

Salient Geo

Point and Click Location Intelligence

Add-On for Salient Performance Management Solutions: Geo-spatial intelligence for new insights and improved efficiency

Salient presents a new perspective for finding opportunities and making strategic changes to improve efficiency. Salient's Geo add-on integrates geospatial information with sales data, demographics, and performance metrics. It displays the results in real-time, dynamic, interactive maps that give new insights into the business. As always with Salient solutions, the information is up-to-date and drillable to exactly the right level of detail. Executives get daily "maps of the business" that provide a spatial overview of performance or serve as a starting point for investigation into areas of concern. Managers and sales representatives get "maps of their own world" that show where they can immediately take action.



Features:

Location performance

Not only does Salient Geo show where customers and assets (or any other coordinate data) are located, but it also reveals performance (volume, revenue, margin, etc.) or changes in these metrics for each location. The maps use easy-to-read variations in color and size to represent the data, so regional or other geographic trends in performance become apparent. Or, turn on existing highlight rules to instantly spot locations with high costs, low volumes, unusual changes, etc. Look at all locations at once or focus on a subset by attribute (for example, all convenience stores), sales characteristics (for example, customers who bought Product A), or interactively select groups of locations to plot on the map using Salient's Check tool.

Spatial relationships/Multiple types of locations

See the spatial relationship between any two keys – warehouses and customers, vending machines and customers, providers and recipients, etc. The secondary key uses a different symbol for its markers.

Thematic mapping

View averages and totals for distinct areas within the map. Shades of color indicate whether a region, state, county, town, or other area has unusually high or low results.

Mapping by attribute

Quickly switch from a view of sales per customer to customer attributes. Different types of markers indicate characteristics (sales representative assignment, channel, key account, etc.) of each customer or asset. These maps can reveal inefficiencies or areas of opportunity.

Demographic information

Map layers oftentimes contain valuable statistics about demographics (income, sex, age, family size, ethnicity, etc.). Salient Geo utilizes this information and can plot it on the map for easy integration with your data. This provides valuable new insights for marketing, planning, product assortments, penetration, etc.

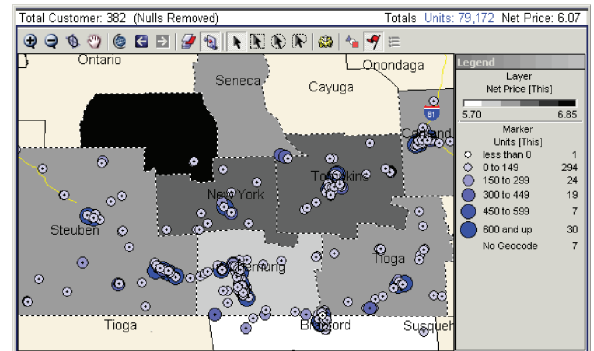


Figure 1: GEO Thematic Mapping

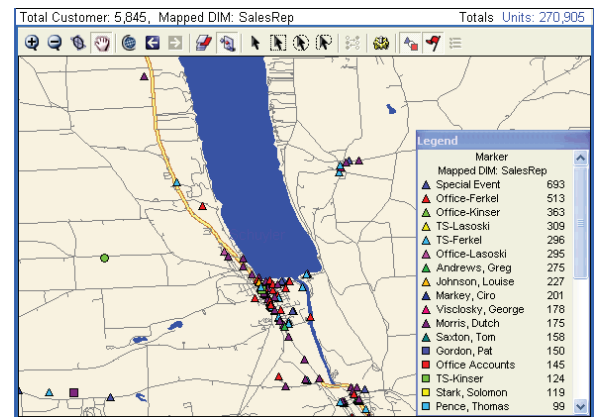


Figure 2: GEO Mapping by Attribute

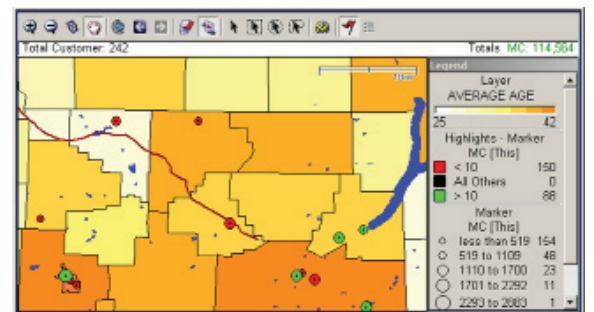


Figure 3: GEO Demographic Information

Interactivity

Salient's philosophy that every answer should be a mouse-click away carries over to Geo. Several tools make it easy to navigate through the map and quickly find the right information:

- Zoom in or out to the right level of detail
- Pan across the map
- Go back or forward between views
- Select individual locations or groups for further analysis

Location selection

Instantly retrieve location-specific information and make actionable lists using a variety of features. To select customers or assets on a map: point and click; draw a circle, square or any other shape; click to select all points within a defined area such as a county; or reverse the selection to find outliers. Once you've selected locations, click a button to list them out along with their performance metrics, or turn them into a collection for further analysis. Or, you can right-click on a single location to view its attributes and descriptions.

