

# Salient reveals how weather may be impacting your bottom line.

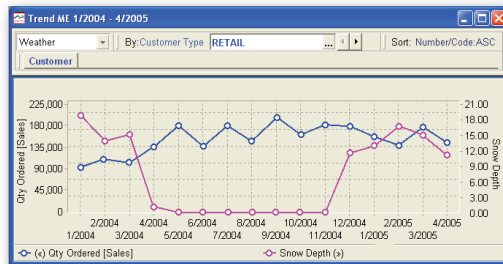
Now you can incorporate weather information with your transactional data to fine tune your performance metrics.

Introducing Salient's Weather Module. Now you can integrate weather data to provide additional insights into your sales, revenue, and more. Are sales sluggish because of colder than usual temperatures? Were deliveries slowed because of a bad storm? Salient provides the answer. Our Weather Module automatically gathers daily weather updates from the National Oceanic and Atmospheric Administration (NOAA) providing you with another tool to assess performance.

Weather information can be collected from any weather station in the world - providing you with additional insight into your stores, delivery routes, customer locations, or sales rep locations, any where that you do business. Information can be collected from one or two specific weather stations, or track data from an entire geographic region.

Let Salient's Weather Module connect precipitation, snowfall, temperature or storm information directly to your revenue. Gain clear insight into how weather effects your bottom line. Minder Viewer dynamically creates the link based on the item selected. Users simply point and click to gain a better understanding of the meaning of unstructured information.

For example, see if sales were impacted by particularly snowy weather this year as compared to last year. Tie this into product information to improve your understanding of products, sales and delivery schedules.



Access the NOAA web site through a file transfer protocol (FTP) connection. Download metrics such as: **Temperature, Wind, Precipitation, Snow, Rain, Fog, Visibility**

	Temp	Precip	Snow Depth	Qty Ordered [Sales]
1/2004	33	1.82	19.3	95,300
2/2004	36	1.69	13.75	113,650
3/2004	46	2.43	14.03	100,965
4/2004	58	3.13	1.56	135,008
5/2004	70	3.12	0	187,900
6/2004	79	4.8	0	139,537
7/2004	83	2.78	0	187,965
8/2004	81	3.26	0	143,769
9/2004	72	3.71	0	198,950
10/2004	61	3.19	0	167,503
11/2004	48	2.8	0	189,420
12/2004	38	2.43	12.32	180,075
1/2005	31	1.3	13.89	165,755
2/2005	33	1.41	15.77	139,537
3/2005	47	1.86	14.01	187,965
4/2005	57	2.06	11.43	143,769
<b>Average</b>	<b>54.6</b>	<b>2.61</b>	<b>7.25375</b>	<b>154,817</b>
<b>Totals</b>				<b>2,477,068</b>

## About Salient

Salient Management Company 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 over 50 countries. For more information, visit [www.salient.com](http://www.salient.com).

