

# Salient Revenue Management

Connecting Revenue to Root Cause

Retail

Wholesale

Manufacturing

Distribution

Introduction

Example Use-Cases

Technology Summary

Achieving real value:  
the perfect balance between  
investment, profit and growth.

## Introducing a radical new technology platform for reducing cost, increasing profit

1.

### INTEGRATE & AUTOMATE

Transaction and capacity data, actual and allocated, from every data source

2.

### MEASURE VALUE ADDED BY ACTIVITY

Growth attained, revenue generated, cost contained, from every transaction, to every customer point and perspective, up to the whole enterprise, down to root cause

3.

### MAKE THE KNOWLEDGE ACTIONABLE

Available, accessible and easily understood by everyone who needs to know, a thousand times faster than ever before

### GLOBALLY RECOGNIZED



**SAP**® Certified



**FOOD LOGISTICS  
TOP 100**



**CONSUMER GOODS TECHNOLOGY  
TOP 10**

POSITIONED IN

**GARTNER**

2011 BI MAGIC QUADRANT

Gartner, Inc., Magic Quadrant for Business Intelligence Platforms, Rita Sallam et al, January 27, 2011.

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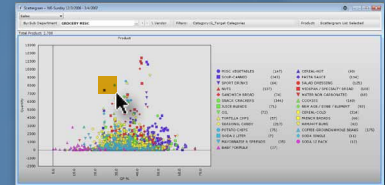
# Getting to Root Cause

Understanding the “root causes” behind the results is the key to controlling value. Salient’s visual data mining technique simply removes the time it takes to ask the next question.

So ask why five times, or as many times as it takes to get to the bottom of things. It’s all free form, so there’s no question that can’t be asked. It’s totally granular, so there’s no answer that can’t be obtained.

Salient’s visual interrogation tools answer not just “who, what, when, and where”, but **why**.

## Identify Outliers



## Drill into Results

Product: WE-Sunday 2/2/2006 - 3/4/2007

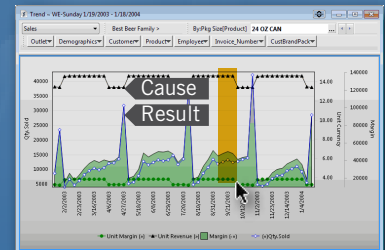
By Sub Department: GROCERY MISC | Vendor

Product: Scattergram List Selected | Filters: CategoryID, Target Categories

Total Product: 9 GP % 37.2 to 54.3 | Quantity 7,721 to 12,162

| Label  | Description                 | GP % | Quantity | Gross Profit |
|--------|-----------------------------|------|----------|--------------|
| 15277  | GROWWAT 100% WHOLE WHEAT    | 42.2 | 8,275    | \$13,608     |
| 16001  | RAINBOW LARGE WHITE         | 41.9 | 10,101   | \$14,209     |
| 19000  | NATURAL HEALTHY 7 GRANIN    | 41.6 | 20,999   | \$6,305      |
| 19005  | NATURAL HEALTHY 100% STONE  | 42.1 | 11,441   | \$9,115      |
| 19010  | NATURAL HEALTHY WHEATBEREY  | 42.1 | 20,749   | \$6,305      |
| 412717 | OLD HOME HAMBURGER BUNS     | 46.1 | 9,245    | \$5,770      |
| 611470 | BY WH. KEEFEL SALON COOK    | 42.1 | 20,826   | \$6,479      |
| 638687 | CAMPBELLS TOMATO SOUP       | 44.6 | 10,909   | \$5,291      |
| 632796 | CAMPBELLS CREAM OF MUSHROOM | 43.2 | 10,649   | \$7,087      |
| Totals |                             | 42.7 | 93,228   | \$76,601     |

## Identify Cause and Effect

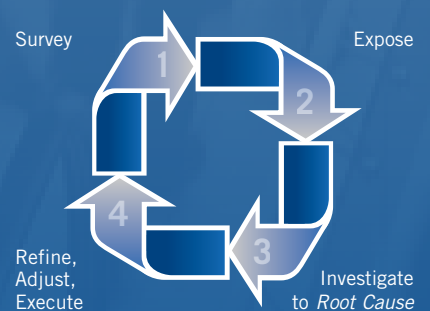


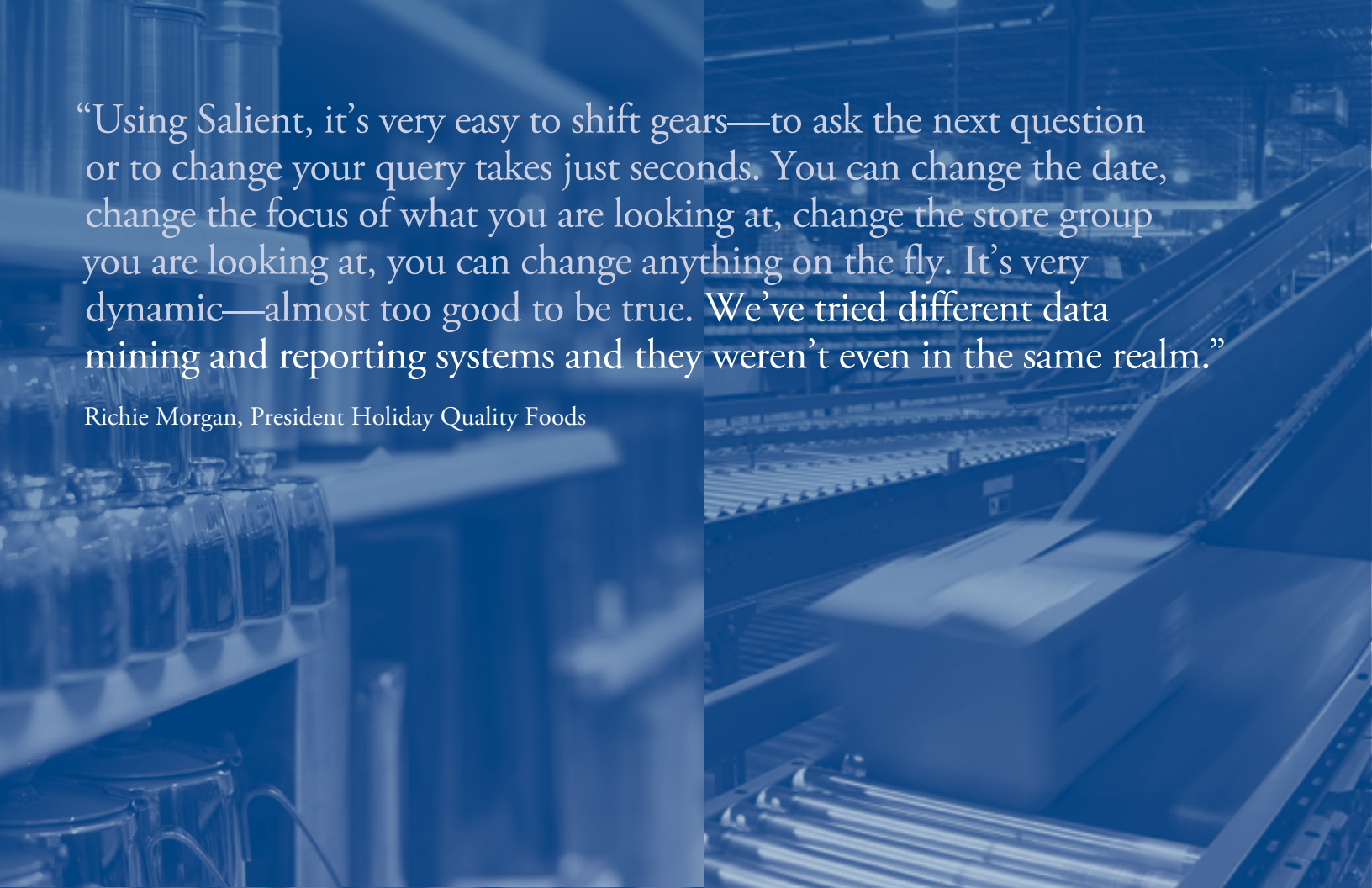
## Ask—Act—Repeat!

Improvement in a minute, improvement every cycle.

- Survey** the patterns hidden in huge data.
- Expose** the “short list” of performance outliers.
- Drill** into one member of the list.
- Connect** past results to the decisions that caused them.
- Adjust** business levers (price, mix, duration, frequency, stock levels, etc).
- Execute**.
- Repeat**.

## Enable Continuous Improvement





“Using Salient, it’s very easy to shift gears—to ask the next question or to change your query takes just seconds. You can change the date, change the focus of what you are looking at, change the store group you are looking at, you can change anything on the fly. It’s very dynamic—almost too good to be true. We’ve tried different data mining and reporting systems and they weren’t even in the same realm.”

Richie Morgan, President Holiday Quality Foods

# Increase the Value of Each Customer Every Day

Revenue management is the sum of all your customer focused business processes. Salient software captures the details of all revenue and cost streams, nets the difference and adds in changes in volume growth. The result is “actual net value per customer”, with all causal details. Here are some of the things your managers can do:

## **Rationalize Promotions**

See how discounting, product mix, merchandising and other customer spending affect profit and growth. Optimize SKU mix and trading terms for maximum sell-down, minimum over-stocking.

## **Optimize SKUs & Product Mix**

Measure market penetration, trial, and retrial of products. Easily see which products can or can't support carrying, distribution and marketing costs. See the effect new products have on existing product lines, and how successful salespeople are at getting products into the marketplace. Measure sell-thru and potential sell-thru of active customers to find opportunities for new placements.

## **Eliminate Sales & Distribution Gaps**

Generate actionable lists of products or customers with ad-hoc user-defined exception tests. Measure new account growth and retention. Filter on any segment, visually compare the test results, list areas of interest and drill into the results to identify the entire behavior over time.

## **Optimize Price Points**

Test merchandising and pricing strategies with minimal risk. Immediate feedback allows in-time corrections.