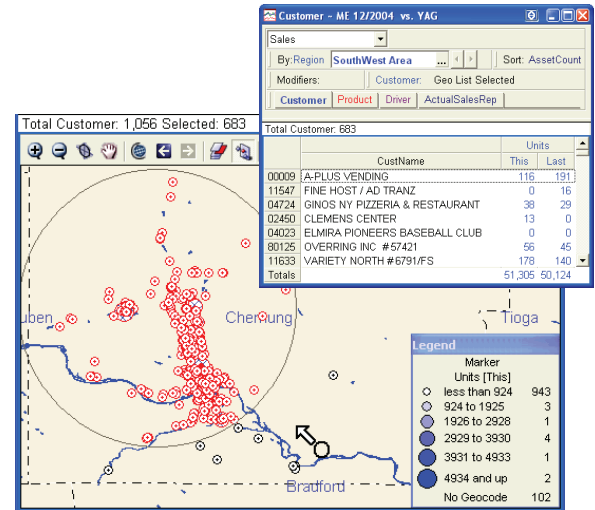


Figure 4: GEO Location Selection

Geo connects to dynamic, corporate intelligence

The InfoShare pointer (available separately) can be used together with Geo for sharing unstructured corporate knowledge. For example, by clicking on a store location you can see a picture of a store and/or its shelf plan-o-gram, get a narrative history of recent promotions, plans, etc.

Geo connects to mapping web sites

You can link points on the map to popular mapping sites on the Internet (for example, Google™ Maps). This integration provides several capabilities. For example, click on a point on the map to get driving directions, satellite images, related web sites, and more. You can even include your own labels, such as customer names, on the resulting maps. The functionality is available with InfoShare and may be licensed separately.

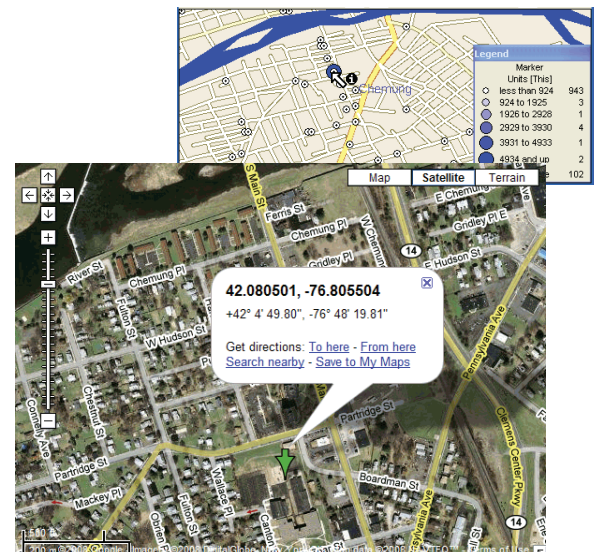


Figure 5: GEO Connects to Mapping Web sites

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Customization

Individual users can customize nearly any aspect of the map for optimal display. Or, for ease of implementation, system administrators can determine the best settings and then distribute them to users through a special setup feature. Here are just a few ways that you can customize the maps.

Additional map layers - The Geo add-on automatically includes map layers for countries, states, counties, interstates, and major cities. Easily add more map layers to define your particular areas of business. For example, add streets, towns, waterways, highway exits, points of interest, satellite images, etc. (These are available from a variety of free sources or may be purchased.)

Map layer setup - Set when each layer turns on and off for optimal viewing and zooming within the maps.

Symbols - Select the symbols used to represent lines, points, etc. A number of options are available, including your own custom symbols.

Colors - Set the background color, line colors, font colors, etc.

Geo at Work

The possibilities are endless:

- View performance metrics together with geospatial and demographic data.
- Improve sales representative assignments based on geographical location.
- Spot profit and loss performance trends across regions, states, counties, etc.
- Set performance criteria, then instantly map locations that pass or fail... drill into individual locations for deeper analysis.
- Group locations for ad hoc territory performance analyses (for example, look at customer growth along a highway or in the vicinity of a new store).
- Get a geospatial view of causal data - pricing, for example.
- Match product assortments to area information.
- Select locations within or outside one or more service areas.
- Much more

Get Geo Today!

You can get Geo up and running in a short time with minimal setup required. Each customer or asset location to be mapped requires geographic coordinates. You can obtain this information using a variety of services or software packages. Once you have the information, simply load it into the Salient system and begin gaining new insights into your business. Contact your Salient Sales Representative at (607)739-4511 for more information.

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.

