

FOR IMMEDIATE RELEASE

## Salient Management Company Sees Further Expansion in South America

**Horseheads, N.Y., February, 2010** – Salient Management Company, a global leader in enterprise performance management solutions, today announced a new partnership that will firmly establish a sales and service arm in Ecuador, Argentina and Colombia. Mastermind, a Microsoft Gold Certified Partner located in Guayaquil, Ecuador, will expand its current offering by integrating Salient's powerful performance management solutions.

After a decade serving as a Microsoft Gold partner, Mastermind sought a partner that would help them offer more advanced solutions for measuring and improving business performance. By working with Salient, Mastermind will now be able to help clients introduce greater visibility into business processes through deeper access to information. They will be able to help clients integrate CRM, ERP, accounting, and other data sources to deliver a comprehensive solution for driving improved productivity.

“South America represents a growth area for Salient, and Mastermind will help us support the entire region,” said Guy Amisano, CEO of Salient Management Company. “We chose to partner with Mastermind for their expertise, excellent reputation, and their focus on customers’ success.”

According to Victor Huerta, Principal of Mastermind, “Partnering with Salient will help us achieve our strategy of offering a higher level of business performance improvement than we could support in the past. By integrating Salient’s solution set, we will help our customers leverage existing data to deliver more actionable information to enhance their decision-making.”

### **About Salient Management Company**

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

Salient’s technology platform is a super scalable, in-memory, system for automated scoring of value added by business activity. The user interface provides 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 continuously optimize outcomes.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit [www.salient.com](http://www.salient.com).

### **About Mastermind**

Mastermind is a 12 year old company with very critical deployments made to leading industrial and commercial Ecuadorean groups. Mastermind’s differential edge is a powerful relational marketing strategy, based on effective implementations. Mastermind has performed implementations in Ecuador, Chile, Argentina and soon in Panama. Mastermind specializes on turn key projects and uses its own process techniques that allow implementation on time, on budget, and to specification. Mastermind’s knowledge transfer methodology ensures that clients become self-sufficient and not dependent on costly support contracts. For more information visit: [www.masterware.com.ec](http://www.masterware.com.ec)