



Benefits Alliance Announces Lucite as Preferred Solutions Provider

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Benefits Alliance is proud to announce Lucite as a preferred solutions provider. Lucite helps benefits advisors reduce the time spent on manual, administrative work so they can focus more on clients and growth. What sets them apart is their deep focus on workflow efficiency: they build technology around how advisory teams work, with the goal of making their day-to-day operations faster, smoother, and more scalable.

Another key differentiator is the strength of their engineering team. The entire team is in-house and works together in the office five days a week, which allows them to move quickly and collaborate closely. Their engineers have backgrounds at leading technology companies including Meta, SpaceX, and Datadog, and hold engineering degrees focused on AI and machine learning from Cornell University. They pair that technical strength with a high-touch, white-glove approach to service. Lucite engineers are client-facing and spend time on video calls with advisors, gathering feedback directly and translating that into product improvements.

“As our industry continues to evolve, embracing technology that drives efficiency and scalability is critical” said Carolynne Eagan, President of Benefits Alliance. “Lucite’s platform is uniquely positioned to help our member firms modernize operations, reduce administrative burden, and focus more time on delivering strategic advice to clients. We’re excited to welcome them as a Preferred Solutions Provider and support our members in leveraging this innovation.”

Jason Spector, Co-Founder and CEO of Lucite shares “As a new Preferred Solutions Provider, I’m excited about the opportunity to collaborate with advisors and industry leaders who are focused on raising the standard of service for clients across Canada. Benefits Alliance brings together a community that values innovation, practical solutions, and strong partnerships, which makes it a great fit for Lucite. We’re looking forward to sharing our expertise in AI, workflow efficiency, and operational improvement while continuing to refine Lucite’s AI platform to deliver even more value to the advisor community.”

About Lucite Lucite is the leading AI platform for Canadian group benefits advisors, built to eliminate tedious back-office tasks, elevate client service, and drive firmwide efficiency. Lucite extracts and structures data points from insurance documents, generates actionable insights, and delivers polished outputs in PowerPoint, Excel, and Word.

About Benefits Alliance

Benefits Alliance is Canada’s leading organization of independent benefits advisory firms. As an industry-leading not-for-profit association, Benefits Alliance focuses on education, collaboration, and advocacy by providing their members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Our members, who are employee benefit and retirement plan specialists, work with more than 16,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans



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