## **Integrate Supplier Rebates/Agreement Dollars**

Match rebate and recovery information to actual sales performance (growth and revenue) at SKU / location / event level.

## **Pay for Performance**

See the whole performance equation: volume growth, cost containment and marginal contribution down to the individual contributor. Reward individuals and teams by the actual value they produce.

## **Customized to meet your requirements**

[SKU Rationalization](#)

[Mix Management](#)

[Sales & Distribution Gap Analysis](#)

[Price Optimization](#)

[Leverage Point of Sale Facts](#)

[Deal Rationalization](#)

[Retail Scan Data / Syndicated Data](#)

[Market Segmentation](#)

[Retail Negotiation Support](#)

[Demand Management](#)

[Actual vs. Goal Tracking](#)

[Ordered vs. Delivered](#)

[Wal-Mart Retail Link® Integration](#)

[Customer Value Tracking](#)

[Forecast Accuracy](#)

[Trade Spend Optimization](#)

[Off-Invoice Dollars/Rebates](#)

[ABC Account Classification](#)

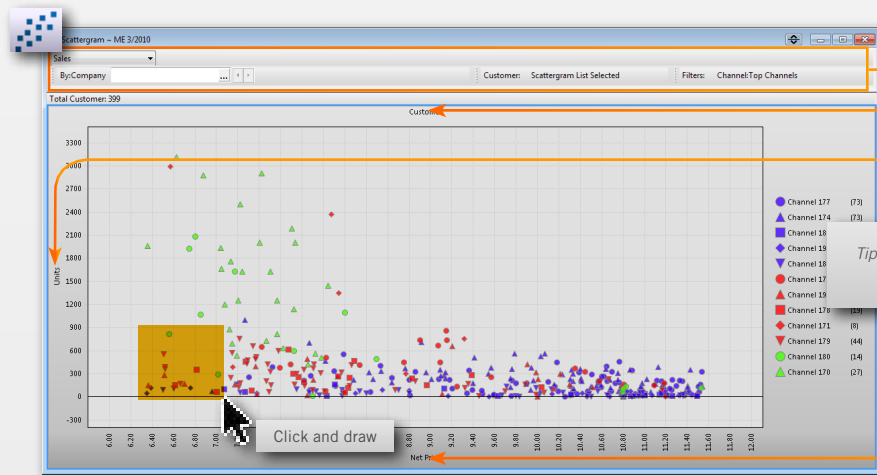
# Identify Over & Under-Performers in any Category

Your data in your terms

**In this example:**

Visualize customer performance by any two measures (here, price and volume) in any business segment.

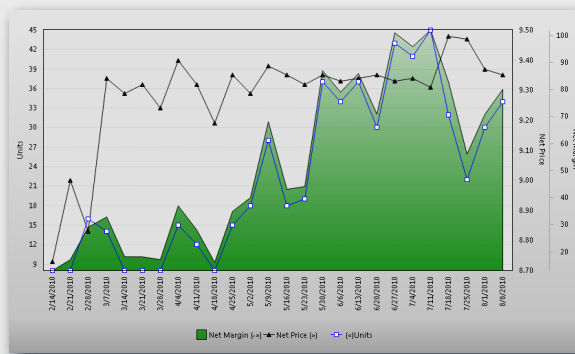
- Easily list out any areas of concern (or stores, vendors, promotions...).



- This is a list of customers who are doing poorly on both volume and price axes (within the selected area).

|       | CustName       | Units  | Mix (Units) | Net Invoice Price | Unit Discounts | Unit Margin | Margin   |
|-------|----------------|--------|-------------|-------------------|----------------|-------------|----------|
| 11598 | Customer 11598 | 10,593 | 13.7        | \$6.26            | -\$4.54        | \$2.68      | \$28,358 |
| 09337 | Customer 09337 | 2,871  | 3.7         | \$6.50            | -\$4.30        | \$2.91      | \$8,360  |
| 09493 | Customer 09493 | 2,467  | 3.2         | \$5.57            | -\$4.63        | \$1.99      | \$4,901  |
| 70454 | Customer 70454 | 1,802  | 2.3         | \$9.50            | -\$1.30        | \$5.51      | \$9,931  |
| 70466 | Customer 70466 | 1,736  | 2.2         | \$7.81            | -\$2.99        | \$3.65      | \$6,345  |
| 02999 | Customer 02999 | 1,465  | 1.9         | \$6.56            | -\$4.24        | \$2.97      | \$4,351  |
| 70481 | Customer 70481 | 1,347  | 1.7         | \$8.25            | -\$2.55        | \$4.05      | \$5,451  |

- Drill further into any one to isolate over or under performers. Here a price increase caused a temporary drop in volume and margin. The manager's quick reaction—a price reduction to levels slightly higher than before the large increase—restores the overall positive trend for this customer.



## Using Scattergram Interactive Visualizations

List outliers based on any two metrics in any segment of the business with any filters applied. Narrow down to SKU-level, Customer-level details in seconds.

Other Example Uses:

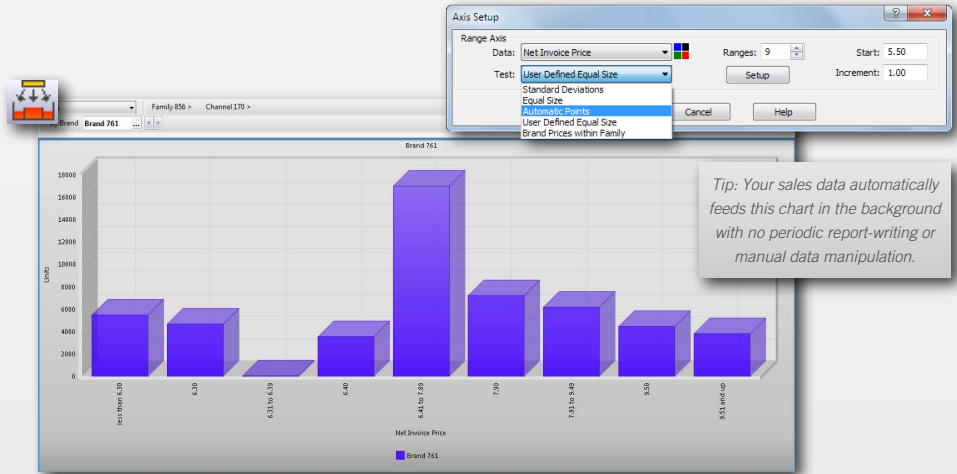
- Volume sold vs. discount amount by product
- Margin vs. revenue by customer

# Optimize Pricing

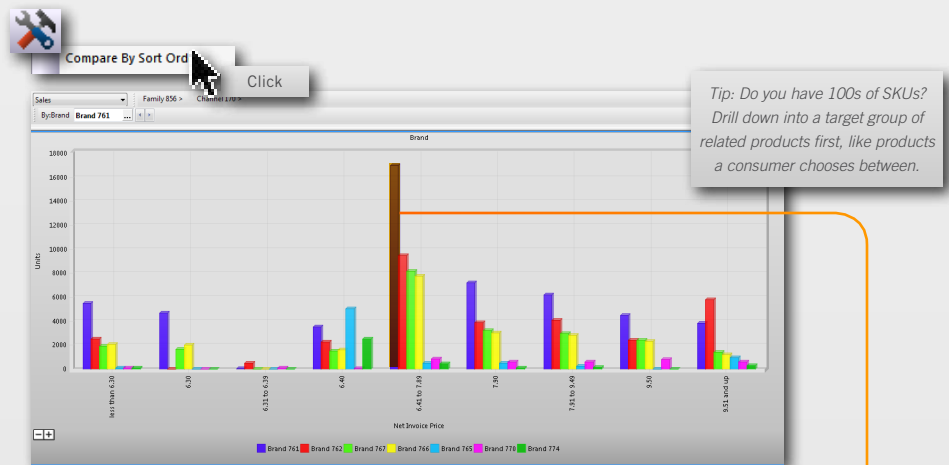
**In this example:**

We are utilizing the range analysis interactive visualization to adjust price based on demand for each product type.

- For any customer or product segment, a manager can visualize the demand (volume sold) within each price range for any product category.



- Easily switch to a "compare by group"; identifying how each SKU or each member of the sub-group compares to others in the category.



- One can then list the underlying details for each individual price range to better match price with demand to optimize margins.

The screenshot shows two data tables. The top table is 'Product ~ ME 5/2006 - 10/2006' with columns: ProductDescription, Units, Net Price, Unit COGS, Unit Margin. The bottom table is 'Customer ~ ME 5/2006 - 10/2006' with columns: CustName, Units, Net Price, Unit COGS, Unit Margin. A legend on the right lists dimensions: Quantities, Income, Cost, Margin, Duration, Causal.

| ProductDescription | Units  | Net Price | Unit COGS | Unit Margin |
|--------------------|--------|-----------|-----------|-------------|
| Product 0101       | 40,277 | \$6.73    | \$4.29    | \$2.43      |
| Product 0401       | 32,035 | \$8.47    | \$5.30    | \$3.17      |

| CustName       | Units  | Net Price | Unit COGS | Unit Margin |
|----------------|--------|-----------|-----------|-------------|
| Customer 11900 | 681    | \$7.17    | \$4.24    | \$2.92      |
| Customer 11901 | 12,488 | \$7.48    | \$4.50    | \$2.97      |
| Customer 11902 | 5,584  | \$7.48    | \$4.52    | \$2.95      |
| Customer 11903 | 9,098  | \$7.54    | \$4.51    | \$3.04      |
| Customer 70201 | 6,578  | \$7.56    | \$4.65    | \$2.92      |
| Customer 70203 | 2,612  | \$8.21    | \$4.75    | \$3.45      |
| Customer 70204 | 4,998  | \$7.73    | \$4.67    | \$3.06      |
| Customer 70205 | 9,217  | \$7.70    | \$4.66    | \$3.05      |
| Customer 70206 | 4,557  | \$7.73    | \$4.49    | \$3.24      |
| Customer 70207 | 5,896  | \$7.54    | \$4.63    | \$2.91      |
| Customer 70208 | 8,663  | \$7.53    | \$4.56    | \$2.97      |

## Using Range Interactive Visualizations

Group results in ranges by any two measures.

