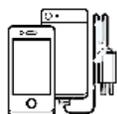


Allego's Modern Sales Enablement Platform Delivers Measurable Business Value



Measuring ROI with your Sales Learning and Enablement Platform not only requires careful planning and execution, but also the right technology to help you get it done. Allego's rep-centric platform ensures that sellers have the skills, knowledge, and content they need to optimize team success in a virtual world, driving measurable ROI.



One of the world's largest telecommunication companies was able to avoid more than \$600,000 in expenses annually by using Allego for asynchronous learning and content management to improve customer interactions.



Finastra produced an annual savings of \$170K by shortening the in-person component of new hire boot camp by one week. They also saw productivity gains by enabling sales teams to share insights once they were in the field.



A global medical device manufacturer saves \$5.5MM annually by conducting launch trainings and certifications using Allego, instead of traditional in-person methods.



A global medical device manufacturer saw a 41% improvement in year-over-year sales performance by enabling reps, managers, and SMEs to share agile content and best practices using Allego.

Sales teams have realized enormous business benefits by using Allego to support critical sales activities. These benefits include:

- Revenue growth**
Drive more revenue by empowering teams with a people-powered learning and content platform designed for the flow of work and built for virtual and remote teams.
- Cost reduction**
Cut travel and facility expenses while saving trainers' and subject matter experts' time. Salespeople spend more time selling and less time searching for content.
- Risk reduction**
Reduce execution risk by reinforcing key selling strategies and content messaging. Ensure compliance in regulated industries by certifying reps, providing visibility into their messaging, and providing an audit trail of their certifications.

[Learn more about navigating compliance with Allego](#)

- Improved employee engagement**
Increase engagement by facilitating collaboration among distributed sales forces. Allego makes it easy to share best practices and success stories among reps and provides visibility into team competency for more confident forecasting among managers.

"I can tie \$1.6 million of additive revenue to Allego in the first year!"

Mike McGlothlin
EVP, Ash Brokerage



Using Allego, you'll improve key business activities:

- Faster onboarding and training
- More effective sales enablement and content activation
- Easier best practice sharing for success replication
- Precise, AI-powered coaching and intelligence
- Simplified collaboration and communication

Specific examples of ROI by sales activity type:

New Hire Onboarding

- An IT business management software provider used Allego to shorten new hires' time-to-first deal by 33%.
- Finastra produced an annual savings of \$170K by shortening the in-person component of new hire boot camp by one week.
- Clarabridge saved \$80K in their first year using Allego by decreasing the length of sales boot camp.
- Becton Dickinson obtained full ROI in one year and achieved faster time to proficiency
- A global asset manager saved \$300K by streamlining their onboarding process.



Sales Content Management and Virtual Selling

- Ash Brokerage reduced "one-case wonders" with their prospects to 38% using personalized video messaging, equivalent to \$8.4 million more in sales.
- Within the first 6 months of deploying Allego, Metagenics saw 13K content engagements across only 140 sales reps. That's about 1-2 content uses per person every day.
- Abbott launched with 900 users globally and had almost 200K content uses in the first 180 days
- A global wealth management company saw an email open rate of nearly 30% using Allego to share content and virtual selling materials.



Training and Skill Development

- A data visualization software company was able to attribute a statistically significant increase in win rate against a top competitor to a competitive certification in Allego.
- Clarabridge rolled out Allego and reduced travel expenses for certification training by \$200K. Allego also saves each subject matter expert 52 hours per year.
- MFS Investments experienced a 63% success rate with certifications until they rolled out Allego. Within one year it rose to 100%, which eliminated costs and lost selling time to re-certify unsuccessful wholesalers.



New Product Launch

- A remote access software company certified 400 sales reps on four different lines of business within one month following a merger.
- A multinational software company attributed a 2x increase in pipeline on a newly rolled out product to an Allego certification.
- A medical device manufacturer saved \$150K when launching a new product using Allego compared to previous product launches.
- A pharmaceutical company launched a new drug in half the time and certified 100% of their reps.



Coaching and Collaboration

- An IT business management software provider decreased the length of their sales cycle by 50%, while increasing their average contract value by 21%.
- Global Atlantic quadrupled the number of monthly coaching interactions between reps and managers to accelerate the process of combining two sales forces.
- A global medical device manufacturer saw a 41% improvement in year-over-year sales performance by sharing best practices using Allego.
- A global investment management corporation saw 100% sales adoption with over 48K peer views in Allego within the first 12 months of deployment.

