



## NEWS RELEASE

Continuous Planning & Scenario Analysis

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### **Alight LLC and Applied Analytix Form Strategic Partnership**

*Applied Analytix to Sell and Deliver Services Supporting Alight Planning Software*

**PLACERVILLE, CA; April 12, 2010** — Alight LLC, developers of the industry-leading [Alight Planning](#) financial planning and reporting software, and [Applied Analytix](#), a consulting firm specializing in performance management and business intelligence solutions, today announced a strategic partnership for delivering Alight software and professional services to small and mid-market companies and divisions of the Fortune 500.

“Applied Analytix is a very sharp group of consultants with extensive experience in performance management software,” said [Rand Heer](#), Alight’s CEO. “Their special focus on budgeting and planning, financial forecasting and advanced analytics makes them a valuable partner for us because these are the very strengths of the Alight Planning software package, especially for mid-market companies and divisions of the Fortune 500 who can’t afford or support higher-end packages.”

“The Alight solution leverages Rand’s deep experience and success with planning applications. Alight Planning provides companies with a solid platform that goes well beyond just the basic planning and budgeting capabilities,” said Dan Mannisto, CEO and founder of Applied Analytix. “Our decision to partner with Alight compliments Applied’s focus on mid-market firms that need advanced forecasting and modeling at an affordable price. We are very excited at the prospect of working with Rand and the Alight team.”

#### **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 budgeting and 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](http://www.AlightPlanning.com) or call 800-960-7717.*

#### **About Applied Analytix**

*Applied Analytix clients benefit from our decades of experience in applying technology to support the*

*Office of Finance in their overall strategic decision-making processes. We provide software and consulting services to firms that have exhausted the benefits of spreadsheets as their primary platform for forecasting, planning, and advanced analytics. Our clients range in size from companies with less than a 100 employees to the Fortune 500. For more information, visit [www.appliedanalytix.com](http://www.appliedanalytix.com).*

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