Other Example Uses:

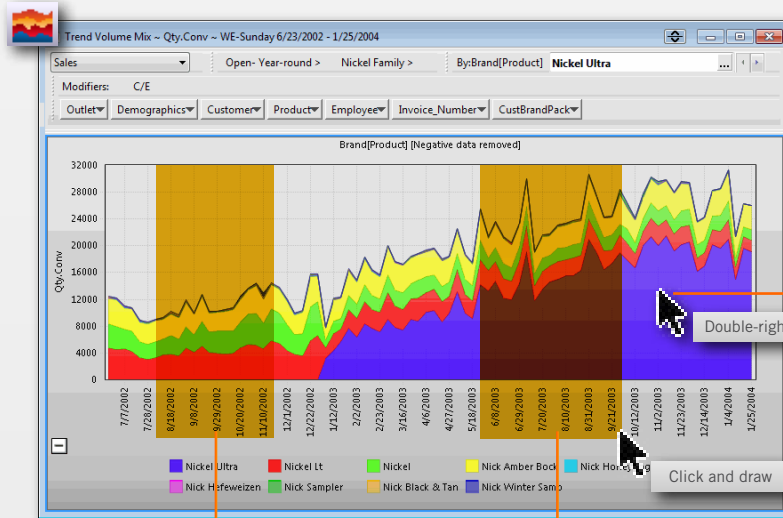
- ABC Account Classification by any 2 metrics
- Premium vs. economy segmentation
- # of facing vs. a range of volume sold

# Interrogate the facts behind the picture: Category Cannibalization

**In this example:**

Identify the impact of a new brand on the existing brands in the same category (change over time).

- It is easy to see that the new product quickly becomes the category leader—without significantly cannibalizing other SKUs.



**BEFORE**

|                  | Mix          | Totals         | Average       |
|------------------|--------------|----------------|---------------|
| Nickel Ultra     | 0.0          | 3              | 0             |
| Nickel Lt        | 38.5         | 69,321         | 4,621         |
| Nickel           | 30.9         | 55,666         | 3,711         |
| Nick Amber Bock  | 27.9         | 50,267         | 3,351         |
| Nick Honey Lager | 0.9          | 1,621          | 108           |
| Nick Hefeweizen  | 1.0          | 1,802          | 120           |
| Nick Sampler     | 0.0          | 0              | 0             |
| Nick Black & Tan | 0.1          | 248            | 17            |
| Nick Winter Samp | 0.7          | 1,294          | 86            |
| <b>Totals</b>    | <b>100.0</b> | <b>180,223</b> | <b>12,015</b> |

**AFTER**

|                  | Mix          | Totals         | Average       |
|------------------|--------------|----------------|---------------|
| Nickel Ultra     | 65.0         | 280,942        | 15,608        |
| Nickel Lt        | 11.3         | 48,971         | 2,721         |
| Nickel           | 8.7          | 37,510         | 2,084         |
| Nick Amber Bock  | 14.0         | 60,365         | 3,354         |
| Nick Honey Lager | 0.3          | 1,413          | 79            |
| Nick Hefeweizen  | 0.4          | 1,789          | 99            |
| Nick Sampler     | 0.1          | 593            | 33            |
| Nick Black & Tan | 0.1          | 559            | 31            |
| Nick Winter Samp | 0.0          | 0              | 0             |
| <b>Totals</b>    | <b>100.0</b> | <b>432,143</b> | <b>24,008</b> |

- “Rubber-banding” the weeks before and after the new product introduction to compare bottom-line details. Here, total weekly volume nearly doubled.

- Quickly list individual products that sold or customers who purchased.

| Brand         | PkgSize   | Qty Sold       | Revenue             | Margin             | Linear Feet | Cubic Feet  | Margin/Cubic        |
|---------------|-----------|----------------|---------------------|--------------------|-------------|-------------|---------------------|
| Nickel Ultra  | 2/12 LNNR | 259,508        | \$4,269,182         | \$1,064,693        | 1.47        | 4.91        | \$216,668.43        |
| Nickel Ultra  | 1/6 LNNR  | 231,687        | \$3,956,968         | \$1,017,111        | 1.54        | 2.93        | \$347,221.34        |
| Nickel Ultra  | 1/6 BBL   | 80,276         | \$1,268,608         | \$870,588          | 0.00        | 0.00        | \$0.00              |
| Nickel Ultra  | 10OZ 4/6  | 7              | \$943,076           | \$233,614          | 0.57        | 1.88        | \$124,333.68        |
| Nickel Ultra  | 1/2       | 1              | \$1,109,539         | \$262,453          | 0.00        | 0.00        | \$0.00              |
| Nickel Ultra  | 2/12 10oz | 12,505         | \$186,299           | \$121,724          | 0.07        | 0.12        | \$1,014,369.67      |
| Nickel Ultra  | 1/6 BBL   | 3,604          | \$81,792            | \$25,329           | 0.00        | 0.00        | \$0.00              |
| Nickel Ultra  | 10OZ 4/6  | 658            | \$9,780             | \$2,621            | 0.00        | 0.00        | \$0.00              |
| <b>Totals</b> |           | <b>677,991</b> | <b>\$11,825,244</b> | <b>\$3,598,132</b> | <b>3.65</b> | <b>9.84</b> | <b>\$365,584.25</b> |

- Drill down on any single SKU. View details by store, vendor, or any other segment of your business.
- Now you can tailor the mix based on the unique preferences of each market segment.

| Product          | Qty Sold       | Revenue            | Margin             | Linear Feet | Cubic Feet  | Margin/Cubic        |
|------------------|----------------|--------------------|--------------------|-------------|-------------|---------------------|
| BIG FARE # 1 352 | 660            | \$10,852           | \$2,707            | 0.11        | 0.41        | \$6,579.63          |
| BIG FARE # 1 341 | 581            | \$9,516            | \$2,364            | 0.07        | 0.08        | \$38,290.53         |
| BIG FARE # 1 360 | 637            | \$10,446           | \$2,599            | 0.06        | 0.15        | \$17,833.25         |
| BIG FARE # 1 92  | 817            | \$13,399           | \$3,333            | 0.05        | 0.13        | \$25,571.75         |
| BIG FARE # 1 163 | 815            | \$13,396           | \$3,335            | 0.05        | 0.13        | \$26,530.00         |
| BIG FARE # 1 96  | 448            | \$7,357            | \$1,833            | 0.05        | 0.09        | \$20,536.69         |
| BIG FARE # 1 533 | 679            | \$11,182           | \$2,704            | 0.04        | 0.11        | \$25,313.45         |
| BIG FARE # 1 86  | 232            | \$3,837            | \$963              | 0.04        | 0.17        | \$5,834.30          |
| BIG FARE # 1 248 | 741            | \$12,181           | \$3,038            | 0.04        | 0.17        | \$18,330.22         |
| BIG FARE # 1 637 | 421            | \$6,904            | \$1,712            | 0.04        | 0.16        | \$10,469.31         |
| BIG FARE # 1 431 | 404            | \$6,596            | \$1,634            | 0.04        | 0.16        | \$9,921.60          |
| BIG FARE # 1 503 | 1,081          | \$17,748           | \$4,420            | 0.04        | 0.16        | \$36,904.05         |
| BIG FARE # 1 505 | 1,098          | \$18,039           | \$4,496            | 0.04        | 0.16        | \$27,545.02         |
| BIG FARE # 1 230 | 538            | \$8,655            | \$2,152            | 0.04        | 0.16        | \$13,185.98         |
| BIG FARE # 1 355 | 814            | \$13,807           | \$3,350            | 0.04        | 0.17        | \$30,941.66         |
| BIG FARE # 1 359 | 937            | \$15,405           | \$3,842            | 0.04        | 0.17        | \$22,986.68         |
| <b>Totals</b>    | <b>259,508</b> | <b>\$4,269,182</b> | <b>\$1,064,693</b> | <b>1.47</b> | <b>4.91</b> | <b>\$216,668.43</b> |

Go beyond Revenue Management by integrating shelf space facts, inventory and other information.

## Using Share & Mix Interactive Visualizations

Tracks performance share trends.

### Other Example Uses:

- Identify how competitor products or locations impact sales
- Track how margin mix changes with new pricing or portfolio items



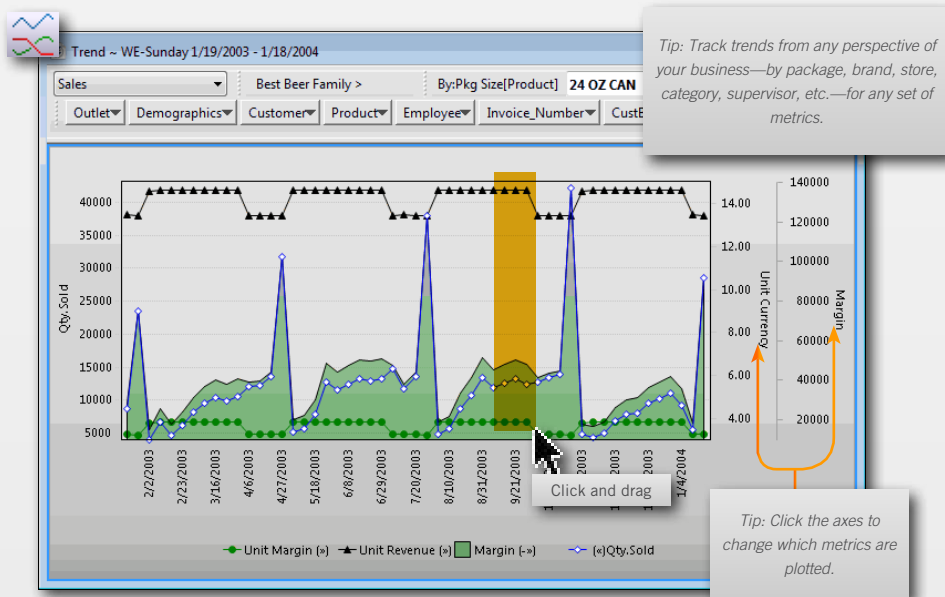
# Interrogate Trends to Identify Root Causes

Interactive Trend visualizations serve as a “stock ticker” for any part of your business. The difference is one can drill-down and list underlying details for decision support.

