Mainstay
VALUE ACCELERATED

Alight powers growth with cloud-based value engineering platform

For over 25 years, Alight has been a human capital and business partner to the world's most influential companies. Serving more than 4,300 clients and their 30 million client employees and family members, Alight helps over 70% of the Fortune 100 across five continents get more out of their benefits, payroll and HR.

As part of Alight's transformation focused on bringing solutions to market that maximize the wellbeing of employees, it was imperative for their account teams to be able to effectively communicate the business value of Alight solutions to clients.

A fresh client engagement strategy based on the value of Alight's solutions was adopted. The new approach enabled the company to re-frame its value conversation with clients, helping quantify and qualify the impact of their solutions—moving beyond the traditional message of lowered total cost of ownership.

To execute its strategy, Alight created a value engineering practice similar to other technology firms such as SAP, Cisco, HPE-Aruba and Nutanix. Given its large, geographically dispersed client base, Alight wanted a value engineering platform that would provide the ability to scale value engineering globally across its client base. They needed a platform that provided the ability to rapidly measure the business impact of Alight solutions and create compelling sales messages and presentations to engage with executive buyers and accelerate deals.

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About Alight
With an unwavering belief that a company's success starts with its people, Alight Solutions is a leading cloud-based provider of integrated digital human capital and business solutions. Leveraging proprietary AI and data analytics, Alight optimizes business process as a service (BPaaS) to deliver superior outcomes for employees and employers across a comprehensive portfolio of services. Alight allows employees to enrich their health, wealth and work while enabling global organizations to achieve a high-performance culture. Learn more at alight.com.

More information
To learn more about Mainstay's value-enabling tools, sales and marketing services, contact sales@mainstaycompany.com or visit mainstaycompany.com

However, Alight faced a common challenge: It only had a small value engineering organization to oversee multiple clients and prospects, potentially creating bottlenecks as it tried to drive value engineering adoption company-wide. To minimize disruption, the company also wanted to continue using its own proven sales methods while integrating the platform seamlessly with its existing Salesforce CRM and sales enablement systems.

What's more, the platform had to be simple to use, meaning account teams didn't need to be experts in developing complex business models, creating professional sales messages, or designing executive-level presentations. The solution had to fit Alight's growth mindset and help drive a powerful new value engineering culture across the sales organization.

Driving Alight's transformation with Mainstay's Advisor Value Platform

After extensive research, Alight chose Mainstay's Advisor Value Platform™, an integrated set of value engineering tools that enable companies to quantify and communicate the business value of their products and services throughout the customer lifecycle. The platform's "start-from-a-run" approach allowed Alight's value engineering teams to leverage existing spreadsheets — eliminating the need for building new business case templates from scratch, thus helping to provide an overall seamless experience. Best of all the Advisor Platform quickly generates customer-facing deliverables in a single click, so account teams spend less time developing business case presentations and more time serving their clients.

Launching Alight's value engineering in record time

Within four months, the company had deployed seven new solutions on the Advisor Value Platform. This was achieved by leveraging Mainstay's unique and proprietary capabilities—moving business case spreadsheets to their cloud-based platform in less than a week.

In addition to generating fast, accurate business cases, Mainstay's cloud-native platform provided account teams with consistent value messaging and branding as part of their RFP submissions and customer presentations. Today, account teams easily integrate their most effective sales and marketing assets to win more deals and drive client satisfaction. Further, the Mainstay platform allowed teams across Alight to become more fluent in the value engineering methodology. As more individuals have learned to develop value-based business cases and track business value, a significant uptick in client success and retention has been realized.

The future looks bright at Alight

Over the last 12 months, Alight's account teams have used the platform for over **374 opportunities**, including RFP responses, business cases, and other executive presentations that articulate the unique value of Alight Solutions both for employees and employers.

" **Mainstay's Advisor Business Value Platform has given Alight a competitive advantage in our market. Its cloud-based tools are accurate, easy to use, and highly scalable. Plus, our clients have been consistently impressed by the deliverables.**"

– Jasvir Madan, Alight Senior VP of Value Engineering

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