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Salient Acquires Leading Baked Goods Manufacturer

Horseheads, NY – Salient Corporation today announced the acquisition of a new client, one of the leading baked goods manufacturers in the country.

Salient's value performance management solution was selected to replace an older, slower technology that had been used for sales reporting. Salient's Margin Minder Max solution provides the company the ability to instantly see the "total value" of each customer, across the company, according to an executive of the bakery. The company-wide implementation is expected to be complete before the end of the year.

"Salient's momentum in the marketplace is building," stated Guy Amisano, President, Salient Corporation. "The acquisition of this bakery as a client shows the flexibility of our solution and the demand for systems that give companies the ability to tie behavior to results."

"This particular client has needs that only Salient can fulfill," explained Larry Beutel, VP of Marketing. "They are a high-volume distribution company that has been successful at mergers and acquisitions that have strengthened their brand. We will provide their team with the ability to quickly see, analyze and react to market forces. They expect to achieve a three percent margin increase because of the work we do."

About Salient

Salient Corporation makes very large scale in-memory intelligence technology for ad hoc data interrogation, visualization and root cause analysis. The company provides continuous audit, performance monitoring and forensic applications for business, health care, education and government.