Here is just one example:

Track the effects of discounting activity to identify whether or not objectives were achieved.

- Each dip in the black line shows a price discount. You can evaluate the amount of the discount (depth), time between events (frequency), and length of the promotions (duration).



- Expose the bottom-line results: “Rubber band” the weeks before, during, and after the promotion for a comparison of weekly volume and margin.

| BEFORE   | DURING               | AFTER    |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
|--|----------------------|----------|--|--|--------|---------|--------------|--|---------|-------------|--|--------|--------|-----------|----------|--|------------------------|--|--|--|--------|---------|--------------|--|---------|-------------|--|--------|--------|-----------|----------|---|------------------------|--|--|--|--------|---------|--------------|--|---------|-------------|--|--------|--------|----------|----------|
| <table border="1"> <thead> <tr> <th colspan="3">9/7/2003 - 9/28/2003</th> </tr> <tr> <th></th> <th>Totals</th> <th>Average</th> </tr> </thead> <tbody> <tr> <td>Unit Revenue</td> <td></td> <td>\$14.65</td> </tr> <tr> <td>Unit Margin</td> <td></td> <td>\$3.84</td> </tr> <tr> <td>Margin</td> <td>\$191,982</td> <td>\$47,996</td> </tr> </tbody> </table> | 9/7/2003 - 9/28/2003 |          |  |  | Totals | Average | Unit Revenue |  | \$14.65 | Unit Margin |  | \$3.84 | Margin | \$191,982 | \$47,996 | <table border="1"> <thead> <tr> <th colspan="3">10/5/2003 - 10/26/2003</th> </tr> <tr> <th></th> <th>Totals</th> <th>Average</th> </tr> </thead> <tbody> <tr> <td>Unit Revenue</td> <td></td> <td>\$13.46</td> </tr> <tr> <td>Unit Margin</td> <td></td> <td>\$3.23</td> </tr> <tr> <td>Margin</td> <td>\$265,157</td> <td>\$66,289</td> </tr> </tbody> </table> | 10/5/2003 - 10/26/2003 |  |  |  | Totals | Average | Unit Revenue |  | \$13.46 | Unit Margin |  | \$3.23 | Margin | \$265,157 | \$66,289 | <table border="1"> <thead> <tr> <th colspan="3">11/2/2003 - 11/23/2003</th> </tr> <tr> <th></th> <th>Totals</th> <th>Average</th> </tr> </thead> <tbody> <tr> <td>Unit Revenue</td> <td></td> <td>\$14.64</td> </tr> <tr> <td>Unit Margin</td> <td></td> <td>\$3.83</td> </tr> <tr> <td>Margin</td> <td>\$80,229</td> <td>\$20,057</td> </tr> </tbody> </table> | 11/2/2003 - 11/23/2003 |  |  |  | Totals | Average | Unit Revenue |  | \$14.64 | Unit Margin |  | \$3.83 | Margin | \$80,229 | \$20,057 |
| 9/7/2003 - 9/28/2003   |                      |          |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
|  | Totals               | Average  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Revenue   |                      | \$14.65  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Margin  |                      | \$3.84   |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Margin   | \$191,982            | \$47,996 |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| 10/5/2003 - 10/26/2003   |                      |          |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
|  | Totals               | Average  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Revenue   |                      | \$13.46  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Margin  |                      | \$3.23   |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Margin   | \$265,157            | \$66,289 |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| 11/2/2003 - 11/23/2003   |                      |          |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
|  | Totals               | Average  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Revenue   |                      | \$14.64  |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Unit Margin  |                      | \$3.83   |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |
| Margin   | \$80,229             | \$20,057 |  |  |        |         |              |  |         |             |  |        |        |           |          |  |                        |  |  |  |        |         |              |  |         |             |  |        |        |           |          |   |                        |  |  |  |        |         |              |  |         |             |  |        |        |          |          |

- Use customer and product level details to modify your trading terms based on objectives to grow (emphasize) volume or margin.

| Customer - WE-Sunday 11/1/2009 - 3/14/2010 |                |              |             |                   |                |             |             |
|--|----------------|--------------|-------------|-------------------|----------------|-------------|-------------|
| Total Customer: 1,303                      |                |              |             |                   |                |             |             |
|  | CustName       | Units        | Mix (Units) | Net Invoice Price | Unit Discounts | Unit Margin | Margin      |
| 11598                                      | Customer 11598 | 10,593       | 13.7        | \$6.26            | -\$4.54        | \$2.68      | \$28,355    |
| 09337                                      | Customer 09337 | 2,871        | 3.7         | \$6.50            | -\$4.30        | \$2.91      | \$8,360     |
| 09493                                      |                |              |             |                   |                |             |             |
| 70454                                      |                |              |             |                   |                |             |             |
| 70466                                      |                |              |             |                   |                |             |             |
| 02999                                      |                |              |             |                   |                |             |             |
| 70481                                      |                |              |             |                   |                |             |             |
| 70463                                      |                |              |             |                   |                |             |             |
| Product - WE-Sunday 11/1/2009 - 3/14/2010  |                |              |             |                   |                |             |             |
| Total Product: 28                          |                |              |             |                   |                |             |             |
|  | Brand          | ProductName  | Units       | Mix (Units)       | Unit Discounts | Unit Margin | Margin      |
| 0101                                       | Brand 760      | Product 0101 | 170,011     | 33.4              | -\$4.29        | \$2.40      | \$408,359   |
| 5701                                       | Brand 760      | Product 5701 | 84,060      | 16.5              | -\$3.50        | \$3.22      | \$270,502   |
| 0701                                       | Brand 760      | Product 0701 | 77,501      | 15.2              | -\$2.56        | \$4.49      | \$347,903   |
| 2001                                       | Brand 760      | Product 2001 | 43,524      | 8.5               | -\$0.66        | \$9.32      | \$405,621   |
| 5901                                       | Brand 760      | Product 5901 | 35,701      | 7.0               | -\$6.12        | \$3.05      | \$109,023   |
| 8301                                       | Brand 760      | Product 8301 | 19,418      | 3.8               | -\$3.03        | \$3.52      | \$68,411    |
| 0801                                       | Brand 760      | Product 0801 | 15,406      | 3.0               | -\$1.05        | \$7.87      | \$121,239   |
| 5801                                       | Brand 760      | Product 5801 | 12,240      | 2.4               | -\$3.71        | \$3.11      | \$38,080    |
| 3601                                       | Brand 760      | Product 3601 | 11,201      | 2.2               | -\$0.59        | \$8.30      | \$92,963    |
| 5501                                       | Brand 760      | Product 5501 | 8,628       | 1.7               | -\$1.16        | \$3.88      | \$33,443    |
| 4901                                       | Brand 760      | Product 4901 | 8,423       | 1.7               | -\$5.78        | \$3.48      | \$29,354    |
| 2101                                       | Brand 760      | Product 2101 | 5,851       | 1.1               | -\$0.22        | \$9.82      | \$57,435    |
| 4101                                       | Brand 760      | Product 4101 | 4,314       | .8                | -\$0.08        | \$13.38     | \$57,722    |
| 4201                                       | Brand 760      | Product 4201 | 2,396       | .5                | -\$3.52        | \$13.88     | \$33,254    |
| Totals                                     |                |              | 509,472     | 100.0             | -\$3.31        | \$4.17      | \$2,124,924 |

## Using Trend Interactive Visualizations

Identifies the cause & effect relationships between different metrics over time with bottom-line numbers and averages for any periods chosen.

Other Example Uses:

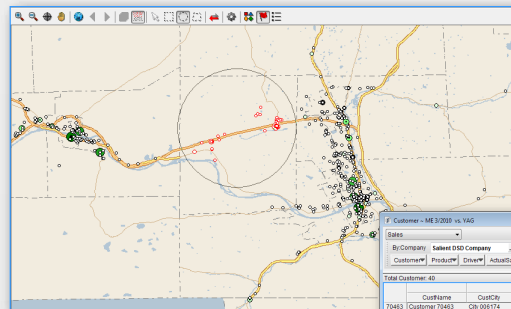
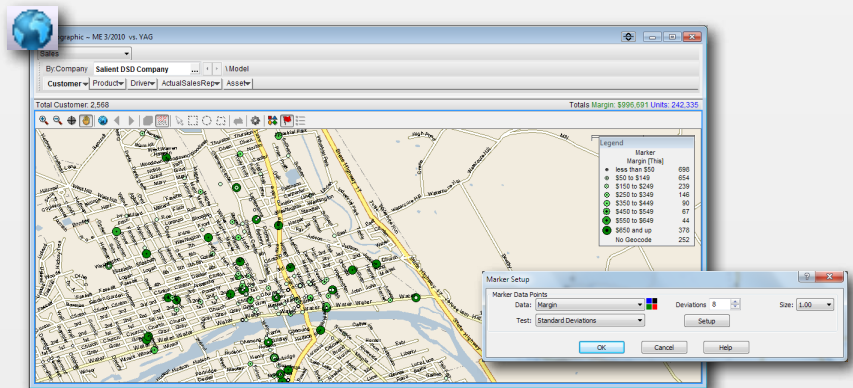
- Lift & elasticity tracking
- Volume sold vs. days of supply
- Wholesale vs. retail scan sales

# Integrate Performance and Geospatial Information

Answer location-based questions with point-and-click speed.

Here is just one example:

- Which products and customers are driving margin or revenue?
- Where is a new product selling well and where does it need additional support?
- An interactive geo-spatial view shows margin by geographic area and sales volume for any store, customer, or product group.
- Easily select any over or under-performing areas to list the group for micro economic details.
- Know exactly which locations need attention and identify who to speak to about the issues.



