



# CloudsecAI Helps Valence Unblock Fortune 500 Deals with AI Bias Testing

## The Challenge

Valence, a leading provider of AI-powered executive coaching, was ready to close a significant deal with a cutting-edge Fortune 500 software company. At the last minute, the customer's AI governance committee halted the process until Valence provided a comprehensive third-party AI bias-testing report from an independent, trusted third-party before proceeding.

Alex, VP of Sales at Valence, faced a critical situation:

The deal was delayed indefinitely until the platform could be tested, something the customer warned could take 4 - 6 weeks, too late to make the end of the quarter. Ominously, they specifically warned that other vendors had previously submitted AI bias testing reports the customer's legal team had deemed insufficiently thorough and overly superficial, causing them to be rejected and not accepted as evidence.

With only 12 days left, time was running out to close the deal before the end of the quarter.

## The Solution

As part of evaluating paths forward, Alex reached out to the CloudsecAI team who, understanding the urgency of the situation, collaborated closely with Valence to rapidly scope a proposal that would provide the quality they required at a speed they didn't expect to be possible.

Based on strong references within their own network, Valence made the decision to engage CloudsecAI for their platform's AI bias test. The testing proposal included:

- ✓ Rapid response and scoping to meet urgent timeline
- ✓ Guaranteed comprehensive coverage with a 12-month assurance that if any customer found the test to be lacking in detail, additional testing and report updates would be at no additional charge.
- ✓ A multi-faceted testing approach to ensure both qualitative and quantitative measurements of bias would be available to customers:
  - Manual analysis and review of the prompts that make up the platform
  - Customized manual testing at critical junction points in the application flows to show resistance to subtle manipulations of the platform
  - Automated testing across 50,000+ scenarios to provide statistically significant quantitative test results
  - Comprehensive customized testing was built to ensure coverage of Valence's complex, multi-model architecture, ensuring that all models utilized at various points were tested.

## The Results

CloudsecAI delivered exceptional results in record time:

**A comprehensive, high quality 34-page report delivered in just 10 days**

**Quantitative and qualitative analysis far surpassing customer expectations**

**Valence was able to definitively show their platform's strong guardrails led to extremely positive results, resisting implicit bias inferences as well as active manipulations to try to elicit bias**

**The report unblocked the final hurdle to closing and the deal was brought in under the wire, adding to the quarter's strong results**

## Key Takeaways



### Swift action:

From initial contact to report delivery in 10 days



### Comprehensive testing:

Manual and automated, testing and analysis



### Business impact:

Enabled Valence to close a major deal on time



### Customer satisfaction:

Exceeded expectations of both Valence and their client



### Long-term assurance:

12-month guarantee for additional testing if needed

By partnering with CloudsecAI, Valence not only secured a crucial deal but also set a new standard for AI bias testing in the B2B SaaS industry.

## Client Testimonial

"CloudsecAI didn't just meet our expectations; they blew them away. Their team was incredibly easy to work with, and the speed at which they delivered such a thorough and comprehensive report was nothing short of remarkable.

Within the month, we've had 3 other major customers asking for independent AI bias testing of our platform and this report has turned what would have previously been a total blocker into a differentiating sales enabler."

— **Alex Thompson**, VP of Sales, Valence