



ALESCENT

Brand & Market Positioning

Alescent accelerates bottom line outcomes for the CFO through SG&A Optimization, Spend Management, Cost Transparency, and Analytical and Predictive Modeling by understanding:

- a) the priority business outcomes the company must achieve,*
- b) the capabilities required to achieve them, and*
- c) the means to accelerate the development of those capabilities in order to realize business value faster.*

Internal Position

The Team

Alescent is structured as a federation and a partnership. Senior members are not engaged at full-time capacity and work remotely to allow for flexibility; the intention is for senior members to engage at a maximum of 75%. The Alescent structure creates the opportunity for partners to practice in a specialized area of service, while having the time and energy to fulfill other passions, i.e. coach female entrepreneurs, run a wellness businesses, spend time with family. The outcome of this structure is that members are well-rounded in their craft and engaged in meaningful work.

"Finding the best possible people, rather than the closest possible people."

External Position

The Client

Alescent facilitates Accelerated Value Realization (AVR) for large companies through applied research and advisory services.

The Problem

Operational and capital projects (investments) in large organizations are often conceived of to reach a specific end goal. The upfront analysis about the investment surrounds managing the COST of the project. The VALUE is often overlooked.

The Solution

Alescent focuses on the overall value realization of an investment—including the cost associated. Alescent doesn't **define** the value for the company, but **strategizes** and **tracks** the value through modeling relevant information so the company can make the most informed and value-based decisions.



Target Market

Complex Multi-National Entities

- Multiple tax jurisdictions involved
- Multiple currencies exchanged
- Geopolitical matters to navigate

\$2 Billion++ Annual Revenue

- Can be much larger than \$2,000,000,000
- Smaller organizations do not have the complex structure that requires Alescent's services

Key Departments

- Supply Chain (OpEx)
- IT (OpEx + CapEx)

Publicly Traded

- Decisions made based on cost & value
- Focus is on quarterly earnings
- Rigorous reporting procedures to satisfy stakeholders

Acquisition Focused

- Growth by acquisition has ideally taken place; M&A strategy is in place
- Increases complexity due to integrations (*harmonizations*)

Titles & Demographics

Chief Financial Officer (CFO)

- Male (87%)
- Average age 52 years old
- Nearly half hold an MBA (47%)
(*Spencer Stuart*)

Opportunities

- Engage CFO's by using casual or industry-specific language; avoid marketing lingo or jargon
- Risk management (ie, enterprise-wide and/or operational risks) was reported as the activity most commonly reporting to the CFO, behind only finance (*McKinsey*)

Maximizing the Opportunity

1. Identify the problem or solution quickly in the copy—if the topic is not immediately relevant, the article will not be read or shared
2. Position Alescent as an equal to the CFO by identifying pain points and providing actionable solutions or insights

Chief Information Officer (CIO)

- Male (63%)
- Average age 43 years old
- The most common level of education is a degree in IT (49%). Relatively few hold an MBA (10%)
(*EY*)

Opportunities

- Top IT executives have limited understanding around the depth of the business as a whole
- 37% of CIO's believe they have a well-defined IT investment process & business case template. However, 75% of other C-Suite executives disagree, showing a disconnect in budget discussions (*Deloitte*)

Maximizing the Opportunity

1. Equip the CIO with the tools, language, taxonomy and background they need to better perform for the company
2. Position Alescent as the expert while empowering the CIO within their organization (ally vs. outsider)
3. Provide high quality "free" value (content) so the "paid" value is a natural transition

Supplementary Titles

Vice President of IT Finance, Executive Vice President, Senior Vice President, Chief Operating Officer