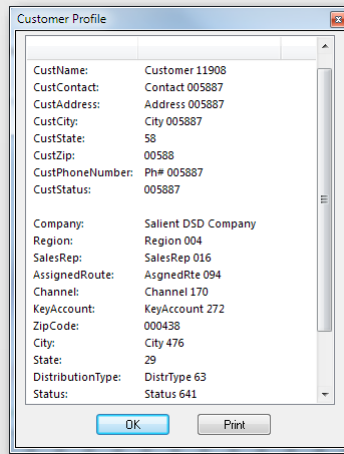
Customer - ME 3/2010 vs. YAG

By Company: Salient DSD Company

Customer: Geo List Selected

Total Customer: 40

| CustName             | CustCity  | CustContact | CustPhoneNumber | Net Revenue     |                 | Units        |              | Margin          |                 |
|----------------------|-----------|-------------|-----------------|-----------------|-----------------|--------------|--------------|-----------------|-----------------|
|                      |           |             |                 | This Yr         | Last Yr         | This Yr      | Last Yr      | This Yr         | Last Yr         |
| 70493 Customer 70493 | CR 005874 | Comp005874  | Ph# 005874      | \$19,861        | \$0,000         | 2,881        | 2,878        | \$1,201         | \$5,000         |
| 11653 Customer 11653 | CR 005817 | Comp005817  | Ph# 005817      | \$4,100         | \$12,241        | 493          | 1,369        | \$2,200         | \$5,022         |
| 80190 Customer 80190 | CR 005805 | Comp005805  | Ph# 005805      | \$1,525         | \$1,420         | 295          | 295          | \$191           | \$206           |
| 00914 Customer 00914 | CR 002093 | Comp002093  | Ph# 002093      | \$2,797         | \$0             | 230          | 0            | \$1,004         | \$0             |
| 02490 Customer 02490 | CR 002097 | Comp002097  | Ph# 002097      | \$673           | \$0             | 165          | 0            | \$109           | \$0             |
| 78074 Customer 78074 | CR 008650 | Comp008650  | Ph# 008650      | \$1,631         | \$1,281         | 133          | 98           | \$843           | \$717           |
| 11532 Customer 11532 | CR 008612 | Comp008612  | Ph# 008612      | \$4,418         | \$0             | 735          | 0            | \$209           | \$0             |
| 02469 Customer 02469 | CR 002937 | Comp002937  | Ph# 002937      | \$1,400         | \$1,062         | 151          | 81           | \$329           | \$653           |
| 05151 Customer 05151 | CR 002788 | Comp002788  | Ph# 002788      | \$1,240         | \$1,028         | 115          | 95           | \$761           | \$622           |
| 08811 Customer 08811 | CR 004807 | Comp004807  | Ph# 004807      | \$1,108         | \$0             | 112          | 0            | \$910           | \$0             |
| 00134 Customer 00134 | CR 002859 | Comp002859  | Ph# 002859      | \$158           | \$1,910         | 66           | 114          | \$420           | \$603           |
| 00473 Customer 00473 | CR 002430 | Comp002430  | Ph# 002430      | \$1,720         | \$1,697         | 48           | 50           | \$581           | \$598           |
| 11179 Customer 11179 | CR 009504 | Comp009504  | Ph# 009504      | \$673           | \$441           | 43           | 32           | \$440           | \$209           |
| <b>Totals</b>        |           |             |                 | <b>\$45,211</b> | <b>\$63,211</b> | <b>2,262</b> | <b>5,801</b> | <b>\$18,266</b> | <b>\$21,738</b> |



## Using Interactive Geo-spatial Visualizations

Select, list and drill into groups mapped by any performance metrics with interactive Geo-spatial visualizations. Layer in additional intelligence by importing from ESRI® and other map programs.

Other Example Uses:

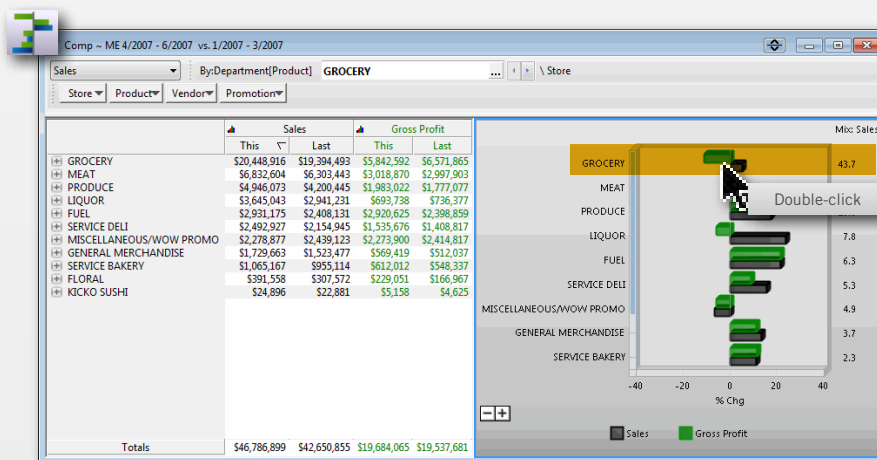
- Match product assortments to area demand information.
- Spot profit and loss performance trends across regions, states, countries, etc.
- Set performance criteria, then instantly map locations that pass or fail

# Troubleshoot and Diagnose Each Business Segment

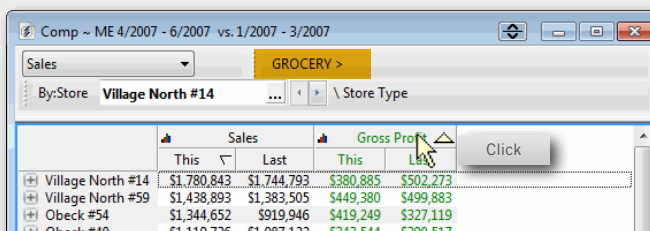
**In this example:**

Each manager can diagnose and self-correct within their area of responsibility. The **business** user is in control of the metrics chosen, filters, dates, and details.

- A high-level comparison shows changes in margin and revenue for each department since the last chosen period. The top department (Grocery) had a significant decline in margins as indicated by the green bar.

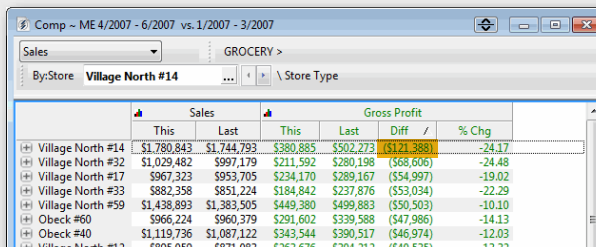


- The next view is drilled down on the Grocery department. Easily add variance and sort to identify the problem outlets.

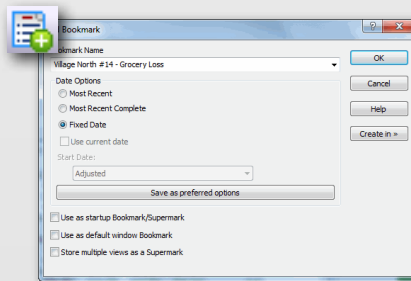


- One store had a margin decline of over \$120,000 in groceries.

- List the underlying products, suppliers and promotions to get to the ultimate cause.



- Save and share this view for discussion with the responsible manager. E-mail the results or save a global bookmark that can be viewed by others. System security is configured to protect and share information as necessary.



## Using Comparative Grid Interactive Visualizations

The Comparative Grid interactive visualization enables a manager to step through business performance in any path desired, segment by segment in any order. It allows for extremely flexible data-mining from summary views to specific details.

Other Example Uses:

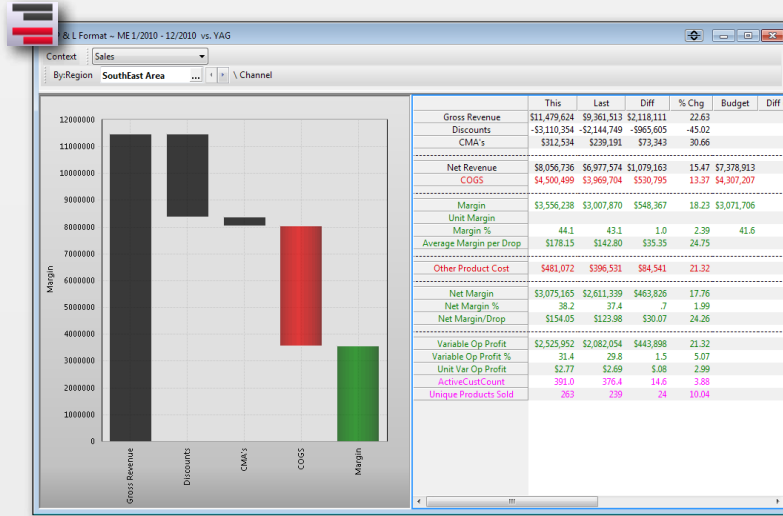
- Identify significant changes in profit & growth at a high level then isolate specific problems and opportunities.
- Track product penetration by brand by customer channel by demographic.

# Visualize Financial Performance From Customer Level Up to the Whole Enterprise

**In this example:**

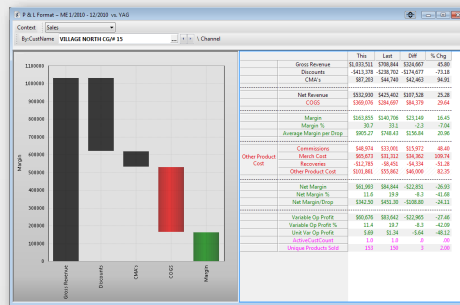
See the impact of on-and-off-invoice costs and revenue adjustments on profitability.

- A drillable waterfall chart shows revenue; marketing expenses such as advertising costs, commissions; coupons; other costs; and net profitability for any part of the business. Each bar represents the effect of an individual metric on profits. The corresponding numbers are in the format of a Profit & Loss statement.

