilities.

## Engineering confidence

As part of the first phase, sonnen also implemented workflow logic and a product model calendar, ensuring planning data was aligned to active time periods and that contributions could be tracked across teams. This structural clarity increased confidence in both the numbers and the financial planning process itself.

„With Anaplan, we have not only streamlined our forecasting process but also gained a level of transparency that allows us to predict trends with greater accuracy. This is a significant leap forward for our financial operations.“

- Jonas Weiss, Junior Business Controller Commercial Finance at sonnen GmbH

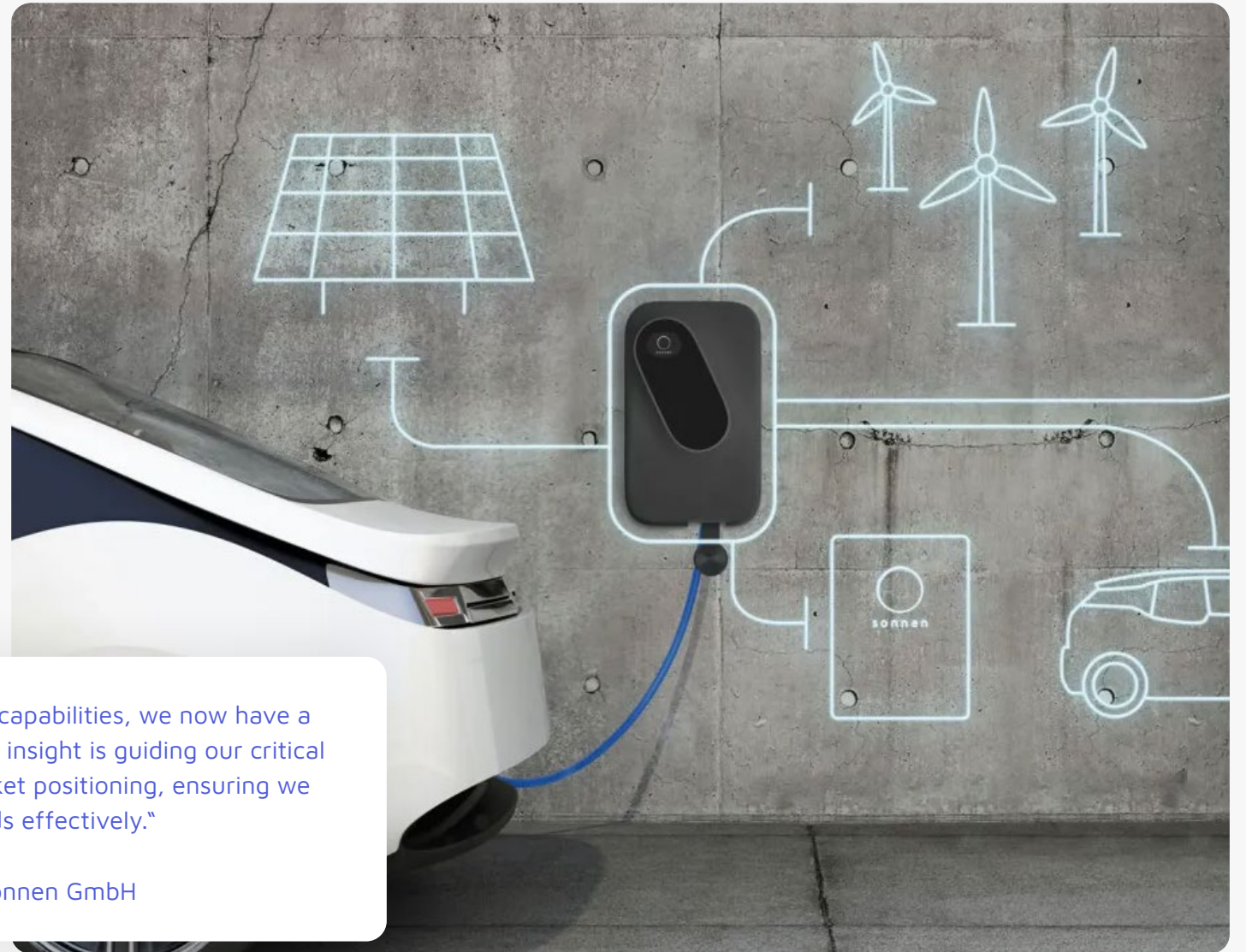
## Unit economics, unlocked

The second project phase tackled a more complex challenge: understanding product-level costs across international entities from group perspective. Anaplan's multi-dimensional modeling capabilities enabled sonnen to untangle a web of cost calculations and surface true unit economics — revealing which products were driving profit and which needed re-evaluation. It also allows sonnen to tailor the financials from all implemented dimensions and adjust the output to the current needs of the global management team.

