

Distribution: From the truck to the store

by Stefanie Scott, April 15, 2009

Salient Corp.

Horseheads, N.Y., 607/739-4511, salient.com

Salient Corp. offers Margin Minder, a system for processing the data of everyday business activity in one place. With Margin Minder, managers receive a self-serve toolkit for sorting through sales data to find problems and opportunities. The system graphically shows how profits and growth are affected by promotional discounting, product mix, deal duration and frequency.

Margin Minder is powered by Salient UXT, which automatically scores the relationships of investments to the net value created by the investments, down to the individual customer relationship and up to the highest responsibilities.

The newest way clients are using Margin Minder is with Pay for Profitable Performance (PFPP), a formula for balanced growth, the company says. When sales volumes do not meet profit expectations, Margin Minder can measure the performance equation: volume, growth and margin contribution. This allows wholesalers to build compensation and bonus plans based on value by person.



DSD sales and marketing solutions simplify beverage distribution

Distributing beverages would be a far more difficult task without the developers who produce software that handles the logistics behind the operations. The systems can reduce costs, improve sales and delivery efficiencies, and are available for any size business. Beverage Industry asked the leaders in distribution sales and marketing solutions to share the latest software and handheld equipment advancements.

Paying for Profitable Performance
A formula for balanced growth – volume and profit

Margin Minder®
Revenue Management
from Salient Corporation

SALIENT™
Performance Management

Salient
Webinar
Paying for Profitable Performance

To sign up or just find out more about these and upcoming Webinar events, visit us at:
Salient.com/DSD

About Salient

Salient Corporation offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, our technology measures how business activity creates value, quality, financial efficiency, productivity, while its user interface eliminates barriers to the use of this knowledge for continuous process improvement.

Salient's technology platform is a super scalable in-memory OLAP system for activity based value scoring. Its user interface is a graphical toolbox for interactive, stream-of-thought data mining, visualization and root cause analysis. Overall, the technology enables non technical knowledge workers to evaluate process behaviors rapidly, eliminate waste and optimize outcomes continuously.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.