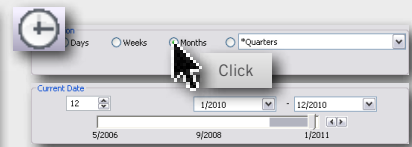


- Focus on a single product, customer, or other business segment.

- Identify how different cost and revenue variables impacted results.



- Expand the date range to see multiple weeks, months or years. Shrink time frames down to a day, just click.



- Compare results for this product to both previous periods and budget goals. Custom highlighting makes it easy to spot variances. Here green highlighting shows where budgeted goals were exceeded by 10% or more.

The screenshot shows a detailed P&L table for '200z NR'. The table includes columns for 'This', 'Last', 'Budget', 'Diff (T vs Budget)', and '% Chg (T vs Budget)'. Key values are highlighted in green where budget goals were exceeded by 10% or more.

|                      | This               | Last               | Budget             | Diff (T vs Budget) | % Chg (T vs Budget) |
|----------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| Units                | 331,637            | 274,008            | 296,121            | 33,516             | 11.24               |
| % Promoted Units     | 19.4               | 11.1               |                    |                    |                     |
| Gross Revenue        | \$5,251,321        | \$4,021,834        |                    |                    |                     |
| Unit List            | \$15.83            | \$14.68            |                    |                    |                     |
| Discounts            | -\$315,727         | -\$112,935         |                    |                    |                     |
| Unit Discounts       | -\$ 95             | -\$ 41             |                    |                    |                     |
| CMA's                | \$63,173           | \$27,961           |                    |                    |                     |
| <b>Net Revenue</b>   | <b>\$4,872,411</b> | <b>\$3,880,938</b> | <b>\$4,398,169</b> | <b>\$474,242</b>   | <b>10.78</b>        |
| Net Price            | \$14.69            | \$14.16            | \$14.75            | -\$ 0.66           | -4.1                |
| Discount %           | 6.0                | 2.8                |                    |                    |                     |
| CMA %                | 1.2                | .7                 |                    |                    |                     |
| <b>COGS</b>          | <b>\$1,781,807</b> | <b>\$1,491,024</b> | <b>\$1,769,616</b> | <b>\$12,191</b>    | <b>.69</b>          |
| Margin               | <b>\$3,090,604</b> | <b>\$2,389,915</b> | <b>\$2,628,553</b> | <b>\$462,051</b>   | <b>17.58</b>        |
| Unit Margin          | \$9.32             | \$8.72             | \$9.82             | \$ 5.00            | 5.70                |
| Unit Margin          |                    |                    |                    |                    |                     |
| Margin %             | 63.4               | 61.6               | 59.8               | 3.7                | 6.13                |
| Commissions          | \$108,948          | \$156,175          |                    |                    |                     |
| March Cost           | \$55,260           | \$27,909           |                    |                    |                     |
| Recoveries           | -\$47,574          | -\$37,587          |                    |                    |                     |
| Net Margin           | <b>\$2,893,963</b> | <b>\$2,243,418</b> |                    |                    |                     |
| Unit Net Margin      | <b>\$8.73</b>      | <b>\$8.19</b>      |                    |                    |                     |
| Net Margin %         | 59.4               | 57.8               |                    |                    |                     |
| Unique Products Sold | 18                 | 17                 |                    |                    |                     |

- The view integrates all revenues and costs for a true measure of profitability at the SKU or other level.

## Using Profit & Loss Interactive Visualizations

Make the connection between Financial Summaries and the underlying parts of the business that are rolled up. The Profit & Loss (P&L) interactive visualizations help a manager drill down into cost components and business segments to isolate areas that need attention.

### Other Example Uses:

- P&L visualizations on each customer can be used by account managers to determine how off-invoice merchandising activities effect profits per customer.
- Category, vendor and product group P&L visualizations can help track the true margin on products.

# Visualize Penetration, Trial and Re-trial by SKU

**In this example:**

We identify sales and distribution gaps of a new product by channel, by brand and by sales rep to the customer/SKU level.

- Channel by channel, we have pass/fail lists of customers by week or month (date selected) based on any user-defined exception criteria.

Initial introduction and rate of re-trial visually identifies how successful this rollout has been and tracks which accounts still haven't purchased.

- Next, you can see which customers haven't tried the new brand yet and identify the responsible salespeople for those accounts.

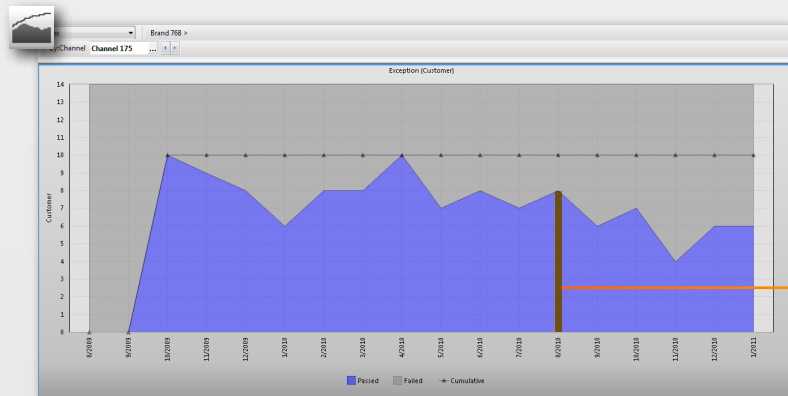


The blue area identifies which customers pass the exception test. The grey area shows and can list the customers who have not bought the new brand yet.

- Now we can distribute this list to the responsible salespeople and set goals to sell the new brand to their customers.
- Save this view to monitor the progress of each sales person.

Exception Test Setup dialog boxes showing configuration for 'Customer' and 'Units' data type, with test type 'Value' and range '1'.

| Channel        | Totals | Passed | % Passed | Failed | % Failed |
|----------------|--------|--------|----------|--------|----------|
| Channel 172    | 26     | 21     | 80.8     | 5      | 19.2     |
| Channel 175    | 14     | 10     | 71.4     | 4      | 28.6     |
| Channel 174    | 197    | 140    | 71.1     | 57     | 28.9     |
| Channel 170    | 52     | 32     | 61.5     | 20     | 38.5     |
| Channel 179    | 87     | 52     | 59.8     | 35     | 40.2     |
| Channel 180    | 20     | 17     | 85.7     | 3      | 14.3     |
| Channel 177    | 283    | 149    | 52.7     | 134    | 47.3     |
| Channel 181    | 2      | 1      | 50.0     | 1      | 50.0     |
| Channel 178    | 32     | 22     | 68.8     | 10     | 31.2     |
| Customer 08018 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 01228 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 01610 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 01621 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 02135 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 04674 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 04900 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 05605 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 05702 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 06647 | 1      | 1      | 100.0    | 0      | 0.0      |
| Customer 07208 | 1      | 1      | 100.0    | 0      | 0.0      |
| Totals         | 5,859  | 702    | 12.0     | 5,157  | 88.0     |



Customer - ME 9/2009 - 8/2010 vs. YAG [Units >= 1]

Total Passed (Customer): 87

| CustName | SalesRep       | Units        |         |       |       | Net Revenue |      |         |         |
|----------|----------------|--------------|---------|-------|-------|-------------|------|---------|---------|
|          |                | This         | Mix (T) | Last  | % Chg | This        | Last |         |         |
| 06252    | Customer 06252 | SalesRep 019 | 185     | 16.1  | 176   | 5.11        | 9    | \$1,293 | \$1,285 |
| 02893    | Customer 02893 | SalesRep 036 | 109     | 9.5   | 109   | 0.00        | 0    | \$1,285 | \$1,285 |
| 06226    | Customer 06226 | SalesRep 042 | 81      | 7.1   | 81    | 0.00        | 0    | \$1,285 | \$1,285 |
| 04079    | Customer 04079 | SalesRep 015 | 68      | 5.9   | 68    | 0.00        | 0    | \$1,285 | \$1,285 |
| 06225    | Customer 06225 | SalesRep 019 | 51      | 4.4   | 51    | 0.00        | 0    | \$1,285 | \$1,285 |
| 06251    | Customer 06251 | SalesRep 042 | 47      | 4.1   | 47    | 0.00        | 0    | \$1,285 | \$1,285 |
| 00199    | Customer 00199 | SalesRep 036 | 39      | 3.4   | 39    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02651    | Customer 02651 | SalesRep 019 | 36      | 3.1   | 36    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74199    | Customer 74199 | SalesRep 036 | 31      | 2.7   | 31    | 0.00        | 0    | \$1,285 | \$1,285 |
| 10756    | Customer 10756 | SalesRep 019 | 27      | 2.4   | 27    | 0.00        | 0    | \$1,285 | \$1,285 |
| 12019    | Customer 12019 | SalesRep 019 | 26      | 2.3   | 26    | 0.00        | 0    | \$1,285 | \$1,285 |
| 01652    | Customer 01652 | SalesRep 027 | 26      | 2.3   | 26    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02656    | Customer 02656 | SalesRep 042 | 25      | 2.2   | 25    | 0.00        | 0    | \$1,285 | \$1,285 |
| 06250    | Customer 06250 | SalesRep 019 | 23      | 2.0   | 23    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02500    | Customer 02500 | SalesRep 039 | 20      | 1.7   | 20    | 0.00        | 0    | \$1,285 | \$1,285 |
| 03106    | Customer 03106 | SalesRep 027 | 18      | 1.6   | 18    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74003    | Customer 74003 | SalesRep 036 | 18      | 1.6   | 18    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74183    | Customer 74183 | SalesRep 036 | 17      | 1.5   | 17    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74144    | Customer 74144 | SalesRep 036 | 16      | 1.4   | 16    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02646    | Customer 02646 | SalesRep 036 | 15      | 1.3   | 15    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02667    | Customer 02667 | SalesRep 036 | 15      | 1.3   | 15    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74178    | Customer 74178 | SalesRep 036 | 14      | 1.2   | 14    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74081    | Customer 74081 | SalesRep 036 | 12      | 1.1   | 12    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74044    | Customer 74044 | SalesRep 036 | 12      | 1.1   | 12    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02659    | Customer 02659 | SalesRep 019 | 12      | 1.1   | 12    | 0.00        | 0    | \$1,285 | \$1,285 |
| 02800    | Customer 02800 | SalesRep 019 | 11      | 1.0   | 11    | 0.00        | 0    | \$1,285 | \$1,285 |
| 74190    | Customer 74190 | SalesRep 036 | 10      | 0.9   | 10    | 0.00        | 0    | \$1,285 | \$1,285 |
| Totals   |                |              | 1,148   | 100.0 | 1,148 | 0.00        | 0    | \$1,285 | \$1,285 |