The resulting insights didn't just support better cost allocation; they enhanced the accuracy of forecasts, enabling sonnen to align its financial strategies more closely with product performance and market dynamics.

„Thanks to Anaplan's advanced modeling capabilities, we now have a clear view of our product economics. This insight is guiding our critical decisions regarding investments and market positioning, ensuring we meet internal and external customer needs effectively.“

- Teresa Gerung, Business Controller at sonnen GmbH





# Project results

The sonnen x Anaplan project marked a turning point in financial planning maturity for the company. By integrating the globally aligned planning processes into a centralized, flexible platform, sonnen achieved:

- End-to-end forecast transparency, empowering business users to understand, trust, and act on financial data.
- Scenario planning at scale, enabling teams to model multiple business outcomes and respond faster to market dynamics.
- Detailed product-level insights, helping leadership make smarter decisions on pricing, investment, and go-to-market strategies.
- Improved collaboration and ownership, with planners from across the business contributing directly to forecast cycles.

Behind this transformation stood valantic, whose strategic leadership, deep Anaplan expertise, and collaborative approach made the difference. Together, valantic and sonnen created more than just a planning tool — they built a financial planning system that supports growth, resilience, and purpose.



„valantic has been more than just a consultant; they are our trusted and valued sparring partners. Together, we are shaping the future of energy, with the insights and systems we need to drive growth and resilience.“

- Danyon Nolte, Team Lead Group Controlling at sonnen GmbH

# Connected planning in action

## Expanding the planning landscape from finance to human resources

Following the successful implementation of the financial planning model, sonnen advanced to the next stage of its transformation: building a dedicated workforce planning model. Developed using a proven valantic template, the model was tailored to accelerate deployment while maintaining the high standards already set across the planning ecosystem.

## A dynamic approach to workforce data

The workforce planning model introduced dynamic capabilities that went far beyond static headcount forecasts. It allowed planners to capture detailed attributes such as role hierarchies, cost centers, and organizational changes. The model offered a flexible structure that enabled HR and business leaders to adapt plans in real time based on evolving needs — from recruitment to restructuring.

## Data-driven accuracy

To elevate the quality of workforce plans, the model integrated actual HR data directly into planning cycles. This connection between past performance and future outlooks brought new accuracy to forecasts and provided users with deeper insights into trends and staffing dynamics.

„Our partnership with valantic on the workforce planning project has been incredibly impactful. The model allows us to seamlessly align our human resources with broader financial planning, providing clarity and agility as we scale our operations.“

- Danyon Nolte, Team Lead Group Controlling at sonnen GmbH

## Connecting human resources and finance

Once workforce plans were finalized, the data seamlessly flowed into the finance model. This ensured financial planners always had the latest updates from HR — unifying both departments under a single planning framework. By aligning workforce and financial data in one connected ecosystem, sonnen created the foundation for truly integrated planning processes.

## Security and access by design

Given the sensitivity of HR data, the model was built with strict privacy protocols. Personal data remained securely stored within the workforce planning environment, and user permissions were carefully managed to ensure that only authorized users could access confidential information. This balance of transparency and control safeguarded both employee data and compliance standards.

## About us

Our Competence Center valantic Extended Planning & Analysis (vXPA), headquartered in Zurich, delivers comprehensive end-to-end (E2E) transformation services for enterprise planning. Our proficiency in Connected Planning and the integration of Data & Artificial Intelligence (AI) enable us to assist a broad range of industries in refining their planning strategies in areas like Supply Chain, Finance, HR, and Sales. In collaboration with premier planning software providers such as Anaplan, Board, and Pigment, we ensure that our solutions remain at the technological forefront.

vXPA is part of the valantic Group ([www.valantic.com](http://www.valantic.com)). valantic is a market leader in digital transformation and one of the top digital solutions, consulting, and software companies, with more than 4,000 developers and consultants around the world (Q2/24).



## Do you want to know more?

For additional information, please visit our website:

[www.valantic.com](http://www.valantic.com)

### Contact us now!

Svenja Carstensen

[svenja.carstensen@valantic.com](mailto:svenja.carstensen@valantic.com)

valantic XPA AG