



NEWS RELEASE

Continuous Planning & Scenario Analysis

MEDIA CONTACT:

Debbie Mullins

Alight LLC

800-960-7717

DMullins@AlightPlanning.com

Alight to Present at Budgeting and Forecasting Conference

Lamorte to Address Application Requirements for Rolling Forecasts at ASMI Event

PLACERVILLE, CA; MARCH 24, 2010 — Alight LLC, developers of the industry-leading [Alight Planning](#) financial planning and reporting software, today announced that Ben Lamorte, Alight Vice President of Business Development, will address the challenges and application solutions for implementing rolling forecasts as the lead sponsor at the “Budgeting and Forecasting 2010” conference sponsored by the American Strategic Management Institute (ASMI). The conference will run April 19 through 21, 2010 in San Diego. Lamorte speaks on April 19th.

“Budgeting software is designed to save time and reduce errors, but the action and excitement right now is in the forecasting and planning piece,” Lamorte said. “This presentation will be a highly educational session focusing on core processes involved in generating rolling forecasts, including scenario analysis and driver-based planning. Most importantly, we will distinguish between budgeting and forecasting and how better forecasting can improve decision making and profitability.”

“We are pleased to be lead sponsor at the ASMI conference”, says Lamorte, who previously co-presented at the ASMI event with Larry Van Kuran, of Kaiser Permanente on the topic of driver-based planning. Lamorte will employ customer case studies, along with current forecasting theory and best practices, to highlight two critical requirements for effective rolling forecasts:

- **Scenario analysis** for establishing “what if” scenarios and exploring alternative decisions or actions in real time to understand possible outcomes.
- **Driver-based planning** where financial forecasts are driven by operational assumptions about the business.

For a live demo of Alight Enterprise, or for more information about Alight’s budgeting, reporting and forecasting solutions, visit www.alightplanning.com.

For more information about the ASMI conference visit www.ASMIweb.com/Forecast or contact Paul Rogers at (858) 737-4122.

About Alight LLC:

Alight LLC’s Alight Planning is a true driver-based financial planning and reporting software package that automates complex business modeling for more accurate strategic plans, revenue projections, budgets

and rolling forecasts. Its unique architectures and easy-to-use interfaces provide finance staff the power they need to build complex driver-based planning models, while delivering traditional planning structures such as line item detail, integrated financial statements and multiple-user security. Cost-effective and IT-independent, Alight Planning is affordable and easily deployed by Fortune 1,000 business units, as well as midmarket companies with limited IT resources. Alight has over 175 customers including Kaiser Permanente, Down East Enterprises, Pittsburgh Mercy and the Swan and Dolphin Resort at Disney World. For more information about Alight Planning, visit www.AlightPlanning.com or call 800-960-7717.

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