Customer Profile for Customer 02656:

- Customer: 02656
- CustName: Customer 02656
- CustContact: Contact 003024
- CustAddress: Address 003024
- CustCity: City 003024
- CustState: 30
- CustZip: 00302
- CustPhoneNumber: Pnr 003024
- CustStatus: 003024
- Company: Salient DSD Company
- Region: Region 004
- SalesRep: SalesRep 042
- AssignedRoute: AssignedRte 087
- Channel: Channel 193
- KeyAccount: KeyAccount 206
- ZipCode: 000438
- City: City 476
- State: 29
- DistributionType: DistType 63

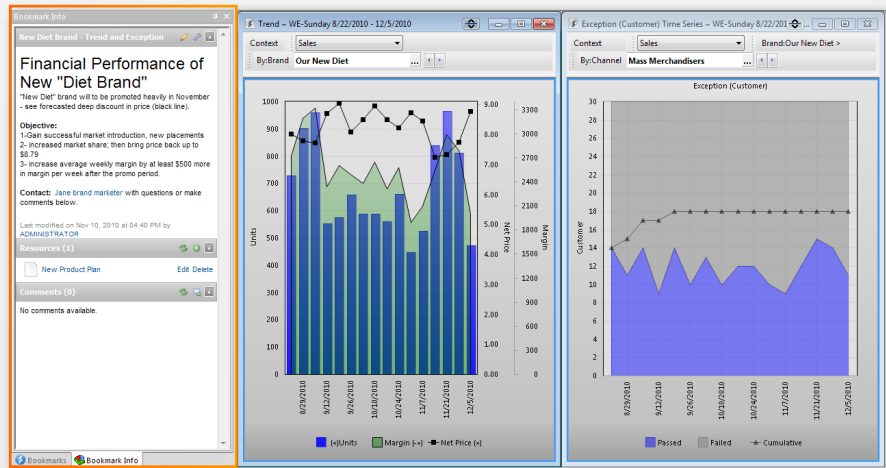
For another example and a more detailed description of this interactive visualization see page 15.

# Bring Unstructured Information Into the Picture

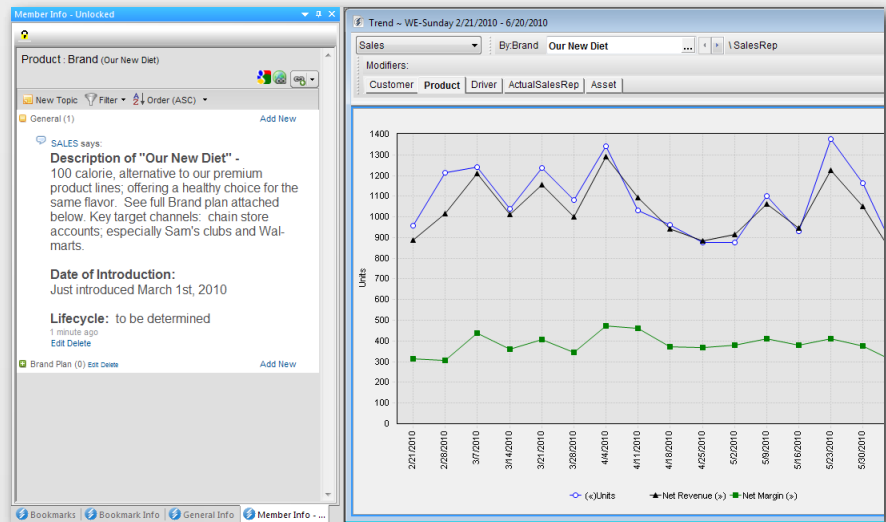
**In this example:**

Collaboration is made easy. You can add titles, descriptions, attachments and receive comments on saved views.

- Notice how “Resources” like shared documents and pictures as well as comments from colleagues are visible from the Bookmark Information panel.



- If colleagues/other users have added descriptions, definitions or meta-data about any items, then that information is available in the “Member Info” panel.
- Now your organization will have a complete resource to leverage structured intelligence with valuable soft-knowledge.



## Knowledge Manager

Add titles, explanations, documents and other information to explain saved bookmarks. Make comments and receive feedback from authorized colleagues.

Other Example Uses:

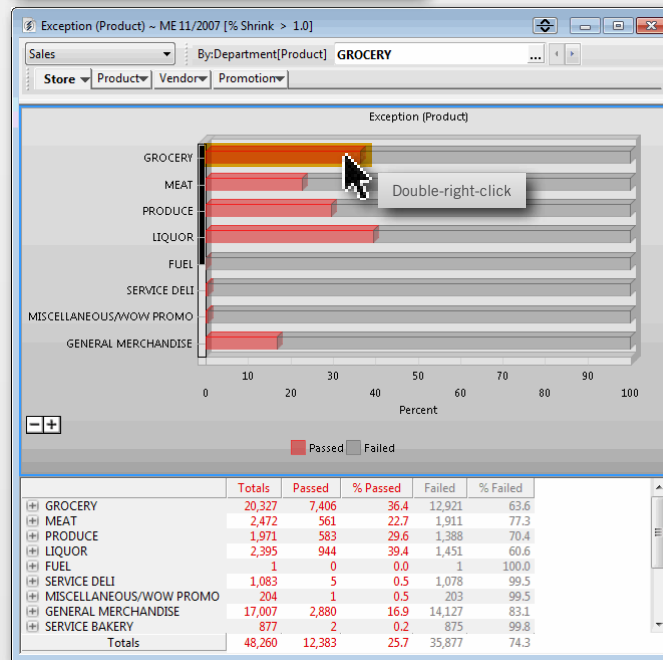
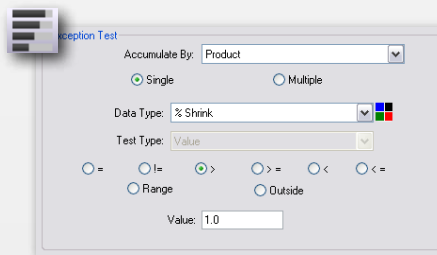
- Comments
- Explanations
- Attachments
- Pictures & videos

# Track Returns/Shrink by Reason Code

**In this example:**

Set customized test criteria to find products with high shrink rates. This test finds products with shrink costs that are over 1% of sales.

- A graphical view shows the test results by department. The red bar represents the percent of products with shrink over the threshold.
- The corresponding numbers view shows the number of products in each department and how many passed and failed the test.



- For any department, list out the products with high shrink costs to investigate them further.

Total Passed (Product): 7,406

|         | Label Description            | % Shrink | Sales    | Shrink Cost [Shrink] |
|---------|------------------------------|----------|----------|----------------------|
| 81916   | CAL EGGS LARGE 5-DOZEN       | 1.2      | \$12,576 | \$151                |
| 642686  | MEALTIME SMALL CRUNCHY BITES | 3.3      | \$10,359 | \$344                |
| 82082   | CRYSTAL COTTAGE CHS SMALL    | 1.8      | \$6,502  | \$117                |
| 642605  | MAINTAIN CHUNKS DRY DOG FOOD | 1.8      | \$6,481  | \$118                |
| 309895  | HORIZON LG BROWN EGGS        | 1.6      | \$6,382  | \$101                |
| 82040   | CRYSTAL FAT FREE MILK        | 1.5      | \$6,174  | \$92                 |
| 81900   | CAL EGGS JUMBO               | 1.6      | \$6,151  | \$100                |
| 1752722 | KNUDSEN LOW FAT COTTG CHZ    | 1.8      | \$6,097  | \$107                |

- Drill in on any product to learn more. What were the reasons behind the shrink?

Comp - ME 11/2007

Shrink

By: ReasonCode PI Adjust

Product: 642686 MEALTIME SMALL CRUNCHY BITES

Store ReasonCode

|                 | Shrink Cost  |
|-----------------|--------------|
| PI Adjust       | \$90         |
| INVENTORY AUDIT | \$91         |
| DAMAGED         | \$90         |
| DELIVERY SHORT  | \$73         |
| <b>Totals</b>   | <b>\$344</b> |

## Using the Exception Test Interactive Visualization

This is another use of the Exception Test Interactive Visualization to identify target groups of customers or products based on user-defined pass/fail tests. Make the test simple with metric for one time periods or more sophisticated—multiple metrics and/or rules for one period vs. another.

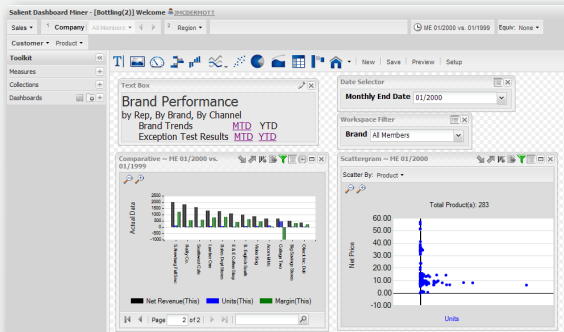
Other Example Uses:

- Who purchased, who didn't purchase: buy/no-buy tracking and listing.
- Identify out-of-stock situations, days or supply concerns.

# Salient Technology Summary

## Front End Management Applications

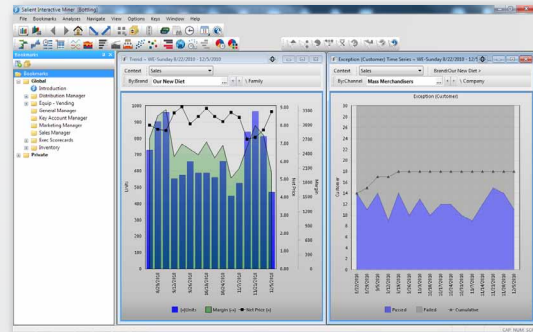
### Web Client



#### Salient Dashboards™

*The only* tool that enables independent creation and exploration beyond ordinary dashboard boundaries.

### Desktop Client



#### Salient Interactive Miner™

*The only* self-service, facts-on-demand visual data miner.

## The Salient Platform

*The only* super-scalable in-memory intelligence processing & visualization technology

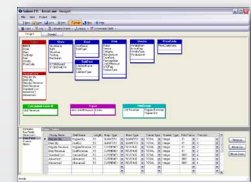
Salient UXT®  
Universal Exchange Technology



## Easy Integration

*The only* integration tool that directly merges information needs with multi-dimensional design

Salient ETL™  
Integration Tool



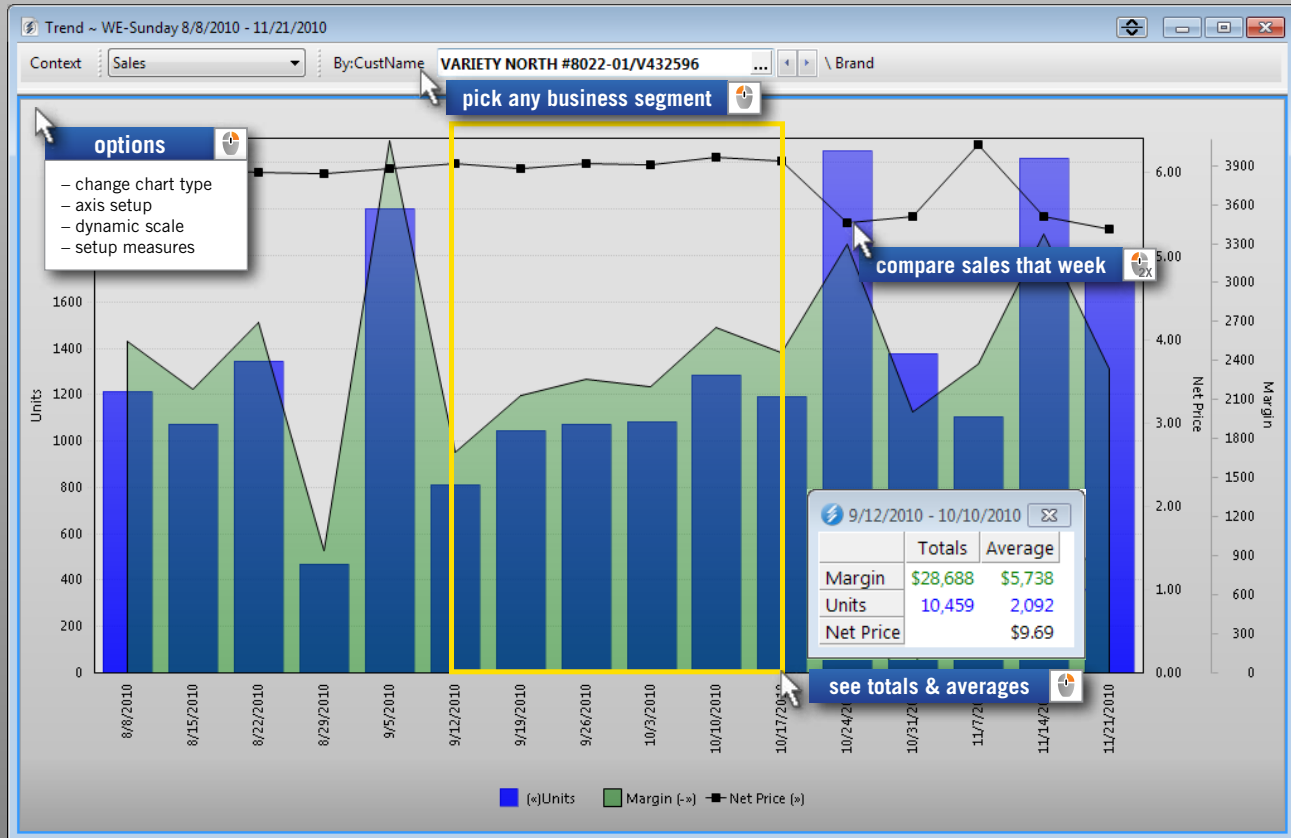
Works with Your Existing Infrastructure

**Any Process**—Sales, Finance, Distribution, Supply Chain

**Any Data Source** —Any BI Tool, SAP, Oracle, Any ERP, DW, or POS, MS Dynamics, Excel, Access...



## General Visual Data Mining Capabilities



## Collaboration

Add to your bookmarks: commentary, illustrations, pictures, etc.

- A brief description of the captured issue and explanation of what is displayed
- Any additional resources (promotional flyers, brochures, technical documents, etc) can be linked for instant access
- Comments help document when and why the Bookmark was created plus suggestions for improving or changing the issue presented.

**Bookmark Info**

Introduction

Sales results by Channel for our early year promo months.

Last modified on Jul 30, 2010 at 01:29 PM by SALES

Resources (4)

- Sales graphic Edit Delete
- Price Point Analysis Video Edit Delete
- Visual Data Mining Edit Delete
- Intro Overview Edit Delete

Comments (2)

- SALES says:  
these dates represent our traditional summer "boom months"  
Jul 26, 2010 at 04:35 PM Edit Delete
- AKUNJBEHARI says:  
remember to engage modifiers  
Jul 29, 2010 at 10:22 AM Edit Delete

# How Salient Technology is Different

Salient makes it possible for everyday business managers to use intelligence without sacrificing time from their regular duties.

We make it faster and easier to dig into root cause, make the timely correction and improve results continuously.

| Salient Performance Management   | Typical Business Intelligence (BI) Tools  |
|--|---|
| <p><b>Business-Ready</b><br/>The solution is already built to be “business-logical” enabling rapid deployment, and greater ease-of-use</p>   | <p><b>Tool-Kit</b><br/>The views, analytical capabilities, and more need to be built by an IT team before a solution is ready</p>   |
| <p><b>Flexible Business-Driven Capability</b><br/>Business users know what question they want to ask, how to frame the question, and what they want to ask next</p>  | <p><b>Flexible Report Writing</b><br/>Inflexible resulting views are pre-determined – assuming the business question is always the same</p>   |
| <p><b>Built for the Information Consumer</b><br/>Instead of traditional “push” reporting, Salient enables situational “pull” access so that managers can shape their own intelligence</p>  | <p><b>Built for the Information Producer</b><br/>Typically the solutions are built so that technical staff can create and maintain reports for management.</p>                              |
| <p><b>Associative, Flexible Drill-Path</b><br/>Built the way people think, performing new context selection on-the-fly rather than having to pre-set</p>   | <p><b>Reporting-Based</b><br/>If you may want to see it, it needs to be thought of and created ahead of time or redesigned on an ongoing basis</p>  |
| <p><b>Fully Interactive</b><br/>All the visualizations let you list items of interest, see more about them, focus in on them, or change how you framed them</p>  | <p><b>Partially Interactive</b><br/>Has some interactive capability; but not out-of-the-box. They need to be set up by technical staff each time.</p>                                       |
| <p><b>Immediate Access to Root Cause Detail</b><br/>All unsummarized details are easily available; it is the details that make facts actionable. Scalable without sacrificing detailed facts</p>                                   | <p><b>Departmentalized</b><br/>Most reporting-based solutions summarize or departmentalize data to increase speed / response time</p>   |
| <p><b>Minimal Consulting or Technical Services</b><br/>Consulting focuses on logically grouping your business information and then “Role-Based” training</p>   | <p><b>Required Set-up</b><br/>Depending on the number of individuals being served, technical resources are needed to create all potential views</p>   |
| <p><b>Complete Autonomy vs. Ongoing Set-up</b><br/>Requires no consulting or technical services to create or modify views once data is loaded in the application. It is business-user driven; simply “Bookmark” standard views</p> | <p><b>Modification Assistance</b><br/>Services are needed from an internal or external technical resource to create new or modify existing drillable report views on an as-needed basis</p> |

“The Salient application is very fast. You don’t lose continuity. You don’t lose focus.”

Rick Cottingham, Havell’s SLI



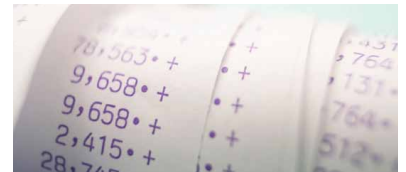
“Salient gives us a good window on how we’re doing in the supermarkets and it allows us a great deal of flexibility in how we look at the data.”

Carvel Ice Cream



“On a day-to-day basis, we can get a gross profit report by product packaging... It used to take 8–9 days.”

Curt Root, Controller, Gillette Group



“Answers are available on the spot—practically as fast as the questions are asked...Seat-of-the-pants management is becoming a thing of the past. Within seconds, gut feelings can be documented and substantiated”

Salient Client of 13+ Years



“It’s revolutionary...It’s a real client-server system with on-line, real-time information that we get on a daily basis.”

Silver Eagle Distributing Co.



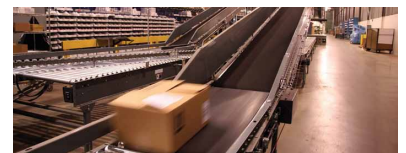
“The system exceeded our expectations. The result is a 3% recovery in the operating margin.”

Neuri Amábile F. Pereira, Spaipa S.A. Industria, Brasileira de Bebidas



“Salient has helped us become much smarter manufacturers.”

Randy Bates, Executive Vice President of Sales and Marketing for Golden Flake



“Better information, faster information and a more informed sales force—you can’t put a dollar figure on that.”

Salient Client

